



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 5/12/2000

GAIN Report #BE0009

## **Belgium-Luxembourg**

### **Fishery Products**

## **The European Seafood Exposition in Brussels**

## **2000**

Approved by:

**Philip A. Letarte**

**U.S. Embassy**

Prepared by:

Philip A. Letarte

---

#### **Report Highlights:**

**A record number of U.S. firms attended the European Seafood Exposition in Brussels.**

---

Includes PSD changes: No

Includes Trade Matrix: No

Unscheduled Report

## **European Seafood Show in Brussels May 9-11,2000**

The European Seafood Show (ESE) took place in Brussels May 9-11. The show hosted a record number of exhibitors, over 1,000 , with visitors from more than 100 countries. According to the U.S. show organizer, Diversified Business Communications, ESE is the largest seafood trade exposition in the world and growing. This year, the show expanded its area by over 12% and was located in three separate buildings.

The number of U.S. exhibitors rose slightly this year, with an estimated 40 private firms participating. More U.S. companies wanted to participate but the show organizer had only a limited amount of space available.

The U.S. Ambassador to Belgium, Paul L. Cejas, visited the U.S. Pavilion and spoke to many of the individual exhibitors.

While most U.S. firms were delighted with the quality of their contacts and expected good sales from the show, they pointed out that the strong U.S. dollar and some high tariffs, on pacific halibut in particular, constrain their exports.

Further details will be forthcoming shortly, based on exhibitor sales, feedback and personal observations from FAS staff.