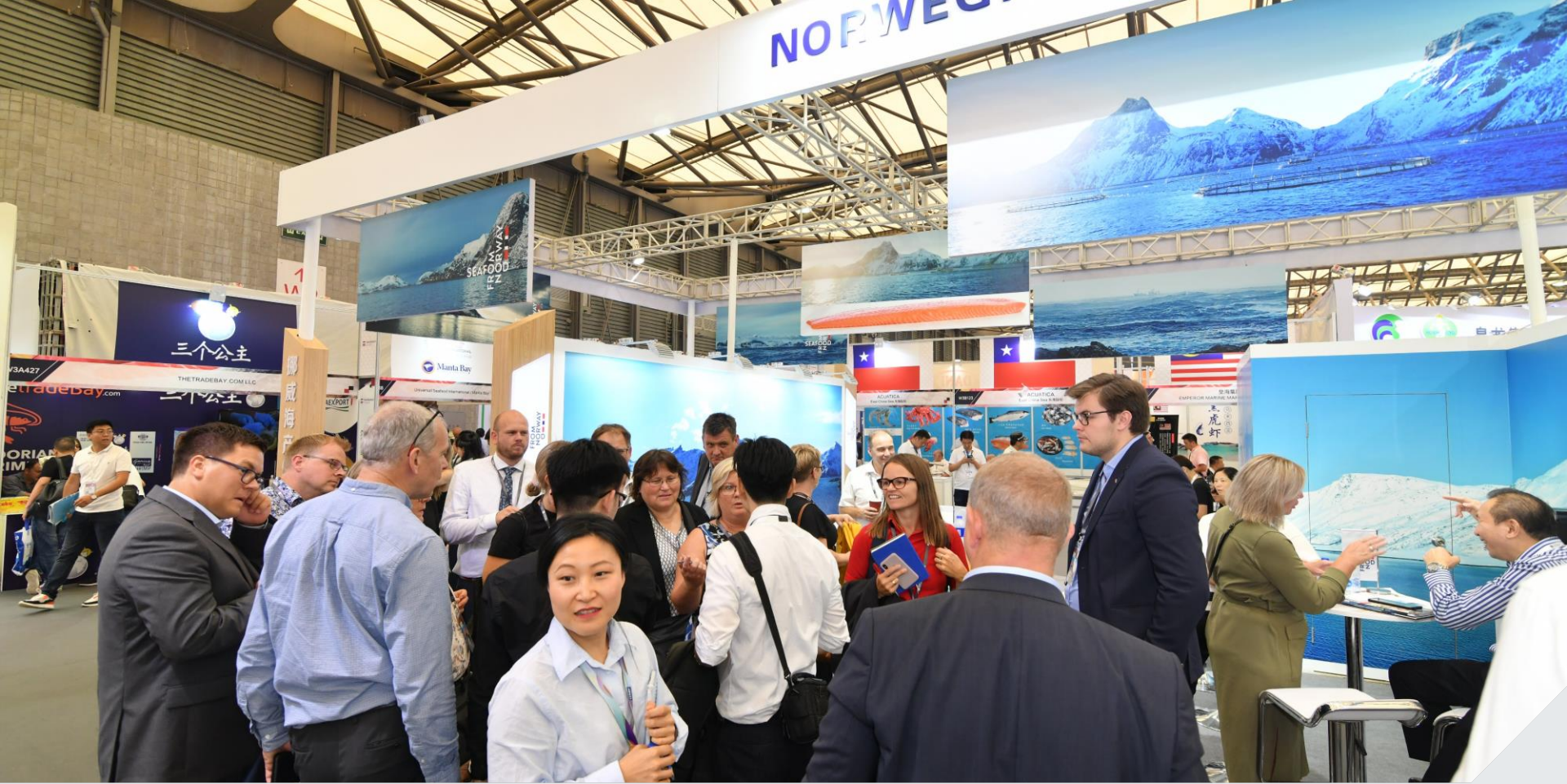


NORWEGIAN
SEAFOOD
COUNCIL

Invitation to World Seafood Shanghai
26 – 28 August 2020



Invitation

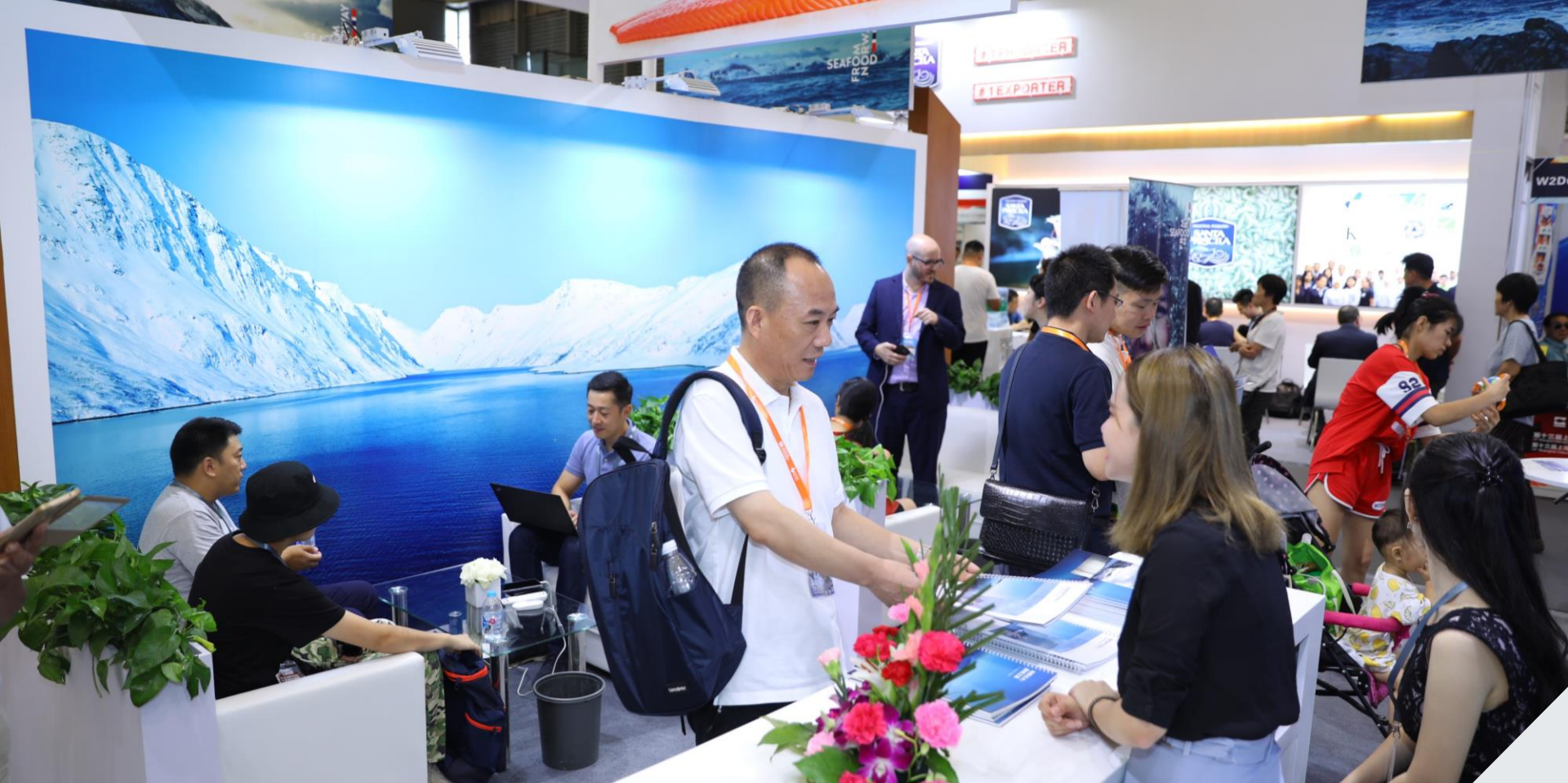
NSC has the pleasure of inviting Norwegian seafood exporters to participate with company stands at the Norwegian Seafood Pavilion at World Seafood Shanghai 26 – 28 of August 2020. The aim of facilitating expo participation, is to promote seafood from Norway towards Chinese buyers; importers, distributors, food service, and retail. On occasion of World Seafood Shanghai, NSC also has the pleasure of inviting Norwegian seafood exporters to join our seminar- and retail program on 25 August.

World Seafood Shanghai has become China's second largest seafood exhibition, after China Fisheries. The expo has developed very positive in recent years and today is an international and relevant arena. Typical exhibitors are the major importers and processing companies that focus on domestic sales in China. There is also a growing presence from foreign exporters.

At the fair you will be able to meet seafood buyers from the eastern part of China who today typically trade from importers, but who seek to buy directly from foreign exporters. The expo is suited for all exporters of Norwegian seafood focusing on the China domestic market. Buyers from the large Chinese processing companies will only be present to a limited extent.

We look forward to your participation!

NSC team China



Participation details

- ❑ Participating companies are required to pay the rent cost for their own stand area and each company will be invoiced after the expo. NSC will cover construction costs and decoration.
- ❑ During the expo days, NSC will also facilitate on-site support and assistance to all Norwegian exporters exhibiting and taking part in the expo.
- ❑ The assumed cost of each stand is NOK 30 000 per company (each stand size is 3X3 meters with one table and 4 chairs). Extra material and equipment can be booked for additional costs.

Additional programs

More information will follow closer in time

Field trip and store visit, Shanghai

Tuesday 25 August

Mackerel & Cod seminar, hosted by the Norwegian Seafood Council

Tuesday 25 August

Networking event, co-hosted by the Norwegian Consulate General in Shanghai

Tuesday 25 August

Salmon seminar, organized by Seafood Guide TBC

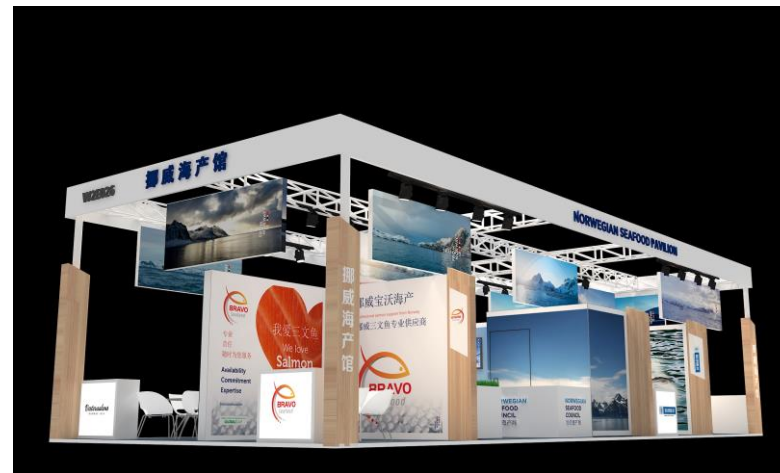
Wednesday 26 August

Chef demo of Norwegian seafood

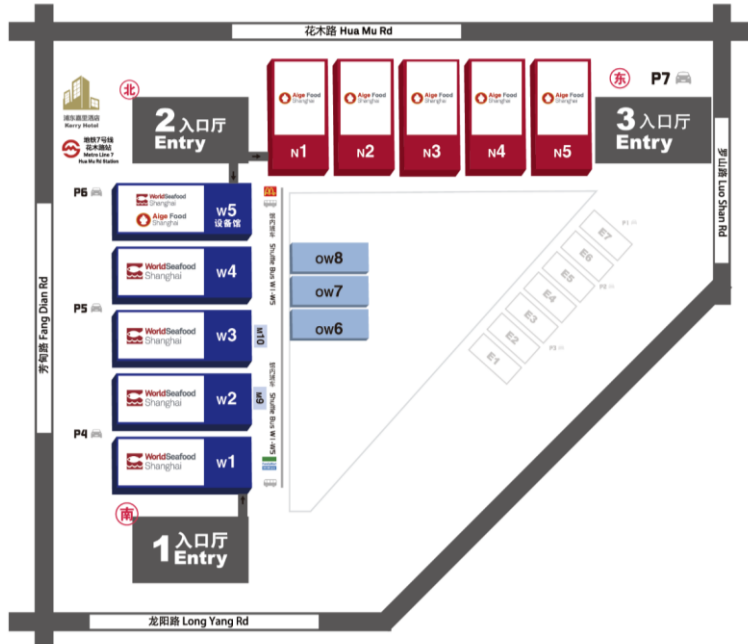
Thursday 27 August

Design layout

Example from the Norwegian Seafood Pavilion



Exhibition plan



Schedule for visitors

Date: 26-28 August 2020
Venue: Shanghai New International Expo Center
Address: 1# Entry Hall - No. 2345 Longyang Road, Pudong
New District, Shanghai, China

Opening hours

26-27 August 2020 (09:00-16:30)
28 August 2020 (09:00-14:30)

Co-located with 11th China Food Shanghai

Information and registration

Practicalities:

- ♦ In case of limited space, booths will be distributed on a «*first come – first serve*» basis
- ♦ Please indicate if you have any specific requests for your company stand
- ♦ Travel and hotel must be arranged by the companies
- ♦ Recommended hotels by the expo organizers, see [external link](#)

Note: Norwegian participants are encouraged to start the visa application process in due course.

Contact:

For any questions about the Norwegian Seafood Pavilion and stand reservation, please contact:

Victoria Braathen, Director NSC China

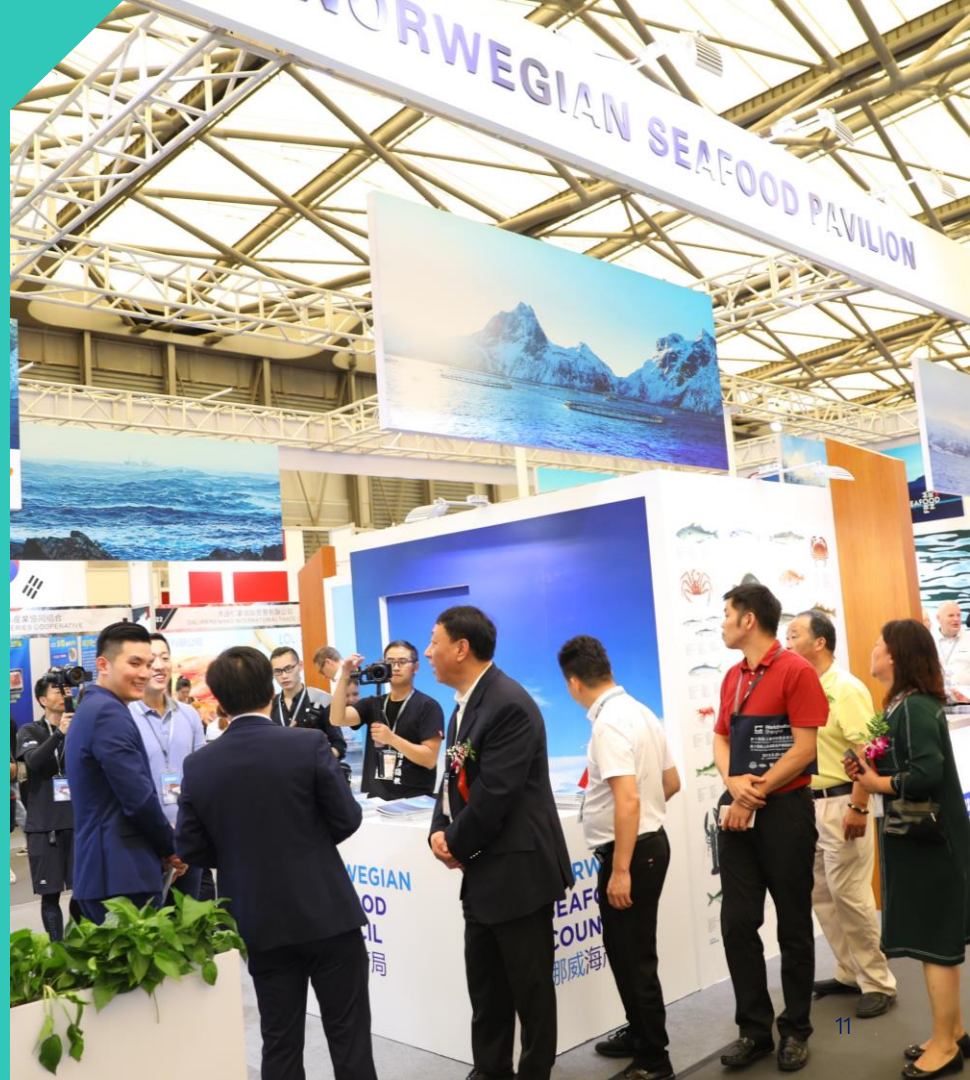
Email: vb@seafood.no

Mobile: +47 913 44 035 / +86 156 1801 8510

Deadline: Registration date is Friday 15 June 2019.

Learn more about World Seafood Shanghai 2020:

<http://www.worldseafoodshanghai.com/en/>



NORWEGIAN SEAFOOD COUNCIL

