

## Digital Seafood Meeting: an opportunity to be seen

### "Dating platform" for the fish industry

*Wednesday, march 3, 2021.* When cell-biotechnology and food tech experts work together, the result can be something as surprising as fish products grown from cells. But can these products make it on the market? This is just one of the questions to be tackled at the Digital Seafood Meeting on Wednesday, 21 April 2021. "The virtual meeting covers future topics like this, but above all opportunities for one-on-one talks with trade partners", says Sabine Wedell, Project Manager of the fish international.

There will be a focus on what she calls matchmaking sessions: Whether buyers, product developers or sales managers – the Digital Seafood Meeting gives partners and customers the chance to meet. Participation will be easy: Anybody who wants to join in can log on to the platform, create a profile, search for potential partners and arrange virtual meetings. After both sides have agreed, they can start to chat. "We're looking forward to welcoming lots of familiar companies, but we also can't wait to see new faces. It's a great opportunity for the industry", says Wedell.

There is also a program of talks in three sessions. The topics are: out-of-house sales, product launches in the retail trade and innovations. The first focus will be mass catering. How has the pandemic changed this market and what comes next? In this sector, Friesenkronen-Feinkost has come up with a creative idea: the European Matjes Week. "It's a varied culinary journey with greetings from around the world in the form of fine spices and aromas on a Matjes menu. Especially in the current situation when we're all hoping for a return to normal, this menu is designed to help restaurant owners and caterers offer their guests special treats. The dishes are easy to prepare in the kitchens with the help of the Friesenkronen campaign packages", says Sylvia Ludwig, Head of Sales at Friesenkronen. "We will also present an extensive start concept during the Digital Seafood Meeting."

In the session devoted to retail market product launches, experts will discuss the latest news. What recent developments have emerged on the market? What new products are on offer, and which of them have achieved retail success? The range of Polish processing company Freezco includes modern packed salmon and smoked fish products. Iwona Kulnicz from Freezco will report on the company's experiences with German retailers, among other things.

The third session is all about plant, land and cell-based products. "More and more alternatives are making it onto the market, and this raises the question of whether they are competitors to fish or a positive addition to our products", says Wedell. Burkhard Gabbe, Managing Director of FRoSTA Foodservice GmbH, reports in this context about "Fisch vom Feld" (Fish from the Field). This is a plant-based fillet which was presented for the first time at the fish international last year. It is already used in mass catering and the food retail trade. There will also be a

presentation on cell-based fish products. "Cell-based fish is a healthy fish product produced from cells using innovative biotechnology. No fish have to die for this food", says Dr. Sebastian Rakers, the Managing Director of Bluu Biosciences GmbH and a pioneer in this field. "Unlike meat cells, fish cells are cultivated at room temperature, which saves energy costs. What's more, the less complex tissue structure makes cell-based fish easier to produce."

The Digital Seafood Meeting is an online event organised by the fish international trade show with the support of the European Enterprise Networks (EEN) and other partners such as Food from Denmark, Profiexpo, Eurofish and Fischmagazin. The event will be presented by Sabine Wedell as well as Monika Pain, Project Manager at Polfish in Gdansk, and Selin Akdogan, Project Manager at Future Fish Eurasia in Izmir. In the current circumstances, the industry is presenting this virtual event to bridge the gap until the next fish international from 13 to 15 February 2022. Registration is free at: [www.fish-international-digital-2021.b2match.io](http://www.fish-international-digital-2021.b2match.io).

(4.044 characters incl. spaces)

#### **On fish international**

Founded in 1988, the fish international in the MESSE BREMEN exhibition halls is the only German trade fair for fish and seafood. Every two years, it attracts a good 12,000 visitors from the fish industry, fish wholesalers, food retailers and the hospitality industry. Here they find some 300 suppliers from around the world and use this opportunity to find out the latest information and discuss current topics in the business.

#### **Further information for editors:**

MESSE BREMEN/M3B GmbH

Janne Addiks, Phone +49 4 21 / 35 05 – 341

Email: [addiks@messe-bremen](mailto:addiks@messe-bremen); Internet: [www.messe-bremen.de](http://www.messe-bremen.de)

#### **BU:**

It's all about fish: The challenges of the out-of-house market, innovations like cell-based fish, and product launches in the retail trade – these are the central topics of the Digital Seafood Meeting on 21 April 2021. But the overall theme is making contacts or: seeing and being seen!