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Products, trends, topics – fish international

fish international 2024 puts the topic of human resources on the agenda

Thursday, 14. December 2023 · Whether trends, new products or forward-looking topics: If you want to find out what's new in the seafood industry, you can't miss fish international. Every two years, Germany's only fish fair showcases what's moving the industry at home and abroad. From Sunday to Tuesday, 25 to 27 February 2024, international experts from the seafood industry will come together in Hall 5 at MESSE BREMEN. Project manager of fish international Sabine Wedell and her team will once again provide participants from industry, trade and catering with plenty of inspiration and ideas for exchanging knowledge and shaping the future of the seafood industry.

How about a new fish?

As a showcase for new products, the 19th edition of the fish trade fair once again has a lot to offer. Over 300 exhibitors from Germany and abroad have announced their attendance and will be showcasing tried-and-tested, innovative and new products. Among them is Cromaris from Croatia. After three years of development, the company will be presenting its latest product from its own breeding programme at fish international: Dentex dentex. A fish with strikingly strong teeth and very large, sharp fangs. According to Cromaris, it is the first company to breed and sell this species of fish commercially.

"The dentex belongs to the sea bream family, Sparidae. It is very popular in the Mediterranean region due to its tender, white and flaky meat and is considered one of the premium fish species. Now we want to introduce this premium product to the European market," says Thomas Wohlert from Cromaris. The advantages of dentex: "It is rich in omega-3 fatty acids, proteins and is a source of vitamin D and E. An attractive fish that grows quickly and requires little food."

Two major players in the German seafood industry will also be presenting exciting products for the food retail and food service sectors: Deutsche See will be represented together with other companies from the Parlevliet Group. Transgourmet Seafood from Bremerhaven will be on site with a number of partner companies on 400 square metres at the fish trade fair. Ralf Forner, Managing Director of Transgourmet Seafood, wants to show what can be done with sushi and sashimi and will be presenting Mediterranean fish and smoked salmon from land-based farming, among other things.

At the same time, he wants to convince the German market of the benefits of surf and turf. "Meat and seafood complement each other well," says Forner. "In Halifax, Canada, the lobster mecca, lobster meat is prepared in a delicious way. It's an expensive but traditional product that has conquered the market in the USA." Forner would like to see the same for Germany, as the product on the plate is as valuable as a good 30-euro steak.

Sustainability influences purchasing decisions at the point of sale

In addition to new technologies and products, there will once again be a forum for current topics relating to aquaculture, retail and food service in 2024. The three main themes of the 19th edition of the fish trade fair

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are food production, sustainability and transparency. "It is increasingly important to address key issues relating to the three main topics," says Wedell. Together with her team, she will be presenting the progress that has been made in areas such as energy saving.

Nobody can avoid the topic of product packaging any more. For example, visitors to the Sealpac stand in Oldenburg will find sustainable packaging solutions for fish products. "The topic of sustainability and plastic reduction continues to be a major issue for customers. Our packaging has up to 80 per cent less plastic, consists of a high proportion of fibres and is up to 100 per cent recyclable," says Stefan Dangel, Head of Marketing and Sales at Sealpac. The company has visibly communicated on the product that the packaging is sustainable. This meets the needs of customers and has advantages for retailers: "Environmentally friendly packaging, placed as an eye-catcher, has a positive influence on customers' purchasing decisions at the point of sale as they have the feeling that they are actively doing something for the environment thanks to the noticeably reduced plastic content."

„Young Innovators“: a platform for young companies

Under the label "Young Innovators", the fish trade fair also offers young and innovative companies a platform to market their products. Among them is Ordinary Seafood from Potsdam. The company manages entirely without trawlers and the sea: It produces vegan salmon and tuna alternatives based on plant-based proteins, which not only appeal to vegans. Flexality, based in Bremen, has developed an algorithm for cold storage processes that is designed to cut electricity costs by up to 15 per cent and CO2 emissions by up to 14 per cent.

New in the specialist forum: fish international focuses on the working world of the future

Digitalisation, demographic change and changing demands on the workplace are preoccupying the entire economy. The fish and food industry is no exception. Companies and their human resources (HR) departments are faced with the following questions: How can HR support the fundamental changes in business and society? How can young and experienced professionals be found and retained? Both fish international and GASTRO IVENT, which takes place at the same time, want to provide a platform for these topics. "New forms of work, creative processes, greater flexibility - we would like to invite visitors to experience the topic of HR from the perspective of other organisations in order to find out in concrete terms how diverse and effective the possibilities of innovative HR work are," says Sabine Wedell. Participants will receive practical tips and best-practice examples that show how work can be organised in a sustainable way and what makes a company attractive to skilled workers today.

On to Bremen: two fairs, one ticket

Trade visitors can visit two trade fairs at once with one ticket: GASTRO IVENT will again be held in Halls 6 and 7 of MESSE BREMEN at the same time as fish international. It is the most important networking platform for restaurateurs, communal caterers and hoteliers in the northwest and not only offers a good overview of the industry, it also shows trends and deals with current challenges in many ways. Among other things, food innovations, beverages and convenience products as well as a wide range of technical aids and clever services are presented.

(6.435 incl. blanks)

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You can find photos of the event in our cloud:

Link: <https://cloud.m3b-bremen.de/s/ydDZWLffLZ6XAir>

Password: Bremen_fishinternational_2024

Please add the trade fair duo to your event calendar:**fish international**

The fish fair in Germany

Sunday to Tuesday, 25 to 27 February 2024

Opening hours:

Sunday and Monday, 10.00 a.m. to 6.00 p.m.

Tuesday, 10.00 a.m. to 5.00 p.m.

MESSE BREMEN, Hall 5

E-Mail: info@fishinternational.de

Internet: www.fishinternational.de

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GASTRO IVENT

Impulses and solutions for the catering, hotel and communal catering sectors

Sunday to Tuesday, 25 to 27 February 2024

Opening hours:

Sunday and Monday, 10.00 a.m. to 6.00 p.m.

Tuesday, 10.00 a.m. to 5.00 p.m.

MESSE BREMEN, Hall 6 & 7

E-Mail: info@gastro-ivent.de

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About fish international

Founded in 1988, fish international at MESSE BREMEN is the only German trade fair for fish and seafood. It takes place every two years together with the gastronomy trade fair GASTRO IVENT and attracts over 10,000 trade visitors from the fish industry, fish wholesalers, food retailers and the catering trade to the Hanseatic city. Around 300 exhibitors from all over the world are on site for fish international alone, providing a framework for information, dialogue and networking.

About GASTRO IVENT

Founded in 2014, GASTRO IVENT is the industry meeting place for north-west Germany. It offers inspiration and solutions for the catering, hotel, communal catering and food retail sectors. The

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spectrum of exhibits ranges from food, beverages and convenience products, which are often produced by hand, to a wide range of technical aids, furniture and accessories. The approximately 200 exhibitors from Germany and neighbouring countries reflect the entire diversity of the industry: start-ups stand alongside established large companies. GASTRO IVENT takes place in even-numbered years - parallel to fish international, the only trade fair for fish and seafood in Germany.