

**Further information for editorial offices:**

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fish international 2024: Tips on topics and dates

Dear colleagues,

From Sunday to Tuesday, February 25 to 27, 2024, the international fish industry will come together in Hall 5 of MESSE BREMEN to discover innovative products and discuss current topics. Around 320 exhibitors from 30 countries have registered for the 19th edition of fish international, Germany's only fish trade fair. They are here to present their latest products and services.

We have taken a look around for you in advance and put together some tips and program highlights:

Products for the food retail, food service and catering sectors

- One of the biggest players in the German fish industry, Transgourmet Seafood, will be exhibiting with a number of partner companies on 400 square meters 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, vegan smoked salmon and smoked salmon from land-based farming, among other things. (Stand 5D53 & 5D59)
- Another major player in the German fish industry, Deutsche See, is presenting its latest products for the retail and food service sectors. The new convenience product for the self-service shelf "Tuna for Pasta" in a 160g tin, available in the flavors "Tomato", "Arrabbiata" and "Garlic". Deutsche See is presenting its "Meerrauch" finger food to top gastronomy with three new creations: Salmon Cube Teriyaki, the Smoked Shrimp Yellow Beetroot Square and the Smoked Matjes Cucumber Fennel. According to Deutsche See, the three new creations offer restaurateurs almost unlimited application possibilities: whether as an amuse-gueule, delicately presented at a buffet or as a special accent in the à la carte business. (Stand 5J19)
- Royal Greenland, which claims to be the world's largest supplier of cold water prawns from Greenland, will be presenting its North Atlantic specialties. These include, for the first time, the fresh Seafood Star award-winning breaded Greenlandic cold water prawns. They have been developed in such a way that they can be prepared straight from the freezer in the oven or in a hot air fryer in just a few minutes. Whether as a snack, starter or main course: Thanks to the spicy, hot breading, the product can be used in a variety of ways, both in retail and in the catering trade. The prawn retains its juicy bite and is also suitable as a topping for soups, bowls and salads. (Stand 5E39 & 5D39)
- Wechsler Feinfisch presents its latest highlight: the first smoked tilapia on the German market, according to the company. (Stand 5H39)


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- Pickenpack Seafoods is presenting a new range of small portion fillets in 100g portions. According to Wieland Jammer, Key Account Manager at Pickenpack Seafoods, the demand for compact, flexible and more predictable fish portions is constantly increasing: "With our new, small portion fillets based on Alaska pollock fillet with the innovative roasted onion, pumpkin seed or pretzel breading, we have developed a product range that meets this demand." (Stand 5C39)
- Cromaris from Croatia presents its latest product from its own breeding program: the dentex dentex. A fish with strikingly strong jaws and very large, sharp fangs. 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. The benefits of the dentex: it is rich in omega-3 fatty acids and proteins and is a source of vitamin D and E, explains the exhibitor. According to Cromaris, it is the first company to breed and sell this fish species commercially. (Stand 5K38)

Technology and packaging

- The entrepreneurs from US-Processing Klever will be using a functional model to demonstrate how brown shrimps can be easily peeled using high-tech instead of by hand. The brown shrimp pulping machine uses ultrasound technology to break open the shells of the brown shrimps without damaging the coveted brown shrimp meat. (Stand 5F25)
- Together with 17 cooperation partners (including Sealpac, Shibaura Machine, Kawasaki Robotics, Heynen Packaging and others), Robotik-Pack-Line will be presenting the joint innovative packaging chain at its 16-meter-long stand: for example, the packaging system packs and labels individually delivered frozen fish products, up to 50 pieces per minute! (Stand 5B39)
- Sealpac offers sustainable packaging solutions for fish products. According to Stefan Dangel, Marketing and Sales Manager at Sealpac, the company's packaging uses up to 80 percent less plastic, consists of a high proportion of fibers and is up to 100 percent recyclable. (Stand 5B39)

In addition to established major players, there are also a number of start-ups on the specially created "Newcomer Area" and "Young Innovators" platforms:

- Plant-based fish products are absolutely on trend. The start-up BettaF!sh is one of the most successful providers of vegan fish alternatives in Germany. The Berlin-based entrepreneurs are now presenting their latest product for the first time at fish international: Pulled Smoked Salmon made from sustainable European seaweed and plant proteins. Whether cold on a salad and in a bowl or warm in a pasta sauce: according to BettaF!sh, the product can be used in a variety of ways. (Stand 5F29)
- Sustainable fish enjoyment is also available from Taste Like. The company from the North Frisian North Sea coast specializes in veganizing classic fish salads. Among other things,


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the young entrepreneurs will be presenting their eggplant-based herring salad made entirely from plant-based ingredients and their dill herring salad. (Stand 5G26)

- Kaiserzander from Porta Westfalica in North Rhine-Westphalia presents a pikeperch bred in recirculation systems. The entrepreneurs generate the energy required for this in their own solar and wind system. Optimized recirculation technology reduces the transfer of germs and parasites into and out of the recirculation system. (Stand 5G34)
- Flexality from Bremen has developed an algorithm for cold storage processes. This can reduce electricity costs by up to 15 percent and CO₂ emissions by up to 14 percent. (Stand 5F23)
- Newcomer aquaManager from Greece produces software for circulation systems. The technology ensures better control over production, costs and planning. (Stand 5G20-2)
- How can cold stores save energy when defrosting? Three former scientists from the Technical University of Braunschweig, who founded the start-up Coldsense Technologies, know. They have developed a technology that enables cold stores to reduce their energy consumption by up to 20 percent. The purpose-built machine measures temperatures and the degree of icing. Artificial intelligence then analyzes the data and calculates when the cold store should actually be defrosted. This new technology prevents icing and thus improves energy efficiency, safety and sustainability. (Stand 5G24)

Aquaculture products and techniques

- Operating feeding machines with an app instead of by hand? The Polish company AquaSyster is presenting its latest product, which it claims is unique in Europe: Autofeed, an automatic feeding machine for trout and fish farming. Users can operate the feeding machine conveniently and precisely via a specially developed app and set feeding times, dosages, feeding intervals and percentage feed additions precisely via their cell phone. It is also possible to operate the feeders individually or in groups from the comfort of the office using software. (Stand 5B20)
- Alltech Coppens from the Netherlands introduces a new cold-water fish food. As water temperatures fall, the appetite of the animals decreases. As a result, the fish do not thrive. This is where the feed from Alltech Coppens comes in: The feed is tailored to the changing needs of trout in cold weather and promotes nutrient utilization and growth. It is easy to digest and improves fat and protein utilization. The animals have more appetite and grow. (Stand 5A19)
- Relaxed fish, good product. The Aquaculture Welfare Standards Initiative (ITA) from Kiel is actively campaigning for better husbandry conditions and greater animal welfare in fish farming. According to Stefan-Andreas Johnigk, project coordinator at the ITA, poor or incorrect husbandry stresses the animals and this has a negative impact on product quality: "Stress is the biggest enemy of aquaculture, because it makes the fillet strawy and simply

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reduces the quality." This is why the ITA experts are offering best practice training at fish international. Using a specially developed virtual training platform, they will show what is important in responsible fish farming and how stakeholders can improve their farming conditions. (Stand 5A08 - 5A10)

- The latest certification solutions for the aquaculture sector will be on show at the stand of the sustainability and certification organization ASC (Aquaculture Stewardship Council, stand 5H45) and at the stand of the quality assurance and certification system GLOBALG.A.P. (stand 5C26). They certify sustainable aquaculture in fish farming with the ASC logo and the GGN label.

Events and talks

The program of fish international 2024 revolves around the main topics of food production, sustainability and transparency. For the first time, the focus will also be on human resources under the title "People and Culture Management". There will once again be numerous presentations and talks on this and a wide range of current topics from the industry. Here are some of the highlights:

Sunday, 25.02., 13.00 hrs | Topic: AI and energy efficiency

Sören Eilenberger (Managing Director of Flexality GmbH) will explain how energy can be used more efficiently with fish and artificial intelligence. Using practical examples, he will show how frozen fish can be used as storage, thereby saving costs and CO₂. (Hall 5 Forum)

Monday, 26.02., 15.00 hrs | Topic: Sustainable fishing

Sustainable fishing is of great importance for supplying the world's growing population with healthy food. But what does sustainable fishing actually mean? And what roles do the various players such as fisheries, processing and trade, science and consumers play in this? Götz Ahrens from the sustainability and certification organization MSC (Marine Stewardship Council) will explore these questions with numerous experts. (Hall 5 Forum)

Tuesday, 27.02., 10.30 a.m. | Topic: People & Culture Management

NEW: Together with GASTRO IVENT, which takes place at the same time as fish international, the trade fair organizers from Bremen are putting the topic of human resources on the agenda for the first time. They will be supported by their cooperation partner Zukunft Personal, Europe's largest trade fair for personnel management. Under the title "New Work: the opposite of Old Work?", Dr. Thomas Jung, international HR manager at Vitakraft, will have his say. He will report on what happens when a traditional medium-sized company consistently realigns itself in all areas in order to successfully move into the future with flat hierarchies, modern processes and qualified employees. (Hall 5 Forum)

Further exciting presentations on interesting topics can be found in the [program on the website](#).

GASTRO IVENT takes place in parallel in Halls 6 and 7

Trade visitors can visit two trade fairs with one ticket: the GASTRO IVENT trade fair will once again take place in parallel to fish international in Halls 6 and 7 of MESSE BREMEN. It is the most important networking platform for restaurateurs, communal caterers and hoteliers in the north-west

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and, with 250 exhibitors, not only offers a good overview of the industry, it also shows trends and deals with current challenges in many different ways. Among other things, food innovations, beverages and convenience products as well as a wide range of technical aids and clever services will be presented.

Press photos and further information

Do you need to get in touch with contact persons, images or further information in advance? Then call +49 421 - 35 05 323 or send an e-mail to canan.sevil@m3b-bremen.de.

To make it easier for you to access all important information, you will find all press releases and photos both in the press section on the website and in our digital press kit. This is constantly updated. Your access details for the digital press kit are as follows:

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fish international at a glance:

Date: Sunday to Tuesday, February 25 to 27, 2024

Opening hours: Sunday and Monday from 10 a.m. to 6 p.m., Tuesday from 10 a.m. to 5 p.m.

Prices: Day ticket online: 29 euros, season ticket for all three days online: 49 euros

More information: www.fishinternational.de

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 around 11,000 trade visitors from the fish industry, fish wholesalers, food retailers and the catering trade to the Hanseatic city. Over 300 exhibitors from all over the world are on site for fish international alone, providing a framework for information, dialogue and networking.