

The Korea Pavilion returns to Seafood Expo Global as it looks to expand its footprint in Europe

The National Federation of Fisheries Cooperatives (NFFC) has maintained a long-standing partnership with the Seafood Expo events. Each year, the global seafood exhibition calendar begins in Boston in March and continues with Seafood Expo Global in Barcelona in April, marking the opening of the year for the global seafood industry.

At last year's Seafood Expo Global in Barcelona, the Korea Pavilion recorded approximately USD 78.32 million in business consultations, representing a 4.4% increase from the previous year, and USD 17.98 million in MOUs and contracts, an increase of around 43%. Building on this momentum, the Korea Pavilion will return to this year's exhibition with the goal of further expanding its presence in the European market.

Korea's seafood industry continues to grow with a strong focus on expanding exports to Europe. In particular, Korea has been strengthening its position in the European market through advanced seafood processing technologies and high-quality aquaculture products.

Following the global rise of K-Food and K-Beauty, **K-Fish** is now gaining increasing recognition in international markets. Surrounded by seas on three sides, Korea benefits from favorable aquaculture conditions, including relatively calm waters and an extensive coastline, which enable the production of a wide variety of seafood products. Combined with advancements in processing technology, these geographic advantages have helped the Korean seafood industry steadily enhance its competitiveness in global markets.

The relationship between Korea and Europe also has a long history. Last year marked the 75th anniversary of diplomatic relations between Korea and Spain, while this year celebrates the 140th anniversary of diplomatic ties between Korea and France. It also marks the 60th anniversary of Korean fishermen settling in Las

Palmas, Spain. These milestones reflect the long-standing cooperation between Korea and European countries.

Ahead of the exhibition, Lee Jung-hoon, Chief of the NFFC Paris Trade Support Center, commented:

“Seafood Expo Global is one of the most influential platforms in the global seafood industry, bringing together buyers and suppliers from around the world. Through our continued participation and cooperation with the exhibition, NFFC aims to further promote the excellence and competitiveness of Korean seafood products and expand their presence in the European market.”

From April 21 to 23, Seafood Expo Global will be held at Fira Barcelona Gran Via in Spain. The Korea Pavilion (Hall 2, Booth 2I401) will host 22 Korean companies presenting a wide range of seafood products.

Products on display will include pelagic species as well as seaweed, tuna, abalone, oysters, olive flounder, and surimi-based products. Visitors will also have the opportunity to sample a variety of dishes made with these ingredients, including gimbap, rice balls, tuna canapés, crab pasta, fried oysters, and flounder ceviche. The tasting menu will feature both traditional Korean dishes and locally inspired interpretations adapted to European culinary preferences.

The Korea Pavilion is expected to serve as an important platform for introducing European buyers to the quality, competitiveness, and versatility of Korean seafood products.