

# Dutch seafood industry to showcase heritage, quality, and innovation at upcoming Seafood Expo Asia

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Representatives of the Dutch seafood industry are looking to blend tradition and modernity during the upcoming Seafood Expo Asia (SEA) event, taking place in Singapore from 11 to 13 September, 2023.

With a deep-rooted history spanning hundreds of years and an unwavering commitment to superior quality, the Dutch are eager to showcase their standout attributes to the world, the Netherlands Enterprise Agency (RVO) recently told SeafoodSource.

“The narrative of the Dutch seafood industry is a tapestry of heritage and evolution. Coastal villages like Scheveningen, Urk, and IJmuiden have historically thrived on the synergy of fishing, processing, and trade. Many of these businesses remain family-owned, honoring time-tested traditions while embracing today's seafood processing and trade innovations,” according to AIPCE-CEP (European Association of Fish Processors - European Federation of National Organizations of Importers and Exporters of Fish) Board Chairman Guus Pastoor, representing the Dutch seafood industry processing wholesale and trade companies.

Eight companies will represent the Netherlands at SEA 2023, including Neerlandia, Poseidon, Surf 'N Turf by Network Rotterdam, Dayseaday, Interseafish, Amacore, Visscher, and Zalmhuys. Their presence at the event is supported by the European Union Trade Initiative/ E.U. Trade Program.

The Dutch seafood industry prioritizes and ensures quality in its seafood products, the “result of efficient logistics, dedicated cold chains, and stringent internal measures,” RVO explained.

“Originating from diverse sources – whether wild-caught, farmed, or imported – the seafood under the Dutch banner undergoes meticulous checks. Quality assurance specialists and inspections by the Netherlands' competent authority ensure that what reaches the consumers is of the highest standard,” the agency said.

Strategic location also serves to amplify and differentiate seafood products from the Netherlands in the global marketplace.

“The harbor of Rotterdam, among the world's most expansive and modern, processes vast quantities of frozen seafood daily. Complementing this is the Schiphol airport, which specializes in fresh seafood. Together, they form a gateway to Europe and beyond. With a coastline touching both coastal and international waters, the Netherlands boasts a rich array of seafood – from flatfish and small pelagics to shrimp and crustaceans,” Pastoor said.

The latest global consumer trends toward value-added offerings and easy-to-prepare options have informed Dutch seafood suppliers' recent innovations coming to SEA.

"The industry has surged ahead in innovation, presenting enticing and affordable products. They've pioneered techniques to maximize the utilization of every seafood component, ensuring nothing is wasted. Consistent knowledge acquisition and innovation underscore their operations. Food business operators always search for information to refine processing techniques, bolster product characteristics, and prioritize sustainability," Pastoor said.

Safety also remains a paramount component when it comes to seafood product development for Dutch producers, RVO noted.

"Adhering to rigorous E.U. standards, the Netherlands has exacting border inspection controls. Furthermore, national food safety mandates supplement the E.U. guidelines. Food business operators conduct thorough microbiological and chemical analyses, affirming the safety of their resources and finished products. An authoritative body meticulously oversees and enforces these standards," RVO added.

Ultimately, Dutch seafood products seek to deliver diverse flavors across diverse cultures, Pastoor said.

"Our ambition is to offer seafood concepts that cater to many tastes and cultures," Pastoor said. "And now, this commitment has found its way to Singapore. As the Dutch seafood industry marks its presence at SEA 2023, global seafood enthusiasts are in for a revelation. An invitation is extended to all attendees to visit the booth, interact with the representatives, and discover the potential of a dynamic partnership. Collaborating with us can amplify prospects in the seafood market for both parties."

SEA attendees are encouraged to 'Stay In Touch With The Dutch' and explore the Netherlands' rich legacy of seafood quality and innovation by visiting Booth M19 in Singapore at the Sands Expo and Convention Center from 11 to 13 September, 2023.

"The future of seafood beckons, and it promises a distinct Dutch essence," Pastoor said.