

Press Release

***Made in Italy* excellence in the blue economy makes its Singapore debut: MASAF leads the first official mission into the heart of the global seafood market**

Ten Italian companies and Coldiretti Pesca, led by MASAF, take centre stage for the first time at Seafood Expo Asia in Singapore. Built on sustainability, traceability and innovation, the Italian presence sets out to capture the strong demand for certified seafood products across Asian markets, which account for 72% of the world's fish consumption. Director General Graziella Romito will be a guest of honour at the fair's opening ceremony.

Singapore, 1 September 2026 – The Italian Ministry of Agriculture, Food Sovereignty and Forestry (MASAF) makes its debut with an official space at Seafood Expo Asia, held from 2 to 4 September at the Sands Expo and Convention Centre in Singapore. It is a landmark appearance, and a deliberate choice of industrial policy and coordinated national promotion, designed to strengthen the international reach of the Italian seafood supply chain.

The **aim** of the mission is to **capture the growing demand for certified, traceable, high value-added products in Asian countries**, a market that absorbs **72% of the world's seafood** intended for human consumption. The ideal point of entry is **Singapore**: not only a destination market that **imports over 90% of the food it needs**, but the gateway of choice and **the strategic logistics and trading hub** for the whole of South-East Asia. In a region where seafood is already woven into local culture, the Ministry's presence aims to position the origin and certified quality of *Made in Italy* within categories that buyers and high-spending consumers across South-East Asia and the Far East already know and value.

Alongside Coldiretti Pesca, MASAF is bringing ten outstanding companies to Singapore, representing seven Italian regions (Campania, Emilia-Romagna, Friuli-Venezia Giulia, Lazio, Lombardy, Sicily and Veneto). The Italian delegation will cover the full breadth of national production, from Mediterranean resources to high-technology mariculture, freshwater farming and premium caviar, with the explicit intention of presenting not just a handful of individual

success stories, but an entire supply chain: its expertise, production capacity, innovation and culture of quality.

The Singapore fair: a gateway to Asian markets

Seafood Expo Asia is firmly established as the leading B2B trade event devoted entirely to the seafood sector in the APAC region. **The show brings together over 4,000 industry professionals and qualified buyers from more than 75 countries**, making it the ideal meeting point between global supply and the giants of retail, food service, luxury hospitality and Asian import-export. This year's edition puts technological innovation, the sustainability of resources and the development of high value-added, ready-to-eat products at its centre, with over 75% of the trade visitors attending playing a direct role in their company's purchasing decisions.

The Italian delegation will play a particularly prominent role in the event as a whole, with the **Director General for Marine Fisheries and Aquaculture at MASAF, Graziella Romito, attending the fair's opening ceremony as a special guest** - testifying to the central role of the Italian model in the global seafood landscape.

The MASAF exhibition area (Stand E26) will host a full programme of events showcasing the biodiversity and the technologies of Italian businesses. The three-day schedule is designed to give a **representative picture of the diversity and quality of Italian production, from shellfish farming to sturgeon farming and caviar, to crustaceans to smoked products and processed, ready-to-eat seafood**, and will unfold through technical presentations, features on the Mediterranean and inland-water supply chains, official engagements and guided tastings led by chef Simone Fraternali's cooking demonstration sessions.

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