

INNOVATION, TRANSPARENCY AND SUSTAINABILITY: THE EVOLUTION OF THE ITALIAN SEAFOOD SUPPLY CHAIN AT SEAFOOD EXPO GLOBAL 2022

6 Regions and 66 operators from the fisheries sector will be in the MIPAAF's Italian Pavilion at the most important commercial showcase dedicated to fishing and aquaculture

26 - 28 April, Fira Barcelona Gran Via | Pavilion 3 Stand 3I601/3K801

Rome, 21 April 2022 – **Tuesday 26 April** will see the inauguration, under the aegis of **MIPAAF**, of the **Italian Pavilion** at **Seafood Expo Global in Barcelona** (26-28 April), the largest **international showcase dedicated to fishing and aquaculture**, which every year brings together **2,000 exhibitors from 89 countries**.

The event – which in the 2019 edition attracted **29,000 visitors from more than 150 countries**, including buyers and professionals from the sector – represents a unique **business opportunity** for the **66 exhibitors** from all over Italy and the **6 Regions** (Calabria, Campania, Emilia-Romagna, Puglia, Sardinia and Tuscany), who have the opportunity to **promote their products, intercept new business opportunities and build connections across an international network**.

Through a programme full of **events, cooking demonstrations, moments of in-depth exploration and roundtables**, the Italian pavilion showcases a **sector of excellence** made up of quality products in tune with the land, of art, of wide-ranging knowledge, of traditions and of a **gastronomic culture able to combine flavour and well-being**.

For the 66 businesses present, the fair thus constitutes an ideal driving force for **promoting and showcasing the uniqueness of Italian fisheries products**, synonymous, internationally, with **freshness, quality and safety**. A recognition that is the result of an ambitious journey boosted by the **European Maritime and Fisheries Fund**, which supports the supply chain in the transition **towards sustainable fishing, smart and environmentally friendly aquaculture, inclusive development of the communities** that depend on this work and promoting **cross-sectoral maritime policies that generate savings and growth**.

The event also becomes an opportunity to **share good examples** and talk about the future of the fisheries supply chain, where the concept of **innovation** is the key element for profitably combining **economic and environmental sustainability**, without forgetting the guarantee of **high quality standards**.

www.fishanditaly.it/en/

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