

established participants. This is in response to trade opportunities associated with the formation of the single market by the European Community in 1992. National stands incorporate most seafood exhibitors. In total there were 213 specialized seafood exhibitors compared with 180 at SIAL in 1988. Stands of particular interest were those of the United States, Norway, Iceland, United Kingdom, Denmark, New Zealand and France.

UNITED STATES

In past shows the United States had two separate stands, one for agricultural products and the other for seafood, located in different sections of the show. This year all 251 exhibitors occupied the same area. The stand itself which occupied 7000 square feet and was designed expressly for ANUGA 89, cost \$ 1.3 million according to US officials on site. It occupied a completely separate enclosed exhibit space between two main exhibition halls which is to be the permanent home of the US display at ANUGA.

The stand was designed as a cul de sac consisting of two isles which funnelled visitors down one isle and up the other. In this way a visitor would be exposed to every stand. In addition, the corridors were narrowed so as to slow traffic and maximize the exposure of exhibitors. This also increased the amount of space for individual exhibitors who occupied large bright booths. The stand also incorporated a two-story lounge complete with displays of products. In this way non exhibitors could also display their products. Coupled with a clean white fascia along with striking graphics in red and blue, the United States stand had a dramatic effect.

The US seafood display united under the theme "SEAFOOD USA" occupied a separate component of the stand. Consisting of 30 exhibitors, the US group represented the largest seafood display at ANUGA. Supporting the exhibit was a large generic display of United States seafood as well as meeting rooms and lounge area. Exhibitors included both private seafood companies as well as state agencies such as Maine World Trade Association which highlighted products of particular regions, manufacturers of fish tanks, as well as seafood journals.

Only one US company introduced a new product at ANUGA. Aquatic Systems Inc. showed stripped bass which was a gold medal winner at the Culinary Olympics in 1988. The product is tank raised in water from artesian wells water and the product literature highlighted it's pollution-free environment.

SEAFOOD USA has been involved in ANUGA since 1985 and there has been an appreciable improvement in both the quality of the exhibit and the products offered. US exhibitors appear to be particularly conscious of the need to use imaginative marketing techniques. For example, there were no less than nine fish tanks on display holding a variety of products including lobster, clams, eels and farmed trout.