

greatly enhanced by the many species of fish and shellfish displayed by Canadian companies. These included: lobster, mussels, scallops, clams, cod, saltcod, salmon, squid and eels.

This year's exhibit at Sea Fare Southeast was very successful. Canadian companies reported in excess of 150 serious enquiries for their products. Most importantly, on-site sales were recorded to exceed \$80,000 and potential sales for the next 12 months \$9 million. These exceptional results indicate for every dollar spent on entering the exhibit potentially yields a return of \$150 by next year or 1:150.

#### India's National Stand

The Marine Products Export Development Authority (MPEDA) for India was the only other national stand besides Canada, exhibiting at Sea Fare southeast. The India stand did not compare in size to Canada's and displayed specific fisheries products rather than incorporating individual company displays. A freezer case was employed to display whole frozen varieties of Lobster, Pomfret and Prawns along with frozen blocks and fillets of fish available from Indian exporters. The focal point of the exhibit was a chef preparing curry samples of Indian fish and seafood for visitors to the booth.