

Norway

Norway mounted the largest and most visually impressive stand at the show. Although comprising only 9 individual exhibitors the display occupied the two sides of one isle and one side of another. The stand which bore the classic Norwegian colours of red and blue against a white background was custom designed expressly for the 1989 Boston show. Highlighting the theme "Norway at the Boston Seafood Show 1989" the stand had all the hallmarks of the sophisticated image which Norway cultivates at international food shows. Promotional tools included an ice sculpture of a Viking ship, a show brochure listing the exhibitors and a lounge serving seafood products.

The large open stand was a natural magnet for visitors but in case interest waned one company was offering instant "cholesterol tests" which always ensured long queues. All of this was in support of handsomely displayed farmed salmon, farmed trout, smoked salmon, shrimp and salt cod, products for which Norway has earned an international reputation.