

South Carolinian government departments place on the aquaculture industry. With a projected growth in five years to 10 times its current annual receipts, South Carolina will emerge as a leader.

New Products

This year Sea Fare Southeast introduced a new product section to the show. Ten companies exhibiting in the show displayed products in a designated area. Three equipment, two packaging and five value-added firms introduced products. These various products and companies were new to the show but not new to the industry. There was no evidence of new technology or packaging techniques available in this section or at Sea Fare this year.

CONCLUSIONS

Sea Fare Southeast is an excellent forum which allows the first time participant to test market a product and offers the returning exhibitor a chance to penetrate the U.S. southeast market. The show attracts quality influencers which would not normally attend large trade fairs and opens the door to new markets in the Caribbean and Latin America. Participating in a regional show allows Canadian companies an opportunity to meet buyers and possibly establish distribution networks in other territories. By developing solid contacts in Florida, Canadian exporters can diversify their marketing outlets outside of the traditional