



FOR IMMEDIATE RELEASE

Seafood Expo Global /Seafood Processing Global Moving to Barcelona in 2021

Portland, ME (USA) – September 17, 2019 – Today, Diversified Communications, the organizer of Seafood Expo Global/Seafood Processing Global, the world’s largest seafood trade event, announced it is moving the global expo to Barcelona, Spain, starting with the 2021 edition.

After 28 years at the Brussels Expo in Belgium, the event will host its 29th edition on 27-29 April 2021 at Fira de Barcelona, Gran Via venue, in Barcelona, Spain. The decision is the result of extensive market research based on exhibitor and attendee feedback over the years and an evaluation of major destinations throughout Europe. Barcelona’s robust hotel offering will provide attendees and exhibitors considerable value for their investment and a larger, modern venue that will present long-term growth opportunities.

“The location of our event contributes to our customers’ overall experience,” said Mary Larkin, President of Diversified Communications USA. “The Brussels Expo and the city of Brussels were great partners to launch and grow this event, and we appreciate the services and support they provided over the years. Moving the event to a larger city and venue, with opportunity for long term growth, is a necessary evolution. It will enhance the visitor experience and the business being done between buyers and sellers.”

“We are excited to host the largest seafood event in the world,” commented Constantí Serrallonga, General Manager of Fira de Barcelona. “Barcelona is regarded as a global city with a multitude of options for accommodation, dining and activities. The Gran Via venue is conveniently located in one of the most modern cities in Europe and offers cutting-edge services and logistics.”

“Barcelona is an international destination and major seafood hub in Europe, which makes it the perfect location to hold a global event like Seafood Expo Global/Seafood Processing Global,” said Liz Plizga, Group Vice President at Diversified Communications. The vibrant seaside city has

a lot to offer with a variety of restaurants, renowned cultural attractions, markets, outdoor activities and a busy nightlife.

Every year, Seafood Expo Global/Seafood Processing Global, continues to break records in terms of total attendance and exhibit space. The last edition hosted more than 29,000 seafood buyers and suppliers from around the globe with over 2,000 exhibiting companies, making it the largest and most successful event in the expo's history.

Fira de Barcelona hosts around 150 events annually bringing in-depth expertise servicing global trade events. Fira's state-of-the-art Gran Via venue is one of the largest in Europe, with over 200,000 square meters of floor space, 8 exhibit halls, more than 40 restaurants and is easily accessible by car, train and plane.

The inception of the event in Barcelona will provide an easy to navigate floorplan with more opportunities to expand and innovate the event as the expo continues to grow.

"Everything our customers and attendees have come to appreciate about the expo will still be there. Choosing Barcelona is about combining the value of doing business at the event, with the networking experience the city has to offer," added Plizga.

"While we are excited for the move to Barcelona, we look forward to delivering an exceptional event in Brussels in 2020 for our exhibitors and attendees and appreciate the many relationships we have built with the city and local partners over the years," commented Plizga.

To learn more about the 2021 event's new location, visit www.seafoodexpo.com/global/2021-Barcelona.

About Diversified Communications

Diversified Communications is a leading international media company with a portfolio of face-to-face exhibitions and conferences, online communities and digital and print publications. As producers of these market-leading products Diversified Communications connects, educates and strengthens business communities in over 15 industries including: food and beverage, healthcare, natural and organic, business management and technology. The company's global seafood portfolio of expositions and media includes Seafood Expo North America/Seafood Processing North America, Seafood Expo Global/Seafood Processing Global, Seafood Expo Asia and SeafoodSource.com. Established in 1949 and headquartered in Portland, Maine, USA with divisions and offices around the world, Diversified Communications remains a privately held, third generation, family-owned business. For more information, visit: www.divcom.com

About Fira de Barcelona

Fira de Barcelona is one of the most important trade fair institutions in Europe and the Spanish market leader, especially in trade and industrial shows. It hosts around 150 trade shows, congresses and

corporate events per year with 30,000 exhibitors, both direct and represented, and receives 2.5 million visitors from over 200 countries. The institution has some 400,000 m² of exhibition floor space, one of the largest in Europe, spread over 2 venues: Montjuïc and Gran Via. Its annual economic contribution to the city of Barcelona and its surroundings is estimated at over 2,600 million Euros and also brings added social and public value. Fira de Barcelona has established itself as a global event organiser with and international positioning twinned with the unmatched Barcelona brand, a city with over a century of tradition in the organization of big events.

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