



Maine Seafood Companies to Market Wares in Asia

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Several Maine seafood companies are embarking on a trade mission to China in an effort to tap deeper into lucrative Asian-Pacific markets.

Suppliers of live, fresh and frozen Maine seafood are heading to Hong Kong in an effort to tap lucrative Asian-Pacific markets.

The Maine International Trade Center, in conjunction with Food Export U.S.A., is leading the trade mission, which begins tomorrow and ends Sept. 8.

The begins in mainland China, Shanghai and Hangzhou, then goes to Hong Kong for the second Asian Seafood Exposition, which last year attracted more than 100 companies and more than 5,000 buyers from 61 countries, MITC officials say.

The Maine participants will meet with importers and distributors, tour local seafood markets and exhibit their wares in the U.S. Pavilion.

MITC President Janine Basaillon-Cary says Maine will have the largest state delegation at the event. "This is a wonderful opportunity for Maine companies to develop export sales in some of the fast-growing Asian markets that value fresh, quality North American seafood," she says in a statement.

Maine companies that are participating include Cozy Harbor Seafood of Portland, Shucks Maine Lobster of Richmond, The Lobster Co. of Kennebunkport, and Little Bay Lobster Company, which has operations in Stonington.

Basaillon-Cary says Maine exports more than \$287 million worth of seafood a year, much of it to Asian markets.