



Icelandic Fisheries Exhibition 2011



Smárinn, Kópavogur, Iceland
September 22-24

The largest fishing event in the North

EXHIBITOR INFORMATION



www.icefish.is

Official Freight Carrier



Official Icelandic Publication



Organiser



Official International Publication

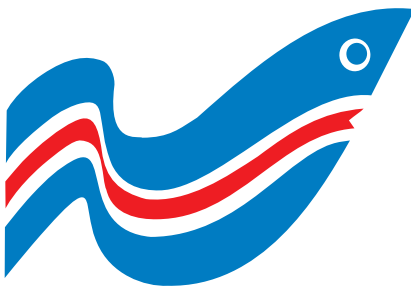


Official airline/air cargo handler & hotel chain



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The Icelandic Fisheries Exhibition and Awards will return once more to its home in Kópavogur (just outside Reykjavik) from 22-24 September 2011.

This long-running event started in 1984 and has, since the first exhibition, more than doubled in size. The three year cycle of the show is a direct response to the wishes of the exhibiting companies, as it ensures they have new products on display at each event. Even in the face of economic turmoil, the last show in 2008 proved yet another success: nearly 500 companies from 33 countries exhibited and the show enjoyed an attendance of 12,429 from 50 countries including 75 VIPs and delegations from Canada and Ecuador.



The introduction of VIP delegations in 2008 proved such a hit with exhibitors that the organisers, Mercator Media Limited, will expand on this for the 2011 show by working closely with exhibitors and major organisations in Iceland, to ensure the attendance of key industry figures.

In addition, new for 2011, will be an ecolabelling and traceability seminar provisionally entitled 'Icelandic Responsible Fisheries Programme'. This will be held alongside the exhibition in association with The Fisheries Association of Iceland.



WHY EXHIBIT?

It can certainly be said that Iceland has had their fair share of the world wide credit crunch and many may be asking what this country has to offer companies looking to exhibit. The answer is simple: Iceland's got a great deal to offer! Fish is back in focus – in the last three years the export value of fish and fish related products increased by ISK 99 billion ISK to a total of 209 billion ISK or 42% of total exports.



Two huge investments in Aluminium smelters have more than doubled the overall exports over the last three years to a total of 708 billion ISK. Furthermore, in the spring of 2010, the IMF approved Iceland's economic programme and foreign loans were granted. Iceland has also been accepted as a potential applicant for the EU and the first discussions of a two year negotiation phase will start in the autumn of 2010.





So all of the above, coupled with a fleet of 1,582 registered fishing vessels landing 1,125 million tonnes of fish, speaks volume for a small country with a 300,000 population!

The Icelandic Fleet represents state of the art of the fisheries technology. Skippers and owners update and modernise their fleets frequently and the Icelandic Fisheries Exhibition provides exhibitors with the ideal opportunity to meet and discuss new requirements.

The Exhibition will cover every aspect of the commercial fishing industry from catching and locating to processing and packaging, right through to marketing and distribution of the final product.

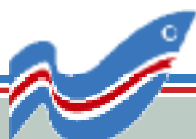
SUPPORTERS

The Icelandic Fisheries Exhibition enjoys the support of all the major organisations within the Icelandic industry including:

The Icelandic Ministry of Fisheries and Agriculture, Ministry for Foreign Affairs, The Federation of Icelandic Industries, The Fisheries Association of Iceland, The Federation of Icelandic Fishing Vessel Owners, National Association of Small Boat Owners, Federation of Icelandic Fish Processing Plants, The Icelandic Ships Officers' Association, VM – The Icelandic Union of Marine Engineers and Metal Technicians, The Icelandic Seamen's Federation, The Icelandic Federation of Trade, Federation of Trade and Services, Promote Iceland, and Iceland's weekly fishing news paper – Fiskifrettir.

Íslenska sjávarútvegssýningin nýtur stuðnings stjórnvalda og helstu hagsmunasamtaka íslensks sjávarútvegs:

Sjávarútvegs-og landbúnaðarráðuneytið, Utanríksráðuneytið, Samtök iðnaðarins Fiskifélag Íslands, Landssamband íslenskra útvegsmanna, Landssamband smábátæigenda, Samtök fiskvinnslustöðva, Farmanna- og fiskimannasamband Íslands, VM Félag vélstjóra og málmæknimanna, Sjómannasambands ÍslandsFélag Atvinnurekenda, Samtök Verslunar og Þjónustu, Íslandsstofa, Fiskifrættir



Kópavogur



Icelandic Fisheries Awards 2011

22 September 2011, Gerðarsafn Art Gallery, Kópavogur

The fifth Icelandic Fisheries Awards will be held on the opening night of the Exhibition. The evening will take the format of a Cocktail Reception starting right after closure of the first day of the Exhibition. The venue will again be the beautiful Gerðarsafn Art gallery, which is only five minutes away from the exhibition halls. The Icelandic Awards was first introduced in 1999 to recognise and award excellence in the Icelandic and International Fishing Industry, the stature of this event has grown over the years and the awards are now truly seen as an accolade which will assist in the promotion of your company and products. The awards are hotly contested and categories of the awards can be found on our website www.icefish.is. If you would like to enter your company please either request an entry form via our website or contact Marianne Rasmussen-Coulling for further information.

WHAT OUR EXHIBITORS SAY ABOUT ICEFISH:

"In spite of the economic climate, Eltak took many orders during the 2008 exhibition and we are still signing contracts with customers who came to our stand for Marel weighing and Grading equipment, inspection systems from Loma in the UK and end-of-line packaging systems from Soco in Denmark. We were pleased with the show". *Jonas Agustsson, Managing Director, Eltak*

"The Icelandic Fisheries Exhibition has from the first exhibition in 1984, been a major meeting point for Marel and the Icelandic seafood industry. It's an opportunity to meet professionally and socially and as such is one of our most important exhibitions. With the current crisis it's even more important to meet and share experiences as well as to introduce new technology to the industry." *Petur Gudjonsson, Managing Director, Intl Sales and Services Network, Marel*

"Having been exhibiting at Icefish since 1984, for Hampidjan, Icefish is the number one exhibition. It is always well organised with new and current customers attending. At the last IFE in 2008 Hampidjan was the winner of the award "the Overall outstanding supplier to the Icelandic and International fishing industry" for that we are grateful and it gives us the incentive to do even better work in the future. We are looking forward to the next exhibition and to meeting all our customers old and new, see you all there!" *Haraldur Árnason, Sales and Marketing Director, Hampidjan Iceland*

"We have exhibited at IFE since the first show in 1984 and it ranks as one of the most important exhibitions we attend. The show is a fantastic platform for maintaining our existing customer relationships as well as establishing new ones. *Hilmar Gudmundsson, Sales & Marketing Director, Promens Dalvík ehf*

PRICES FOR PARTICIPATION

Registration fee (non refundable)	£275*	ISK 37,500*
Space only	£185*m ²	ISK 25,250 m ² *
Space plus shell**	£219*m ²	ISK 29,950 m ² *
Outside space	£66 *m ²	ISK 8,400 m ² *

Exhibitors with two storey stands will be charged an additional fee of £550*/ISK 70.000* to the above cost.

**Standfitting includes walls, carpet, fascia nameboard, daily cleaning and NEW for 2011 – 1 spotlight per 3m²

FURTHER INFORMATION

Companies requiring additional information on Mercator's fishing or marine portfolio, or wishing to discuss any aspect of the show, Awards or conference plans should contact:

Marianne Rasmussen-Coulling, Head of Fishing Events, Icelandic Fisheries Exhibition and Awards 2011
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For full listing and contact details of national pavilion organisers and overseas representatives please refer to the space application form.

- Non Icelandic Companies will be charged in Sterling unless they specify otherwise. Icelandic VAT at 25.5% is only charged to Icelandic companies. Foreign exhibitors will be exempted from Icelandic VAT provided they supply the organisers with a certification at VAT status form provided by their national VAT office or equivalent

