

12th
Icelandic
Fisheries
Exhibition
& Awards



Smárrinn | Kópavogur | Iceland | 13-15 September 2017

The largest commercial fishing
exhibition in the North!



EXHIBITOR INFORMATION

The Icelandic Fisheries Exhibition covers every aspect of the commercial fishing industry from locating, catching, processing and packaging, right through to the marketing and distribution of the end product.

For further information on any aspect – exhibiting, visiting or sponsoring –
please contact the Icefish Events Team on

+44 1329 825335 or icefish@icefish.is



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WHAT IS ICEFISH?

The Icelandic Fisheries Exhibition, dubbed IceFish, was first held in 1984 and covers every aspect of the commercial fishing industry. From locating, catching, processing and packaging, right through to the marketing and distribution of the end product, IceFish is a must for all commercial fisheries organisations.

In response to the request of the exhibitors, the event is held on a three-year cycle. This ensures that each IceFish is different from the last, showcasing fresh technologies, products and services, and providing its visitors with the latest developments from across the market.

The 2014 exhibition was a sell-out and saw attendance increase by 12% to 15,219 compared to 2011. It included inward missions from the Far East, Americas and Africa.

WHY EXHIBIT?

The Icelandic fisheries sector has been one of the mainstays of the Icelandic economy for as long as anyone can remember, both as a source of food for the nation as well as representing a significant proportion of Iceland's export income. 10,500 people are directly employed by the fisheries industry and in 2015 the value of the catch amounted to 151 billion ISK which was an increase of 15% on the previous year!

Skippers and owners update and modernise their fleet frequently and the **Icelandic Fisheries Exhibition** provides exhibitors with the ideal opportunity to meet and discuss new business requirements.



ICEFISH LOCATION

With a fleet of 1,663 registered fishing vessels landing 1,319 million tonnes of fish, the Icelandic Fleet and processing facilities represent the state of the art in fisheries technology.

The **Icelandic Fisheries Exhibition** is held in Kópavogur, a town just a ten-minute drive from Iceland's capital Reykjavik, which is easily accessible by boat and air from most major European cities. IceFish offers exhibitor shuttle services from the major hotels and ample parking facilities.

FREE PUBLICITY

IceFish exhibitors benefit from free publicity via the online exhibitor directory, newsletters and by sending their press releases to marketing@mercatormedia.com. Alongside this, with the Icelandic Fisheries Exhibition's official Twitter, Facebook and LinkedIn channels, exhibitors can gain recognition and brand reinforcement, whilst allowing businesses to extend their reach.



ICELANDIC FISHERIES AWARDS

The **Icelandic Fisheries Awards** were first introduced in 1999 to recognise and award excellence in the Icelandic and International Fishing Industry. The stature of this event and its recipients has only grown over the years. The awards are hotly contested and seen as an true accolade with winners using their success to promote their company and products.

Taking place immediately after the closure of the first day of the exhibition, the ceremony is in the format of a Cocktail Reception, offering great networking opportunities for all.

“Sæplast has exhibited at Icefish since the first show in 1984, which coincides with our company establishment year, 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 one.”

Daniel Niddam, Sales & Marketing Director, Sæplast Europe

“The Icelandic Fisheries Exhibition has from the first exhibition in 1984, been a major meeting point for Marel and the Icelandic seafood industry. The Icelandic Fisheries Exhibition gives us the unique opportunity to present our products to the customers that are closest to our origins and our headquarters in Iceland.”

Sigurður Ólason, Managing Director, Marel Fish



A limited number of prestigious sponsorship opportunities will be available for the 2017 Awards ceremony, which offer the perfect opportunity to promote your brand in the run up to the event as well as on the night. For more information on the 2017 sponsorship opportunities or to enter your company for an award, contact the IceFish Events Team on +44 1329 825335 or icefish@icefish.is.

SUPPORTERS

The Icelandic Fisheries Exhibition enjoys the support of all the major organisations within the Icelandic industry manifesting the importance of this event:

The Icelandic Ministry of Industries and Innovation (Atvinnuvega- og nýsköpunarráðuneytið), The Icelandic Ministry of Foreign Affairs (Utanríkisráðuneytið), The Federation of Icelandic Industries (Samtök iðnaðarins), Fisheries Iceland (Samtök fyrirtækja), The National Association of Small Boat Owners (Landssamband smabataeigenda), Iceland Responsible Fisheries (Ábyrgar fiskveiðar ses), The Icelandic Ships Officers' Association (Farmanna og fiskimannasamband Íslands), VM – The Icelandic Union of Marine Engineers and Metal Technicians (VM – Félag Vélstjóra og málmteknimanna), Icelandic Seamen's Federation (Sjómannasamband Íslands), The Icelandic Federation of Trade (Félag atvinnurekenda), Federation of Trade and Services (Samtök verslunar og þjónustu), Promote Iceland (Íslandsstofa), Icelandic Ocean Cluster (Íslenski Sjavaklasinn), and Iceland's weekly fishing newspaper – Fiskifrétir.

NEW IN 2017

Small Business Zone – This new offering will be a showcase opportunity for up-and-coming companies and small businesses spanning the commercial fishing industry.

These ready-made stands are a cost effective way for first time exhibitors and smaller companies to attend IceFish

“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. We are looking forward to the next exhibition and to meeting all our customers old and new, see you all there!”

Haraldur Árnason, Sales & Marketing Director, Hampidjan Iceland

and experience the excellent networking opportunities the exhibition has to offer.

The IceFish Bursary – In 2014, the organisers created a bursary for students wishing to further their education in fishing technology. A committee has been put together of key Icelandic fishing organisations and stakeholders to set the criteria on which to choose the bursary recipients.

The recipients of the fund will receive a share of a ISK 2,000,000 bursary award, to be used towards their further education at the Icelandic College of Fisheries in Grindavík.

“As organiser of the Norwegian pavilion we are highly satisfied with IFE. After the financial meltdown in 2008, the following IFEs showed a confident market in strong growth with good results for our Norwegian exhibitors. IFE 2017 will be an important forum at which to meet new suppliers as well as to strengthen relationships with existing customers.”

Kjell Dehli, Exhibition Director, Scanexpo AS, Norwegian Pavilion

WORLD SEAFOOD CONGRESS

The World Seafood Congress will be held for the first time in Iceland, and will coincide with **IceFish 2017**. This important biennial congress, previously held in Washington DC, United States, St Johns, Canada and Grimsby, UK, is expected to bring in a 500-strong international audience, who will be joining the exhibition on the opening day, Wednesday 13 September 2017. www.wsc2017.com.



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Prices for participation

Registration fee (non-refundable)	£315	ISK 46,175*
Space only	£214* m ²	ISK 31,175*
Space plus shell**	£251* m ²	ISK 36,375*
Outside space	£75* m ²	ISK 10,375*
NEW FOR 2017 Small Business Zone Package Stand#	£1469*	ISK 215,000*

Exhibitors with two storey stands will be charged an additional fee of £635 / ISK86,000 to the above cost.

#These cost effective package stands have been introduced for smaller companies looking to entering the commercial seafood and fishing sector – they are offered to first time exhibitors as a ready walk on stand. The stand includes: 4m2 stand space with walls, carpet, fascia nameboard, spot light, 1 power socket plus 1 table and 2 chairs. All small business zone stands are cleaned daily during the three show days.

**Standfitting includes walls, carpet, fascia nameboard, daily cleaning and one spotlight per 3m²

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

Further Information

Companies requiring information on Mercator Media's fishing or marine events or magazine portfolio, or wishing to discuss any aspect of the IceFish Exhibition, Awards or Conference should contact:

The IceFish Events Team, Mercator Media, Spinnaker House, Waterside Gardens,
Fareham, Hampshire, PO16 8RR, ENGLAND

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