



OCEANS OF AMBITION

1st March 2019 - 1st March 2020

UK

SUPPORTED
175
COMPANIES
ACROSS
SCOTLAND

12,000km
of coastline

Seafood
Storytelling Trail

INVERURIE
•Taste of Grampian

PETERHEAD
•Peterhead Food Festival

ABERDEEN
•Deeside Local Food Festival

GLENEAGLES
•Showcasing Scotland

DUNFERMLINE
•Surf 'n' Turf Chef of the Year

GLASGOW
•ScotHot
•Scottish Wholesale Workshop
•Festival of the Sea

EDINBURGH
•A-Club at the Fringe
•Scottish Chefs Conference
•CIS Sponsorship

TARBERT
•Tarbert Seafood
•Festival

SCOTTISH OYSTER
SHUCKING
CHAMPIONSHIPS
436
OYSTERS
SHUCKED
+1
SCOTTISH CHEF
SENT TO WORLD
FINALS IN
GALWAY

STRANRAER
•Scottish
•Oyster Shucking
Championships

CAMBRIDGE
•Fishermen's Buoy Pop Up

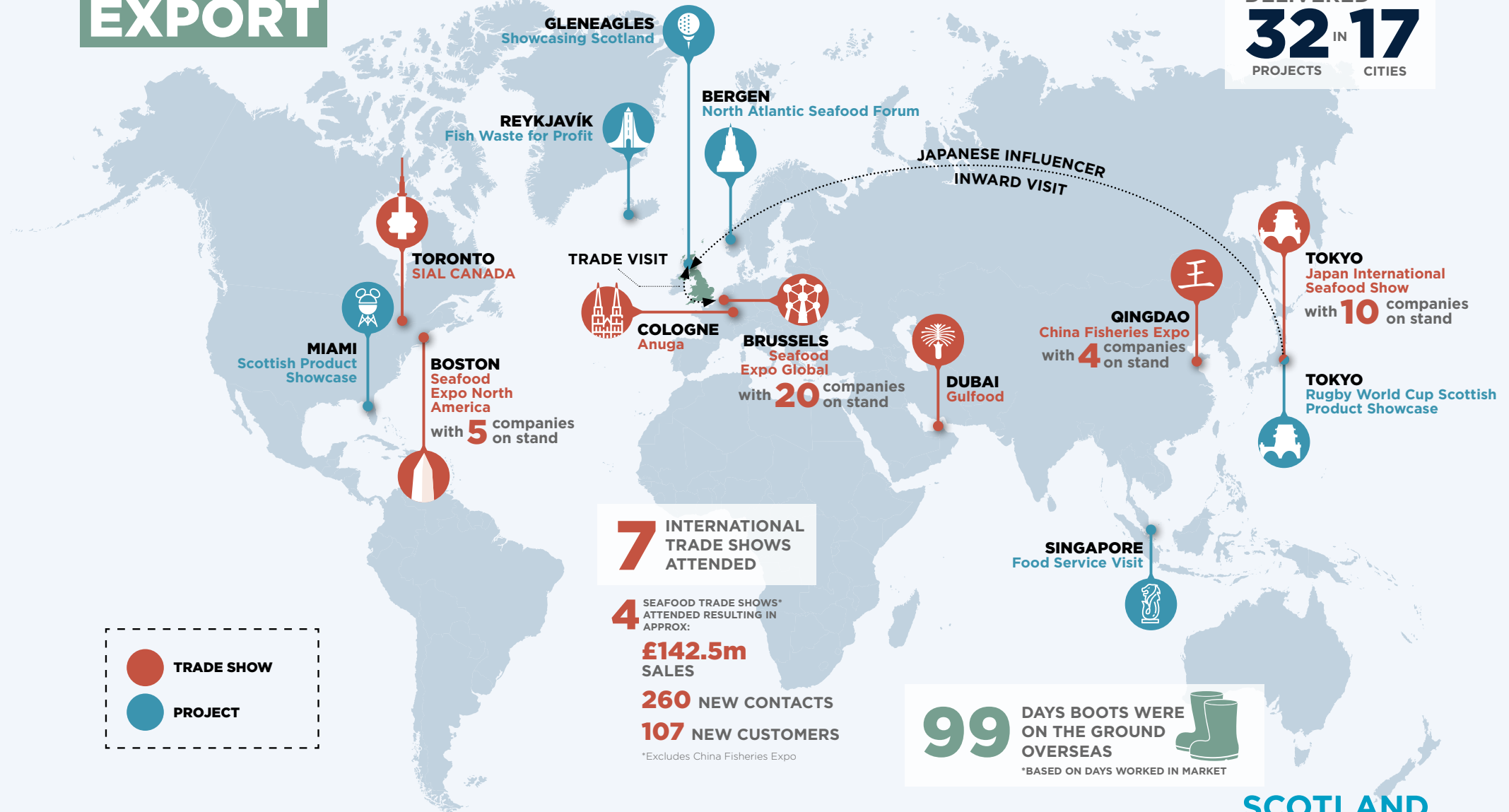
LONDON
•Speciality & Fine Food Fair
•International Food & Drink
Event (IFE)

FOOD FAIR
PROJECT

EXPORT

117 COMPANIES
SUPPORTED
THROUGH EXPORT

6 TEAM
MEMBERS
DELIVERED
32 IN **17**
PROJECTS CITIES



GLENEAGLES
•Showcasing Scotland

REYKJAVÍK
•Fish Waste for Profit

BERGEN
•North Atlantic Seafood Forum

JAPANESE INFLUENCER
INWARD VISIT

TORONTO
•SIAL CANADA

TRADE VISIT

COLOGNE
•Anuga

BRUSSELS
•Seafood Expo Global
with **20** companies
on stand

QINGDAO
•China Fisheries Expo
with **4** companies
on stand

TOKYO
•Japan International
Seafood Show
with **10** companies
on stand

TOKYO
•Rugby World Cup Scottish
Product Showcase

BOSTON
•Seafood Expo North
America
with **5** companies
on stand

MIAMI
•Scottish Product
Showcase

DUBAI
•Gulfood

SINGAPORE
•Food Service Visit

7 INTERNATIONAL
TRADE SHOWS
ATTENDED

4 SEAFOOD TRADE SHOWS*
ATTENDED RESULTING IN
APPROX:

£142.5m
SALES

260 NEW CONTACTS

107 NEW CUSTOMERS

*Excludes China Fisheries Expo

99 DAYS BOOTS WERE
ON THE GROUND
OVERSEAS
*BASED ON DAYS WORKED IN MARKET

TRADE SHOW
PROJECT

SCOTLAND
FOOD & DRINK
PARTNERSHIP