



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

SCOTTISH OYSTER
SHUCKING
CHAMPIONSHIPS

436
OYSTERS
SHUCKED

+1
SCOTTISH CHEF
SENT TO WORLD
FINALS IN
GALWAY

TARBERT
Tarbert Seafood •
Festival

STRANRAER
Scottish •
Oyster Shucking
Championships

CAMBRIDGE
• Fishermen's Buoy Pop Up

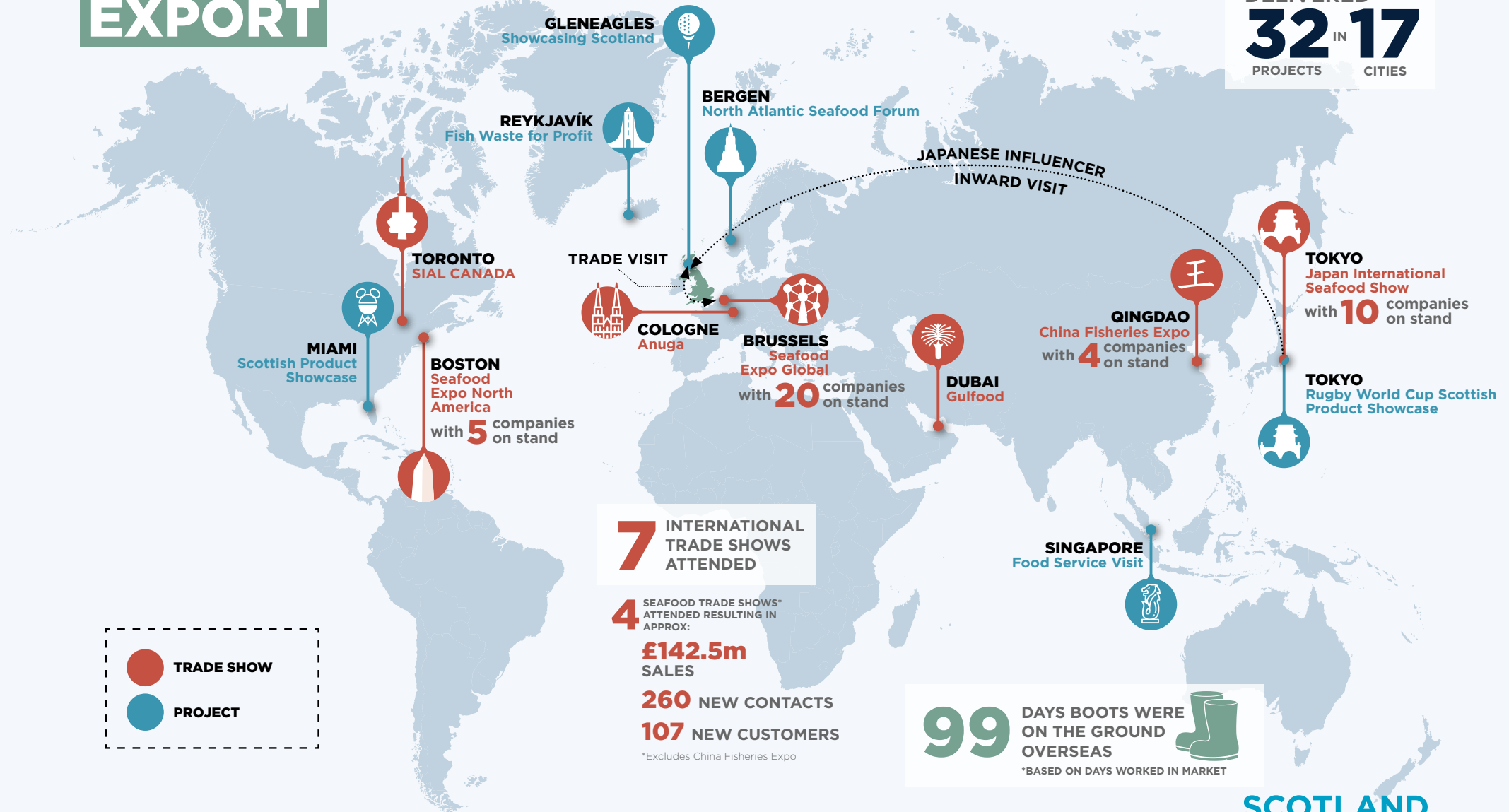
LONDON
• Speciality & Fine Food Fair
• International Food & Drink
Event (IFE)

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

TORONTO
SIAL CANADA

TRADE VISIT

COLOGNE
Anuga

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

DUBAI
Gulfood

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

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

SCOTLAND
FOOD & DRINK
PARTNERSHIP