



THE WATH FACTOR



WEST AFRICA TRADE HUB *CENTRE DE COMMERCE EN AFRIQUE DE L'OUEST * CENTRO O COMERCIO NA AFRICA OCIDENTAL



WA Seafood makes Splash at US Tradeshow by Lazarre Potier

WATH/Dakar's two-way campaign to introduce West African seafood products to US buyers went Stateside in March. Five sponsored seafood processors – MCP, Amico and Somascir of Mauritania, Sangomar of Senegal and Kerewan Fishing of Gambia – and a member of the US-Mauritanian Chamber of Commerce visited a seafood auction and exhibited at the International Boston Seafood Show, a tradeshow that attracted more than 3,000 buyers from around the world.



Private seafood showing

The West African companies received advance publicity at two private showings in Boston and Miami in early March. Organized by WATH/Dakar's Export Business Development Director, Lazarre Potier, and consultant Bill Spinali, the events attracted a number of US buyers, including Stavis Seafood from New England and MC Fresh, Ambassador Seafood and Neptuno from Florida .

Once Stateside, the five seafood companies first visited the Gloucester Seafood Auction, the tenth largest such auction in the United States. As with many commodity exchanges, the online auction offers multiple buyers the opportunity to submit anonymous bids for available products on any given day. Each bidder can watch a screen and see how their bids compare with those submitted by other bidders. The system offers exporters an unbiased, independent broker who will make their products available to multiple potential buyers. Many of the participants showed great interest in learning more about the auction system and seeing how it could benefit them, particularly during their initial entry into the US market.

It was then off to the Seafood Show, where WATH/Dakar's 400-square foot booth featured several varieties of spotted sea bass fillets, smoked barracuda, sole fillets, conch meat, tuna, frozen cuttlefish and octopus – fresh, frozen, dried and smoked. More than 200 potential buyers visited the booth, and exhibitors received a total of 30 requests for sample of octopus, cuttlefish, conch, tuna and various fish fillets. WATH/Dakar will also be shipping periodic samples to buyers in Boston and Miami to keep them in touch with the West African fish market.

[Return to front page](#)



Boston Seafood Show

[Close Window](#)