

**"PRESS RELEASE"**

**TAMIL NADU FISH FESTIVAL 2013**

**May 9<sup>th</sup> – 12<sup>th</sup>, 2013**

**Venue: Island Grounds  
Chennai**

“Tamil Nadu Fish Festival 2013 (TANFISH 2013)” is an initiative of Government of Tamil Nadu to create awareness about Fisheries and sea-food. The four day extravaganza event is slated to be held from May 9 – 12, 2013 and the event is expected to attract exhibitors, breeders, traders and visitors within India and outside the country. There will be over 100 trade stalls related to the sector that will be participating in the exhibition. A rich variety of Ornamental fish varieties will be on display under one roof. This will enable a unique opportunity for exhibiting the fish varieties and marketing of those varieties. This mega event will have an array of activities related to fisheries sector. Many new activities like live demos, special pavilions for marine and fresh water fish display , ornamental fish gallery , hobbyists’ fish competition , fish food courts and cultural events will offer a unique chance to witness , experience and learn about fish and sea food.

**ORGANISERS**

The Tamil Nadu Fish Festival 2013 (TANFISH 2013) is an Ornamental Fish, Accessories and Fish food exhibition organized by Department of Fisheries, Government of Tamil Nadu in association with National Fisheries Development Board, Hyderabad, Tamil Nadu Fisheries Development Corporation Ltd., (TNFDC) and Tamil Nadu State Apex Fisheries Co-Operative Federation Ltd., (TAFCOFED), Chennai. The Event will be managed by M/s.Team and Trade Expos , a Chennai based company, who has the requisite experience and specialized in organizing such kind of Fish Festivals.

**The status of Fisheries development in the State of Tamil Nadu!**

The Fisheries sector in Tamil Nadu plays a crucial role in the overall economic development of the State. The rich fish biodiversity of the State offers good scope for fisheries development. The Fisheries sector, which started only as a subsistence livelihood activity during the early plan period is now emerging as a vital sector, contributing to employment generation, food security and foreign exchange earnings significantly. Fish production of Tamil Nadu has shown steady growth during the 10<sup>th</sup> and 11<sup>th</sup> Five Year Plan period and it is expected that this growth would continue in the Twelfth Five Year plan also.

**The major policies of the Government of Tamil Nadu are as follows:**

- Improving the standard of living of the fisher folk by implementing welfare Schemes.
- Providing social security to the fisher folk through various relief Schemes.
- Protecting the fishing rights of the fishermen.
- Developing / strengthening the infrastructure facilities for hygienic handling and processing of fish and thereby promote export.
- Conserving the fishery resources by enforcing statutory regulations, stock enhancement and establishing artificial fish habitats.
- Managing the fishery resources by diversifying the fishermen to exploit offshore/ deep sea resources by providing financial assistance and establishing Mid Sea Fish Processing Unit.
- Promoting sustainable eco-friendly aquaculture practices.

Fish Festivals were being conducted in all the states of India which has helped in publicizing the benefits of eating fish for good health and growing fish at home in aquariums. We anticipate that the Show will provide a forum for exchange of views and interaction of fishermen, aquaculturists, hobbyists', exporters, importers, traders and end users at large besides providing an opportunity for sales initiatives. The active participation of all fisheries research institutes will also facilitate better interaction between farmers, technologists and entrepreneurs.

### **TANFISH 2013 - Key attractions!**

- Live demos on aquaculture activities
- Aquarium gallery – concept aquarium, different species of fish, aquatic plants, accessories etc. will be showcased along with fish competitions.
- Marine aquarium - varieties of Marine fishes are also on display such as Clown fish, Damsels, Sea anemones, Lion fish etc.,
- R&D innovations, harvest and post harvest technologies
- Corporate / Traders - involved in production, infrastructure, processing and value addition and aquaculture industry which are rapidly embracing fisheries
- Fish Food Court – diversified delicacies of fresh water and sea fish food-recipes, ready to eat products, live demos on preparations by expertise Chef's, recipe competitions
- Consultancy for new entrepreneurs
- Video shows on - farming systems, success stories,
- Entertainment and cultural shows - traditional fishers' folk art etc.,

### **Advantage for Exhibitions**

- ✚ Access to a highly lucrative and growing market.
- ✚ Gain a greater understanding of this global market.
- ✚ Make contact with international buyers & suppliers.
- ✚ Source new dealers and distributors.
- ✚ Establish new business contacts.
- ✚ Immediate sales and orders.
- ✚ Create better ties with existing customers.
- ✚ Monitor competitor activity.
- ✚ Cost – effective promotion of products and services increasing the brand awareness.
- ✚ Benefits from the events extensive marketing campaign.

### **Sponsorship Opportunities at TANFISH 2013**

“TANFISH 2013” invites corporate, manufacturers and traders to sponsor this mega event. TANFISH 2013 will be offering a variety of ways for you to make sure you and your message stands-out and are seen during the event. Few sponsorship options are available. Please contact us if you require a tailor-made option...we will be glad to assist you according to your need and budget.

Hence, we request the entire media fraternity of Tamil Nadu to provide utmost support in publicizing the event by providing articles with photographs, thus making the event a Grand Success.

#### **Timing for the Exhibition:**

10.00 am to 8.00 pm

#### **Entry By Tickets:**

**Children below 10 yrs = Rs.10.00 / Adults = Rs.20.00**

#### **For Stall Booking Contact:**






#### **M/s.Team and Trade Expos**

Chennai.Email: [team.event@gmail.com](mailto:team.event@gmail.com) / +91- 9380 545400 / +91- 98404 63395

**For further details log on to [www.tnfdc.co.in](http://www.tnfdc.co.in)**

*“Reducing poverty and hunger by improving fisheries and aquaculture”*

## “FISH FOR HEALTH ”

-  High protein diet
-  Better immune system
-  Better Vision
-  Strong bones and teeth
-  Healthy heart

### **Fish Production in the World and in India :**

Approximately 50 million people worldwide depend on fishing for all or most of their family earnings, while another 150 million depend on fish processing and the fleet servicing industry. More than 10 million work on 2.5 million small-scale fishing vessels and account for 50% of the world's catch ([FAO](#) 2001).

Fish production in the world rose from 23.50 million tonnes in 1950-51 to 140.48 million tonnes in 2003-04. Correspondingly, fish production in India has touched 6.40 million tonnes in 2003-04 from a mere 0.75 million tonnes in 1950-1951. The total fish production of our country stood at 6.87 million tonnes in 2006-07. The share of India in global fish production has grown gradually from about 2.66% during the 1960s and 1970s to 4.56% in 2003-04.

### **Issued By:-**

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