



Hong Kong Based Trade Event to Focus on Asian Seafood Market

Asian Seafood Exposition Latest Addition to Global Seafood Portfolio

Portland, Maine, US (October 27, 2009) - Diversified Business Communications (Diversified) announced today the latest addition to its network of industry leading seafood events and publications, the Asian Seafood Exposition, to be held in Hong Kong, September 7-9, 2010.

“The high levels of the Asian market’s international seafood consumption and the ease of trade in and out of Hong Kong provide a clear opportunity to introduce an event with a focus on seafood products,” said Mary Larkin, who oversees Diversified's global seafood events, SeafoodSource.com, and *SeaFood Business* as Group Vice President. “The Asian Seafood Exposition will fill a gap in the industry, offering fresh seafood, packaged seafood, processed seafood, ready-made products and industry-related services to buyers from Asian retail and foodservice markets.”

The new event will be held in conjunction with Restaurant & Bar Hong Kong, a trade show for the hospitality sector. Asia Business Events, now Diversified Hong Kong, launched Restaurant & Bar Hong Kong in 2002. The event focuses on high quality goods and services for hospitality operators in Hong Kong, Macau and the southeastern region of Mainland China, and attracts more than 8,000 visitors each year.

Hong Kong is home to more than 7 million people and enjoys a growing and competitive seafood market, with a total value of \$2.1 billion of imported fish and seafood products in 2008, according to the USDA FAS Gain Report – HK700.

Diversified Business Communications, based in Portland, Maine, provides information and market access through trade events, magazine publishing, and online resources on four continents. Diversified serves a number of industries including: seafood, food service, natural and organic, commercial marine, and business management. Diversified operates divisions in Australia, Hong Kong, the UK and Canada. For more information, visit: www.divbusiness.com

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