



PRESS RELEASE - MAY 2009

Seafood conference to inject \$3m into Victoria economy

More than 1,000 experts on the health and medical benefits of seafood are set to meet in Melbourne, injecting in excess of \$3m into the Victorian economy.

The Seafood and Health Conference Australia 2010, to be held in the new Melbourne Convention Centre, will bring together more than 1,000 medical and government representatives, research scientists and policy experts from over 50 countries.

The Congress, which was secured by Seafood Experience Australia and Seafood Services Australia with the Melbourne Convention + Visitors Bureau (MCVB), will include topics such as the role of seafood in disease prevention, as well as trends in ecologically sustainable practices.

Announcing the win, Chief Executive Officer of MCVB, Ms Sandra Chipchase, said winning the event underscored Melbourne's exceptional bidding strategies.

"Winning the right to host the Seafood and Health Conference Australia 2010 is a great result. As well as marking the first time that the conference has been held in the Southern Hemisphere, this conference is expected to inject more than \$3m into the Victorian economy.

"Melbourne has a world-wide reputation for, and expertise in, hosting major medical and science Business Events. This is a result of MCVB's exceptional bidding skills, as well as Melbourne's outstanding medical and research facilities. When you add to this Melbourne's leading convention facilities, it's easy to see why Melbourne is a number one destination for conventions from around the world."

Melbourne Convention and Exhibition Centre Chief Executive, Mr Leigh Harry, said:

"We are delighted that the Seafood and Health Conference is coming to Melbourne in 2010 and that the Melbourne Convention and Exhibition Centre has been chosen as the venue.

"The imminent opening of the new convention centre provides Melbourne with the added, world-class infrastructure to be able to easily host important international events like this."

Mr Roy Palmer, Chief Executive Officer of Seafood Experience Australia, said:

"This is the first time that an international Seafood and Health Conference and Exhibition has been held in the Southern Hemisphere, and we are honoured to host our professional colleagues from around the world to discuss issues relating to preventative methods that will improve community health and wellbeing. Australia has a strong reputation internationally for medical and fisheries research and we are delighted that we will have the opportunity to present our latest information in Melbourne along with internationally renowned speakers and presenters."

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