



FOR IMMEDIATE RELEASE

Diversified Communications and SeaWeb Join Forces to Produce Annual International Seafood Summit

Portland, ME (November 25, 2013) – [Diversified Communications](#) announced today that it has entered into a partnership with [SeaWeb](#) to produce the [International Seafood Summit](#), the world's premier conference on sustainable seafood. The solution driven event is aimed at advancing sustainability by integrating science, policy and market forces in decision-making.

Under this partnership, SeaWeb, a non-profit organization dedicated to using the science of communications to advance ocean conservation, will collaborate with Diversified on conference content development and strategy. Diversified Communications, the leader in worldwide seafood trade events, will manage and produce Seafood Summit on an annual basis.

"Partnering with SeaWeb on the Seafood Summit is a natural segue for Diversified to be closely involved with the global sustainability movement. Providing a forum for education and discussion aligns with our mission of supporting our customers in their objective to promote sustainable seafood," says Mary Larkin, Vice President of Diversified Communications. "We are very excited about this new opportunity as it enables Diversified to further our commitment in taking a leadership role in advocacy for sustainability within the seafood industry."

"For the past 10 years, the Summit has provided a platform for pioneers, newcomers and innovators to develop and engage the sustainable seafood movement. As the Summit continues to grow in size and influence, Diversified's strong relationships and expertise in producing the world's largest seafood events makes them a perfect partner," says Dawn M. Martin, President of SeaWeb. "They have been a leading voice in the seafood industry for the last four decades and this new alliance will catapult the issue of sustainability into the next decade and beyond."

The International Seafood Summit brings together global representatives from the seafood industry with leaders from the conservation community, academia, government and the media for in-depth discussions, presentations and networking around the issue of sustainable seafood. The goal of the Summit is to foster dialogue and partnerships that lead to a seafood marketplace that is environmentally, socially and economically sustainable. Diversified and SeaWeb will also collaborate on the development of an advisory board that will help guide the direction of future Summits.

Recent editions of the conference were held in Paris in 2010, Vancouver in 2011, and the 10th Anniversary was held in Hong Kong in 2012. The next event is scheduled to be held in the United States in New Orleans, Louisiana. Dates will be released in January 2014.

Diversified Communications' online publication, SeafoodSource.com, will be the official industry media for the Summit. SeafoodSource.com, the leading seafood news resource and seafood supplier directory in the industry, will be the international online business tool to keep seafood industry professionals informed and connected on the conference's topics and events.

About SeaWeb

SeaWeb transforms knowledge into action by shining a spotlight on workable, science-based solutions to the most serious threats facing the ocean, such as climate change, pollution and depletion of marine life. To accomplish this important goal, SeaWeb convenes forums where economic, policy, social and environmental interests converge to improve ocean health and sustainability. SeaWeb works collaboratively with targeted sectors to encourage market solutions, policies and behaviors that result in a healthy, thriving ocean. By using the science of communications to inform and empower diverse ocean voices and conservation champions, SeaWeb is creating a culture of ocean conservation. For more information, visit: www.seaweb.org.

About Diversified Communications

Based in Portland, Maine, USA, Diversified Communications provides information and market access through face-to-face events, magazine publishing, and online resources on four continents. Diversified Communications serves several industries, including seafood, food service, natural and organic, commercial marine, healthcare, and business management. The company's global seafood portfolio of expositions and media includes Seafood Expo North America/ Seafood Processing North America (*formerly International Boston Seafood Show/Seafood Processing America*), Seafood Expo Global/ Seafood Processing Global (*formerly European Seafood Exposition/Seafood Processing Europe*), Seafood Expo Asia (*formerly Asian Seafood Exposition*), Seafood Expo Southern Europe (*formerly Seafood Barcelona*), *SeaFood Business* magazine, and SeafoodSource.com. The company operates divisions in Australia, Hong Kong, India, the UK, and Canada. www.divcom.com

###

Media contacts:

Diversified Communications
Christine Pedersen, Marketing Manager
cpedersen@divcom.com
+1 207 842 5488

SeaWeb
Marida Hines, Senior Manager
mhines@seaweb.org
+1 301 580 1026