

## Food and Drink Expo – Murrayfield Stadium, Edinburgh, 14<sup>th</sup> September 2017

Seafish, supported by Polaris Learning, one of our partners in the Scottish Seafood Training Network attended a very busy, over 500 in attendance, and well organised Food and Drink careers Expo in Edinburgh's Murrayfield Stadium on Thursday 14<sup>th</sup> September

The event was very well supported by exhibitors from across Scotland's food and drink educational sector, and by organisations as far away as Birmingham.

The Seafish stand had a great deal to offer the students, teachers and advisers that attended. A colourful display of packaged fish and shellfish products was available to demonstrate the complexity, ingenuity and talent that go into designing the dishes, packaging and branding that are so much a part of the modern retail experience. Seafood guides, leaflets on apprenticeships and other published information were available to inform the many that stopped to talk to us.

The star of our stand was the new World is Your Oyster careers map. The World is Your Oyster was showcased on the stand with a 3.5m x 2m graphic supported by pocket sized pull-out careers map guides. Here you can see students from Moray College with the pull-out guides clustered around our careers map.



During the event we had an opportunity to talk about all the sectors of the seafood industry including career opportunities in processing, fish frying as well as hospitality. Discussions with students and delegates were wide ranging, including one group of applied science students that now have a very different view of the role and job prospects of food scientists in the seafood industry.

It was such a busy event that we did not have time to view all of the other exhibitors or listen to all of the presentations, but we did have an opportunity to renew some old acquaintances and make new professional contacts.

Our thanks go to the College Development Network for staging such a rewarding careers event.

The event will also be featured in October's Monthly Catch and Round-Up