



SEAWEED TAKES THE STAGE

European Seaweed 2026 kicks off inside the food industry



21-23 SEPTEMBER 2026



AHOY, ROTTERDAM
THE NETHERLANDS



SHOWING UP WHERE IT MATTERS

SEAWEED TAKES THE STAGE

- Instead of hosting our own event, North Sea Seaweed 2026 will join existing industry events, starting with the **GASTVRIJ ROTTERDAM** food trade fair this year
- **SEAWEED PAVILION (100+ M²)**: showcasing seaweed innovation, processing, and 10+ food & packaging companies with seaweed-based products
- In parallel, we will host a members' dinner (21st), drinks, workshops, and the **RABOBANK FOOD LEADERS LUNCH**

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ABOUT GASTVRIJ ROTTERDAM



3-Day Food Trade Fair – 21–23 September



Ahoy (Rotterdam, The Netherlands)



+ 500 exhibitors



Around 20.500 visiting food professionals



Primarily professionals from the hospitality and foodservice sector



Strong focus on decision-makers and industry operators

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**EUROPEAN
SEAWEED 26**

KEY VISITOR GROUPS

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Horeca Professionals: chefs, restaurant owners, F&B managers, hospitality entrepreneurs



Institutional Foodservice: healthcare, corporate catering, education institutions



Procurement & distribution: buyers, wholesalers, foodservice procurement



Hospitality & catering: hotels, catering companies, concept developers



PROGRAM EUROPEAN SEAWEED 2026

MONDAY

21 September

10:00 Opening doors Gastvrij Rotterdam

11:00 Official opening with Rabobank, Jos Klerx

12:00 Rabo Food Leaders Seaweed Lunch

18:00 Closing of the pavilion



Jos Klerx

Rabobank 

Sector manager Hospitality,
Recreation and Tourism at Rabobank

About Rabo Food Leaders Lunch



In the dynamic world of food service, where trends evolve overnight and margins are tight, the Rabo Food Leaders Lunch brings together the decision-makers who truly shape what ends up on the plate.

In this setting, ideas turn into action, insights are shared, and inspiration flows as naturally as the conversation. The Rabo Food Leaders Lunch is not just about food—it is about leadership in a sector that feeds millions every day.

PROGRAM EUROPEAN SEAWEED 2026

MONDAY

21 September



19:00 Member dinner at World Horti Center

The member dinner is more than just sharing a meal, it is an unique opportunity for building connections, exchanging ideas and experiences, and strengthening the community around our shared mission. It offers a relaxed setting to meet fellow members, create new collaborations, and celebrate what we achieve together.

About World Horti Center

The World Horti Center in Naaldwijk, the Netherlands, is a global hub for greenhouse horticulture innovation, attracting over 40,000 visitors from all over the world each year. It connects business, research, education, and government to advance sustainable food production and new technologies.

Through research, training, and collaboration, WHC drives innovation in areas such as climate control, water use, robotics, and land-based seaweed cultivation.

PROGRAM EUROPEAN SEAWEED 2026

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TUESDAY

22 September

10:00 Opening doors Gastvrij Rotterdam

11:30 Workshop – Cooking with topchef Martha Marszal

16:00 Drinks

18:00 Closing of the Seaweed Pavilion



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PROGRAM EUROPEAN SEAWEED 2026

WEDNESDAY

23 September

10:00 Opening doors Gastvrij Rotterdam

11:30 Workshop – Cooking with topchef Martha Marszal

18:00 Closing of the Seaweed Pavilion



SEAWEED TAKES THE STAGE

WHY

VISIT GASTVRIJ ROTTERDAM?



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WHY VISIT GASTVRIJ ROTTERDAM?

REACH FOOD AND PACKAGING MARKETS



For all members active in the food and packaging, markets — or those planning to enter these markets — Gastvrij Rotterdam offers an excellent opportunity. This is not only relevant for companies offering end products, but also for farmers and processors across the value chain. In addition, market players are present who are actively looking to source seaweed.

EXPLORE THE SEAWEED PAVILION



For all members this is a unique opportunity to experience the approach in practice: a dedicated Seaweed Pavilion (100+ m²) showcasing key insights into seaweed and its processing, with over ten food and packaging companies presenting seaweed-based products as a live case study ahead of major trade fairs such as Agritechnica, Interpack, & Anuga,

MEET PROSPECTS, MEMBERS, AND PARTNERS



For members who want to schedule meetings with prospects, fellow members, or other stakeholders, Gastvrij Rotterdam — with the Seaweed Pavilion — is the ultimate place to inspire and engage stakeholders around seaweed and its applications.

WHY VISIT GASTVRIJ ROTTERDAM?

EXCLUSIVE DINNER & WORLD HORTI CENTER VISIT



There is also the opportunity to join an exclusive dinner combined with a site visit to the World Horti Center — a global hub for greenhouse horticulture innovation attracting over 40,000 visitors from all over the world each year — where, over the next three years, a dedicated seaweed pavilion will be developed with strong focus on land-based cultivation.

OBSERVE THE MARKET APPROACH IN ACTION



For all members not active in the food market, this is a unique opportunity to closely observe whether this approach works commercially — serving as a test case for other markets.



FOR ALL MEMBERS THAT ARE INTERESTED IN VISITING GASTVRIJ ROTTERDAM, THERE WILL BE A FREE ENTRY TICKET PROVIDED

ATTENDING THE EUROPEAN

SEAWEED PAVILION

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DESIGN BY MEMBER

STUDIO KLARENBECK & DROS

CONCEPT PRESENTED SOON!



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ATTENDING THE EUROPEAN SEAWEED PAVILION



Rooted in the power of the sea, Your Well transforms seaweed into nutrient-rich products for everyday life. From healthy snacks and mineral-rich seasonings to functional ingredients and natural extracts, we combine wellness with sustainability. Pure, powerful, and inspired by the ocean.



Monkeys of the Sea is a food innovation company that uses seaweed and other plant-based ingredients to create sustainable seafood alternatives. By combining ingredients from both land and ocean, such as seaweed, microalgae, and plant proteins, they develop products that replicate the taste and texture of fish—without harming marine ecosystems.



Meat You Halfway responds to the protein transition with innovative hybrid products—a smart blend of meat and plant-based ingredients, where seaweed plays a leading role. By meeting consumers “halfway,” the brand offers an accessible step toward more sustainable eating, without compromising on taste or texture.



Floor Foods develops innovative, plant-forward snacks under its consumer brand Snags, combining great taste with a lighter footprint. At the heart of its portfolio are natural ingredients such as vegetables, grains, and—most notably—seaweed, which plays a key role in both nutrition and flavour. From crispy vegetable chips to seaweed-based snacks and hybrid snack mixes.

ATTENDING THE EUROPEAN SEAWEED PAVILION



Selekt Meat Products is a specialist in premium, ready-to-use meat concepts, with a strong focus on carpaccio and finely sliced beef products for foodservice and retail. Alongside its core meat range, Selekt Meat innovates with refined combinations such as carpaccio and salmon enriched with seaweed, adding a subtle, contemporary twist to classic products



Kwalitaria, a Dutch fast-casual foodservice chain known for its quality snacks, burgers, and fries, is taking a meaningful step toward more sustainable foodservice by introducing innovative, plastic-free packaging from Notpla, supplied via packaging specialist Conpax. Made from seaweed and plant-based materials, Notpla's solutions naturally biodegrade, offering a forward-looking alternative to single-use plastics.



NNZ and Noriware are partnering to accelerate the development of next-generation, seaweed-based packaging solutions. By combining NNZ's expertise in sustainable packaging and global supply chains with Noriware's innovative seaweed-derived materials, the collaboration aims to create scalable alternatives to conventional plastics for the fruit and vegetable sector.



Rungis International Market, the world's largest wholesale food market, is increasingly focusing on innovation and sustainable marine and plant-based ingredients. Seaweedland contributes with high-quality, land based cultivated seaweed products. By connecting chefs and food professionals to versatile applications, this collaboration highlights seaweed's growing role in the European food ecosystem.



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