



PrimeFish



Horizon 2020
Programme

THE PRIMEFISH DECISION SUPPORT FRAMEWORK AND SYSTEM

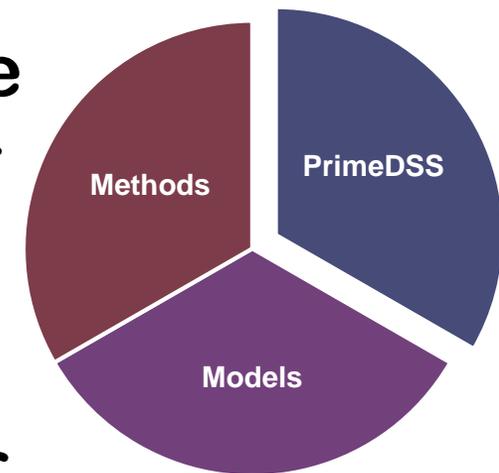
2nd Annual Meeting 06/04/2017 – Vilanova i la Geltrú

What we have set out to do

Develop, test and adapt an

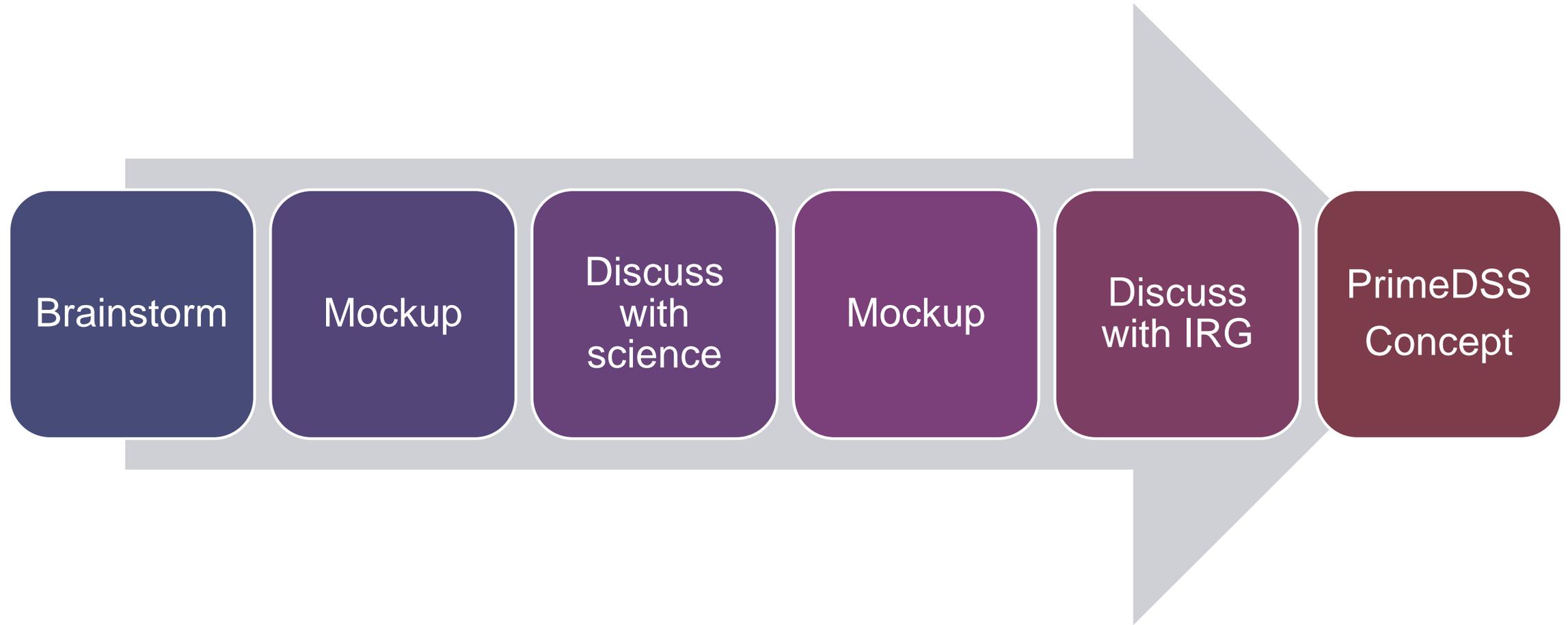
- Innovative decision support framework (PrimeDSF), containing economic methods and models; and a
- Decision support system (PrimeDSS) that can be used by the industry and policy makers to better predict market behaviour based on existing knowledge and forecasting models

PrimeFish will develop first a working prototype for later full commercialisation



Decision Support Framework
PrimeDSF

Defining the PrimeDSS concept



PrimeDSS and its benefits

PrimeDSS is a decision support system for industry and policy makers
It addresses company, product and market risks and is especially useful for SMEs

PrimeDSS	Prediction of market behaviour	Seed data	Auto-adaptive content	Type
Success and failure stories	Product development – what has worked and what hasn't	EU, NO.		
Competitive position analyser	Detailed benchmarking of own performance against national and regional competition	IS, FO, ES, CA		
Value chain analyser	Market success – case studies of how others have persisted on the market	EU, CA, VN		
Growth risk analyser	Identification of potential boom and bust cycles through price development prediction	UK, FR, ES, IT, DE		
Price predictor	Calculation of willingness to pay based on primary and secondary product attributes	DE, ES, IT, FR		
Product success check	Identifying the concrete consumer segments per product attribute	UK, FR, ES, IT, DE		

Visualising the PrimeDSS



□ PrimeDSS mock-ups

- To help with the conceptual and functional design of PrimeDSS
- To enable easier early stakeholder feedback
- To act as a visual guide for designers and developers

□ Access

- https://pidoco.com/rabbit/api/prototypes/159879/pages/page11365742.xhtml?api_key=Ek2J35A33j8FgiGe0kxeMibfCI08TQMq8jKcuM0y&mode=plain

Success & Failure Stories

PrimeDSS

Success and failure stories

Competitive position analyser

Value chain analyser

Growth risk analyser

Price predictor

Product success check

Product development – what has worked and what hasn't

The screenshot shows the PrimeDSS website interface. At the top, there is a navigation bar with links for 'Home', 'Success & failure stories', 'Competitive position analyser', 'Growth Risk Analyser', 'Product success check', 'Value chain analyser', and 'Price development predictor'. A search bar is located on the right side of the navigation bar. Below the navigation bar, the main content area features a large heading 'Success and Failure Stories' and a sub-heading 'Understanding innovative product development'. The text describes the purpose of Prime DSS and invites fishing sector stakeholders to share their success and failure experiences. A central image shows a hand writing 'What's your FISH story?' on a notepad. To the right, there is a framed picture of a fish with the text 'FISH STORIES TOLD HERE'. Below the text, there are several images of various fish products, including 'FUNKY FISH', 'SQUID', 'FISH CHOW', and 'SHRIMP'. A button labeled 'Find Success & Failure stories' is positioned at the bottom right of the main content area.

Adding new success and failure stories

PrimeFish

Home Success & failure stories Competitive position analyser Growth Risk Analyser Product success check Value chain analyser Price development predictor

Enter your Success story

There are two ways:
1. By completing some generic questions
2. By completing the questionnaire

Market affected: M
Species (1 selection): M
Year: M
More information: <http://www.primfish.eu>

Company Details

Company Name: PISCICULTORES S.L.
Year of foundation: 2011-04-06
Country of Origin: Spain
Mergers/Acquisitions: Yes
Other Company Information: Secondary process
Quality Control/Health Certificates: ISO22000
Employee Turnover (National/Global): 1,134,000/5,400,000

Innovation Questionnaire

<p>Market Structure</p> <p>Main Market Description <input type="text"/> M</p> <p>Market Position <input type="text"/> M i</p> <p>Competitive Strategies <input type="text"/> O i</p> <p>Firm Competences <input type="text"/> O</p> <p>Product Policy <input type="text"/> O i</p> <p>Promotional Policies <input type="text"/> O i</p> <p>Institutional impact <input type="text"/> O i</p>	<p>Company Innovation</p> <p>Driving Innovation <input type="text"/> O i</p> <p>Definition of a new Product <input type="text"/> O</p> <p>Definition of Success or Failure <input type="text"/> O i</p> <p>Type of innovation <input type="text"/> O i</p> <p>Process to develop new products <input type="text"/> O i</p> <p>New Project Launch per year <input type="text"/> O</p> <p>New Product Marketing & Commercialisation <input type="text"/> O i</p> <p>Differences in innovations between national and international market <input type="text"/> O</p>	<p>Product Innovation</p> <p>Idea of the product <input type="text"/> O</p> <p>Factors to justify the launch <input type="text"/> O</p> <p>New to the market/firm <input type="text"/> O</p> <p>Reasons for success/failure <input type="text"/> O i</p> <p>Target customer (changes) <input type="text"/> O</p> <p>Time to success or failure <input type="text"/> O</p> <p>Based for future innovations? <input type="text"/> O</p> <p>Future directions for successful innovations <input type="text"/> O</p> <p>Correlation between innovation and performance <input type="text"/> O i</p>
<p>General Performance</p> <p>Performance in the last 3 years <input type="text"/> O i</p> <p>Future Strategy Goals <input type="text"/> O</p> <p>European seafood industry future <input type="text"/> O</p>	<p>Submit Market Structure Questionnaire</p>	

Success & Failure Stories Inputs/Outputs



Country Reported (Or)
Markets affected
Year to year
Species (* selection)

Search for a success

Related Salmon

- How Norway and Russia fish and Thrive
The prime cod fishing grounds have been depleted or wiped out by poor management. But in Norway and Russia are working cooperatively to be more productive — and profitable.
- Fishing problems: poor fishery management oversight, global traceability of fishing activities, relatively recent developments in some countries are now making overfishing, much more n

PRIMEDSS - SFS

Innovation - Success and Failure Stories

INNOVATION

Turn your innovative ideas into a viable business products

Increase your profitability by knowing your market

Identify strengths, weaknesses, opportunities, and threats

MANAGE YOUR VALUE CHAIN

Communicate your vision to your employees and external parties

Develop predictive investment forecasts

Compare market place performance

GROWING YOUR BUSINESS

Raise capital to expand

Create a strategy to manage growth

Take advantage of opportunities and mitigate risks

PRODUCT DIVESTING

Develop a plan to divest from a product & reinvest into a new product

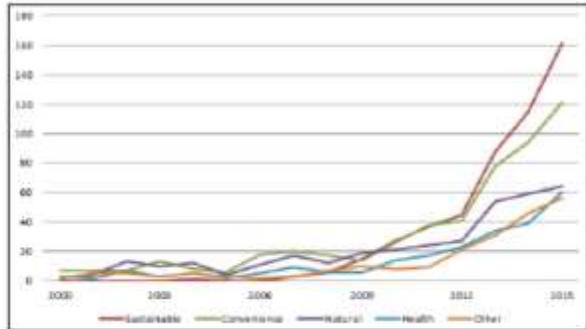
Establish a timeline for the transition process

Identify financial and regulatory requirements

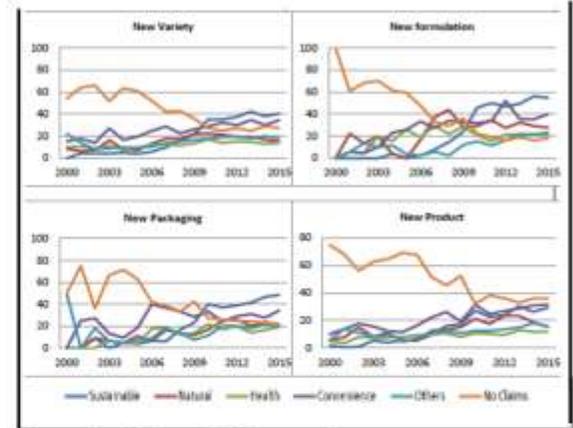
For Reference: www.primedss.com

General Sector Stories for Salmon in Spain

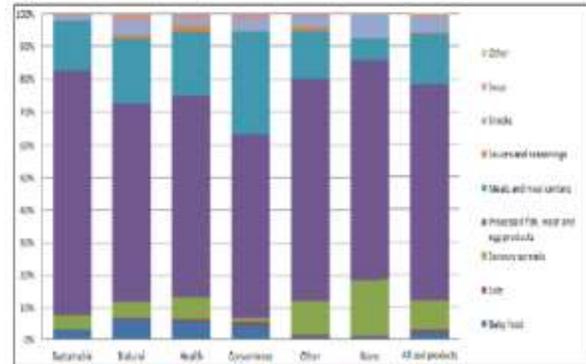
Info-graphic 3 - Innovations by claims Source: GNPD; 1,508 Observations



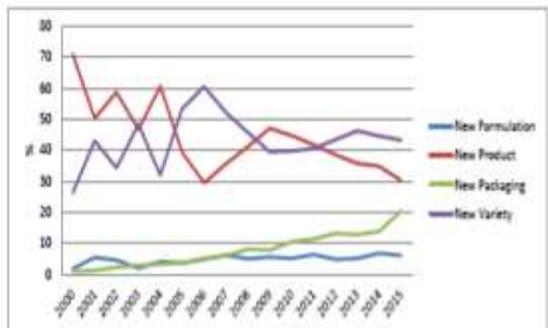
Info-graphic 2: Repartition of claims by type of launch (%) between 2000 and 2015. Source: GNPD, 22,406 observations (New product: 8,657; New Packaging: 2,627; New Formulation: 1,228; New Variety: 9,894)



Info-graphic 4. Repartition of innovations by food categories Source: GNPD; 1,508 observations



Info-graphic 1: Products repartition over type of launch. Source: GNPD, 22,406 Observations



Competitive Position Analyser

PrimeDSS

Success and failure stories

Competitive position analyser

Value chain analyser

Growth risk analyser

Price predictor

Product success check

Detailed benchmarking of own performance against national and regional competition

Complete the FACI industry survey to contribute to the evaluation of industry competitiveness

The purpose of the Fishery Competitive Index is to give a consistent estimate of how well fishing industries are doing in the global business of processing and marketing seafood products by identifying factors that affect the competitiveness of fishing industries within different countries.

Tell us a little about your organisation

Name of firm: PrimeFish Firm Location: Faroe Islands Firm nationality: Spanish

Year firm established: Level of operation: Processing Revenue in last A/C year: 1,347,060

Main species: Cod Main markets: (ES) Spain

[Save organisation details](#)

FACI Firm Surveys: Complete both questionnaires to evaluate your competitiveness

Aquaculture		Wild Fish	
	% Complete		% Complete
<input type="radio"/> FACI - Firm Level Page 1	<input checked="" type="radio"/>	<input type="radio"/> FACI - Firm Level Page 1	<input type="radio"/>
<input type="radio"/> FACI - Firm Level Page 2	<input type="radio"/>	<input type="radio"/> FACI - Firm Level Page 2	<input type="radio"/>
<input type="radio"/> FACI - Firm Level Page 3	<input type="radio"/>	<input type="radio"/> FACI - Firm Level Page 3	<input type="radio"/>
<input type="radio"/> Firm Level Information	<input type="radio"/>	<input type="radio"/> Firm Level Information	<input type="radio"/>

FACI Results: Click on the 'Run CPAF tool' button to see your competitiveness position

If you wish to benchmark yourself against other industries please select which sectors

- Benchmark against country?
- Benchmark against firm size?
- Benchmark against sectors?

Competitive Position Analyser

FACI - Firm Level (Aquaculture): Page 1

Applicable quarter Species

1. There are significant institutional barriers (f. ex. licenses, quotas, regulations, location restrictions, water treatment) to entry in my industry (1=not at all; 7=make entry impossible)
2. Entry into my industry requires investment in capital (vessels, equipment, buildings) that (1=does not deter entry at all; 7=deters entry completely)
3. Entry into my industry requires other forms of investment (marketing, R&D, knowledge) that (1=does not deter entry at all; 7=deters entry completely)
4. Does this type of production enjoy economies of scale (1=not at all; 7=to a huge degree)
5. The firm takes advantage of its economies of scale (1=not at all; 7=completely)
6. The firm is producing to a niche market (1=not all; 7=completely)
7. The brand of my product is valuable ?(1=not valuable at all; 7=immensely valuable)
8. My customers are sensitive to changes in product price (1=not at all; very much so)
9. There are substitutes to my products available in the market (1=not at all; 7=many substitutes exist)
10. The buyers of my product are loyal (1=not at all; 7=very much so)
11. How capable is your part of the value chain of responding to changes in market conditions? (1=not capable; 7=very capable)
12. How capable is your whole value chain of responding to changes in market conditions? (1=not capable; 7=very capable)
13. How important are third-party audited labels to your operation (1=not important; 7=very important)
14. Bargaining power versus buyers is (1=weak; 7=strong)
15. Bargaining power of suppliers is (1=weak; 7=strong)

FACI - Firm Level (Wild Fish): Page 1

Applicable quarter Species

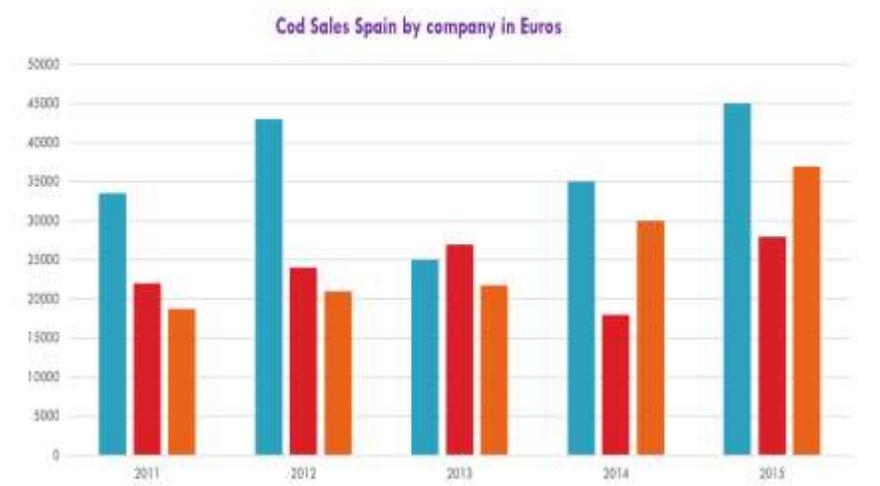
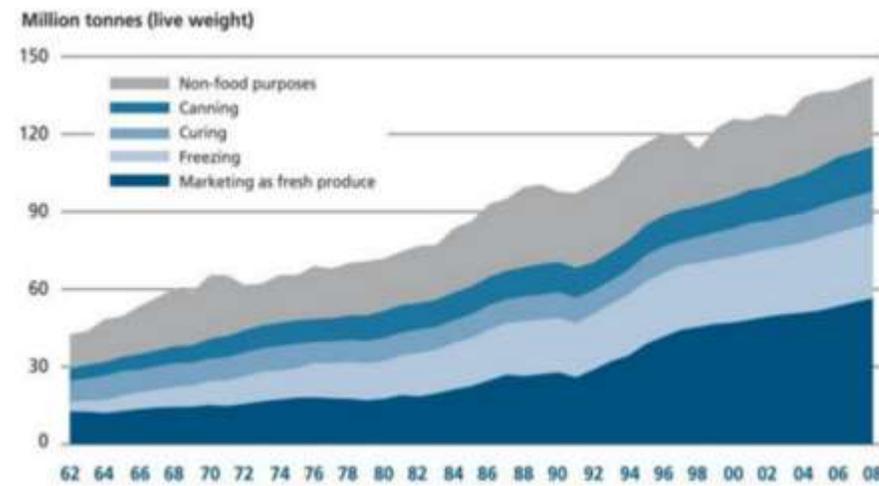
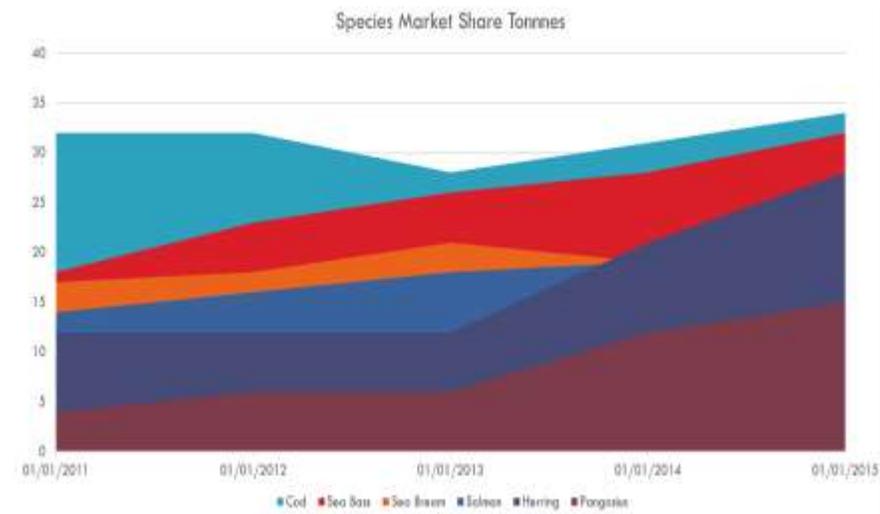
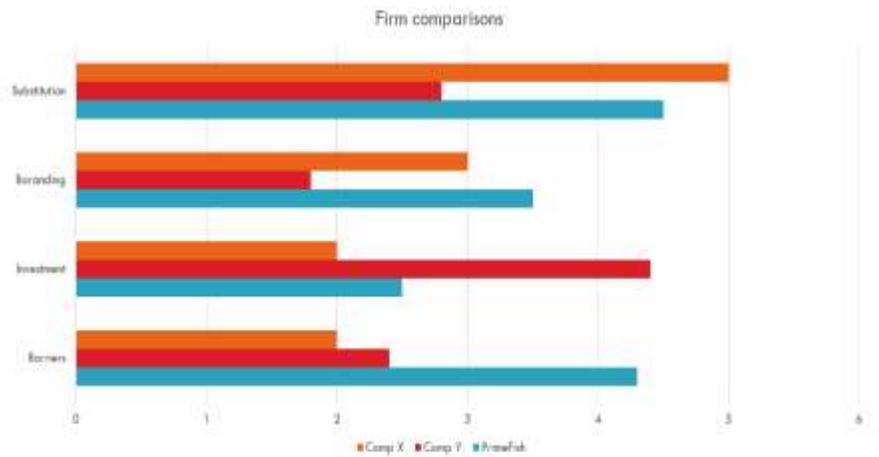
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14. Bargaining power versus buyers is (1=weak; 7=strong)
- 15A. Bargaining power of suppliers is (1=weak; 7=strong)
- 15B. Competition among the firm's major suppliers is (1=nonexistent; 7=fierce)

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Competitive Position Analyser Output

PrimeFish

Name of Firm: Pri
 Firm Location: Sp
 Firm Nationality: Fir



Performance - Cod

France

Spain 5%

Country

Germany 16%

benchmark

Growth Risk Analyser

PrimeDSS

Success and failure stories

Competitive position analyser

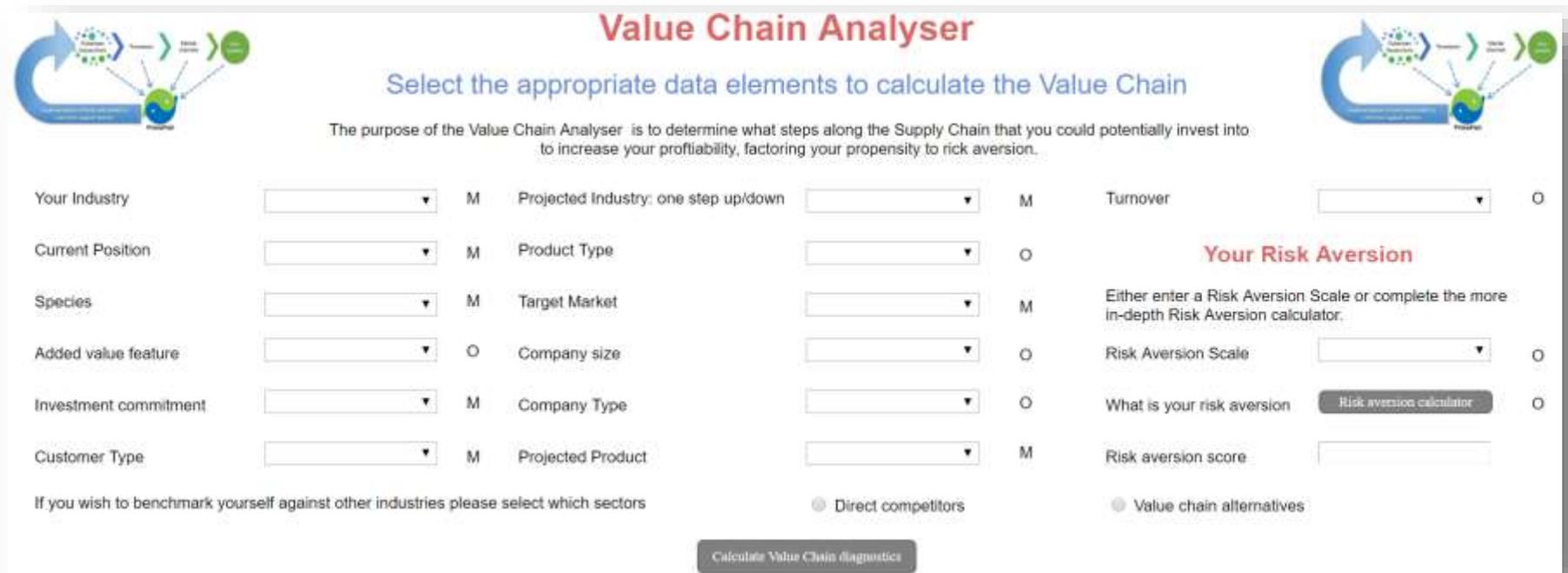
Value chain analyser

Growth risk analyser

Price predictor

Product success check

Market success – case studies of how others have persisted on the market



Value Chain Analyser

Select the appropriate data elements to calculate the Value Chain

The purpose of the Value Chain Analyser is to determine what steps along the Supply Chain that you could potentially invest into to increase your profitability, factoring your propensity to risk aversion.

Your Industry M Projected Industry: one step up/down M Turnover O

Current Position M Product Type O

Species M Target Market M

Added value feature O Company size O

Investment commitment M Company Type O

Customer Type M Projected Product M

If you wish to benchmark yourself against other industries please select which sectors

Direct competitors Value chain alternatives

Your Risk Aversion

Either enter a Risk Aversion Scale or complete the more in-depth Risk Aversion calculator.

Risk Aversion Scale O

What is your risk aversion O

Risk aversion score

Value Chain Analyser

Value Chain Analyser Results



Ask an expert

Chain Analysis Stories Relevant to your Experience

Year	Species	Country	Story Link - Details
2012	Salmon	United Kingdom	Wester Ross survives & diversifies

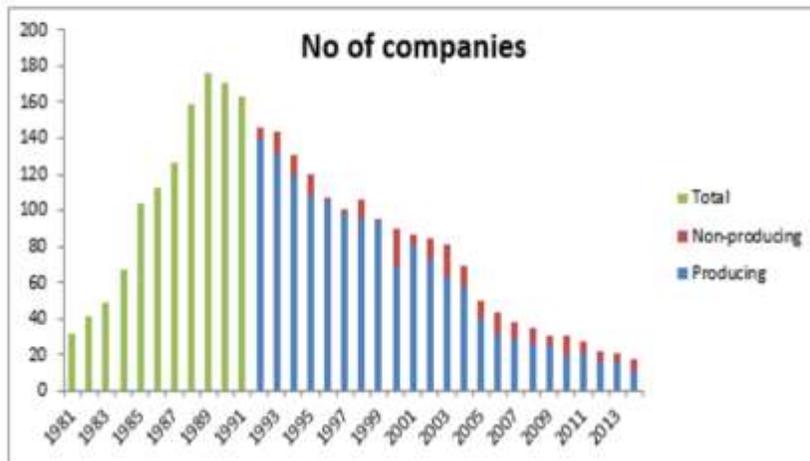
Generic Advice

Implement good governance processes
Develop good institutional relationships

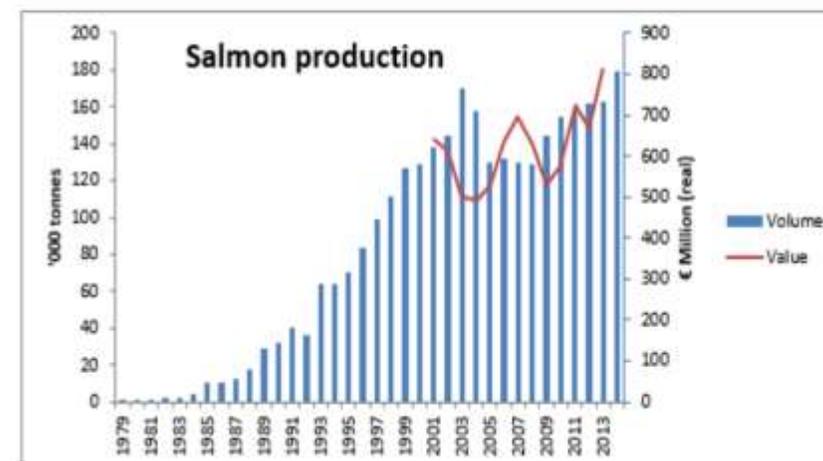
Upgrading/Downgrading Options: [Upgrading in the Chain](#)

Estimated Value chain costs	2500 €	Estimated price per Kilo	3.55 €	Base Cost	2.22 €
Estimated Value Chain ROI	4500 €	Estimated investment required	12300 €	Identified risks: tariffs etc	EC entry tariff
Species	Salmon	Base Price	6.55 €	Institutional barriers	License fees

Comparitive Industry Information



Number of salmon farming companies in Scotland. Source: Scottish Fish Farms Annual Production Surveys 1981-2015.



Volume and value of Scottish salmon aquaculture output. Source: Scottish Fish Farms Annual Production Surveys 1981-2015.

Growth Risk Analyser

PrimeDSS

Success and failure stories

Competitive position analyser

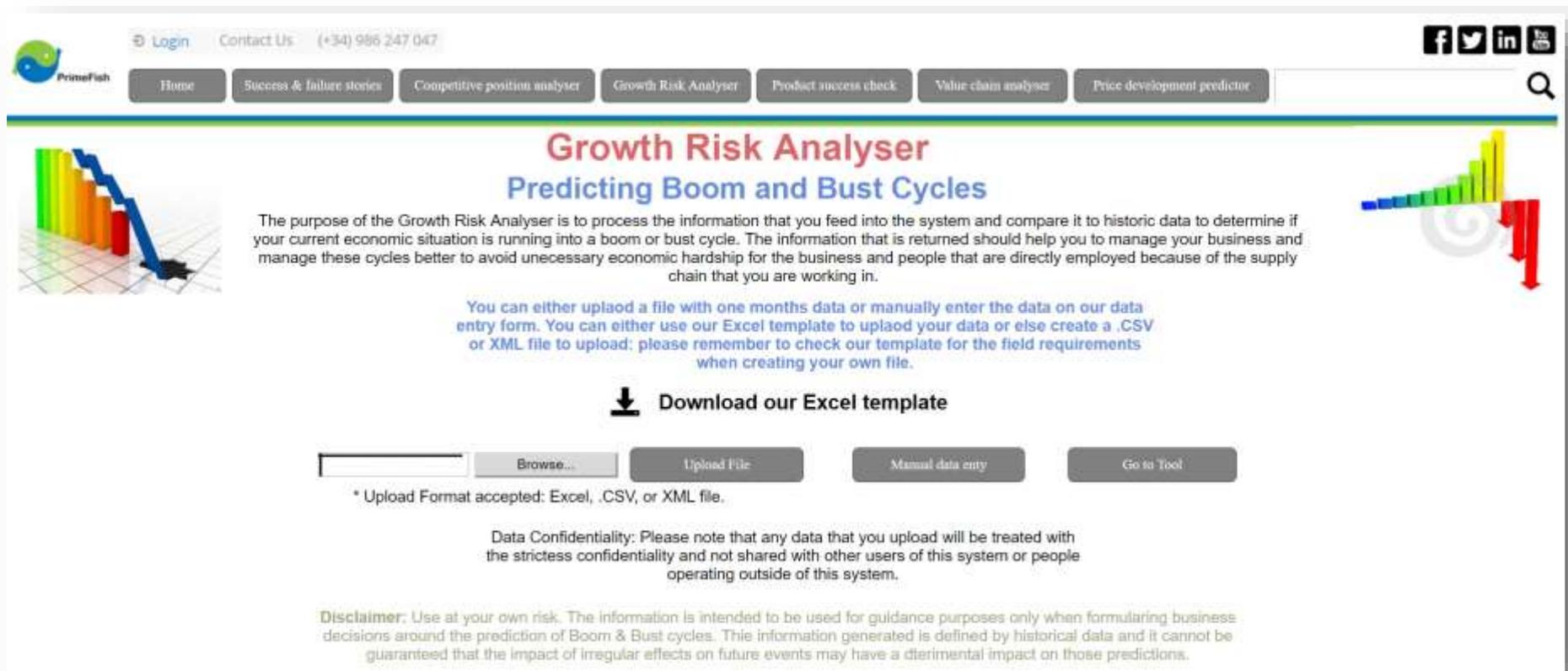
Value chain analyser

Growth risk analyser

Price predictor

Product success check

Identification of potential boom and bust cycles through price development prediction



The screenshot shows the web interface for the Growth Risk Analyser. At the top, there is a navigation bar with the PrimeFish logo, a search bar, and several menu items: Home, Success & Failure stories, Competitive position analyser, Growth Risk Analyser (highlighted), Product success check, Value chain analyser, and Price development predictor. Below the navigation bar, the main heading reads "Growth Risk Analyser Predicting Boom and Bust Cycles". A descriptive paragraph explains the tool's purpose: "The purpose of the Growth Risk Analyser is to process the information that you feed into the system and compare it to historic data to determine if your current economic situation is running into a boom or bust cycle. The information that is returned should help you to manage your business and manage these cycles better to avoid unnecessary economic hardship for the business and people that are directly employed because of the supply chain that you are working in." Below this, instructions state: "You can either upload a file with one months data or manually enter the data on our data entry form. You can either use our Excel template to upload your data or else create a .CSV or XML file to upload: please remember to check our template for the field requirements when creating your own file." A prominent button labeled "Download our Excel template" is shown. Below this, there is a file upload section with a "Browse..." button, an "Upload File" button, a "Manual data entry" button, and a "Go to Tool" button. A note specifies: "* Upload Format accepted: Excel, .CSV, or XML file." A "Data Confidentiality" section states: "Please note that any data that you upload will be treated with the strictest confidentiality and not shared with other users of this system or people operating outside of this system." A "Disclaimer" at the bottom reads: "Use at your own risk. The information is intended to be used for guidance purposes only when formulating business decisions around the prediction of Boom & Bust cycles. This information generated is defined by historical data and it cannot be guaranteed that the impact of irregular effects on future events may have a detrimental impact on those predictions." The interface also features decorative bar charts on either side of the main text.

Growth risk analyser: Input/Output

Target Species: Salmon
 Projected quantity: 50,000
 Sourcing country: Norway
 Product type: Fresh fish

Key
 Spec
 Intel
 Con

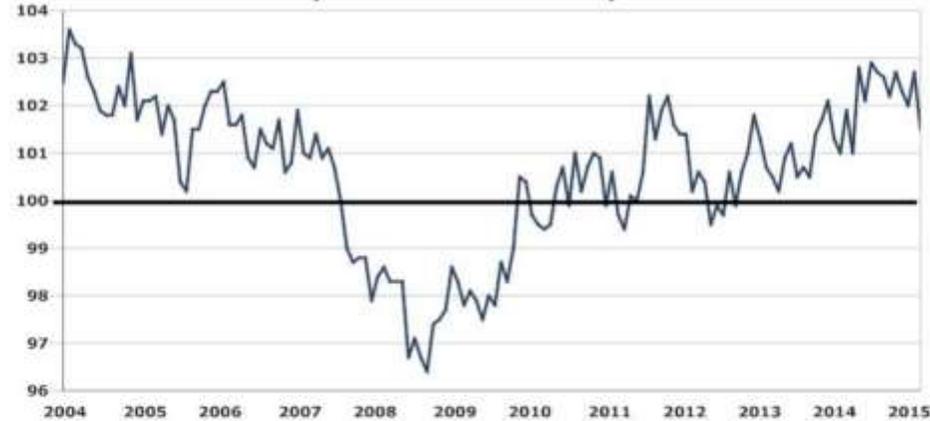
Price Prediction for the next 5 years



Country comparison on predicted price for next 5 years



Historical cyclic chart on Boom Bust Cycles



Boom & Bust cycles: Articles and general information

- The Failure to learn from Boom Bust Cycles
- Causes of Boom and Bust cycles
- Land speculation and the Boom Bust cycle
- Forecasting Boom Bust cycles

Price Predictor

PrimeDSS

Success and failure stories

Competitive position analyser

Value chain analyser

Growth risk analyser

Price predictor

Product success check

Calculation of willingness to pay for primary and secondary product attributes

The screenshot shows the PrimeFish website's Price Predictor tool. The page features a navigation bar with links for Home, Success & failure stories, Competitive position analyser, Growth Risk Analyser, Product success check, Value chain analyser, and Price development predictor. A search bar is also present. The main content area is titled "Price Predictor Attribute Selection" and includes a "Best Price" badge. Below the title, a paragraph explains the tool's purpose: "The purpose of the Price predictor is to determine the willingness of a customer to pay for a particular product at a particular attribute level in a particular target country market. This tool will simulate the probability of the choice a consumer is likely to make on the purchase of a product." The form is organized into three columns: Core Attributes, Customer Attributes, and Additional attributes. Each attribute is represented by a dropdown menu and a radio button. A "Run Price Predictor" button is located at the bottom of the form.

Core Attributes	Customer Attributes	Additional attributes
Species: Salmon	Target customer: Household	Labelling: Sustainable fishing
Product type: Fresh	Gender: Unknown	Source Industry: Wild
Regional Source: United Kingdom	Age range: 25 to 30	Packaging type: Cardboard box
Target market: France		Target price per kilo: 3 < 3.50

Price Predictor Output

Price Predictor Results Page



Ask an Expert

Here are the results based on the attributes that you have chosen to display the willingness of a customer to pay for the species that you have selected.

Key Attributes

Species **Salmon** Regional Source **United kingdom** Product Type **Fresh** Target Market **France**

Target Market

Price expectation for France

Upper € 11.49
Lower € 10.70

European Average Price

Upper € 11.33
Lower € 10.46

National Comparisons

Price expectation for UK

Upper € 12.46
Lower € 12.10

Price expectation for Germany

Upper € 12.77
Lower € 11.88

Product Success Check

PrimeDSS

Success and failure stories

Competitive position analyser

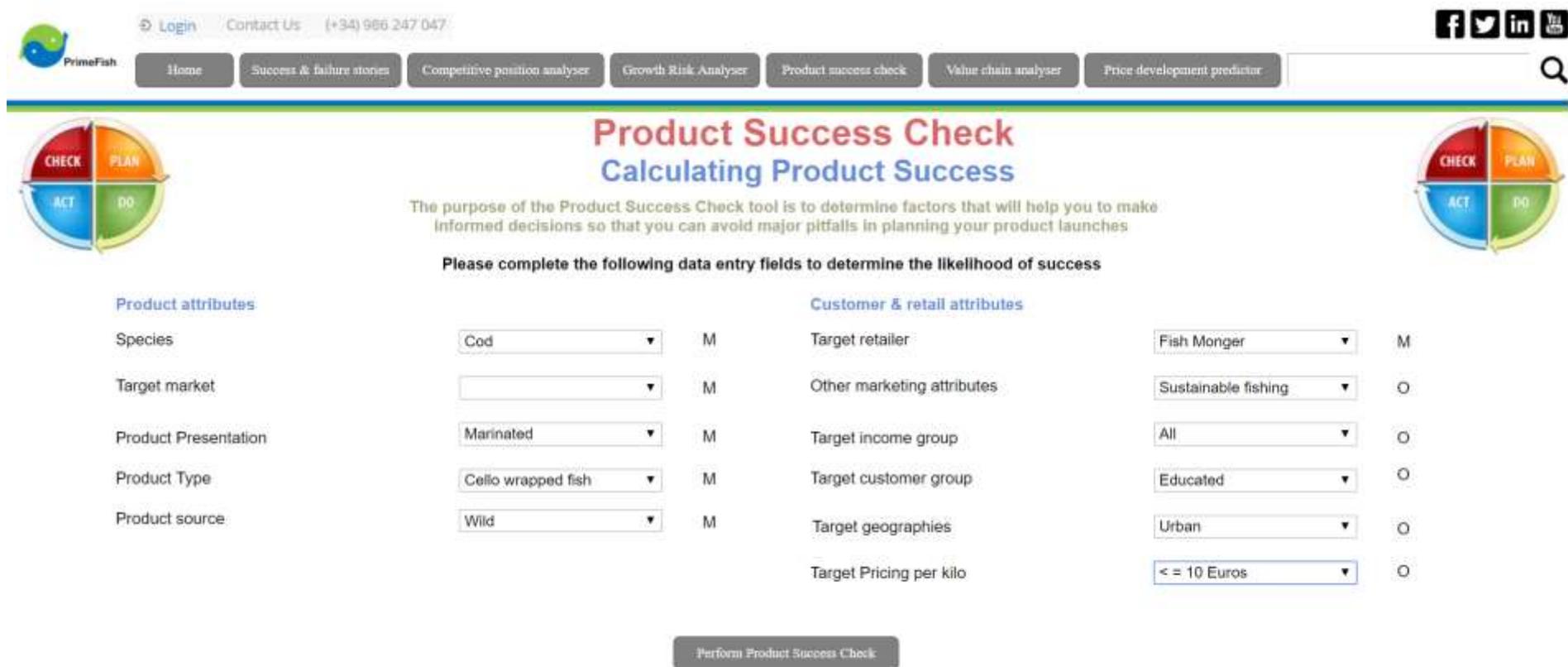
Value chain analyser

Growth risk analyser

Price predictor

Product success check

Identifying the concrete consumer segments per product attribute



The screenshot shows the PrimeFish website interface for the Product Success Check tool. The page features a navigation bar with links for Home, Success & failure stories, Competitive position analyser, Growth Risk Analyser, Product success check, Value chain analyser, and Price development predictor. The main content area is titled "Product Success Check" and "Calculating Product Success". It includes a sub-header "The purpose of the Product Success Check tool is to determine factors that will help you to make informed decisions so that you can avoid major pitfalls in planning your product launches" and a prompt "Please complete the following data entry fields to determine the likelihood of success". The form is divided into two columns: "Product attributes" and "Customer & retail attributes". Each attribute has a dropdown menu and a radio button for selection. A "Perform Product Success Check" button is located at the bottom of the form.

Product attributes	Customer & retail attributes
Species: Cod	Target retailer: Fish Monger
Target market: [Empty]	Other marketing attributes: Sustainable fishing
Product Presentation: Marinated	Target income group: All
Product Type: Cello wrapped fish	Target customer group: Educated
Product source: Wild	Target geographies: Urban
	Target Pricing per kilo: <= 10 Euros

Product Success Check Output

Product Success Check



PSC Best Product Success Match Results

Results: Based on the current market assumptions, Salmon steaks (Frozen) have a 13% chance of success in France

Key Attributes:

Target country	France	Product Presentation	Frozen	Product Source	Farmed
Species	Salmon	Product Type	Frozen steaks	Target Retailer	Super Market

Matching Customer Type



PROFILE

French
35-55 years old
Married (No kids)
High education
High income
Low. Consump.
Buys online
Lives in city

PREFERENCES

Quality focus
Taste over nutrition,
Premium Price
Likes brand/reputation
Reads culinary blogs...



PROFILE

French
35-45 years old
Single
Secondary education
Average income
Heavy consump.
Organic shops

PREFERENCES

Nutrition over taste
Fresh
Medium-Price
Knowledgable wrt nutrition
Traceability/sustainability
Reads scientific magazines.....

Where from here?



SYNTESA

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Thanks for your attention

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