

# The Situation of the Seafood Products Market, is It Possible to be More Competitive?



PrimeFish Project · Horizon 2020 · Program may be subject to change

6th October · Vigo

## Objetivos

- To identify and measure the key variables in the competitiveness of seafood products.
- To analyse the launching process of news products and key success factors.
- To look at the entire value chain of seafood products.

Time	Session
8:45	<b>Registration</b>
9:00	<b>Welcome and introduction round</b> <i>Rosa Chapela, head of the Fisheries Socioeconomic Department (CETMAR) and leader of the stakeholders' interaction in the PrimeFish project</i>
9:15	<b>The PrimeFish Project, setting the scene</b> <i>Gudmundur Stefánsson, food product development and innovation in Matís and coordinator of the PrimeFish project</i>
9:25	<b>Building upon competitiveness: PrimeFish tools to take strategic and operational decisions</b> <i>Heiner Lehr, software innovation and traceability in Syntesa</i>
9:45	<b>Understanding the socioeconomic environment: a tool to review your competitiveness</b> <i>Sveinn Agnarsson, fisheries economy in Univ. of Iceland</i>
10:10	<b>Are we looking through the right glasses the real world of fisheries and aquaculture?</b> <i>Rosa Chapela, José L. Santiago, Mercedes Fernández, Fisheries Socioeconomic Department (CETMAR)</i>
10:30	Coffee Break
10:45	<b>The seafood value chain in the spotlight: the aquaculture and fisheries cases</b> <i>Francis Murray, aquaculture, market and technology expert in Univ. of Stirling</i>
11:05	<b>The supplier side: dynamics to review and improve the value chain analyser</b> <i>Rosa Chapela, José L. Santiago, Mercedes Fernández, Fisheries Socioeconomic Department (CETMAR)</i>
11.45	<b>Unleashing innovation: matching consumer preferences to new seafood products</b> <i>Emilia C. Dudinskaya, innovation and marketing in Univ. of Pavia (Italia)</i>
12:05	<b>The demand side: dynamics to review and improve the product success check tool</b> <i>Rosa Chapela, José L. Santiago, Mercedes Fernández, Fisheries Socioeconomic Department (CETMAR)</i>
12:45	<b>Creating shared conclusions and review</b> <i>José L. Santiago, PrimeFish officer</i>
12:55	<b>Closure and take-home message</b> <i>Rosa Chapela, head of the Fisheries Socioeconomic Department (CETMAR) and leader of the stakeholders' interaction in the PrimeFish project</i>
13:00	Lunch

## Participants

Seafood companies staff, aquaculture producers, processing companies, market analysts, policy-makers, university students and other stakeholders interested on the creation of products and strategies to enhance the productivity of the seafood value chain and on the competitiveness in the national, European and international market.

## Inscription

Request for attendance will be carefully evaluated by the organisers due to the limited number of seats available. If you need further information or if you want to book your place, please contact [irg@primefish.eu](mailto:irg@primefish.eu).



# La situación del Mercado de los productos pesqueros y acuícolas; ¿es posible aumentar la competitividad?



## Meeting Venue

CETMAR Foundation (Centro Tecnológico del Mar) hosts the meeting (42°13'38.1"N 8°45'07.8"W).

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