



PrimeFish



Horizon 2020
Programme

THE BUSINESS PROJECT ON SEAFOOD. SELECTION OF WORKING GROUPS

6th August, Bremerhaven – Mercedes Fernández, CETMAR

Ground rules for the Summer School

- Please be punctual
- Turn off your phone
- Respect turns to speak. Introduce yourself
 - ▣ Ask questions
 - ▣ Collaborate
 - ▣ Offer your feedback
- ...

Online Material

- Presentations and material with an open dissemination character will be uploaded to:

<http://www.primefish.eu/content/european-seafood-economy-summer-school>

Theory

Hours	Monday 6	Tuesday 7	Wednesday 8	Thursday 9	Friday 10
8.00– 9.00		The Seafood Value Chain	Product Development and Consumers' Attitudes	Market research: Willingness to Pay for Seafood Products	
9.00 – 12.00	<p>Welcome</p> <p>Introduction to the PrimeFish project</p> <p>The business project on seafood, selection of working groups</p> <p>The Impact of the Legal Framework on the Seafood Sector</p> <p>Economic Performance of Seafood Industries</p>	<p>International Seafood Trade: the Value Chain of Pangasius</p>	<p>Consumers' Attitudes and Market Niches for Seafood Products</p>		<p>Final presentations of students' projects</p>
12.00 – 12.30	Royal Greenland	Sensory Aspects of the Seafood Products	TransGourmet	Bundesmarktverband der Fischwirtschaft e.V.	Prize "Best Business project"
12.30– 13.30	Lunch	Lunch (13.00 – 14.00)	Lunch	Lunch	
13.30 – 16.30	Stakeholders in the Seafood Sector		Fish International	The Business Canvas model.	

The seafood sector

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Training sessions & group work

Hours	Monday 6	Tuesday 7	Wednesday 8	Thursday 9	Friday 10
12.00 – 12.30	Royal Greenland Gerd Bollmann www.royalgreenland.com	Sensory Aspects of the Seafood Products Imke Matullat TTZ (1 h)	TransGourmet Nadine Kellermann www.transgourmet.de	Bundesmarktverband der Fischwirtschaft e.V. Matthias Keller www.Bundesmarktverband-fisch.de	Presentations of projects Prize “Best Business project”
12.30–13.30	Lunch	Lunch (13.00 – 14.00)	Lunch	Lunch	
13.30 – 16.30	Stakeholders in the Seafood Sector Rosa Chapela, CETMAR (15')	The Business Canvas Model, the Economic Perspective	Fish International Sabine Wedell (30')	The Business Canvas model, the Environmental and Social Perspective	
	The Business Canvas Model PrimeDSS	Group work	Field trip and on-hands training on attributes & prices	Group work	
	Group work				

Presentation of Business Plan & Prize

- Pitch of your project: 15 min. Each group/ person
- Prize criteria:

Project (Max. 15 points)	Pitch (Max. 5 points)	TOTAL (Max. 20 points)
<ul style="list-style-type: none">• Have they covered all the areas of the Business Canvas Model?• Is it properly developed?• Is the strategy justified?• Have they included content from presentations and data from the PrimeDSS?	<ul style="list-style-type: none">• Coherence• Duration• Graphic material	

Business Project: brainstorming. Focus on companies

Location: Italy
Activity: Farming and processing
Species: trout

Location: UK
Activity: Farming
Species: salmon

Location: Spain
Activity: processor (salted, frozen, smoked)
Species: cod

Location: France
Activity: online shop/retailer
Species: salmon, cod, trout, seabass, herring, seabream

Location: Germany
Activity: processor (frozen seafood)
Species: salmon, cod,

Location: Denmark
Activity: farming
Species: trout

Business Project: brainstorming. Focus on products

<https://www.seafoodexpo.com/global/seafood-excellence-global-showcase/>

□ Adaptation to the market



□ Alternative and complementary use



□ Packaging



□ Packaging



**Para todos los que les gusta
empujar el tubo!**

□ Extend a product range



□ Product



□ Trends



Meet & mingle

- Think individually on your proposal
- We will create the groups this afternoon in the session on the PrimeDSS and ensure that everyone has found a place
- Projects based in the EU with PrimeFish species
- Groups of 4/5 people work better... but you can also prepare an individual project
- Introduction round & team building

A photograph of a fishing boat's deck, viewed from a high angle. Several workers in orange and yellow protective suits and blue hard hats are visible, working with a large green fishing net. The net is being hoisted by a crane system. The boat is on a dark blue sea with white-capped waves. The sky is overcast and grey. A semi-transparent dark grey rectangular box is overlaid on the left side of the image, containing white text.

THANK YOU!

Let's sail together