



**GENERAL FISHERIES COMMISSION FOR THE  
MEDITERRANEAN**

**COMMISSION GÉNÉRALE DES PÊCHES POUR  
LA MÉDITERRANÉE**



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## **COMMITTEE ON AQUACULTURE**

*Working Group on Marketing of Aquaculture Products (WGMA)*

*Information System for the Promotion of Aquaculture in the Mediterranean (SIPAM)*

### **WGMA-SIPAM joint meeting on marketing data scheme and marketing data collection**

*(22 November, 2010; St. George's Bay, Malta)*

### **Draft annotated agenda and timetable**

**Monday 22<sup>nd</sup> November**

*Morning session (9.30 - 13.00)*

#### **1. Opening and arrangements of the meeting**

#### **2. Adoption of the agenda**

*The Agenda of the meeting will be introduced and discussed. The rapporteur of the meeting will be designated.*

#### **3. Activities of the Working Group on Marketing of Aquaculture Products (MedAquaMarket)**

*Presentation and discussion on the WGMA activities focusing on the main outcomes of the MedAquaMarket project including:*

- a) Final version of the GFCM Studies and Reviews (n.88) technical document "Synthesis of Mediterranean marine finfish aquaculture - Marketing and promotion strategy";*
- b) Recommendations for the development of a strategy for marketing and promotion of Mediterranean aquaculture with respect to the importance of collecting and updating information for market assessment and management advice.*

#### **4. Collection and dissemination of market data through SIPAM IT**

##### **4.1 Market Portal in the SIPAM IT**

*Discussion on strategy for the use of SIPAM IT (Information Technology) as a tool for collection and dissemination of aquaculture market data within the GFCM area.*

*Presentation of the market web-section in SIPAM: general information, events, news, publications, market glossary, market data, information on producers organisation, etc.*

##### **4.2 Marketing data scheme (methodological aspects)**

*Discussion on the keys market data and information which could be integrated into SIPAM IT.*

*Definition of the data collection methods and frequency.*

##### **4.3 Data sources and availability (methodological aspects)**

*Discussion on the sources of data and information and their availability.*

*Identification of the national data sources and preliminary assessment of the sustainability of the marketing data collection at national level.*

*Assessment and comparison between data collected by SIPAM and data collection on Marketing on aquaculture products (by the Secretariat).*

*Preliminary assessment of the sustainability of the marketing data collection at national level.*

*Draft proposal on how to make the market information available in SIPAM IT in terms of format and frequency of update.*

*Afternoon session (14.30 - 17.30)*

#### **5. Aquaculture Producers Organisation (PO) and aquaculture data collection**

*Potential role of Aquaculture Producers Organisations (PO) in collecting and disseminating market data and information as a key factor for a sustainable economic development of aquaculture.*

#### **6. Other matters**

#### **7. Conclusion and Recommendations**

*Specific suggestions, identification/updating of priorities issues will be discussed.*

*Particular attention will be given to:*

- *Recommendations for key market data and information to be included in SIPAM IT;*
- *Recommendation on methodological aspects to be implemented with regard to market data and information in SIPAM IT;*
- *Identify synergies between the WGMA and SIPAM and suggestion on the organisation and working procedures;*
- *Workplan issues for WGMA.*

#### **8. Adoption of the report and closure of the meeting**

*The conclusion and recommendation will be presented during the 12<sup>th</sup> Session of the SIPAM for further discussion.*