

Regional Aquaculture Conference 2014

9-11 December 2014, CIHEAM-IAM Bari, Italy

www.aquaculture2014.org

Blue Growth in the Mediterranean and the Black Sea:
Developing Sustainable Aquaculture for Food Security



Italian Presidency
of the Council
of the European Union



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European
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Food and Agriculture
Organization of the
United Nations



Panel 3

Boosting markets for aquaculture

Panel prospectus

Panel 3

Boosting markets for aquaculture

Description

In the Mediterranean and the Black Sea, sound market competitiveness for aquaculture products (fish and shellfish) requires moving away from a production-oriented approach to a market-oriented production strategy, and addressing issues such as product quality and safety, economic efficiency, market promotion and image and the contribution of aquaculture farmers' organizations. A market-oriented aquaculture is based on the knowledge of customers, competitors and markets. Panel 3 discussions aim to address the main aspects related to market and high-value products based on health standards and traceability, and to examine how to further develop domestic and international markets and improve the public image and perception of aquaculture.

Discussion topics

The Panel will explore in particular the following aspects:

- A move from a production-oriented growth to a market-oriented approach
- Elements for market-oriented data collection and dissemination schemes
- Addressing consumers concerns about fish and seafood safety/quality, animal welfare and sustainability aspects
- Ways to improve the public perception of aquaculture and image building
- Policies to promote domestic consumption in order to boost demand and markets
- Empowering aquaculture farmers' organizations for collective arrangements/actions and sustainable aquaculture development, with particular regard to markets and marketing aspects
- Opportunities and constraints in aquaculture value chains, retail sector and distribution channels
- Strategies to use information and communication technologies (ICT) for image building, market promotion, marketing and data/information collection
- Shellfish culture and possible strategies to for its promotion

Dynamics

The Panel will be chaired by two Chairpersons who will open the session and outline the main objectives and targets of the Panel. A keynote speaker will then present the background paper and introduce the key topics to be tackled by the Panel. A question and answers session will follow among panelists who will debate over the questions raised. Panel participants will also have the opportunity to ask additional questions related to the Panel theme. At the end of the session, the main discussions will be wrapped up synthesized to distil key messages to be brought before the High-Level Conference.

Panel 3 Programme

09:00–13:00¹

- **Panel opening by Chairs**
- **Presentation by Keynote Speaker**
- **Presentation of Panelists**
- **Questions & Answers session**
- **Open discussion**
- **Wrap-up and synthesis of Panel 3: Key messages for the High-Level Conference**

¹coffee break: 10:45–11:00

Panel 3 members' profile

Chairs



Ms Aina Afanasjeva – Eurofish (Denmark)

Ms Aina Afanasjeva has been Director of the Eurofish International Organisation since May 2009. She has over 30 years of experience in the fisheries sector, in both commercial and administrative (national, EU, and international) levels. Aina Afanasjeva has a wide range of knowledge and expertise from her past jobs. Before joining Eurofish, she worked at the European Commission, DG Maritime Affairs and Fisheries where she was managing the implementation of EU structural funds programmes in the fisheries sector in different Member States including Latvia, Denmark and the Netherlands. During her posting as Deputy Director of the Latvian fisheries administration, from 1996 until 2005, negotiations on trade in fisheries products (bilateral, EFTA, WTO, EU), preparation of Latvia's accession to the EU (including common market organisation of fish products and data collection), and representation of national interests in various EU institutions were among her major tasks.



Mr Ferit Rad – Mersin University (Turkey)

Mr Ferit Rad is currently a professor at the Department of Aquaculture of the University of Mersin, Faculty of Fisheries. He graduated in 1999 from the University of Ankara (Turkey) with a Ph.D. degree from the Department of Fisheries and Aquaculture. He is currently working on aquaculture planning, development and management. Since 2006, he has been working as the coordinator of the Working Group on Marketing of Aquaculture Products, a subsidiary body of the GFCM Committee of Aquaculture (CAQ). He also works in close collaboration with FAO-Globefish preparing national market reports on the Turkish seabass and seabream sector.

Keynote speaker



Ms Katia Tribilustova – Eurofish (Denmark)

Ms Katia Tribilustova is currently holding the position of Market Specialist at the Eurofish International Organisation (Denmark). Her experience combines the evaluation of international markets for selected fisheries and aquaculture products, training of stakeholders on marketing of fish and seafood, assessment of market potential for exports to selected countries and other researches as well as organization of conferences, workshops and B2B meetings. Her educational background in international marketing and project administration in Russia, Norway and Italy complements her professional experience which includes over 10 years working with Eurofish, FAO, Norwegian Seafood Council and other partners implementing projects in more than 13 countries.

Panelists



Mr Javier Remiro Perlado – FOESA (Spain)

Mr Javier Remiro Perlado is currently the Managing Director of the Spanish Aquaculture Observatory Foundation (FOESA). After a bachelor's degree in Marine Sciences from the University of Vigo, he began his professional career in the scientific world at the University of Geneva. Upon his return to Spain, he completed his education with a Master in Integrated Quality, Environment and Occupational Risk Prevention (PRL) in Madrid and started a new career as a consultant in the field of quality management, environment and PRL and, since 2006, in the field of fisheries and aquaculture, at the public company Tragsatec. In 2008, the Ministry of Environment and Rural and Marine Affairs transformed the Spanish Aquaculture Observatory in a public Foundation. In February 2009, he was nominated Managing Director. Since then, he has promoted the consolidation of this institution as a reference entity for the Spanish aquaculture sector, expanding the lines of action and partnerships with other organizations and institutions and supporting the sustainable development of this sector.



Ms Nada Bougouss – Infosamak (Morocco)

Ms Nada Bougouss is a Quality and Marketing Specialist at the Centre for Marketing Information and Advisory Services for Fishery Products in the Arab Region "Infosamak". In 2008, she joined INFOSAMAK where she concentrated on information and advisory services. She has been working on many fisheries and aquaculture projects in the Arab region. Within the framework of an agreement between the Infosamak Centre and an international ecolabeling organization, Nada was assigned on-site-monitoring Director for Africa. She performed traceability and verification audits. She has also done consultancies for FAO on certification and ecolabeling, traceability and quality assurance in the fisheries sector. Nada graduated with an engineering degree in food science from Hassan II Institute of Agronomy and Veterinary Medicine (Morocco). Besides, she undertook advanced courses at IAMZ-CIHEAM and the Centre for Development Innovation Wageningen UR.



Ms Catherine Mariojouis – AgroParisTech (France)

Ms Catherine Mariojouis is currently a professor at AgroParisTech (Paris Institute of Technology for Life Food and Environmental Sciences). She is graduated as an agronomist engineer and holds a PhD in agronomic sciences. After working as a consultant at Cereopa, she became an academic at the Institut National Agronomique Paris-Grignon, and then at AgroParisTech. Her research focusses on the aquaculture sector, using approaches linking technical and socioeconomic aspects: value chain analysis, aquaculture sector development, market studies and consumer preferences, quality schemes and certification related to farming practices.

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Mr Salah Taher – USSEC (Egypt)

Mr Salah Taher is currently working at the United States Soybean Export Council (USSEC) as a poultry/ aquaculture commercial specialist in Egypt. He has 17 years of experience in the field of aquaculture, agro business development and finance. His experience includes structuring and managing fish farming companies for freshwater and marine species. He has also worked in the banking and finance sector to develop programmes for eco-investments and the agriculture sector. In his capacity of expert, he has worked with donor funded projects including projects funded by USAID, CIDA, EU, UNDP, etc. He holds a degree in Biology from the American University in Cairo and a Master of Business Administration from the Maastricht School of Management, and he is a Certified Banking Credit Analyst from the American University in Cairo (Institute of Banking & Finance).



Mr Marco Gilmozzi – COSA farm (Italy)

Mr Marco Gilmozzi is currently the President and General Manager of the aquaculture farm COSA srl. He holds MSc Biology degree in Aquaculture (University of La Sapienza). He started his professional carrier as a board of directors member of Gruppi di Azione Costiera (GAC). He has been the Vice-President of the Italian Fish Farmers Association (API - Associazione Piscicoltori Italiani) for 9 years now, Vice-President of the European Federation of Aquaculture Producers (FEAP) for 4 years, and Vice-President of COOPAM srl (Regional Aquaculture Fish Farmers Cooperative Group) for 16 years.



Mr Florent Tarbouriech – Médithau Marée SA (France)

Since Mr Tarbouriech has discovered, behind his diving mask, the wealth of submarine life, the passion for his job as a shellfish farmer has never left him. When he was 20 years old, he took back the oyster farm established by his father in 1962 and created Médithau, with the ambition to make of the Mediterranean oyster an exceptional product. Supported by a team of passionate people, Florent Tarbouriech has been involved in quality management and certification processes, following a sustainable development and innovative approach. Cooperative Group) for 16 years.



Mr Patrizio Piozzi – Ismea (Italy)

Patrizio Piozzi is an agronomist who joined Ismea in 1996. He is the coordinator of the Market Information Services Area at Ismea and Head of the Data and Information Collection Unit, in charge of price and information collection networks for agriculture, fisheries and agrofood markets, of the Organic Products Observatory as well as the PDO and PGI Observatory. This Unit is also responsible for quarterly surveys on farms, food processing industries and household purchase. Mr Piozzi is responsible for weekly market reports on agriculture and fisheries chains and he is the manager of the quality system for the price data collection system at Ismea, which is certified according to UNI EN ISO 9001:2008 standards (he has managed Ismeas's first certification in 2002).