

Why SUCCESS (& PrimeFish)?

(according to Horizon 2020 /EC)

- Focus on the **economic sustainability** of European fisheries and aquaculture, defined as the **long term economic viability** of the sector.

- The challenge – is – **among others ..?** dealing with
 - **competition** in the global marketplace – both for inputs and for outputs
 - limited availability of appropriate production and socio-economic data
 - lack of reliable models and prediction tools

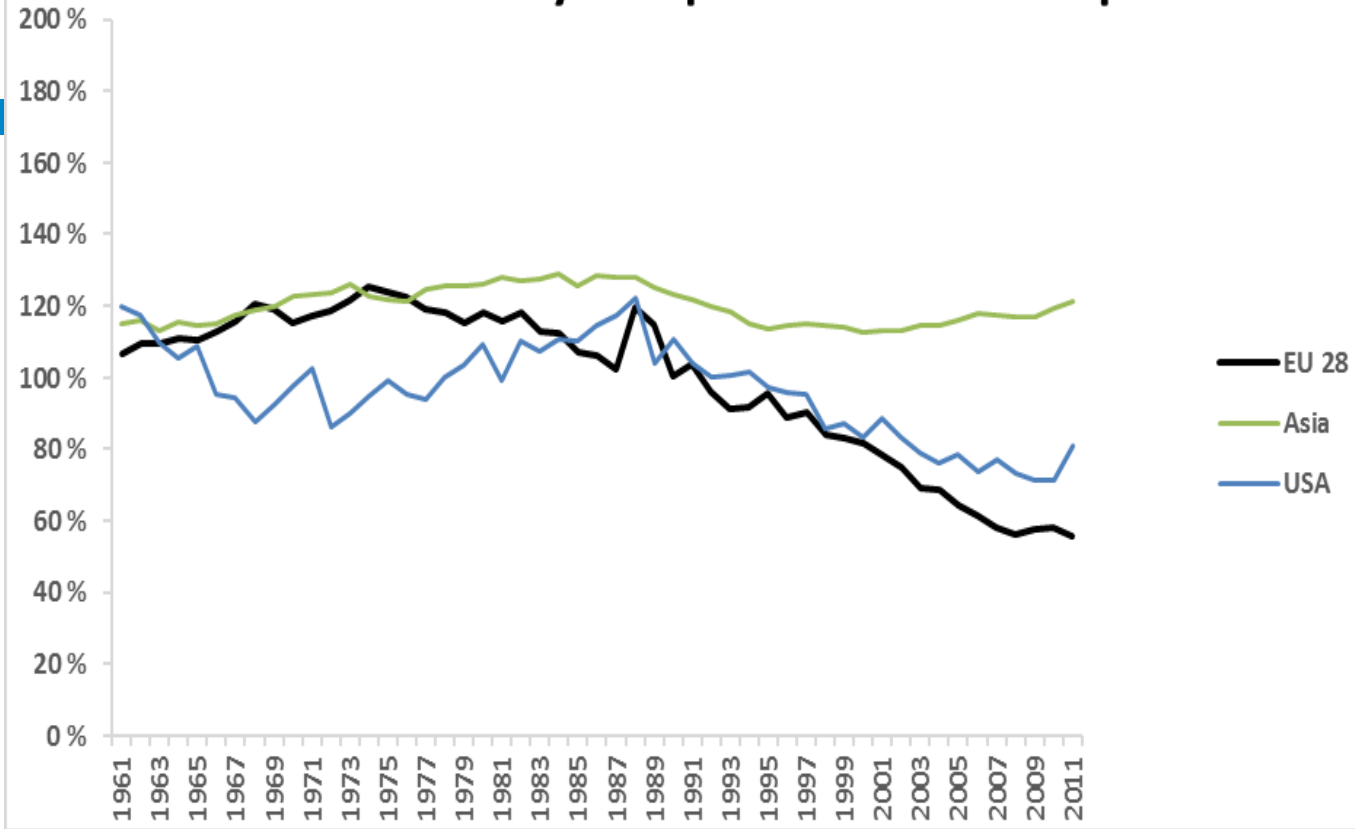


PrimeFish



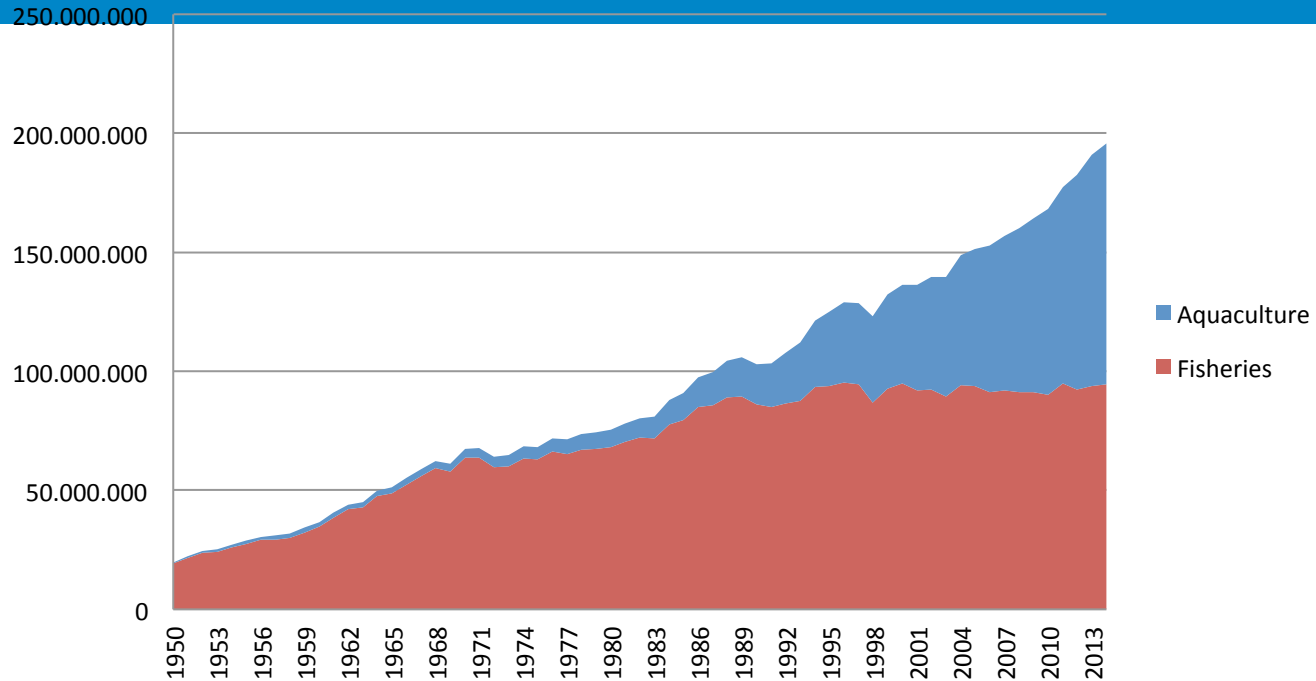
Horizon 2020
Programme

Self-sufficiency in aquatic food in Europe



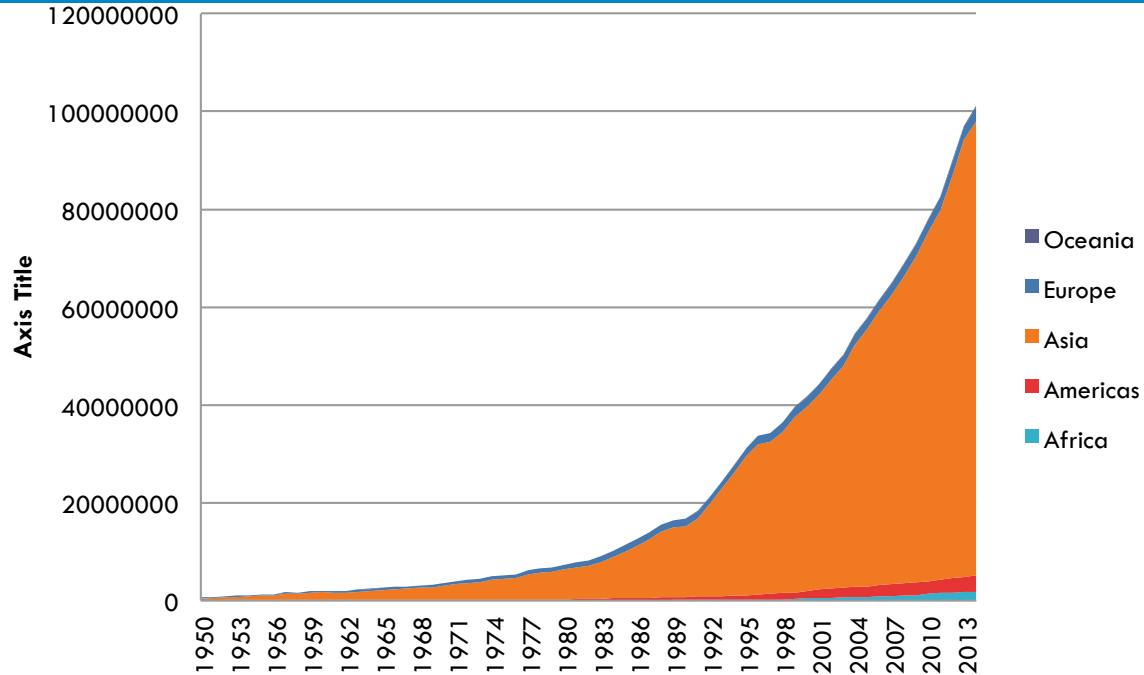
Global seafood quantities

– Aquaculture representing the growth –



And, Europe is missing out on the growth in Aquaculture!

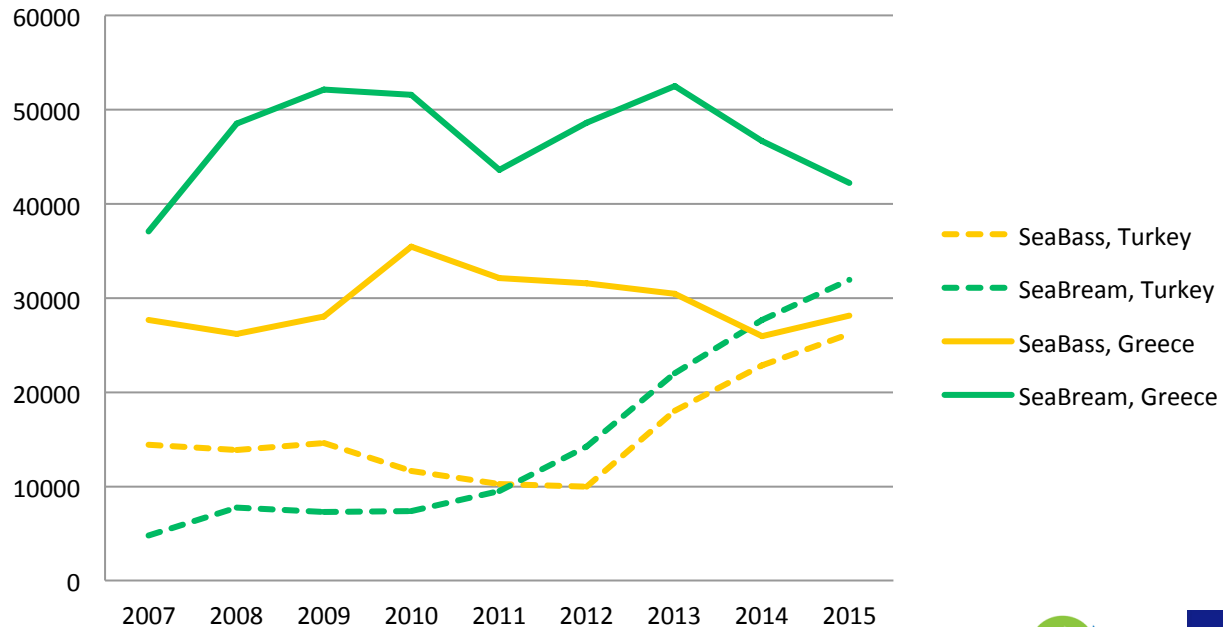
Global Aquaculture - by Continent



Competitiveness - European Bass & Bream - as a case

SBSB export volumes

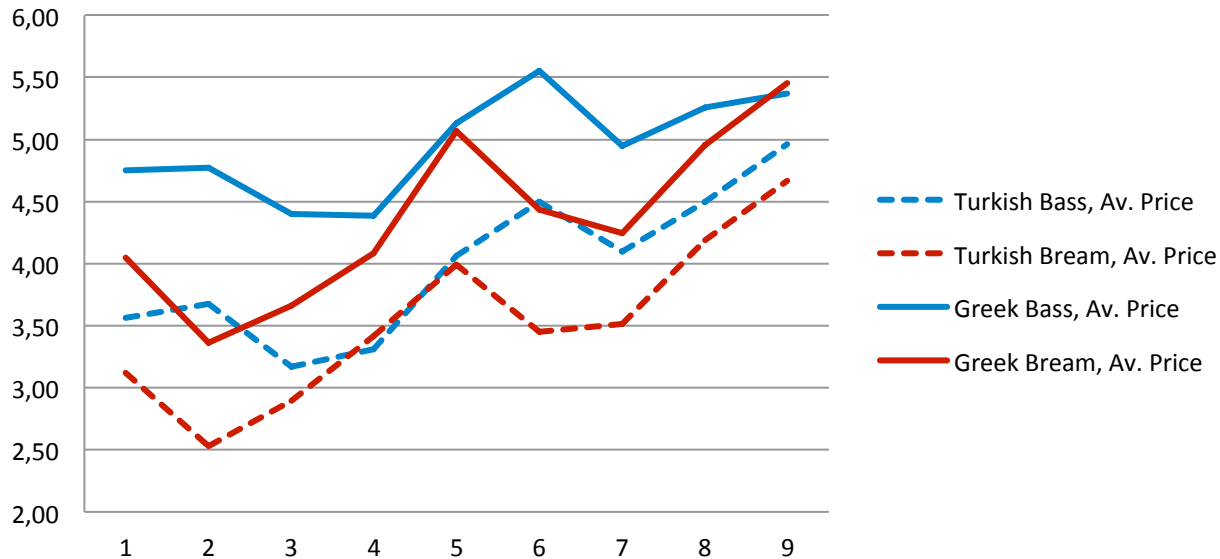
Greece versus Turkey – as main competitors



Competitiveness for Bass & Bream – as a case

SBSB export prices

- Greece and Turkey -



Some potential Impacts ...?

- Low ex EU import prices challenge the **profitability** of European (EU) SBSB sector – since ex EU (Turkish) import prices are way (20 %) below intra EU prices and below (or at least close to) European producing costs

AND

- It might/will threaten the **innovative (future) developments** i.e. sectors ability to meet the future consumer demands and/or emerging markets in Europe..? – since processed products – fillets and added value products are not found profitable (with the current raw material – whole fish – costs) – WHILE competitors find it profitable!

SO

- **What are possible competing strategies for European SBSB sector?**
- **Is SBSB unique – i.e. an odd case – or representative for other seafood sectors?**



If contributing to the competitiveness and sustainability of European seafood ...?

What is the «diagnosis»?

What is the «prescribed treatment»?

What can the different sectors do themselves?

And, what are regulatory or other issues?

