



**PrimeFish**



Horizon 2020  
Programme

# EUROPEAN SEAFOOD ECONOMY SUMMER SCHOOL 2018

PrimeFish partners and University of Applied Science  
Bremerhaven

# Introduction

- The “European Seafood Economy Summer School” is being held from 6<sup>th</sup> to 10<sup>th</sup> August 2018 alongside the International Summer School of University of Applied Science in Bremerhaven.
- This course is designed to give students, young scientist and young professionals theoretical and practical training in topics around the European Seafood Economy.

- **The summer school is set admits the heart of the German seafood industry**
- **Lectures will be given by renowned professors from institutions around the globe (UK, ESP, DK, IT, GER, VNM)**
- **Training is provided by professionals from and within this industry**
- **Thus it offers the perfect opportunity to start your own international network and start a career in seafood**
- **Please note that the Technical University of Bremenhaven can only recommend that home institutions award participants with 2 ECTS**

# Fees

- The course itself is free of charge (!)
- The stay can be either self-organized or booked separately through an optional fee:
  - for 6 days accomodation + breakfast/lunch + bus ticket:
    - 235,60 € in 4/6 people rooms
    - 343,60 € in double rooms
- Optional fees apply for participation to social programme (Visit to Helgoland; Weekend in Paris and Amsterdam)

# Registration



- Directly via the website of Hochschule Bremerhaven
- <https://www.hs-bremerhaven.de/en/organisation/departments/international-office/international-seminars/international-summer-school/prime-fish-summer-school/>

University	Organisation	Program of study	Research	Service
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## Prime Fish Summer School

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### European Seafood Economy Summer School 2018

This course offered by Prime Fish is designed to give a theoretical and practical insight in topics around the European Seafood Economy.

The summer school is set amidst the heart of the German seafood industry. The lectures included in the course will be given by renowned professors from institutions around the globe (UK, ESP, DK, IT, GER, Vietnam) and training is provided by professionals from and within this industry.

Thus it offers the perfect opportunity to start your own international network and start a career in seafood section.

# 5. European Seafood Economy Summer School.

## Draft: European Seafood Economy Summer School - Bremerhaven

	Hours	Monday 6	Tuesday 7	Wednesday 8	Thursday 9	Friday 10
PrimeFish Lectures	8.00– 9.00		<b>The Seafood Value Chain</b> John Bostock, U. Stirling (3 h)	<b>Product Development and Consumers' Attitudes</b> Imke Matullat, TTZ (1h)	<b>Market research: Willingness to Pay for Seafood Products</b> Cristina Mora, U. Parma (4 h)	<b>Final presentations of students' projects</b> (15 minutes per project)
	9.00 – 12.00	<b>Welcome and introduction. The PrimeFish project</b> Rosa Chapela, CETMAR (15') Selection of working groups (30')	<b>International Seafood Trade: the Value Chain of Pangasius</b> Thong Tien Nguyen, U. Nha Trang (1h)	<b>Consumers' Attitudes and Market Niches for Seafood Products</b> Birgit Hagen, U. Pavia (3 h)		
		<b>The Impact of the Legal Framework on the Seafood Sector</b> Soren Q. Eliassen, U. Aalborg (1h 30)				
		<b>Economic Performance of Seafood Industries</b> Thong Tien Nguyen, U. Nha Trang (45')				
IRG case-studies	12.00 –12.30	<b>Royal Greenland</b> (www.royalgreenland.com)	<b>Industry, tbc</b>	<b>TransGourmet</b> (www.transgourmet.de)	<b>Friesenkroner</b> (www.friesenkroner.com)	<b>Prize "Best Business project"</b>
	12.30– 13.30	Lunch	Lunch	Lunch	Lunch	

# 5. European Seafood Economy Summer School.

	Hours	Monday 6	Tuesday 7	Wednesday 8	Thursday 9
<b>Business Lab (Canvas Model)</b>	13.30–16.30	<b>Stakeholders in the Seafood Sector</b> Rosa Chapela, CETMAR (15')	<b>The Business Canvas Model, the Economic Perspective</b> Jose L. Santiago, CETMAR (15')	<b>Sensory Aspects of the Seafood Products</b> Imke Matullat TTZ (1 h)	<b>The Business Canvas Model, the Environmental and Social Perspective</b> Jose L. Santiago, CETMAR (15')
		<b>PrimeDSS (30')</b> TTZ / CETMAR	<b>Group work</b>	<b>Group work</b>	<b>Group work</b>
		<b>The Business Canvas Model</b> Jose L. Santiago, CETMAR (15') Group work			



# Profiles of the lecturers and abstracts of their presentations



# Rosa Chapela - CETMAR

## Head of the Fisheries Socioeconomic Department at the CETMAR – Technological Centre of the Sea. Vigo (Spain)

### Professional Background:

- PhD in Law from the University of Santiago de Compostela
- Rosa is a legal expert in fisheries and aquaculture.
- Coordinator of research projects at European and national level related to fisheries and maritime issues.
- 18 years of experience in the marine sector, focused on socioeconomic issues, stakeholders interaction, (EcoFishMan, PrimeFish projects) and co-creation projects (ClimeFish, MareFrame or GEPETO projects).
- Geographic Expert of FARNET- European Fisheries Areas Network, support Unit for European Commission.

### Role in the Summer School:

- Introduction and lecturer on “Stakeholders in the Seafood Sector”. A session describing and outlining different profiles of actors with a role in the seafood sector.



# Stakeholders in the Seafood Sector – Rosa Chapela

- **The lecture will introduce the different stakeholders influencing the competitiveness of the aquaculture and fisheries sector. Whether working at a local or international company or institution, policies and operating practices influence the daily activity of seafood companies. Unlike other sectors, international institutions, industrial organizations, aquaculture producers, processors, trade and retailers, policy makers or civil society play decisive roles in the European seafood sector. Attendants will be introduced to these profiles through a quick stakeholder overview, where we will analyse the role of different agents in the seafood value chain and how their participation can improve the competitiveness of this sector.**

# Jose L. Santiago - CETMAR

## Project Officer (PrimeFish) at the Fisheries Socioeconomic Department at the CETMAR – Technological Centre of the Sea. Vigo (Spain)

### Professional Background:

- M.Sc. (Economy, Evaluation and Management of the Marine Environment and Fisheries Resources) and Ph.D. in Marine science, technology and management, both at Vigo University,
- Project officer of research projects related to marine resources: 7 years. Consultant to Regional, National and European Public Bodies: 5 years. Production and operations department manager in seafood wholesale trade: 3 years.
- A broad range of research and development projects mainly in cross-disciplinary projects with economists, biologists, anthropologists, etc.; e.g.
  - Ecosystem-based Responsive Fisheries management in Europe
  - Co-creating Ecosystem-based Fisheries Management Solutions.
  - Responsive Results-Based Management and capacity building for EU Sustainable Fisheries Partnership Agreement waters.
  - Knowledge base for growth and innovation in ocean economy.
  - Establishment of a framework for processing and analysing maritime economic data in Europe

### Role in the Summer School:

- Introduction and lecturer on “The Business Canvas Model, the Economic Perspective” and “The Business Canvas model, the Environmental and Social Perspective”



- **The lecture will set the baseline to address the student ideas about their Business model/Marketing Plan on seafood products and/or services. The Canvas model guides the lecture but also additional layers of environmental and social sustainability will be added to extend the model. The main part of the lecturer will then focus on how to make value proposals for the seafood market stakeholders. Practical examples from seafood companies will be introduced in order to exemplify the concepts.**

# Thong Tien Nguyen – University of Vietnam

**Senior Researcher at Nha Trang University, Vietnam**

**Senior Researcher at Syntesa Partners & Associates, Denmark**

## Professional Background:

- **MSc in international fisheries and aquaculture economics and management from Trømsø University, Norway and PhD in seafood marketing research from University of Southern Denmark**
- **Dr. Thong has experience working in University, industry and consultant organization. Dr. Thong possess a diversified backgrounds and researches in applied economics and marketing. He is interested in applying the updated knowledge in academia to real business life and has wide networks in Asia and Europe. Dr. Thong has participated in larges research projects funded by international (EU) and national donors.**

## Role in the Summer School:

- **Introduction and lecturer on “Economic Performance of Seafood Industries” and “International Seafood Trade: the Value Chain of Pangasius”.**



- **The lecture aims to provide students an overall status of the world's seafood industry and conditions of doing business in seafood. It will cover issues regarding to the world's fisheries and aquaculture from production to marketing and consumption. The lecturer will introduce the world status of production, market demand and emerging issues, with a focus on European fisheries and aquaculture and demand. Students will also be introduced the data sources and data collections for their business assignments in seafood sectors.**

- The will illustrate the application of value chain analysis framework to a specific case study. Students will learn how to map the input-output information and to identify the mechanism of value chain coordination. Strategies of upgrading small fisheries and aquaculture to global value chain will be introduced. The successful story of Pangasius aquaculture, which is farmed in Mekong delta of Southeast Asia, will be analysed. The current problems of the pangasius industry will be discussed and illustrated by specifically strategic positioning of leading pangasius firms.

# Soren Q. Eliassen – University of Aalborg

## Associate Professor - IFM – Blue Governance Centre, Department of Planning, Aalborg University.

### Professional Background:

- MSc (Economic Geography and Communication studies) and Ph.D. in Social Science, both at Roskilde University, Denmark.
- Consultant at Danish Technological Institute: 4 years.
- Senior Consultant/advisor at Institute of Fisheries Management: 3 years. Senior advisor/Head of Section/Associate professor at Aalborg University: 11 years.
- A broad range of research and development projects mainly in cross-disciplinary projects with economists, biologists, technologists, anthropologists etc.
  - Evaluation and developing the EU fisheries and marine governance systems; indicators, regionalisation.
  - Fisher involvement/co-management in adapting to sustainable fisheries including the landing obligation; gear development, knowledge sharing.
  - Regional development in fishing communities and regions, latest: Consequences of Brexit for four main fishing ports in Denmark.
  - Product or organisational innovation in the fishing and processing industries

### Role in the Summer School:

- Introduction and lecturer on “The Impact of the Legal Framework on the Seafood Sector”.



- **The lecture departure from a broader presentation of institutions as different types of mechanisms to coordinate behaviour. Various formal and informal institutions form the framework for doing business – also in the seafood sector. Some are more or less formalised to coordinate activities in the specific value chain, while others are strongly formalised in laws and regulations - although even laws sometimes are interpreted, implemented and practiced differently between countries and regions. The main part of the lecturer will then focus on the formalised legal framework, which ensures working conditions - an even playing field as well as barriers for the seafood businesses. Laws and regulations at supra-national level, EU-level and national/local level for the different types of seafood related business.**

# Imke Matullat – ttz Bremerhaven

## Project manager at ttz Bremerhaven

### Professional Background:

- Master degree in Nutrition and Food Science, University of Kiel
- 12 years experience in sensory and consumer studies for a broad range of food products including fish and seafood products and food product developments
- Development of project concepts at national and European level
- Lecturer and examiner for fish sommelier in Germany

### Role in the Summer School:

- Introduction and lecturer on “Product development and Consumers’ attitudes and „Sensory Aspects of the Seafood Products“.



- The lecture covers the theoretical background of different concepts for product development in the food industry with special focus on the seafood sector. As sensory aspects of new food products are very important for long-term product success, multisensual product development will be presented in detail. During the presentation examples of product success and product flops will be presented and discussed.

- Sensory aspects of fish and seafood products are highly influenced by the sensory properties of the fish and the ingredients. In this presentation the students will learn the main principles of sensory evaluations and will learn the sensory properties of the focus species in PrimeFish. The lecture will cover sensory methods for quality assurance and will focus on consumer and marketing related methods such as hedonic testing and preference mapping with consumer based profiling methods like Napping, Flash Profiling and CATA. Above that the concept of the sensory claims will be introduced. This will be supported by some tastings in order to give the students the experience of sensory analysis in practice.

# Cristina Mora – University of Parma

**Associate Professor in Food Marketing at Institute of Drug and Food, University of Parma**

## Professional Background:

- **Degree in Economics and PhD in Agricultural Economics**
- **Cristina is researching on qualitative and quantitative methodologies to understand attitudes and behaviors related to food. She also applies qualitative methodologies in their studies to understand firm competition in the food sector. Above that she is doing evaluation of the effectiveness of public engagement in the agri food sector.**
- **Involved in several EU projects, primarily in the area of food consumer behavior, she has been work package leader in many of these.**

## Role in the Summer School:

- **Introduction and lecturer on “Market research: willingness to pay for seafood products“**



# Market research: willingness to pay for seafood products – Cristina Mora

- **The Lecture will be devoted to explain what does means Willingness to pay and how conjoint analysis will help the researcher with the identification of utilities— values used by people making trade-offs and choosing among objects having many attributes and/or characteristics for a seafood products. The lesson will address the typical sequence that one goes through to implement a conjoint study in general and in the case of Prime Fish Project. Identification of the problem, along with dimensions of the product to be studied. How many attributes are considered and what are the levels of each attribute? Develop the study protocol including all contact, sampling and follow-up protocols. Also develop the survey and associated visual aids, products, graphics, etc. that are to be used. Develop the questionnaire and then pretest the survey and data collection activity. Evaluate the process and revise until you are satisfied with the approach, instrument, and the methodology. Using one of a variety of data collection procedures, collect the data. Process the data. Once the utilities for all attributes are determined for all respondents the analysis of the utility data can begin. Pro and cons to conjoint for Willingness to pay evaluation.**

# John Bostock – University of Stirling

## MSc Aquaculture Programmes Director & Senior Consultant at the Institute of Aquaculture, University of Stirling (Scotland, UK)

### Scientific/ Job Background:

- John has a first degree in zoology, and marine biology and a Masters in aquaculture and fisheries management.
- He started his career working in freshwater biology and fisheries before focusing on aquaculture and working on projects in Tanzania and Bangladesh.
- He then moved to the Consultancy group at the Institute of Aquaculture at the University of Stirling which he subsequently led.
- This involved work with both government agencies and private sector organisations analysing the aquaculture both in Europe and globally, and appraising opportunities for new business ventures.
- He has participated in numerous European level projects, including PrimeFish and Eurastip (promoting Europe/Asia cooperation in aquaculture) and leads the MSc teaching on aquaculture system design and aquaculture business management at the University of Stirling.

**Role in the Summer School: Presentation on Tuesday morning on “The Seafood Value Chain” and support to groupwork.**



# The Seafood Value Chain – John Bostock

- **The presentation will focus on understanding seafood value chains and how their analysis can help companies to develop their strategic position within them. Issues covered will include the general structure of different seafood value chains; tools for value chain analysis; key differences between aquaculture and capture fisheries production as supplies of raw material; how these value chains are shaped by responses to different internal (i.e. company) and external factors; and opportunities and constraints for value addition along the chain. Case studies in this session will especially focus on farmed salmon value chains, with examples from wild capture fisheries and other species introduced as appropriate. These will for instance examine competition theory and specifically how strategic choices around price-leadership or niche-differentiation correlate with enterprise scale and industry concentration.**

# Birgit Hagen – University of Pavia

**Assistant Professor at Department of Economics and Management, University of Pavia, Italy**

**Scientific/ Job Background:**

- Birgit Hagen has a background in management studies with majors in marketing, communication and market research.
- She holds a PhD from the Vienna University in International Marketing/International Finance and from the Pavia University in the field of small- and medium firm internationalization.
- Currently she teaches international entrepreneurship and entrepreneurial marketing, advanced marketing and digital marketing at the University of Pavia.
- She holds a Visiting Professorship in International Marketing at the University of Lyon 3, France and was Visiting Scholar at the Universities of Sussex, UK and the University of Valencia, Spain.
- Before joining the University of Pavia, Birgit held various strategic and international marketing positions in a multinational company in Austria, France and in Italy.

**Role in the Summer School: Lecturer for Consumers' Attitudes and market Niches for Seafood products**



# Consumers' Attitudes and market Niches for Seafood products – Birgit Hagen

- In today's fragmented and hypercompetitive economic landscape marketers have to tailor products and marketing mix to suit the different tastes of the customers. In niche marketing, all marketing efforts are concentrated on perfectly satisfying customer expectations in small but profitable parts of market segments, i.e. niches. Niches do not “exist” but are “created” by identifying wants and expectations that are being addressed poorly or not at all by existing offerings. The competitive strategy – the niche or focus strategy - is often described with being a big fish in a small pond instead of being a small fish in a big one. The niche strategy is a viable approach for small firms in particular due to their often limited resources, or for firms at initial stages of their life cycles but it also applies to business units within large firms. During the lecture we will discuss the niche strategy and its bases, with particular emphasis on approaches to identifying, creating and satisfying niches. Examples will be used to illustrate and discuss the topic.

Hochschule Bremerhaven



We are looking forward to welcome you in Bremerhaven!



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