

## Mediterranean Aquaculture Leaders Join Forces

**PRESS RELEASE 17<sup>th</sup> December 2012**

Leaders from the Mediterranean Aquaculture sector put aside their competitive differences at the inaugural Med-Aqua CEO Event, which took place in Athens, Greece on the 13<sup>th</sup> December 2012. This groundbreaking, first-of-its-kind event provided a rare opportunity for senior managers from fish farming and supply industry companies, as well as senior representatives from fish farmers' associations to come together to discuss, debate and explore the principal barriers facing the sector. In all, 37 senior executives from Greece, Turkey, Spain, Cyprus, Croatia, and Israel attended the event.

The proceedings were kicked-off with an opening speech from Mr. Dimitris Valachis (President of FGM and Managing Director of ANDROMEDA S.A), emphasising the importance and timeliness of the event given the current economic situation in the Mediterranean: *"We must cooperate and collectively take action to respond to the key challenges facing the industry. The Med-Aqua CEO Event has provided the foundations for doing this. It has allowed those in a position of leadership to come together to solve shared problems to ensure a future for the sector."*

The opening speech was followed by stimulating presentations from four top industry experts - Dr. Carlos Diaz (Vice President, BioMar Continental Europe), Mr. Pedro Ramos Rodriguez (Managing Director, Skretting Southern Europe & Skretting Spain), Mr. Lars Liabø (Founder, Chairman Kontali Analyse AS), and Mr. Arne Sorvig (EATIP Chair: Thematic area Consumers and Product Quality).

Throughout the evening, participants discussed the challenges the sector is facing. The event provided a unique opportunity for industry actors to join forces to address external competition and to ensure that the ambitions of the sector are realised. According to Ms. Lara Barazi Yeroulanos, Chief Executive Officer of Kefalonia Fisheries S.A: *"The MED AQUA CEO Event was a very good first step. Cooperation in this sector is still very weak. I think this event establishes a very good precedent."*

The Med-Aqua CEO Event was organised under the auspices of INTRANEMMA, a European Commission-funded project. The INTRANEMMA project was conceptualised by AQUARK (Greece) and AquaTT (Ireland), and is led by three producer associations, the Federation of Greek Maricultures (Greece), APROMAR (Spain), and Mugla (Turkey). Dr. Panos Christofilogiannis (Managing Director of AQUARK, INTRANEMMA coordinator, and Med-Aqua CEO Event local organiser) co-chaired the event alongside Mr. Bjorn Myrseth (MORPOL Board member and recipient of the FEAP Excellence Award 2011).

One of the key messages from the event was that investors like stability and are willing to invest in the potential of aquaculture. However, boom and bust cycles were recognised to

be seriously damaging the Mediterranean aquaculture industry. Participants agreed that the sector needs to reach a maturity level to be able to self-organise and learn to predict and eventually control these cycles, thereby ensuring the sector's sustainability. To achieve this, closer communication and cooperation between all stakeholders is needed to develop a road map to secure this sustainability.

The Med-Aqua CEO Event was the concluding action of the INTRANEMMA project, which has been funded through the Lifelong Learning Programme and is managed by the State Scholarships Foundation (IKY), Greece (Agreement no 2010-1-GR1-LEO05-03986). The intention of the project was to identify shared knowledge gaps and to develop applied targeted training courses that address the priority training needs of the Mediterranean aquaculture industry.

More than 200 industry actors participated in nine INTRANEMMA-organised training courses rolled out from September to December 2012 in Athens, Bodrum and Valencia. The courses were designed and developed based on an extensive needs analysis of the Mediterranean sea bass and sea bream aquaculture sector. Presentations from all courses can be found on [www.intranemma.eu](http://www.intranemma.eu).

Due to the high interest and demand shown for the Med-Aqua CEO Event, the organisers plan to hold similar high-level events during 2013.

If you would like further information about the Med-Aqua CEO Event or the INTRANEMMA project, please contact Dr. Panos Christofilogiannis, INTRANEMMA coordinator: [panos@aquark.gr](mailto:panos@aquark.gr)



#### Notes for editors:

INTRANEMMA has been funded with support from the EC through the Lifelong Learning Programme and is managed by the State Scholarships Foundation (IKY), Greece (Agreement no 2010-1-GR1-LEO05-03986). More information on the INTRANEMMA project and Med-Aqua CEO Event 2012 is available from the project website [www.intranemma.eu](http://www.intranemma.eu).

#### AQUARK – [www.aquark.gr](http://www.aquark.gr)

Established in 2004, AQUARK is a consulting firm and technology and innovation amplifier specialising in European aquaculture. Its mission is to consult, innovate, foresee, network, communicate, train, research, advocate, conserve and inspire in the field of aquaculture. It is also committed to the protection and sustainability of global aquatic resources. AQUARK has extensive experience in EU projects. AQUARK has organised several international meetings and also provides expert advice to international organisations like the FAO, IUCN, FOESA, EFSA, EATiP and the EU. AQUARK is a leading consultancy firm in health management in Mediterranean mariculture.

#### AQUATT – [www.aquatt.ie](http://www.aquatt.ie)

AquaTT specialises in capturing, channelling and distributing knowledge to ensure that its full potential is realised. Founded in 1992, originally as an EU COMMETT Programme, it has

grown beyond its original remit as a University Enterprise Training Partnership (UETP) between academia and industry to become a leader in the field of scientific knowledge transfer and dissemination. It works in cooperation with Europe's top researchers to help tackle major societal challenges by ensuring that new knowledge generated from EU research is effectively transferred resulting in uptake and measurable impact. AquaTT is a partner in 19 EC-funded projects across FP7, Interreg and Lifelong Learning programmes.

**Federation of Greek Maricultures (FGM) – [www.fgm.gr](http://www.fgm.gr)**

The Federation of Greek Maricultures (FGM) represents the Greek aquaculture enterprises that produce Mediterranean euryhaline fish species and mainly Gilthead sea bream and European sea bass. It constitutes a professional association and is a member of the Federation of European Aquaculture Producers (FEAP) since 1993. It was founded in 1991 and FGM's aim is to promote the interests of the sector in Greece and abroad. It officially represents the sector to public authorities, institutions and organisations. It participates in aquaculture research and educational programs and it supports the dissemination of information to its members. FGM has proven to be very active in promoting the sector internationally and has widened the horizons and spectrum of interests of the sector.

**MUGLA KULTUR BALIKCILARI – Mugla Fish Farmers Federation (MFFA) - [www.muglakulturbalikcilari.com](http://www.muglakulturbalikcilari.com)**

MUGLA FISH FARMERS ASSOCIATION (MFFA) is the strongest mariculture association in Turkey for the development of aquaculture and culture fish production in Turkey. Its objectives include establishing an effective working coordination among the Turkish fish farmers involved in the culture of marine fish. It also aims to find solutions for the sector's problems, to develop new projects, to promote cooperation among the associations, to promote and represent the sector and to establish a positive public opinion and to provide training programmes for the sector.

**APROMAR – [www.apromar.es](http://www.apromar.es)**

APROMAR is the Producers' Association of Marine Aquaculture in Spain. It is a national, voluntary nonprofit organisation. APROMAR represents mariculture companies producing animal or plant species in Spain. Regional and sectoral associations such as the Canary Association of Aquaculture Enterprises (ACEAC), the Association of Marine Aquaculture in Andalusia (ASEMA), the Association of Producers of Turbot (AROGA) and the Valencia Association of Fish Farming Business (AVEMPI) are also members of APROMAR. APROMAR is also associated with the companies providing technology and services to the industry, including manufacturers of fish feed. APROMAR promotes the quality of aquaculture products, the market transparency and information to consumers and research, and innovation and technological development in the field of marine aquaculture.



*Thursday 13<sup>th</sup> of December 2012*

Venue

**ELECTRA PALACE HOTEL ATHENS**

18-20 N. Nikodimou Street., 10557, ATHENS

## MED AQUA CEO Event

### PARTICIPANTS

	Company	Name	Surname	Position
1	TR AEGEAN SU ÜRÜNLERİ A.Ş.	HALDUN	SEVİNÇ	CHIEF EXECUTIVE OFFICER
2	TR KAPLAN DENİZ ÜRÜNLERİ LTD. ŞTİ.	LEVENT	BİNGÖL	CHIEF EXECUTIVE OFFICER
3	TR GÜMÜŞDOĞA SU ÜRÜNLERİ A.Ş.	MUSTAFA	GÜMÜŞEL	CHIEF EXECUTIVE OFFICER
4	TR SKRETTİNG YEM ÜRETİM A.Ş.	LEVENT	KAYI	MANAGING DIRECTOR
5	TR AKUVATUR A.Ş.	HALUK	TUNCER	CHIEF EXECUTIVE OFFICER
6	TR KOPUZMAR	ISMAIL	AKSOY	COMMERCIAL DIRECTOR
7	GR SELONDA AQUACULTURE S.A	JOHN	STEPHANIS	VICE CHAIRMAN AND MANAGING DIRECTOR
8	GR NIREUS AQUACULTURE S.A	ANTONIOS	CHACHLAKIS	DEPUTY MANAGING DIRECTOR, MEMBER OF THE EXECUTIVE BOARD
9	GR HELLENIC FISHFARMING S.A	NIGEL	LEWIS	VICE PRESIDENT and CO-MANAGING DIRECTOR
10	GR HELLENIC FISHFARMING S.A	IOANNIS	KATSIVELIS	PRESIDENT AND MANAGING DIRECTOR
11	GR GALAXIDI MARINE FARM S.A	ATHANASIA	PANTELEIMONITOU	CHAIRMAN AND MANAGING DIRECTOR
12	GR GALAXIDI MARINE FARM S.A	SPYROS	GIANNOULATOS	CO-MANAGING DIRECTOR
13	GR KEFALONIA FISHERIES S.A	LARA	BARAZI - YEROULANOS	CHIEF EXECUTIVE OFFICER
14	GR ANDROMEDA S.A	DIMITRIOS	VALACHIS	MANAGING DIRECTOR
15	GR DIAS S.A	STEPHANOS	MANELLIS	MANAGING DIRECTOR
16	CY SAGRO AQUACULTURE LTD	SAVVAS	AGROTIS	CHAIRMAN AND MANAGING DIRECTOR
17	ES TINAMENOR S.L	GUSTAVO	LARRAZABAL	PRESIDENT
18	GR INTERVET HELLAS S.A	COSTAS	MANOLAKOS	GENERAL MANAGER
19	GR BIOMAR HELLENIC ABEEI	PANOS	LAGOS	GENERAL MANAGER
20	ES GRUPO CULMAREX	GEOFFREY	SMART	MEMBER OF THE BOARD OF DIRECTORS
21	GR IRIDA S.A	NIKOS	PAPAIANNOU	CHAIRMAN OF THE BOARD OF DIRECTORS
22	CY KIMAGRO FISH FARMING LTD	ANTONIS	KIMONIDES	OWNER - CHIEF EXECUTIVE OFFICER
23	IL SUF-FISH LTD.	ODED	GOLDAN	MANAGING DIRECTOR
24	TR KUZEY DENİZ ÜRÜNLERİ LTD. ŞTİ	GURLER	MUHTAROGLU	GENERAL MANAGER
25	TR AKVA-TEK Su Ürünleri Turizm San. Ve Tic. Ltd. Şti.	NEDİM	YAZICIOGLU	MEMBER OF THE BOARD OF DIRECTORS
26	GR STAMATIOU SA	KYRIAKOS	STAMATIOU	CHIEF EXECUTIVE OFFICER
27	ES APROMAR	JAVIER	OJEDA	GENERAL MANAGER
28	GR FEDERATION OF GREEK MARICULTURES	AKIS	VENTIRIS	GENERAL MANAGER
29	IE AquaTT (UETP)	DAVID	MURPHY	GENERAL MANAGER
30	TR KILIÇ DENİZ ÜRÜNLERİ A.Ş.	SINAN	KIZILTAN	CHIEF SALES OFFICER
31	CR CROMARIS D.D.	GORAN	MARKULIN	GENERAL MANAGER

### EXPERTS - SPEAKERS - CHAIR - FACILITATOR

1	CL BIOMAR GROUP	CARLOS	DIAZ	VICE PRESIDENT - BIOMAR CONTINENTAL EUROPE
2	NO EATIP - UNIVERSITY OF STAVANGER	ARNE	SØRVIG	CHAIRMAN Thematic area Consumers and Product Quality - EATIP
3	NO KONTALI ANALYSE AS	LARS	LIABØ	FOUNDER, CHAIRMAN
4	ES SKRETTİNG BUSINESS GROUP SOUTHERN EUROPE	PEDRO	RODRIGUES RAMOS	GENERAL MANAGER
5	NO VITAMAR AS	BJØRN	MYRSETH	MANAGING DIRECTOR
6	GR AQUARK	PANOS	CHRISTOFILOGIANNIS	MANAGING DIRECTOR



**FOR MORE INFORMATION, VISIT OUR WEBSITE [WWW.INTRANEMMA.EU](http://WWW.INTRANEMMA.EU)**





SAGRO AQUACULTURE LTD



MUGLA  
KÜLTÜR BALIKÇILARI  
DERNEĞİ



VITAMAR AS



AEGEAN SU ÜRÜNLERİ A.Ş.

