



INFOSA

Regional workshop

INTERNATIONAL MARKETING OF FISH AND FISH PRODUCTS: TRENDS AND CHALLENGES

**Stellenbosch, Cape Town (South Africa),
25-28 August 2008**

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ORGANIZERS:

INFOSA (INFOPECHE Unit for the SADC region)

Globefish

Aquaculture Association of Southern Africa (AASA)

University of Stellenbosch-Division of Aquaculture

BACKGROUND

Over the past few decades, fisheries have become increasingly important in developing countries, both in absolute and relative terms. This has led to the development of export oriented fisheries which target global markets in Europe, USA and Asia. According to the Food and Agriculture Organization of the United Nations, in 2005, the share of developing countries in total fishery exports was 50% by value. Seventy percent of fish for human consumption is presently supplied by developing countries.

SADC countries' exports of inland and marine capture fish and fish products are growing in importance. Most of SADC countries export about 80 - 90 % of their fish production in various forms to the EU, USA and Asia. Regional trade, on the other hand, is very limited and has been estimated to be a mere 6 % or 150,000 tonnes annually. SADC countries enjoy free trade market access to the EU, but African countries have traditionally not added value to the fish they export. Much of the value addition (further processing) has been carried out by the importing states. This lack of value addition has not benefited the African countries in terms of revenue generation, employment and other multiplier effects.

Fish trade is a mainstay of many SADC economies and represents a significant source of foreign currency exchange earnings, in addition to the sector's important role in income generation, employment and as a source of food. Exports from the region are around US\$ 1.5 billion, or 1.9% of total world exports, which have been estimated at US\$ 86 billion in 2006.

African exporters of fish and fish products are not as pro-active on the international scene. They depend on traditional markets and traditional products and on a few outlets. Furthermore, many exporters are vulnerable to market fluctuations.

There is a need for African producers and exporters to diversify their market so that producing nations can obtain better prices, thereby optimizing export earnings, and adopt a comprehensive marketing strategy. Market diversification can only be achieved if the producing nations have a thorough knowledge of the major international markets and the necessary market information such as prices, import requirements, supply and demand and knowledge of the competitors, to enable timely marketing decisions, thus improving their competitiveness. Unfortunately, the African fisheries industry in general does not possess such market knowledge, and relies to a large extent on others to market their products.

JUSTIFICATION AND OBJECTIVES OF THE WORKSHOP

Driven by strong demand for fish and fish products in developed countries, SADC countries have the capacity to supply these markets as the volume of production has increased significantly over the last 10 years. However, exports from developing countries generally pass through many hands before they reach the final destination and final consumers. A long value chain reduces prices for the producers. Furthermore, international trade is becoming more and more regulated, complex and difficult to enter. Today's market access is hindered by a lack of understanding of international trade practices and opportunities; weak production methods (low product quality and technology), ineffective marketing; more complicated regulations and trade procedures; certification and standardization requirements, and poor supply chain management.

In order to realize the potential, industry professionals responsible for a range of functional activities must be equipped to anticipate, analyze and react to evolving trends and challenges.

This workshop will contribute to the overall aim of strengthening national capacities in seafood marketing, and provide participants with an integrated contemporary vision of the critical factor shaping seafood marketing, with special emphasis on the emerging issues of certification schemes and sustainability, eco-labelling and market driven standards that are now becoming increasingly important, and their implications in the seafood industry.

The four-day workshop is intensive and deliberately selective in its coverage of topics, which span the entire value chain from production to consumption.

The objective is to create an improved understanding and appreciation of the key industry drivers that will help generate added value to the participants' future working activities and their dependent business communities.

Resource persons have been drawn from a range of institutions and networks based on their qualifications, experience and detailed knowledge of the international seafood market.

ORGANISATION

The workshop is organized by **INFOSA** (INFOPECHE Unit for the SADC Region) with the collaboration of the **Food and Agriculture Organization of the United Nations (FAO GLOBEFISH)**, the **Aquaculture Association of Southern Africa (AASA)** and the **University of Stellenbosch-Division of Aquaculture**.

The course will take place at the **University of Stellenbosch** through its Division of Aquaculture and will be given by well qualified lecturers from international organizations, universities and private firms from different countries.

The course will be held over a period of four days from the **25 to 28 August 2008**, in morning and afternoon sessions.

ADMISSION

The workshop will cater for a maximum of 40 professionals from 14 SADC countries directly involved in the subject matter of the course. The working language will be English.

REGISTRATION

Registration should be made using the workshop application forms. Photocopies of the form are acceptable. Candidates should send the completed application form to the address below, accompanied by detailed Curriculum Vitae, stating diplomas, degrees, experience and professional activities.

The deadline for the submission of application form is **31 July 2008**

Registration fees for the course amount to US\$ **650**. This sum covers tuition fees only

Payment should be in US dollars by bank draft or telegraphic money transfers. Please see Conference Registration form for details.

CANCELLATION FEE

The registration fee will be refunded, less 25% for cancellations received before 25 August 2008. No refund can be made for cancellation after 25th August 2008. However a substitute delegate may attend in place. Refunds will be issued only after the workshop.

TEACHING ORGANIZATION

The course requires personal work and interaction among participants and with lecturers. The international characteristics of the course favour the exchange of experiences and points of view.

PROGRAMME OUTLINE

- 1. Marketing fish products: global/ Southern African perspective**
- 2. The value chain**
- 3. Quality requirements and standards**
- 4. Analyzing and understanding markets**
- 5. Trade promotion and marketing**

GUEST LECTURERS

Dr. Audun Lem, FAO, Rome

Mr. Jimmy Young, University of Stirling, UK

Mr. Jonathan Banks, AC Nielsen, UK

Mr. Jan Trollvik, Norwegian Seafood Export Council

Mr. Denis Handley, I&J Seafood, South Africa

Mr. E. Hinrichsen, Chairman of Aquaculture Association of Southern Africa

Ms. Helga Josupeit, FAO, Rome

Prof. Danie Brink, Head of the Division of Aquaculture, University of Stellenbosch

Mr. Erik Hempel, Consultant, Norway

Mr. Satish Hanoomanjee, INFOSA

Mrs. Loide Uahengo, INFOSA

Mr. Volker Kuntzsch, Nippon Suisan Kaisha Ltd, Japan

INTERNATIONAL MARKETING OF FISH PRODUCTS: TRENDS AND CHALLENGES

Stellenbosch -25-28 August 2008

| TIME | MONDAY 25 | TUESDAY 26 | WEDNESDAY 27 | THURSDAY 28 |
|---------------------|--|---|---|---|
| 9:00-10:00 | Opening Remarks –S. Hanoomanjee Welcome to the University of Stellenbosch Danies Brink | Consumer behaviour and seafood demand: analysis and prediction Jonathan Banks | Quality marks and quality schemes for fisheries and aquaculture Ms. Helga Josupeit | Establishing seafood export promotion council agencies in African countries: role and benefit in fish trade Erik Hempel |
| | Introduction of the Southern Africa Aquaculture Association (AASA) E. Hinrichsen | | | |
| | Introduction - Workshop structure and format Loide Uahengo | | | |
| 10:00-11:00 | Fish production and international trade: global trends Audum. Lem | Branding and green consumers Jimmy Young | Certification & sustainable, implementation and control: aquaculture & organic products. Dr. Audum Lem | Norwegian seafood export council: case study. Mr. Jan Trollvik |
| Coffee break | | | | |
| 11:30-12:30 | Southern African trends in fish production and trade Satish Hanoomanjee | Trends in retailer and seafood demands in the market for fish Mr. Jimmy Young | New product development in fisheries and aquaculture Jimmy Young | Trade promotion –How to promote an advertising campaign Mr. Jonathan Banks |
| 12:30-13:30 | Major trends in the global seafood market Helga. Josupeit | System of exchange in the first hand sale of fish Mr. Jonathan Banks | Gathering data and interpreting market intelligence Mr. Jonathan Banks | Using exhibition in trade promotion Mr. Volker Kuntzsch |
| Lunch break | | | | |
| 15:00-16:00 | The strategic role of value chain in seafood marketing Erik. Hempel | Marketing channel – infrastructure and organisation Mr. Volker Kuntzsch | Marketing information on European markets Ms. Helga Josupeit | Seafood marketing in Africa – case study of South Africa Mr. Denis Handley |
| 16:00-17:00 | Marketing margin: where the value goes Mr. Jimmy Young | Working group discussion: Market analysis and product decision Erik Hempel, A, Lem , J Young and H. Josupeit, V. Kuntzsch | Working group discussion: Satisfying future seafood market needs H. Jesupeit, A. Lem, J. Young and J. Banks | Working group discussion: Promotion E. Hempel, J. Trollvik, Volker Kuntzsch |



REGISTRATION FORM

WORKSHOP ON INTERNATIONAL MARKETING OF FISH AND FISH
PRODUCTS: TRENDS AND CHALLENGES
STELLENBOSCH, SOUTH AFRICA, 25 – 28 AUGUST 2008

To be returned, with detailed Curriculum Vitae stating all qualifications and experience to:

Online registration

By Fax: +264 61 279434

Email: loide@infosa.org.na or infosadc@infosa.org.na

By post:

INFOSA

PO Box 23523, Windhoek, Namibia

Tel: (264) 61 279430 ■ Fax: (264) 61 279434

IF YOU FILL IN THIS FORM BY HAND, PLEASE USE CAPITAL LETTERS

| PERSONAL DATA | |
|---------------------------------------|--|
| Family Name | |
| First name(s) | |
| Sex: | |
| Date of birth (dd/mm/yy) | |
| Nationality | |
| Address | |
| P.O.Box | |
| Town | |
| Province, Country | |
| Telephone (incl. country & area code) | |
| Fax (Incl. country & area code) | |
| E-mail: | |

| EDUCATION | |
|-------------------------------|--|
| University degree or diplomas | |
| University | |
| Years of study | |

| EMPLOYMENT OR ACTIVITIES | |
|---------------------------------------|--|
| University/institution/company | |
| Department/Section | |
| Present position | |
| Present position held since | |
| Duties | |
| Work address | |
| Town | |
| Province, Country | |
| Telephone (incl. country & area code) | |
| Fax (Incl. country & area code) | |
| E-mail: | |
| Web page | |
| Previous employers | |
| REASON FOR APPLYING TO THIS COURSE | |
| ADDITIONAL RELEVANT INFORMATION | |

FINANCIAL SUPPORT

YOUR PARTICIPANT IN THE COURSE WILL BE FINANCED BY (put X where applicable)

| | |
|------------------------|--|
| The applicant | |
| Applicant's employer | |
| Other (please specify) | |

MODE OF PAYMENT

Payment should be in US Dollar:

- Bank draft** payable to INFOSA. INFOSA Account No. 8000496392, Bank Windhoek, Kudu Branch, Windhoek, Namibia.
- Telegraphic Transfer to** INFOSA Account No. 8000496392, Bank Windhoek, Kudu Branch, Windhoek, Namibia. **Swift code: BWLINANX**

(Important): If your banker is remitting payment on your behalf, please give specific instructions to indicate name and address of remitter

Please fax or mail this form to:

For registrations:

INFOSA

Workshop 25-28 AUGUST Cape Town, South Africa

PO Box 23523, Windhoek, Namibia

Tel: (264) 61 279430 ■ Fax: (264) 61 279434

Email: infosadc@infosa.org.na or loide@infosa.org.na

I certify that to the best of my knowledge this information given is correct and I agree to inform of any modification

Date:.....

Signature:.....