

34th NATIONAL SHELLFISH

MARINE CULTURES EXHIBITION

OCT. 17-18TH 2018 VANNES - FRANCE



INNOVATION, A DRIVER FOR SUSTAINABLE ECONOMIC DEVELOPMENT

Press Release

The 34th edition of the National Shellfish and Marine Culture Show

On Wednesday 17th and Thursday 18th October 2018, the only pre-season professional tradeshow devoted to shellfish professionals and conducive to commercial exchanges will be held at Chorus Parc des Expositions in Vannes.

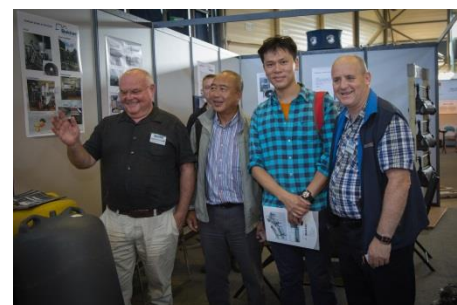
A unique organising committee in France:

Professional organisation: Chorus - Parc des Expositions de Vannes, a subsidiary of GL Events, has formed a steering committee comprised of the main partners: the South Brittany Regional Shellfish Growers' Committee, the Morbihan Departmental Council, the Brittany Regional Council, the Caisse Regionale Credit Maritime Atlantique, the Coopérative Maritime, Nautil Cer France, le Pôle Mer Bretagne Atlantique and FranceAgrimer.

2017 was a good year: quality and conviviality on the menu:



2017 closed its doors on a positive and dynamic outcome and business climate, welcomed by all: visitors, exhibitors, partners and journalists. The variety of exhibitors, targeted regional, national and international visitors and topical workshops contributed to the quality and visitor numbers to the show.



What better than a video to illustrate this! Please click on the link: <https://vimeo.com/236657149>

Professionalisation of the show was combined with the convivial atmosphere, in the aisles, at the exhibitor gala evening and at the restaurant/bar. Everyone was delighted to meet, chat, exchange and gather information and make the most of the professional area available to exhibitors for appointments, meetings and demonstrations.



A national position with a complete offer and a pertinent communications plan:

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- **The increasing attendance of exhibitors, partners and visitors** helped the profession to see the perspectives and future of the shellfish sector at a national level. Everyone participated in sharing information and in the meetings and exchanges for and with professionals.
- **Almost 90 exhibitors** presented their products and services to **over 2,100 visitors in 17 business sectors**, including **Transports and Fish Farming** with us for the first time. **The Environment and Waste Management sectors, and Water Treatment** saw stronger representation in 2017.
- **Shared, cross-disciplinary communication** brought visitors from Western France, coastal areas and abroad:

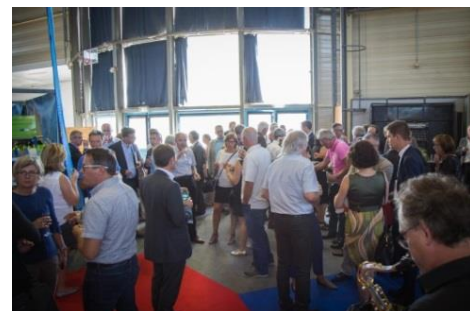
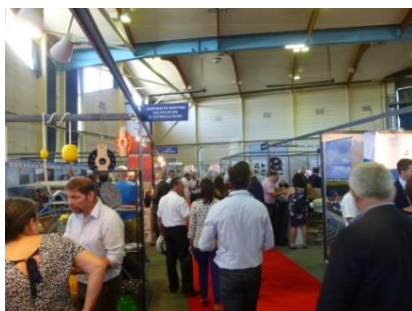


website

- targeted communication in the **national specialist media** (paper and web)
- **regional daily press** covering all shellfish growing business areas in France
- **supports** (web, sites, newsletters) **of our partners, professional networks and exhibitors**
- **paper and digital invitations to the show and its dedicated**

Stronger international presence and exchange with:

- **A guest country of honour every year**: Japan in 2012, Australia in 2014, the United States and Canada in 2016 and Mexico in 2017. **This year, a delegation from the Western Coast of the United States (Pacific Shellfish Growers Association - PCSGA and Alaska Shellfish Growers Association - ASGA)**, represented by 22 professionals and scientists will be **our 2018 guest of honour**.
- **A range of products and services increasingly aimed at international visitors**: An **increase in the number of international visitors** from Ireland, Scotland, Morocco, Spain, Italy, Russia, the United States, Belgium, Iran, Senegal... thanks to the attractive and diverse offering from Breton, French and international exhibitors.
- **A website and supports translated** by our participating translation partner [Amanda Grey](#), present during the show and **available to visitors and exhibitors**.



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“Innovation, a vector for sustainable economic development for the aquaculture and marine culture sector”.

CENTRAL THEME UNANIMOUSLY CONTINUED BY THE ORGANISING COMMITTEE

- **Economic development** of companies and the sector as a whole in a controlled environment with a dual objective:
 - **Make the show more professional**
 - **Help to raise new questions within the profession** (innovation, marketing, organisation, ecology, energy saving, diversification ...)
- **An innovation area: led by Pôle Mer Bretagne Atlantique to highlight numerous products and services developed within the various sectors present at the show, and current or completed approved projects.**
- **Promotion of exhibiting companies** presenting their latest innovations.
- **The show supports activities linked with sustainable development** and welcomes the sectors of solar and wind energy production, waste recovery, use of non-polluting materials and products, renewable energies, protection of coastal waters... adapted to the scale of the projects.

A programme of workshops and conferences to answer the concerns of professionals and compare and discuss the challenges, topical issues and perspectives for the shellfish sector.

Planned Themes: subject to change

- **Algaculture**
- **Fish farming**
- **Risk management:** Methods, support and assistance such as tax measures to help professionals integrate the idea of insurance.
- **Feedback from FEAMP**, with the participation of Jérôme Lafon from FranceAgrimer
- **Health protection** with the Breton health protection group GDS
- **International conference** with the participation of the **delegation from the West Coast of the United States**



Animations will be arranged, visitors will be able to win prizes offered by our partners and exhibitors.

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