

32nd NATIONAL SHELLFISH

MARINES CULTURES EXHIBITION

SEPT. 7-8TH 2016 VANNES - FRANCE



Press Release

The 32nd edition of the National Shellfish and Marine Culture Show

Parc des Expositions Vannes on 8th & 9th September 2016

The season's opening event for shellfish farming professionals!

2016 theme: "Innovation, a vector for sustainable economic development for the aquaculture and marine culture sector" – several Innovation events!

A very positive outcome of the 2015 edition, unanimously acclaimed, with a net increase in visitors from French coastal regions: Brittany, Normandy, Pays de la Loire, Vendée and Manche, but also from abroad: Ireland, Scotland, Morocco, Spain, Italy, United States...

- An especially auspicious date for the season's opening trade and occurring during the neap tides.
- **A national event** with growing attendance of exhibitors, partners and visitors and the goal of helping to open up perspectives for the future of shellfish farming, in terms of development, information, meetings and exchanges between professionals.
- **The desire to ensure long-term opening and international exchange:** after Japan, the Guest of Honour in 2012, Australia in 2014 and the United States in 2015, the Show is pursuing its goal of inviting a foreign professional delegation to attend with the support of its partners: contact is ongoing with Quebec! A unique opportunity to bring together French and foreign professionals, to exchange our respective experience and discuss the challenges in the sector and present a wider range of products and services at the show.
- More than 80 exhibitors showcasing equipment and services to shellfish growers with several new products presented by some suppliers (techniques, machines and know-how) to some **2 000 expected visitors**.



- Professionally organised: le Chorus – Parc des Expositions de Vannes, a subsidiary of GL Events, in close collaboration with the organising committee



comprised of the main partners including **Pôle Mer Bretagne Atlantique** and **FranceAgriMer** joining us this year.

- A large number of visitors from western France and all coastal regions, targeted by means of extensive communication in specialist forums (national professional press, regional dailies, dedicated website), relayed by the professional organisations and partners and strengthened by invitations sent directly to the shellfish growers.

New orientations for greater support for the profession:

- The organising committee wishes to focus on the economic development of companies and the sector within the framework of respect for the environment. This new orientation is part of a long-term approach to place **this show in an even more professional dimension** and **to raise new questions within the profession** (innovation, market placement, organisation, sustainable development, energy savings, diversification, etc.).
- This year, **a central theme will run through the show: “Innovation, a vector for sustainable economic development for the aquaculture and marine culture sector”.**
- Managed and led by **Pôle Mer Bretagne Atlantique**, this cross-disciplinary ambition will include several elements in a **central Innovation area**:
 - **Promotion of the work, products and services from the companies and laboratories present in these and other sectors, innovative, collaborative projects, including but not limited to:** Acoustic predator control systems in oyster farms; domestication of new species: abalone, lugworm, etc. ; fish farming nets and cages; Promotion of research: paralysis toxins in oysters, analysis of the life cycle, processed products: algae, oysters, mussels, etc. Use of co-products: crepidula shells for new road drainage surfacing; oyster shells for ground marking; biosourced materials from oyster shells (using 3D printing)...
 - **Promotion of innovations and new products from exhibiting companies**, information on the show’s website or in the attached list.
 - **BlueTech “Innovation at the service of a sustainable aquaculture”:** several presentations during the 1½ days of workshops (innovation approaches, algae and shellfish farming, climate change, examples of innovative, collaborative projects, etc.).
- Opening of the show to other areas in the aquaculture and marine culture sector: abalone, urchins, algae (macroalgae), etc..... **growing sectors that can help in the diversification of the businesses of some shellfish growers.**
- The desire to welcome **companies from the environmental sector in the wider sense: from solar and wind energy production, waste and water management, transport, the environment, etc. offering solutions that are suitable** to the scale of our exhibitors.
- **Several major events on the schedule:**
 - **6 conference/workshops for exchange and information organised with the South Brittany Regional shellfish farming committee and in coordination with our partners. International conference with the participation of a delegation from Quebec, the show’s guest of honour**
 - **Time set aside** to answer professionals’ concerns, and discuss the challenges, news and perspectives for the shellfish farming business. Programme: Presentation of the EMFF (European Marine and Fisheries Fund) and practical issues by the Regional Council of Brittany, **Focus on export** with the participation of **FranceAgriMer** (approach, markets, opportunities, etc.) Presentation of the results of the collaborative project **Gigassat** (social-economic and environmental impacts of climate change on oyster growing), the **ORMEAUX/BiodivOrmeau** and **GenOrmeau** project, **highlighting the innovation process with Pôle Mer Bretagne Atlantique...**
- **Programme of workshops**
- **Workshop 1: Wednesday 7 September at 3 pm –**

Une organisation CHORUS s.a.



The European Marine and Fisheries Fund (EMFF): schemes for professionals and practical questions.

- **Workshop 2: Wednesday 7th September at 4.30 pm -**
Algae production, an opportunity for diversification: the skills and know-how required according to the targeted species and markets
- **Workshop 3: Thursday 8 September at 10 am –**
Aquaculture: domestication and biodiversity, the example of farmed abalone (Ormeaux, BiodivOrmeau projects)
- **Workshop 4: Thursday 8 September at 11.30 am –**
Study on the social economic and environmental impacts of climate change on impacts of climate change on oyster growing) (Gigassat project)
- **Workshop 5: Thursday 8 September at 2.30 pm –**
The shellfish market and how to access export
- **Conference/workshop 6: Thursday 8th September at 4 pm**
International conference with the participation of a delegation from Quebec: Guest of Honour
General presentation of the shellfish sector, challenges and perspectives
After a presentation of the main characteristics of the shellfish sector in Quebec, there will be an exchange with participants on the main challenges that our profession is facing.
 - **Interactive mini-workshops** with the company Synergie / use of tablets and PCs to discover and learn about the software HELIAFOOD (simulations of shellfish management)
- Even **greater involvement** thanks to the shared communication supports of **our partners**. The organising committee (on the initiative of the maritime cooperative of fisherman and oyster growers) **is inviting all shellfish growers to a “sea-themed aperitif” on Thursday 8th September at 11.30 am.**
- **2 unique Exhibitions:**
 - **100 years of oyster growing in the Gulf of Morbihan: from yesterday to today**
Through a series of old photos from oyster farms in the Gulf, equipment and objects some more than one hundred years old, press articles and publications, this exhibition traces the labour and traditions and portrays the working conditions of those who made oyster growing in the Gulf of Morbihan a veritable institution.
 - **An ocean of salty waste, impacts and solutions**
An educational exhibition presenting the waste collected on beaches along the Atlantic coast by citizens during the winter of 2016. Oyster growers are concerned, even if they are a very small contributor to plastic waste at sea, they are potential victims!