



INNOVATION, A DRIVER FOR SUSTAINABLE
ECONOMIC DEVELOPMENT



Press Release

33rd edition of the National Shellfish and Marine Culture Show

The only national professional pre-season tradeshow devoted to shellfish farming will take place on Wednesday 13th and Thursday 14th September 2017 at the Chorus Parc des Expositions in Vannes! This is an ideal date for commercial exchange prior to the opening of the season.

A unique organising committee in France:

Professionally organised: 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 Regional Council of Brittany, the Departmental Council of the Morbihan, the regional branch of the Crédit Maritime Atlantique, the Coopérative Maritime, Nautil Cer France, Pôle Mer Bretagne Atlantique and FranceAgrimer.

2016 was a good year: quality and conviviality on the menu:

The new set-up in the 3800m² grand hall was much appreciated. The 2016 edition closed its doors on a positive and dynamic business climate, acclaimed by all: by visitors, exhibitors and partners. Everyone noted the increase in the **quality and visitor numbers** at the tradeshow: **Regional, national and international visitors**, a wide variety of exhibitors some of whom presented innovations and new products. The workshops were attended by more people.

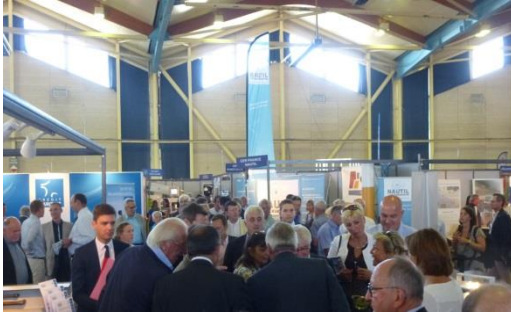
The increased professionalism of the tradeshow goes hand in hand with its friendly atmosphere, during the exhibitor evening and in the restaurant/bar area. Everyone delighted in meeting, discussing, exchanging and gathering information!

A national focus with a complete package and effective communication plan:

- **Increased mobilisation of exhibitors, partners and visitors** helps to strengthen the interactive and complementary nature of perspectives on the future of the shellfish sector nationally. Everyone is participating in supporting, sharing informing, meeting and exchanging with and about professionals.
- **More than 80 exhibitors and 16 sectors of activity** with the desire to open up to aquaculture and fish farming, showcasing equipment, services and innovations to shellfish growers with new products presented to over **2000 expected visitors**.
- **Cross-disciplinary and shared communication** that mobilises our visitors from western France, coastal areas and abroad via:

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- **Targeted** communication in **specialist media** (paper and online)
- **regional daily newspapers** covering all the areas of shellfish farming concerned in France
- **supports** (web, sites, newsletter, etc.) **from our partners, networks of professionals and exhibitors**
- **paper and digital invitations from the show and its dedicated website**

Increased opening and exchange internationally with:

- **A guest country of honour every year:** after Japan in 2012, Australia in 2014 and the United States and Canada in 2016, the show is pursuing its goal of welcoming a new foreign professional delegation. **This year, Mexico will be the guest of honour. The aim is to present fish-farming and shellfish farming in Mexico: history, organisation, species, techniques, research, training, access to land, target markets.** This is a unique opportunity to bring together French and foreign professionals, and exchange our experiences of the challenges in the sector.
- **A package increasingly suited to international visitors:**
The show is increasing foreign visitor numbers with an attractive and varied range of Breton, French and international exhibitors.
A website and supports translated into English by our **translator partner Amanda Grey**, present at the show and available to visitors and exhibitors for any **interpreting needs**.

A Professional Area available to exhibitors and visitors

- A special room for appointments, meetings and demonstrations



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

- Once again, 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.).

- **Innovation area:** led by Pôle Mer Bretagne Atlantique, the innovation area will highlight numerous products and services developed within the various sectors present at the show, and ongoing or completed approved projects.
- **Promotion of companies** presenting their latest **innovations**.
- **The show supports business linked with sustainable development** and welcomes the **solar and wind energy production, waste recovery, water, transport and environment sectors working** on the shellfish farm scale.

A programme of workshops and conferences suitable for all:

- **5 workshops for information and debate organised with the South Brittany Shellfish Growers' Committee by the Regional Shellfish Growers' Committee (CRC), in collaboration with Pôle Mer Bretagne Atlantique, the Regional Council of Brittany (fishing and fish-farming department) and other partners.**
- **Time set aside** to answer professionals' concerns, and discuss the challenges, news and perspectives for the shellfish farming business.
- **Topics discussed:**

PROGRAMME OF WORKSHOPS/CONFERENCES IN THE REGION BRETAGNE CONFERENCE AREA

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

Wednesday 13 September

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Official Inauguration 11am

- Tour of the exhibition
- Speech
- Signing of the DLAL EMFF agreement

Workshop 1 – 3pm

The European Maritime and Fisheries Fund (EMFF): scheme, feedback and practical questions

- Measures available to professionals, the criteria, methods of access, contacts
- Review of the programming, number and type of files submitted;
- Key points for a good application, frequently asked questions.
- Various questions from the floor.

Speakers:

- **Pierre Karleskind, Région Bretagne**, Vice-president Sea and port infrastructures
- **Jérôme Lafon, FranceAgrimer**, fishing and fish-farming delegate
- **Anne Cornée, DIRM-NAMO**, Head of the Fishing and Fish-Farming Division

Workshop 2 – 4.30pm

Innovations and experiments in Marine Culture:

DYMORPLO Project “Mortality According to Ploidy Dynamics”.

Since 2012, high mortality has been observed in adult oysters for sale.

The aim is to study the effect of origin (Hatchery vs collection) and ploidy (2n vs 3n) on batch resistance during the breeding cycle. Within this context, gametogenesis of triploid animals was studied.

Speaker: Mrs Maryline Houssin, Laboratoire Labeo

VIVALDI Project “Preventing and limiting the effects of disease in marketed shellfish”

The aim is to provide new knowledge of the complex interactions between shellfish, the environment and pathogenic organisms, and develop tools and **practical measures to better prevent and control the diseases that affect marine molluscs.**

Speaker: Mr Jean PROU, Ifremer La Tremblade

COCORISCO project, “Knowing, Understanding and Managing Coastal Risks”

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The aim of the COCORISCO project is to understand the vulnerability of coastal regions to the risks of erosion and submersion and to move towards prevention and management strategies.

Speaker: Mr Alain Hénaff, LETG-Brest Géomer (to be confirmed)

Thursday 14 September

Workshop 3 – 10am

Species diversification: development opportunities

Species domestication: from understanding the lifecycle and reproduction, to feeding and development, the example of the lugworm (**Marbiotech project**) and others (sea cucumber, flat oysters, seaweed, etc.)

Speaker: Mme Hélène Laguerre, head of studies Agrocampus Ouest-Site de Begmeil

Integrated multi-tropic aquaculture

Speakers: (in progress)

Workshop 4 – 2.30pm

Biosourced and recyclable materials: examples and perspectives

Sentinels of the good ecological condition of their ecosystem, professionals are increasingly interested in developing the tools of their trade and their practices towards biosourced materials (e.g. nets, plastic bags, etc.).

Quite unsatisfied with the products on the market, they are looking at the latest innovations developed on these topics.

What products, how much, what sustainability? Concerning co-products, several opportunities have long existed, especially concerning fish – what about co-products from oyster/shellfish farming?

Speakers:

Regulatory review – reference framework: **Charlotte Badouel CRC**

Biosourced materials (plastics, ropes, etc.) : **Stéphane Bruzaud, Institut de Recherche Dupuy de Lôme (IRD L – FRE CNRS 3744)**

Marine co-products: *speaker to be confirmed*

Workshop 5 – International Conference Guest of Honour 4pm with the exceptional participation of the Mexican delegation:

General presentation of the shellfish farming sector, challenges and perspectives.

Following a presentation of the main features of shellfish farming in Mexico, an exchange will take place with participants on the main challenges to be met by our profession.

Speakers:

- Juan Carlos Lapuente: Director of the Fish-farming sector at the National Fishing Institute of Mexico
- Sergio Guevara: General Director of Acuacultura Integral (producer/exporter of mussels and oysters)
- Philippe Danigo: General Director of Sol Azul (producer/exporter of oysters)
- Carlos Reyes: Head of Production for the company Sol Azul

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