



INNOVATION, A DRIVER FOR SUSTAINABLE ECONOMIC DEVELOPEMENT

Press Release

35th edition of the National Shellfish and Marine Culture Show

On **Wednesday 9th and Thursday 10th October 2019**, 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 National Committee of Shellfish Culture, 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.*

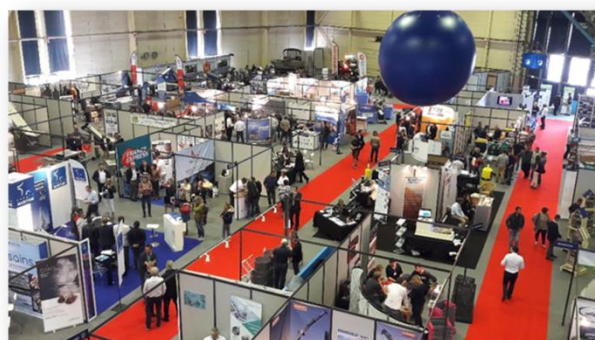
2018: A positive and dynamic business climate under with innovation and sustainable economic development!

2018 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! <https://vimeo.com/297997352>

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 communication 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 **2,000 visitors in 18 business sectors**, including **seaweed, ecology, environment, waste management and transport**.
- ✓ **Shared, cross-disciplinary communication** brought visitors from Western France, coastal areas and abroad



- **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 website

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. In 2018, a delegation from the Western Coast of the United States (Pacific Shellfish Growers Association - PCSGA and Alaska Shellfish Growers Association - ASGA), represented by 25 professionals and scientists was our **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**.



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 ...)

A central innovation area led by Pôle Mer Bretagne Atlantique that will 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 renewable energy production, waste recovery, use of non-polluting materials and products, protection of coastal waters... adapted** to the scale of the projects.

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

First national show of the season with over 90 exhibitors present. The 1,600 to 2,000 expected visitors will discover the offers, services, support, solutions and new products in 18 business sectors: supplies, packaging, equipment, handling, water treatment, ship building, hatcheries, algae, fish farming, transport, etc.

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Comité de pilotage partenaire



Partenaires presse

