

33rd NATIONAL SHELLFISH

MARINE CULTURES EXHIBITION

SEPT. 13-14TH 2017 VANNES - FRANCE



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**, 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 was delighted to meet, discuss, exchange and gather 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 15 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**.

Une organisation CHORUS s.a.



- **Cross-disciplinary and shared communication** that mobilises our visitors from western France, coastal areas and abroad via:



- **Targeted** communication in **specialist media** (paper and online)
- **regional daily newspapers** covering all the areas of shellfish farming concerned in France
- **Supports** (websites, newsletters, 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 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. For the 33rd edition, contacts are underway with **Mexico** which will soon confirm its participation. 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.

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:

- **6 workshops for exchange and information organised with the South Brittany Regional shellfish farming committee and in coordination with our partners.**
- **Time set aside** to answer professionals' concerns, and discuss the challenges, news and perspectives for the shellfish farming business.
- **Themes currently being arranged (subject to change):**
 - **What European policy for aquaculture challenges and perspectives?** Aquaculture, a CFP priority, where are we 4 years on?
 - **Feedback from the EMFF in terms of innovation**
 - **Managing sanitation and animal welfare:** The experience of Breton fish farmers in cooperation with the health protection group
 - **Organically-sourced packaging:** What does the legislation say? Examples and perspectives
 - **Integrated multi-tropic aquaculture:** definition, examples and perspectives
 - **Mexico guest of honour:** presentation of aquaculture and shellfish farming in Mexico.

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