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# FINAL SEMINAR E-FISHNET PROGRAM JUNE, 25TH 2018

Venue: Mercamadrid Conference Hall. (Avenida de Mercamadrid S/N)  
9:45 Accreditation

10:00 – Welcome coffee

10:20 – Institutional welcome

10:40 - What is e-FishNet?

*General overview of the e-FishNet Project.*

*Ms. Luisa Álvarez – Managing Director of the Spanish National Federation of Traditional Fish Retailers (FEDEPESCA)*

11:00 - European Trend: Differences between fish consumption and Fish Shops

*In the latest years technological advances such as social networks or internet have fostered changes in the consumption models. Consumers, nowadays, have other needs and priorities, for those reason present and future trends have to be taken into account to keep the competitiveness of fisheries sector.*

*Lecturers: Ms. Catherine Pons, Executive Secretary of the European Aquaculture Technology and Innovation Platform (EATIP), Ms. Luisa Álvarez, Managing Director of the Spanish National Federation of Traditional Fish Retailers (FEDEPESCA).*

11:30 - Current situation of fishmonger's training in Europe.

*e-Fishnet Project, co-funded by the Erasmus + Program of the European Union, has carried an exhaustive research about available training focused on the Fish Retailer Sector in different European countries. Results of this study, as well as spotted difficulties and conclusions will be presented.*

*Moderates: Mr. Xavier Pires, Training and consultant technician from the Portuguese National Association of traders and industries of Food Products (ANCIPA).*

*Invited Lecturers: Ms. Isabel García Chicote, Head of Service of Qualifications design of the Spanish National Qualification Institute (INCUAL), Education Ministry (Spain), and Ms. Concepción Díaz de Villegas, General Director of Commerce and Entrepreneurship of Madrid City Council.*





### 12:30 - What do consumers want from Fishmongers?

*In order to offer a comprehensive training to fishmongers collective is necessary to get a close look consumers opinion, so training can get adapted to cover these needs and demands. E-Fishnet Project has carried a survey in 6 different European countries which has been answered by 620 respondents. Main conclusions and results of this survey will be presented.*

*Moderates: Ms. Silvia Gil from Marketing and Promotion Department (FEDEPESCA).*

*Invited Lecturers: Ms. Carol Jackson, General Director of Billingsgate Seadfood School, Ms. Gemma Trigueros Foodstuffs coordinator of the Consumers and Users Organization (OCU), Ms. Milagros Hernández (Antonio Municio Fish Shop) and Mr. José Manuel Fernández, Commerce Discussion Panel Coordinator (Madrid Foro Empresarial) .*

### 13:30 – Showcooking and lunch

### 14:30 – The Fishmonger's vision about training.

*During this block we will get a first-hand vision of fishmonger's experiences related to training, coming from 5 countries. Also they will convey their vision about training to become a fishmonger.*

*Moderates: Mr. Hasan Atar Professor at Ankara University.*

*Invited lecturers: Mr. Ferit Tutkavul from Turkey, Ms. María José González Villaverde from Spain, Mr. Bjarki Magnusson from Iceland, Mr. George Hooper from United Kingdom and Portugal.*

### 15:15 – Training as the key for the future of the Fish Retailer Sector and its employability.

*Nowadays we have plenty of tools that can be used in order to make training more available and flexible. Different activities and tools implemented in the training field will be presented, considering their great importance to keep sector's competitiveness and employability.*

*Moderates: Mr. Guðjón Þorkelsson, Consultant from Matís*

*Invited Lecturers: Mr. Arturo Fernández, Full Professor from the National Spanish Distance University (UNED), Ms. Marina Cárdenas from the R&Di Project Consultant from ARIEMA, Ms. Lola Román, Corporate Development Director from Mercamadrid, Ms. Alison Freeman from Fishmonger's Company, Ms. Sofía Gómez from the Training Department of the Spanish National Federation of Traditional Fish Retailers (FEDEPESCA), Belén García Director of the Madrid Employment Agency.*

### 16:00 – Main results and conclusions of e-FishNet Project.

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### 16:20 – Institutional closing time

Expected finish time: 16:40

