



PrimeFish: Market-oriented Tools to Catch the European Seafood Consumers

Date: 25 April, 11:00 a.m. - 12:15 p. m.

Venue: Seafood Expo Global
Xunta de Galicia Booth #7-1517

Free event: **On line registration available**

<http://cetmar.org/seminarios/primefish18seg>

- Trends of consumption in main European countries (France, Germany, Italy, Spain, United Kingdom)
- Premium price for sustainability and health claims
- Main characteristics and size of market segments
- Results from surveys on 6,500 European consumers



www.primefish.eu



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Moderated by Rosa Chapela, CETMAR

11.00 The PrimeFish Project: Building Up Competitiveness in the Seafood Sector

Gudmundur Stefánsson, Matís

11.10 Consumers purchasing behaviour in main EU seafood markets

- How much are they willing to pay?
- What are the characteristics of main market niches?

José L. Santiago, CETMAR

11.30 Market segmentation and consumers' willingness to pay. PrimeFish tools

- How does a market-orientated tool work?

Valur N. Gunnlaugsson, Matís


11.45 Discussion, Networking & Refreshments

Gudmundur Stefánsson, Matís; Valur N. Gunnlaugsson Matís; Rosa Chapela, CETMAR; José L. Santiago, CETMAR; Mercedes Fernández, CETMAR

Get registered and receive a copy of the presentation highlights:

<http://cetmar.org/seminarios/primefish18seg>

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