

POLICY BRIEF 2

EXTRA-SMEs
Interreg Europe



European Union
European Regional
Development Fund



EXTRA-SMEs PROJECT

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THE PROJECT

The EXTRA-SMEs project targets to accomplish the expansion of rural and coastal aquaculture SMEs in wider markets through improved administrative processes and innovative technologies.

To that end, the project assists relevant public authorities and businesses in the aquaculture value chain in order to:

- Simplify administrative procedures
- Expand in new markets.
- Introduce innovative value-added product solutions.
- Up-skill personnel.
- Contribute to resolving conflicts between stakeholder groups.





POLICY BRIEF OVERVIEW

This policy brief provides an overview of the “Report on regional conditions and trends for new product development” as delivered by the EXTRA-SMEs project. A questionnaire survey was addressed to representatives of aquaculture SMEs and institutional stakeholders from 7 countries of the EXTRA-SMEs project consortium with regards to aquaculture SMEs’ expansion areas. The areas of expansion include:


- a) The development of new product forms
- b) The integration of standardised production procedures
- c) The identification of new markets

In order to boost SMEs’ position in the global economic map it is essential to improve competitiveness and extraversion in the aquaculture sector through expansion opportunities; this requires support and planning throughout the aquaculture value chain. In this project, the term aquaculture value chain is referred to technical or biotechnical products and services, the development of tracking systems and the processing and distribution of aquaculture products.

Based on the findings of the questionnaire, the report provided recommendations on the development of new expansion opportunities.

IDENTIFIED KEY EXPANSION AREAS

The identified areas of expansion that could boost extraversion and internationalisation are:

- Improvement of **production process** of existing species.
 - Increase of **diversification** through the breeding of new species.
 - New processes of **raw material processing** and maintenance.
 - **New technologies** on quality assurance and traceability.
 - Participation in **special production schemes** i.e. organic.
 - Evolution of **marketing and branding** strategies.
 - Extension of **distribution channels**.
 - Growth of **partner networks**.
 - Establishment of **synergies**.
 - **Administrative measures** pertaining to aquaculture such as licensing and zoning.
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MAIN FINDINGS BY COUNTRY

Finland: The key objectives for the development of the country's aquaculture industry prioritise the increase in sustainable production growth.

Greece: The simplification of licensing processes could lead to cost reductions and attract new investors.

Ireland: Resolving persisting administrative problems concerning licensing of aquaculture farms is a priority.

Italy: Efforts should be placed on transportation and processing with the aim to boost exports.

Lithuania: Most of the country's companies are too small to develop exports and are in need of financial support.

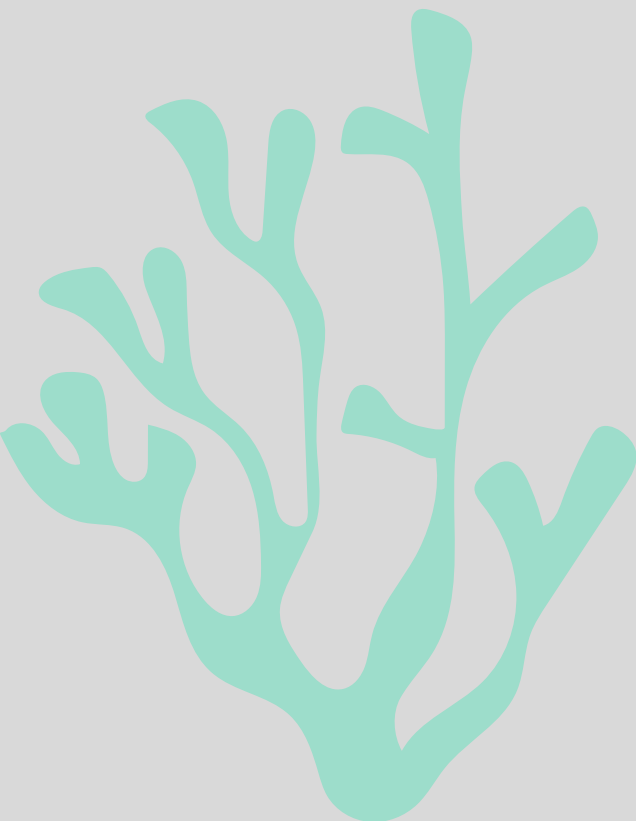
Poland: Efforts should focus on the promotion of Polish products through fairs and other events.

Romania: There is a trend to diversify and increase the current range of aquaculture activities.



RECOMMENDATIONS

- When exploring new expansion opportunities it is essential to:
 - a) identify the **products' competitive advantages and barriers**
 - b) be aware of the company's strengths and weakness in **knowledge & skills**
- Relevant actors should focus on **access to information** regarding expansion opportunities.
- The development of **synergies** can facilitate access to new knowledge, skills, specialisation and resources.
- Policies on the promotion of competitiveness, innovation and internationalisation of aquaculture value chains should include-besides funding-**training, consultation and international networking.**
- **Measures on administrative procedures** pertaining to aquaculture are a prerequisite for the boost of the sector's growth and extraversion.



PROJECT PARTNERS



**Region of Peloponnese
(EL)**



Liguria Region (IT)



**Northern Chamber of
Commerce in Szczecin
(PL)**



**Bucharest-Ilfov Regional
Development Agency
(RO)**



**Lapland University of
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**Western Development
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**Liguria Cluster for
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