



Mini Exhibition

23rd October, 16.45 – 18.30

Stand 1: Pesca-tourism

Corsica FLAG, France, will present its pesca-tourism experience including work to get 15 fishermen operational in the activity and the results of 3 years monitoring the impacts of pesca-tourism on the fishing effort. A Cornish fisherman, UK, will explain the administrative and safety considerations he had to comply with to launch his 6 different pesca-tourism products, including lobster hauling, a sustainable fishing course and a day on-board as a fishermen's apprentice. Gianna Saba, President of Italy's Pesca-tourism association, will be present for the duration of the exhibition to answer questions regarding pesca-tourism in Italy: how it works, what Italian legislation says and what the implementing rules are.

Stand 2: Web Tools (working stand)

A series of computer points will allow participants to navigate and compare websites set up to promote fisheries heritage, activities and products to tourists. Fistera FLAG, Spain, will present www.margalaica.net which promotes Galicia's fisheries and coastal resources and the South Baltic FLAG, Sweden, will explain the use of web and social networks for its [Home Harbour project](#), designed to attract visitors to the fisheries harbour of Simrishamn. FSU staff will guide participants through these and other Axis 4 web tools, including www.northcornishcatch.co.uk, [Ilfracombe's fishtrail](#) and www.helsinkiifishingguide.com. Sebastian Valverde, leading consultant on the *Margalaica* project will be present to offer advice and, in the second half the session, a working meeting will be held for FLAG partners in website *MedNetpesca*.

Stand 3: Shellfish visits

FLAGs from Auray, France, and the Delta del Ebro, Spain, will present the development of guided visits to their local shellfish farms. The Delta del Ebro offers boat trips around its mussel farms, while tourists near Auray can witness how oysters are produced. Both trips involve an educational element and the opportunity to taste the local products.

Stand 4: Festivals & Gastronomy (working stand)

Discussions will look at how to ensure maximum impact for the fisheries sector and the local area when organising festivals and events linked to gastronomy. Examples from Estonia (Hiiukala FLAG) and Belgium (West Flanders) will include festivals and fishing competitions along with what has now become a regular offer in quality Ostend restaurants – the *à l'Ostendaise* menu. As Head of Communications of the greatest and most imitated arts festival in the world, the Edinburgh International Festival, Susie Burnet will follow discussions and be available for advice.

Stand 5: Integrated Tourist Packages (working stand)

Discussions will address how to work with different local actors (fisheries sector, tourism agencies, local businesses...) to package assets into an integrated tourist offer. FLAGs from Poland and Bulgaria will present examples of tourist trails comprising fishing sites, boats, restaurants and other attractions linked to fisheries culture and tradition Marko Koscak, expert in developing tourist routes and marketing such packages, will be present on the stand to advise participants looking to package local assets.

Stand 6: Sardinian FLAG territories and tourism

This stand will offer an overview of the two Sardinian FLAG territories, the types of fishing present in each area and the various tourist activities that promote fisheries-related activities, heritage and products. Sardinia has a long experience of pesca-tourism but also educational activities for children and other land-based tourist activities linked to fisheries.

Stand 7: Accommodation and Restaurants

FLAG Costa da Morte, Spain, will present “la posada de Lolà”, a hotel and restaurant opened by a fishermen’s wife in Galicia. The project included the renovation of old stone house and the development of a cooking laboratory to support catering professionals to develop new fish recipes.

Stand 8: Capacity Building for Fishermen (working stand)

Discussions on this stand will focus on the training needs that should be addressed in order to allow fishermen and/or their families to work effectively and professionally in the tourist sector. The Lapland FLAG, Finland, will offer an overview of the different courses it organised for fishermen in its area (first aid, customer service, English language, product development...) and help FLAGs to think through what training might be necessary to support their fishing communities to benefit from tourism.