

FARNET TRANSNATIONAL SEMINAR FOR FLAGS
“Boosting business along the fisheries value chain”

The Thessaloniki FLAG's experience

Successes and challenges

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I. Company Presentation

1. AIM

The Aim of ANETH is to contribute towards the **integrated development** of the Prefecture of Thessaloniki and the broader region of Central Macedonia through *mobilizing its endogenous growth potential*.

2. MAIN ACTIVITIES

- LEADER LAG since 1992
- FLAG 2007 – 2013
- Integrated Programmes in the mountainous and disadvantaged areas in Central Macedonia.
- Co-funded Public Works.
- Human resources Support (ESF – Programmes).
- Technical support to Local Authorities (Studies and related services).

II. The FLAG Area (2007 – 2013)





III. Key Characteristics of the Area

- Home to important fisheries activities (over 80% of Greece's **mussels** production) and **rice production** (70% of the national production).
- Proximity of the area to the **conurbation of Thessaloniki** and other major urban centers, resulting in easy access to big markets.
- **Low business volumes** of **processing** activities of the local fish production.
- Inability on the part of the local population to adjust quickly to the specific demands and restrictions imposed by the institutional framework regarding **environmental protection** in the production process, including that of the fishing and processing activities.

IV. Main challenges linked to the fisheries value chain

- Seafood industry **poorly organized**, businesses small with **limited capacity and competitiveness**
- Most seafood bought by wholesalers **outside FLAG area**
- Lack of **business culture**
- Lack of **cooperation culture**
- **Financial crisis**

➤ FLAG aimed to strengthen the local **fish processing sector**, in order to increase the added value generated locally

V. Strengthening the processing sector of the local fisheries production in 2007-2013

4 related projects were funded:

Results:

- 1 new Enterprise with a new product (Blue Crab).
- Modernisation of 3 Enterprises led to:
 - new products (frozen mussels, blue crab)
 - purification of mussels
 - Better packaging of the local fisheries production
- Boosting of export activities.

V. Future Goals

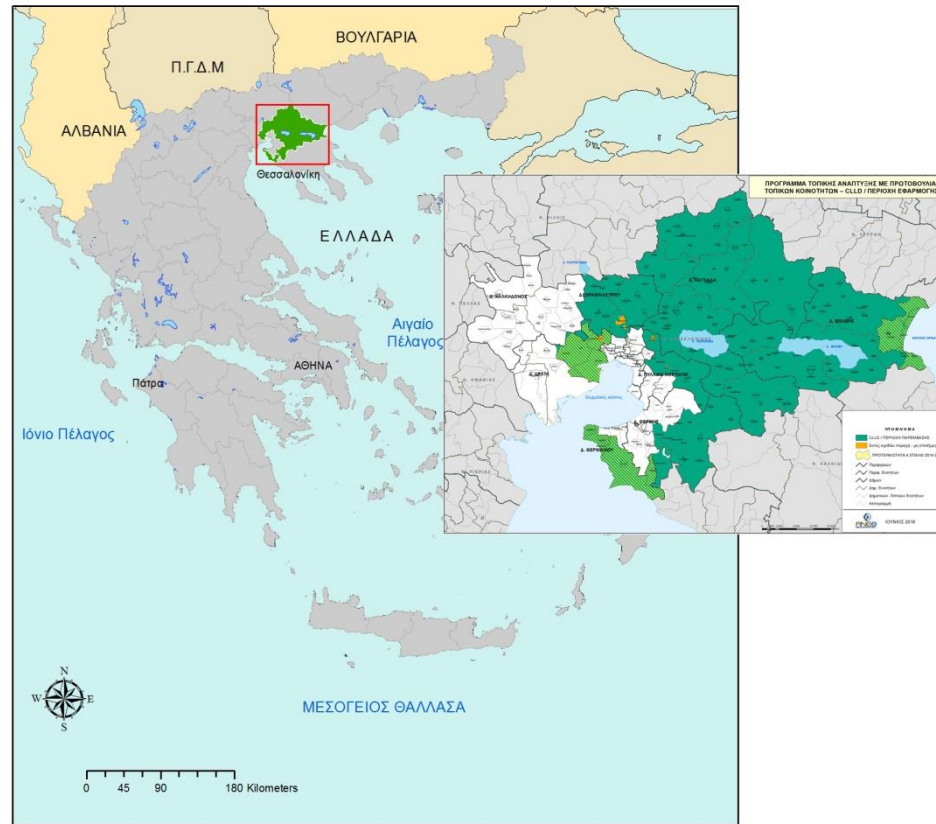
- Further strengthening of the local fisheries processing sector (big potential) aiming to create in situ added value through the incorporation of innovation, environmental aspects, quality assurance procedures.
- Linking the processing sector with the tourism industry in the area in order for the results desired from the development of these two major sectors of the local economy to be maximized. This can be achieved through establishing cooperation and channeling local production into the tourist services provided.

VI. Programming period 2014 – 2020 (1)

i. THE INTERVENTION AREA

Two FLAG strategies submitted – both coordinated

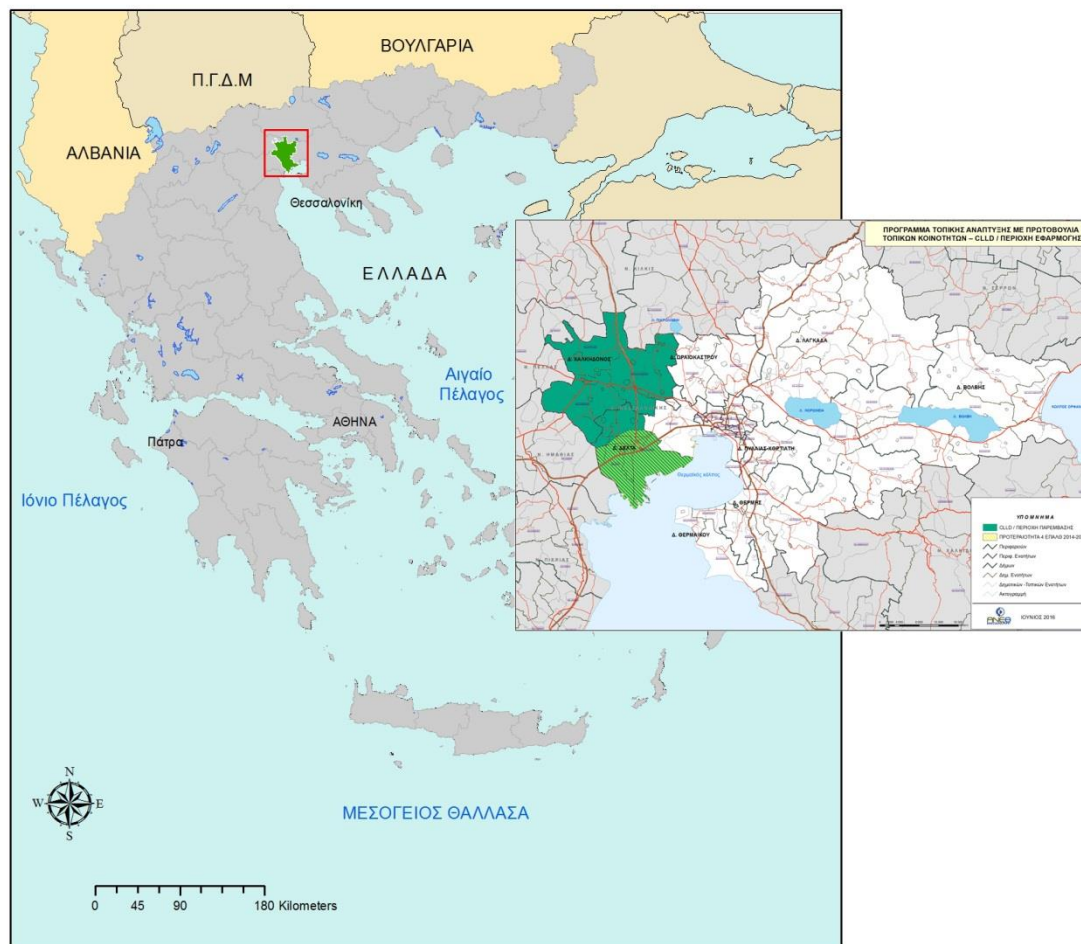
Area 1



- Extension of Fishery Area => new species (anchovy, sardine, mullet, etc.)

VI. Programming period 2014 – 2020 (2)

Area 2



Previous Fishery Area also covered: largely aquaculture, e.g. mussels

ii. MAIN GOALS

- **Boosting processing and trading** of the local fisheries production with emphasis on:
 - Innovation (new processing technologies, new products according to consumer needs / “functional” – “healthy” food products, innovative packaging)
 - Upgrading the quality of products.
 - Branding exploiting the local natural environment of international importance (eco-label)
- **Encouraging local actors / Skills development / Consulting** (using Technical Support and ESF funds)
- **Transfer of good practices** (networking, interregional / transnational cooperation).