## ASK the expert ???



Józef Myrczek, PhD

President of the cooperative bank "Silesia" in Katowice, Poland
Jozef is the former vice-president of the Association of of Polish Cooperative
Banks (associating over 370 cooperative banks across Poland), playing a
prominent role in serving and financing agricultural and rural development by
supporting local SMEs with viable business plans.



**Ellen Anthoni** 

Editor-in-chief of the European Youth Trend Report (Trendwolves.com)
Belgium

Ellen is a trend researcher at Trendwolves, a leading trend agency with expertise in conducting research and developing strategies for global and local companies in order to anticipate future demands and adapt their products and services to this evolving world. Analytical with a creative edge, Ellen has a sixth sense in identifying trends and key influencers.



**David Lamb** 

Food Chain Specialist, European Network of Rural Development Contact Point 2014-2020, Belgium

David has experience in product and production development in the food and drink industry. As former Head of Food & Drink, David developed marketing strategies for local producers and delivered training on accessing markets and adding value to food.



Ricardo Calado, PhD

Principal Researcher at the Dep. of Biology (dbio) and the Associated Laboratory CESAM of Univ. of Aveiro, Portugal

Ricardo develops independent research on Applied Marine Ecology, Sustainable Aquaculture and Marine Biotechnology. He is the leading researcher of the MarBAE team (Marine Biotechnology, Aquaculture and Ecology). Ricardo works on optimising techniques related to fisheries and developing better resource management based on market-driven questions and needs.



Valentina Sannino

Analyst, European Market Observatory for Fisheries and Aquaculture (EUMOFA)

Valentina is the analyst in charge of the collection and dissemination of data on the international and local European fisheries markets. She provides support to the EUMOFA website which allows users to analyse prices of fish products and provide viable input on market trends.



Ioannis E. Chaniotakis

Director of Agricultural Sector Operations Development at Piraeus Bank, Greece

loannis is a banking professional with over 20 years' experience in agricultural credit. He has diverse experience in all aspects of financing agricultural operations and is now leading the bank's so-called contract farming financing activities which offer targeted financial support at multiple stages of the value chain.



**Christian Rambaud** 

Head of Unit Trade and Markets, DG MARE (European Commission)

Christian works on the organisation of the producing sectors of fisheries and aquaculture products (FAPs). He dialogues with actors of these sectors on questions related to the marketing and trade of FAPs. His unit is also in charge of questions related to the labelling of FAPs and consumer information and of defending community interests in the commercial trade of FAPs.



**Jeremy Percy** 

Executive Director of the LIFE Platform, based in the UK

Jeremy is a long-time commercial fisherman, responsible for the overall management of the LIFE platform. LIFE is an organization run by fishermen for fishermen, allowing the voice of those who are smaller scale to be heard at EU level. Small-scale fishing has low environmental impact but a high social and economic value.



**Christophe Vande Weyer** 

**Policy Officer, Trade and Markets Unit, DG MARE (European Commission)**Christophe works on implementing the market policy (Common Market Organisation) of fisheries and aquaculture products. More specifically, he supports the organisation and structuring of the fisheries and aquaculture producing sectors.





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Ellen Anthoni, Trends		David Lamb, Accessing new markets
Ricardo Calado, PhD, Linking up with science		Valentina Sannino, EUMOFA
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Ioannis E. Chaniotakis, Value Chain Finance		Christian Rambaud, DG MARE, EU Trade and Markets
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Jeremy Percy, LIFE platform		Christophe Vande Weyer, DG MARE, EU Trade and Markets