

Blue Economy Naples Brokerage Event 2017



CENTRO DI
COMPETENZA
DISTRETTUALE



**DISTRETTO
DELLA PESCA
E CRESCITA
BLU**

**The Development Network of
the Fisheries in the Mediterranean**





122 COMPANIES

**16 ORGANIZATIONS,
ASSOCIATIONS,
CULTURAL CENTERS,
TRADE UNIONS**



**MORE THAN
1300 WORKERS**

**7 UNIVERSITY AND
RESEARCH CENTERS**

**MORE THAN 400 MILLION
EURO OF SALES VOLUME**

**OVER 60 MILLION
EURO OF EXPORT**

The Development Network of the Fisheries in the Mediterranean

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BLUE ECONOMY

Discard and Bycatch in the Mediterranean

27 million tons of discarding fisheries annually are rejected in the sea:

Source: Mediterranean Fisheries Observatory



In some fishing holes the portion of product discarded in the sea may come up to **60% of the fish caught**

Blue Economy and Food Safety

Blue economy is the economy of individual and collective responsibility:

COMMITMENT OF EVERYBODY TO ENVIRONMENTAL SUSTAINABILITY

+ SECURITY OF WORK + CONSUMER SAFETY



Product safety and the whole system

is the first requirement that agri-food products must possess.

Invest in agro-food and health means investing on **future of young people and** pick up the challenges to produce more and better, in synergy with ecosystems.

Blue Economy : Fisheries District as best practice



Since 2007, the four guidelines of the Blue Development Model, carried out by the Fishing District are:

Innovation

Technology transfer

Internationalization

Marketing and Finance of the District

One step beyond the "green economy":
"Switching to blue strategy means ...

■ ..in

... apply sustainable development in

four areas:

Economic

Social

Environmental

Cultural

"Blue"

Thought and action



- **Thinking and making blue** means inspiring people to make the best choices for themselves and for the planet.
- **Thinking and making blue** means making a **change** that starts from the consideration that marine and land resources are limited

The Mediterranean District is the Blue Economy locomotive

Target:

Creating a

Mediterranean District based on the principles of "**Blue Economy**".

"New Routes to Blue Economy"

Today, prestigious research institutes and of Sicilian companies clusters, with the support of the EU and the Sicilian Region, are developing innovations within the project

"New Routes to Blue Economy" .

«New Routes to the Blue Economy», some Projects :

- Discard and By-catch
- Passive Refrigeration
- Nanotechnologies applied to the Skyscrapers
- Innovative Underwater Archeology
- Certification and Test Center (Genomics, Electronic Nose etc.)
- Dialogue between Islamic and Western Finance

Within the Blue Economy in the Mediterranean, the District assumes not only economic but also social, environmental and cultural dimension.

The creation of small clusters is the premise of the Mediterranean District representing the Network of Networks.

An essential network to create on-site work in the Southern Coastland and curb the "haemorrhage" of thousands of desperate people who are trying to reach Europe every day.

Proposal: Blue Economic Zone in the Mediterranean



Blue Sea Land, the Blue Economy Expo



- Cluster Expo of the Mediterranean, Africa and the Middle East
- VI edition from 28th September to 1st October 2017 in Mazara del Vallo
- 58 Foreign Delegates
- 39 between conferences and meetings
- over 600 businesses and economic operators
- Over 1,200 B2B meetings
- 600 students participating

In order for the business world to open up the new routes of Blue Economy and cooperation with other transnational markets, it is inevitable a change through intercultural and interreligious dialogue



Some photos of Blue Sea Land 2017

THANK YOU FOR YOUR ATTENTION



For more Informtion

www.distrettopescaecrescitablui.it | www.bluesealand.it

www.centrodicompetenzadistrettuale.it

www.c2p3.it