



i-Fish: bringing coherence to the exploitation of a natural resource

Rome, 19 April 2013



Why i-Fish?

- A response to irrationality in the fishing industry:
 - Markets are essentially local, demand is global
 - Produce is increasingly rare, industry is wasteful
 - Regulatory authority largely ineffective because of lack of resources and data

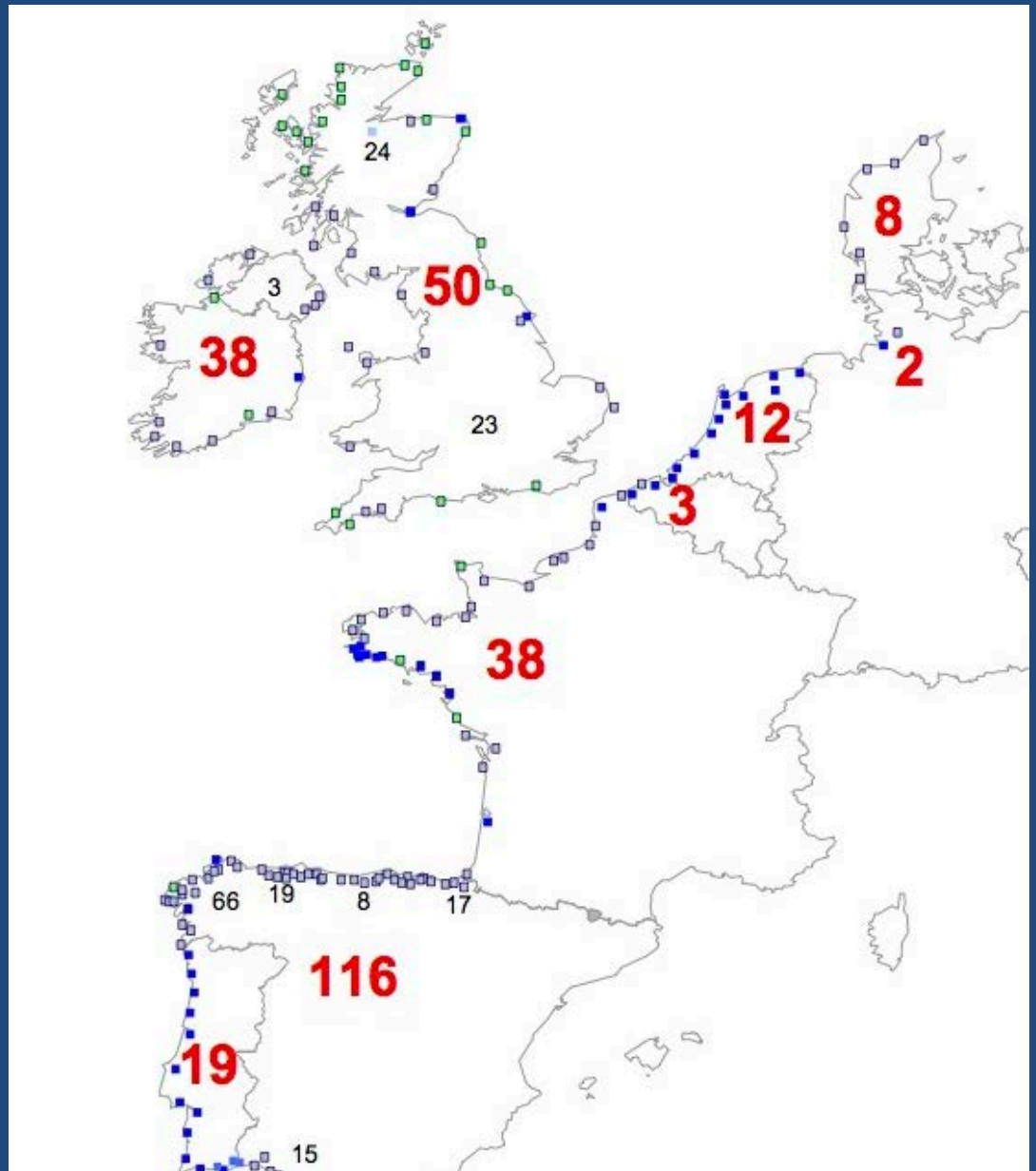


Markets are a local phenomenon

- Because there is insufficient visibility between markets, prices are irrational
- The path between producer and final consumer often consists of many transactions
- Uneven supply leads to range of phenomena from astronomical prices to waste



European fishing ports on the Atlantic Coast





European regions by landing volume





Produce is problematical

- For 20 years (or more) fish stock have been facing a precipitous fall
- The ability to find and catch fish continues to improve
- Demand for fresh seafood continues to rise



Regulation of fisheries is inefficient

- Fisheries management is a data poor environment
 - Too few specifics, too much time to gather
- Authorities have too few resources
- Calculation of quotas and efforts questionable
- The temptation to cheat is strong



i-Fish in this environment

- Communication and transparency are lacking; we propose a two-pronged solution:
 - By bringing buyers and sellers together in a far broader context, markets will be coherent
 - By giving authorities more timely and specific data, stock management gains effectiveness



Proposed tools for the job

- Regulatory e-logbook is starting point
 - Refined to make catch data more specific; transmission to authorities is automatic, secure
- E-sales tools are put at disposal of vessel
 - Interfaces to auxiliaries (transport, packing, etc.), financial transaction engine
- A secure, state-of-the art data network connects both commercial and regulatory side



The vocation of i-Fish?

- To use the North Sea as a pilot for a new approach to seafood commerce
- To be the eBay or Amazon.com of fisheries
- To give fisheries the transparency that will make regulation a simpler task
 - When transactions are a matter of public record (available on-line) they cannot be hidden



Bumps in the road

- The fishing industry is traditional and set in its ways of doing business
- Ways of doing business have changed little in the last century and there is little flexibility
- Resistance will come from those who benefit from the lack of transparency



Nonetheless, i-Fish stands a real chance of success because it has the support of the producers (fishermen).



Where is i-Fish now?

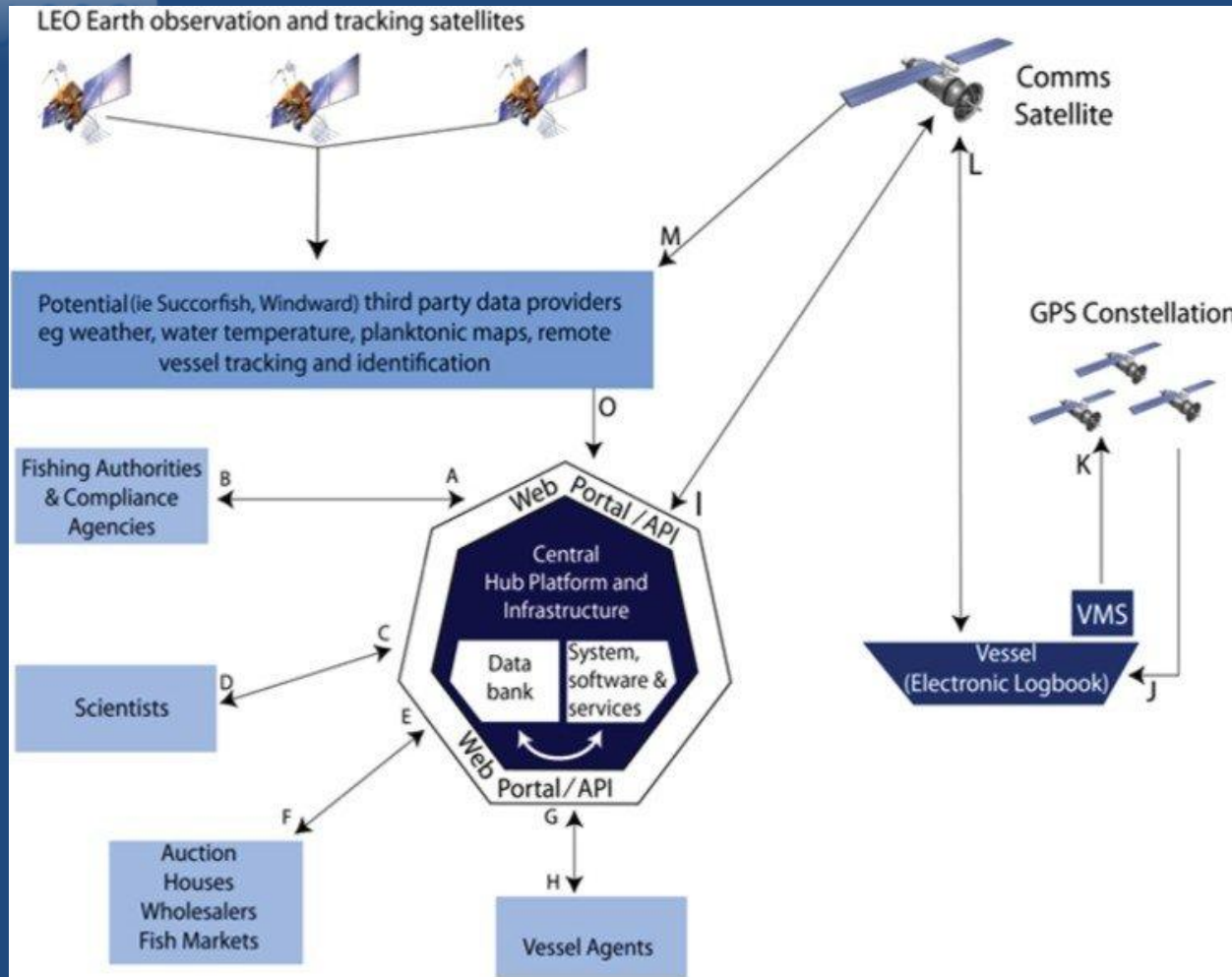
- Feasibility study, second progress meeting this week
- Demo project (ESA willing), with 10 vessels each from Scotland and Netherlands
- Continue on to Denmark, England, Belgium, France and Germany



Partnership for i-Fish feasibility study

- Avanti (coordinator)
 - *satellite telecommunications solutions provider operates, HYLAS1 and HYLAS2, with HYLAS 3 in design.*
- OLRAC
 - Provides high level analytical support for the international, commercial, fishing industry
- Robert Gallagher (Domain Expert)
 - specialist in innovative use of satellite services for the fishing industry.

Demo configuration





Many thanks for your attention

Any questions?