

## Fish & Seafood

2010

Sources Available in the Business Information Centre



Market Research



Country Intelligence



Company Leads



Tender Opportunities



Useful Contacts

## INTRODUCTION

It is important to keep up to date with what is happening in any industry in order to plan your company strategy effectively. The Business Information Centre can provide a wealth of information on all aspects of the fish and seafood industry.

In addition, Enterprise Europe NI is hosted by Invest Northern Ireland. The network can provide direct contact with market research centres throughout Europe and is a first point of contact for researching European fish and seafood markets.

*This guide has been designed to assist with desk research and shows **examples** of reports and websites that might be useful. It is only possible to give an idea of the content of databases and websites. Invest NI does not endorse any of the websites or information providers mentioned.*

## MARKET REPORTS

### **BUSINESS INSIGHTS** ([www.globalbusinessinsights.com](http://www.globalbusinessinsights.com))

Business Insights publish a range of strategic management, market analysis reports focusing on consumer goods, energy, finance, healthcare and technology. The following is a sample of the reports available through the Business Insights database for the fish and seafood industry.

- Fresh & Processed Fish & Seafood in China 2010: A Market Analysis
- Frozen Food in China 2009: A Market Analysis

### **DATAMONITOR** ([www.datamonitor.com](http://www.datamonitor.com))

Datamonitor reports provide comprehensive market intelligence, analysis and forecasting based on primary quantitative and qualitative research, providing the full picture on a particular industry, issue or trend. The following is a sample of the reports available through the Datamonitor database for the fish and seafood Industry:

**Market Reports, Interactive Models & Databooks:**

- Offering Ethicality & Sustainability in Food & Drinks, April 2010
- Opportunities in Bone and Joint Health: Consumer Attitudes & Behaviours, April 2009
- Opportunities in Mood Foods & Boosting Mental Performance: Consumer Attitudes & Behaviours, August 2009
- MarketWatch: Food, May 2010

**The industry profiles below are available:**

- Canned Food in Europe 2009
- Canned Food in France 2009
- Canned Food in Germany 2009
- Canned Food in Asia Pacific 2009
- Fast Food in Europe 2009
- Fast Food in Germany 2009
- Frozen Food in Belgium 2010
- Frozen Food in Canada 2010
- Frozen Food in China 2010
- Frozen Food in Italy 2010
- Frozen Food in Malayasia 2009
- Frozen Food in the Netherlands 2010
- Frozen Food in Spain 2010
- Global Canned Food 2009
- Global Frozen Food 2009
- Marine in the United Kingdom 2009
- Ready Meals in Asia Pacific 2009
- Ready Meals in Japan 2009

**Frost & Sullivan** ([www.frost.com](http://www.frost.com))

Frost & Sullivan provides access to over 4,000 market reports for a wide range of sectors globally. These market reports provide key information such as market size by volume and value, market sectors, market shares, distribution and market forecasts. The following is a sample of the reports available through Frost & Sullivan for the fish and seafood industry:

- Omega-3 Concentrates: Window of Opportunities – August 2009
- Strategic Analysis of the Asia Pacific Marine and Algae Oil Omega-3 Ingredients Market – March 2010

- Strategic Analysis of the European Marine and Algae Oil Omega-3 Ingredients Market – March 2010
- Strategic Analysis of the North American Marine and Algae Oil Omega-3 Ingredients Market – April 2010
- The Economic Recession and its impact on the Omega-3 market – Implications and Recommendations for Manufacturers – March 2009

### **KEYNOTE** ([www.keynote.co.uk](http://www.keynote.co.uk))

Keynote is an online database providing information on 27 industry sectors in the UK. Reports cover industrial and consumer sectors and information includes market size and trends, key players and company profiles. The following is a sample of the reports available through Keynote for the fish and seafood industry:

- Cooking & Eating Habits 2009
- Fish and Fish Products 2008
- Food Industry 2010
- Packaging (Food & Drink) 2010

### **MINTEL** ([www.mintel.com](http://www.mintel.com))

Mintel market reports analyse market sizes and trends, market segmentation and consumer attitudes and purchasing habits, as well as assessing the future market. The following is a sample of the reports available through Mintel for the fish and seafood Industry:

- Fish & Seafood, UK – September 2008
- Food Processing (Industrial Report), Ireland – January 2009
- Food Retailing, Ireland – August 2008
- Meat, Fish & Poultry, Ireland – March 2008
- Ready Meals & Convenience Foods, Ireland – December 2008
- Specialist Food Retailing, Ireland – August 2009

### **PLIMSOLL** ([www.plimsoll.co.uk](http://www.plimsoll.co.uk))

Plimsoll specialises in providing up to date, authoritative financial analysis. They publish in-depth industry reports and market analysis on over 1500 UK industries. The following is a sample of the reports available through Plimsoll for the fish & seafood industry:

- Fish & Chip Shops – April 2010
- Fish Farms – April 2010
- Fish Merchants – April 2010
- Fish Processors – April 2010
- Fish Smokers & Curers – April 2010

- Fishmongers – April 2010

## **SNAPDATA REPORTS** ([www.snapdata.com](http://www.snapdata.com))

Snapdata provide market research overviews for a wide range of markets, indicating statistics for market size, shares, distribution and forecasts. The following reports are available for the fish and seafood industry:

- Denmark Frozen Food 2009
- Indonesia Frozen Food 2009
- Ireland Frozen Food 2009
- Italy Frozen Meat & Fish Products 2008
- Japan Fish & Seafood 2009
- New Zealand Frozen Food 2009
- South Africa Frozen Food
- UK Fish & Seafood 2008
- US Frozen Fish & Seafood 2008

## **OTHER MARKET REPORTS**

Some Management Consultants specialise in different sectors and make detailed research available on their websites. Those with research available on the fish & seafood sector include:

- KPMG GLOBAL –  
<http://www.kpmg.com/Global/WhatWeDo/Industries/FoodDrinkConsumerProducts/Pages/default.aspx>
- ERNST & YOUNG –  
[http://www.ey.com/global/content.nsf/International/Industry\\_Overview](http://www.ey.com/global/content.nsf/International/Industry_Overview)
- ACCENTURE –  
[http://www.accenture.com/Global/Research\\_and\\_Insights/default.htm](http://www.accenture.com/Global/Research_and_Insights/default.htm)
- PWC GLOBAL –  
<http://www.pwc.com/gx/en/industry-sectors/index.jhtml>

## **COMPANY INFORMATION**

Identifying companies and finding the right information about their activities and performance is essential to making good business decisions. The Information Centre has a wide range of company databases that can provide financials, product information, company details or trade names. Company information on agents or distributors, competitors or even potential customers, can be searched for on an international, regional, national or local level through a variety of databases including Kompass and FAME.

Some of these databases have free, limited searching available on the internet. This can help to identify potential companies which can be researched further. The following links are useful:

- Bureau Van Dijk – Free Directory - [www.bvdep.com](http://www.bvdep.com)
- Kelly's Directory – [www.kellysearch.com](http://www.kellysearch.com)
- Kompass – [www.kompass.com](http://www.kompass.com)

Datamonitor supplies company profiles on the larger global corporates including, Nippon Suisan Kaisha, Ltd., Union Frozen Products Co. Ltd and Royal Greenland A/S. These profiles provide an invaluable analysis into the competitive and strategic performance of the company.

### **OTHER HARD COPY DIRECTORIES**

- **Northern Ireland Seafood – Buyers Guide 2007**  
Published in Northern Ireland by the NI Seafood Association
- **Irish Seafood Trade Directory 2007**  
Published by Irish Sea Fisheries Board (Bord Lascaigh Mhara)
- **Seafood International Directory 2008**  
Published by Heighway
- **Seafood Supplier Directory 2007**  
Published by NI Seafood and Irish Sea Fisheries Board

### **STATISTICS**

The National Statistics website, [www.statistics.gov.uk](http://www.statistics.gov.uk), holds information on import and export trade statistics for many products:  
<http://www.statistics.gov.uk/OnlineProducts/>

Datamonitor also provides details on statistics and forecasts.

### **ASSOCIATIONS**

Associations are an extremely useful way to find information on either markets or companies within the fish and seafood sector.

Many associations hold detailed membership directories and many also include detailed market reports, statistics, events & industry news. They also provide useful links to further information. The fish and seafood sector associations include:

### NORTHERN IRELAND

- NI Seafood Association: [www.niseafood.co.uk](http://www.niseafood.co.uk)

### IRELAND

- Central Fisheries Board: [www.cfb.ie](http://www.cfb.ie)

### UK

- British Marine Finfish Association: [www.bmfa.uk.com](http://www.bmfa.uk.com)
- British Trout Association: [www.britishtROUT.co.uk](http://www.britishtROUT.co.uk)
- Frozen at Sea Fillets Association: [www.frozenatseafillets.com](http://www.frozenatseafillets.com)
- Marine Fisheries Agency: [www.mfa.gov.uk](http://www.mfa.gov.uk)
- National Federation of Fishermens Organisations: [www.nffo.org.uk](http://www.nffo.org.uk)
- Responsible Fishing Scheme [www.rfs.seafish.org](http://www.rfs.seafish.org)
- Scottish Fishermen's Association: [www.scottishfishermen.co.uk](http://www.scottishfishermen.co.uk)
- Scottish Fisherman's Federation: [www.sff.co.uk](http://www.sff.co.uk)
- Scottish Quality Salmon Association: [www.scottishsalmon.co.uk](http://www.scottishsalmon.co.uk)
- Seafish Industry Authority [www.seafish.org/](http://www.seafish.org/)
- Shellfish Association of Great Britain: [www.shellfish.org.uk](http://www.shellfish.org.uk)

### EUROPE

- EU Fisheries Legislation  
[http://ec.europa.eu/fisheries/legislation\\_en.htm](http://ec.europa.eu/fisheries/legislation_en.htm)
- Federation of European Aquaculture Producers: [www.feap.info](http://www.feap.info)
- International Council for the Exploration of the Sea: [www.ices.dk](http://www.ices.dk)
- North Sea Regional Advisory council [www.nsrac.org/](http://www.nsrac.org/)
- Pelagic Regional Advisory Council [www.pelagic-rac.org](http://www.pelagic-rac.org)
- Seafood Importers & Producers Alliance -  
[www.seafoodalliance.org/index.htm](http://www.seafoodalliance.org/index.htm)

### USA

- At-Sea Processors Association - [www.atsea.org/](http://www.atsea.org/)
- Inter American Tuna Commission - [www.iattc.org/](http://www.iattc.org/)
- National Marine Fisheries Service - [www.nmfs.noaa.gov/](http://www.nmfs.noaa.gov/)
- Pacific Seafood Processors Association - [www.pspafish.net/](http://www.pspafish.net/)
- Seafood Network Information Centre –  
<http://seafood.ucdavis.edu/haccp/compendium/compend.htm>

- West Coast Seafood Processors Association - [www.wcspa.com/](http://www.wcspa.com/)

### INTERNATIONAL

- Commercial Fishing Worldwide - [www.commercial-fishing.org/](http://www.commercial-fishing.org/)
- Food & Agriculture Organisation of the United Nations – [www.fao.org/fishery/](http://www.fao.org/fishery/)
- Forum Fisheries Agency - [www.ffa.int/](http://www.ffa.int/)
- International Coalition of Fisheries Associations - [www.icfa.net/](http://www.icfa.net/)
- International Institute of Fisheries Economics & Trade - <http://oregonstate.edu/dept/IIFET/>
- Organisation for the Protection of Responsible Tuna Fisheries – [www2.convention.co.jp/maguro/e\\_maguro/index.html](http://www2.convention.co.jp/maguro/e_maguro/index.html)
- North Atlantic Fisheries Organisation - [www.nafo.int/](http://www.nafo.int/)
- The World Aquaculture Society - [www.was.org/Main/Default.asp](http://www.was.org/Main/Default.asp)

Invest NI is not responsible for the content of external websites and inclusion in, or exclusion from, the above list does not imply recommendation, endorsement or otherwise of any company, product or service.

### NEWS

Business Information Centre subscribes to a number of news databases which provide access to articles, news and trade sources.

A vast amount of current and retrospective News articles on the industry can also be obtained from Datamonitor and Mintel.

The Lexis Nexis database has access to trade and news sources from around the world.

### JOURNALS AVAILABLE IN THE INFORMATION CENTRE:

- Checkout Ireland
- Retail Grocer
- Scottish Grocer
- Ulster Grocer

### INTERNET

The internet holds an extensive range of information on fish and seafood and related industries. Useful sites include:

- **AquaTT Ltd** - [www.aquatt.ie/](http://www.aquatt.ie/)  
Network of co-operating university and industry members involved in the aquaculture sector in Europe.
- **Canadian Food Inspection Agency** - [www.inspection.gc.ca/english/anima/fispoi/fispoie.shtml](http://www.inspection.gc.ca/english/anima/fispoi/fispoie.shtml)  
Information on the imports and exports of fish in and out of Canada, inspection of the fish and details of the regulations that apply.
- **Centre for Environment, Fisheries & Aquaculture Science** - [www.cefas.co.uk/](http://www.cefas.co.uk/)  
Aquatic scientific research and consultancy centre.
- **Department of Agriculture for NI** - [www.dardni.gov.uk/index/fisheries-farming-and-food/fisheries/fish-health/fish-movements/fish-imports.htm](http://www.dardni.gov.uk/index/fisheries-farming-and-food/fisheries/fish-health/fish-movements/fish-imports.htm)  
Information and statistics on imports of fish in Northern Ireland from EU and non EU countries.
- **Department of Environment for NI** - [www.doeni.gov.uk/index/protect\\_the\\_environment/water/freshwater\\_fish\\_h\\_.htm](http://www.doeni.gov.uk/index/protect_the_environment/water/freshwater_fish_h_.htm)  
Information on the fresh water fish directive.
- **Department for Environment, Food and Rural Affairs** - [www.defra.gov.uk/](http://www.defra.gov.uk/)  
Government department bringing together the interests of farmers and the countryside; the environment and the rural economy.
- **European Food Safety Authority** - [www.efsa.europa.eu/EFSA/efsa\\_locale-1178620753812\\_home.htm](http://www.efsa.europa.eu/EFSA/efsa_locale-1178620753812_home.htm)  
The keystone of EU risk assessment regarding food and feed safety. It provides publications and reports along with up-to-date news and events.
- **Fisheries Conservancy Board NI** - [www.fcbni.com](http://www.fcbni.com)  
Responsible for the conservation and protection of the salmon and inland fisheries of Northern Ireland.
- **Irishseafood.com** - [www.irishseafood.com](http://www.irishseafood.com)  
Searchable directory of Irish seafood, fisheries and aquaculture Industries.
- **Seafish** - [www.seafish.org](http://www.seafish.org)  
Searchable database of suppliers, latest news, events, publications and much more.

- **Seafood Restaurants -**  
[www.toptable.co.uk/search\\_results.cfm/qs/bftID%7C14/](http://www.toptable.co.uk/search_results.cfm/qs/bftID%7C14/)  
Guide to seafood rRestaurants and online booking.
- **US Department of Commerce: Seafood Inspection Programme –**  
<http://seafood.nmfs.noaa.gov/fedstand.htm>  
Information on the inspection programme for importers/exporters of fish in and out of the US.
- **Western and Central Pacific Fisheries Commission –**  
[www.wcpfc.int/](http://www.wcpfc.int/)  
Statistical data and guidelines on procedures and regulations, also provides up-to-date news and press articles on the industry.
- **Where to Fish -** [www.wheretofishuk.co.uk/home/home.htm](http://www.wheretofishuk.co.uk/home/home.htm)  
Directory of fisheries in the UK.

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## SELLING TO THE PUBLIC SECTOR

Enterprise Europe NI's Public Procurement Service (TED), offers the following services to subscribing businesses:

- Daily alerting service matching tender opportunities to tailored company profiles
- Advice and assistance on tendering procedures
- Information on UK and EU Public Procurement Regulations
- Assistance and advice on supplying to Local Government, Education Boards, the Health Sector and Utility companies
- Information on where to access tender opportunities for below EC thresholds
- Advice on how to find public tenders on the internet.

In addition to the TED service, a number of resources for the Public Procurement market are available through Enterprise Europe.

For more information, please find attached a link into the 'Tender Information' section on the Invest NI website: [www.investni.com/tenderinformation](http://www.investni.com/tenderinformation)

## EXHIBITIONS/TRADESHOWS

Exhibitions/Tradeshows are a good way to market your product, finding out who your competitors are, networking and finding new customers. To find out about exhibitions and tradeshows in the fish and seafood sector, worldwide or locally, just click on the links below:

- <http://www.exhibitions.co.uk/>
- <http://www.expodatabase.com/messedb/>

## RELATED LINKS

Other sector guides related to the fish and seafood sector are:

- Agricultural
- Healthcare
- Meat & Poultry
- Packaging

These sector guides along with others can be found on the Invest NI website:

<http://www.investni.com/index/publicationsa-z.htm?filter=S>

These are only examples of information available for the industry. If you require anything specific or have any questions, please do not hesitate to contact **Kathy McConville**, 028 9069 8127 or any member of the Business Information Centre by e-mail: [bic@investni.com](mailto:bic@investni.com).

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