

An underwater scene with a large circular school of fish in the center. Two divers are visible: one on the left and one on the right. The background is a deep blue gradient.

SEALOGY[®]

sealogy.it

The European Exhibition on Blue Economy

SEALOGY®

A major international trade fair entirely dedicated to the sea universe and its resources.

Among the main players at **SEALOGY®**, the entire fish supply chain and its excellence, represented in particular by the products from the Middle and Upper Adriatic.

Exhibition areas, conferences and seminars, B2B and B2C, presentations and showcases, workshops and show cooking, tours and outdoor activities related to **Blue Economy**.

SEALOGY® promotes and enhances the marine environment, disseminates trends, innovations and good practices, with full compliance with the protection and preservation of the marine ecosystem and **sustainable development**.



Main goals

To become the **European point of reference** for the Blue Economy

To offer **business and meeting opportunities**

To support, promote and spread innovations and avant-garde solutions regarding the principles of environmental **sustainability of seas and oceans**

To create opportunities for knowledge development and smart learning (**blue skills and jobs**)

To position itself as the **international appointment for the sea-based economies**

To strengthen the relations between **supply and demand**

To **stimulate opportunities for exchange, dialogue and experience sharing** between the players of the Italian and European supply chain

To **support conscious and responsible consumption**, in full compliance with the concept of sustainable development and in accordance with the objectives of the ONU Agenda 2030



JOIN THE SEA



NUMBERS OF THE BLUE ECONOMY IN EUROPE



11,6% global ocean economy (OECD data)
(OECD data)



€ 750 Billion
BE's total gross turnover
(source: EU, Blue Economy Report 2020)



5M+
5 million jobs, an increase of 11.6 million compared to the previous year
(source: EU, Blue Economy Report 2020)

€ 218 Billion
Gross added value
(source: EC - DG Mare, 2018)





NUMBERS OF THE BLUE ECONOMY IN ITALY

(source: VIII Unioncamere Report on the Economy of the Sea, 2019)



More than 4 out of 10 companies
in the HORECA sector

16.8% companies in the
fisheries sector

15.2% in sports and
recreational activities
related to Blue Economy

13.6% in shipbuilding and
components



€ 47 Billion

BE added value:
€ 47 billion/year



200.000 companies

200.000 companies, equal to
3.3% of total enterprises

1M

About 1 million jobs, equivalent
to 3.5% of total national
employment

SEALOGY® Digital Preview

SEALOGY® Digital Preview, held on 19-20-21-22 November 2020 and supported by the European Commission, has been the digital preview of the European Exhibition on Blue Economy and registered the involvement of a large audience of experts and professionals of the different sectors that make up the Blue Economy.

SEALOGY® Digital Preview anticipated the 2021 live edition with an important program of webinars, B2BLUE on-line appointments and digital initiatives, **presenting the best excellences of the Italian and European panorama**, good practices of sustainable development but also innovative start-ups related to the sea universe.

Stakeholders: institutional bodies, non-governmental organizations, producer organizations and companies in the fisheries and aquaculture sector, schools and universities, trade associations, Coastal Action Groups (FLAG), companies in the shipbuilding, components, coastal tourism and marine wind sectors, civil society organizations

5.520

21

117

120

40

People connected

Webinars

Brokerage Event B2Blue

Speakers

Countries linked



BUSINESS

SEALOGY® is the place where all the players of the Blue Economy can interact and exchange views, build relationships and develop business opportunities.

01.

Exhibition areas: 16.000 m²

03.

B2C with European
and international buyers

05.

Seafood showcase:
showcases and show
cooking of fish and food
excellences

02.

B2Blue - Blue Brokerage Event:
the first brokerage event
dedicated to the Blue Economy,
to promote innovation and
create new business
opportunities among companies,
clusters, research centers,
agencies and universities

04.

Business workshops:
presentations of companies
and their products

06.

Tests and presentations:
prototypes and patents,
best practices





Business Recipients

SEALOGY® is aimed at **exhibitors** and **stakeholders** of the following categories:

- Fish product manufacturers, fish farmers
- Fish farming, production, processing and trade companies
- Companies producing equipment and facilities for the storage, processing, packaging and conservation of fish products
- Logistics, freight and passenger companies
- HVR (chains, groups, super-purchase-centers in large retail)
- HORECA (hotels, restaurants, catering)
- Traders and wholesalers
- Industrial sector (biotechnology, marine renewable energy, off-shore)
- Shipbuilding and components
- Tourism, sports and leisure companies
- Trade associations
- Institutional bodies
- Universities, research centres and institutes
- Service agencies and consultants

Events

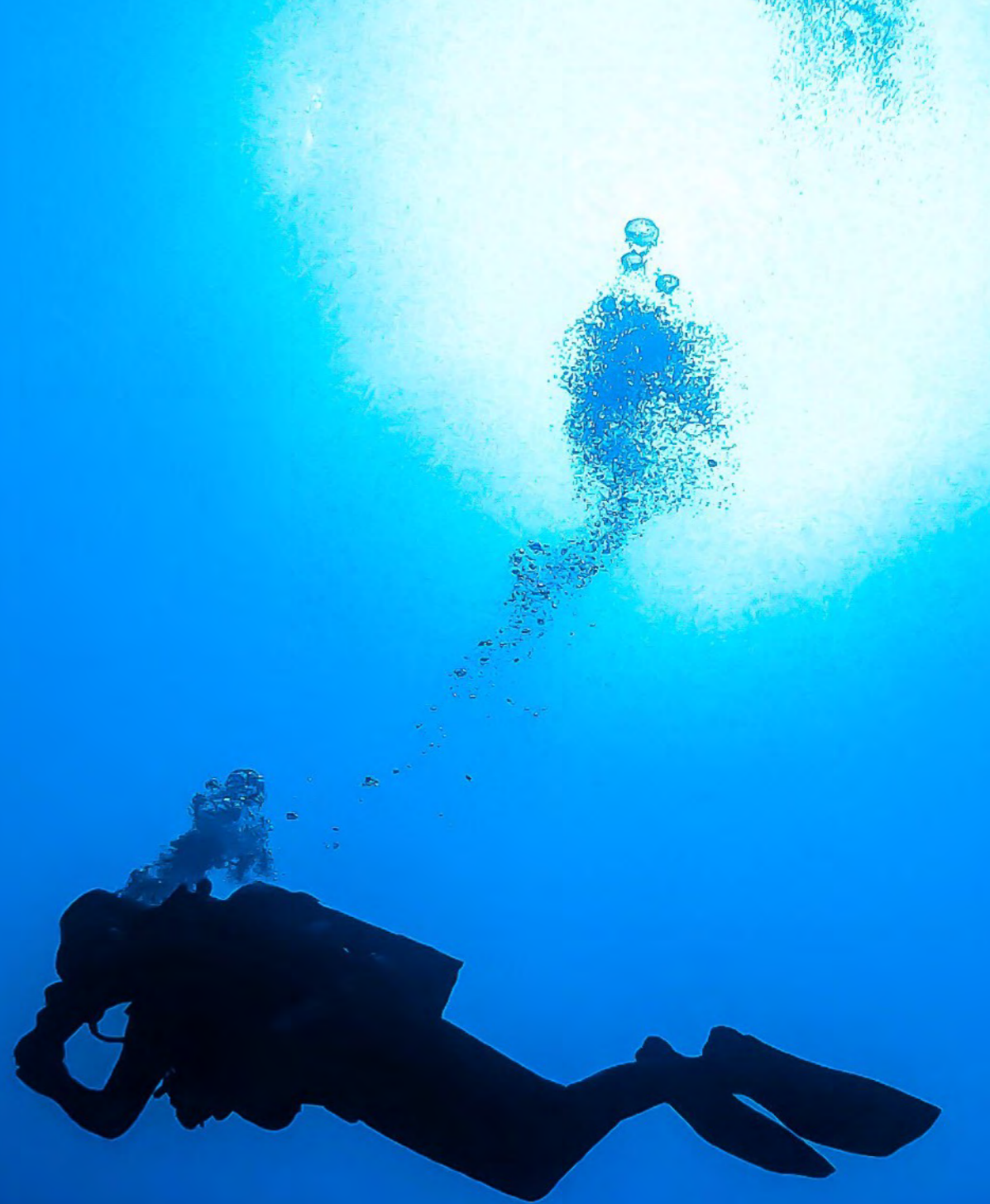
Conferences, seminars, workshops

- **Blue Growth and Smart Growth:** conferences and meetings in collaboration with local, national and European institutions and agencies
- Development strategies and experiences in coastal areas - **FLAGs** (Fisheries Local Action Groups)
- Sectoral innovations (technological, productive, food, environmental)
- Quality and products of excellence: best practices and experiences
- **Experiential blue tourism**
- Agenda 2030: meetings dedicated to the targets of the UN Agenda
- Showcase of European territorial and transnational cooperation projects
- Blue Careers & Blue Jobs: seminars, workshops and initiatives dedicated to the development of knowledge and employment in the sea economy

Side **Events**

Workshops, exhibitions, displays, show cooking

- Traditions and evolution of sustainable aquaculture
- Marine environment and sustainable development
- **Ocean Literacy**
- Education to the taste and valorization of the products of the sea
- Conscious purchases and responsible consumption
- Sustainable and experiential tourism
- Sport and leisure time



SEALOGY®

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SEALOGY®

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PARTECIPA IL MARE

