

# Aquatropolis



## NOVOS PARADIGMAS DE RELAÇÃO COM OS MERCADOS

A transformação digital do setor da aquacultura

Ana Cristina Ribeiro (COMPTA)

# ...globalização

“ Os ovos de salmão vêm da Noruega, a alimentação vem do Chile, cresce na Escócia para ser defumado na Polónia ou filetado na China.

# 01 | GLOBALIZAÇÃO ...fluxos de comércio de pescado

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SMART MARKET





“Peixinho fresquinho...É do nosso mar...  
Venha ver freguesa...  
É carapau...É vivinho a saltar...  
É do nosso mar...  
Carapau vivo...

“Estarão as atuais formas de negociação ajustadas ao fenómeno de uma cadeia de valor globalizada?”

# 02 | ESTATÍSTICAS ... Europa 2012

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Europe  
**312 bn +19%**  
EU28  
**277 bn +18%**  
Total B2C e-sales 2012 of goods and services

**€16.0trn**  
GDP 2012

3.5% Contribution Internet Economy to GDP

**2,111,111**  
jobs directly or indirectly via e-commerce

**550,000**  
estimated online businesses

**3.5 billion**  
number of parcels annually (e)

UK,  
Germany, France  
61% of total  
e-commerce sales  
in Europe

Average spend per  
e-Shopper

**€1,243**

Top 5 E-commerce countries in  
turnover (EUR million)

|        |        |
|--------|--------|
| UK     | 96,193 |
| German | 50,000 |
| France | 45,000 |
| Spain  | 12,969 |
| Russia | 10,302 |

Top 5 emerging countries in % growth

|         |     |
|---------|-----|
| Turkey  | 75% |
| Greece  | 61% |
| Ukraine | 41% |
| Hungary | 35% |
| Romania | 33% |



**820 million**  
people live in Europe.

**529 million**  
people use the internet.

**250 million**  
people are e-shoppers.

Turnover  
technical  
consumer  
goods on  
internet +9.1%

**5.5%**  
(€17bn)

Estimated  
M-commerce



**€110bn**  
online travel

**5%**  
estimated share  
of online retail  
in total retail

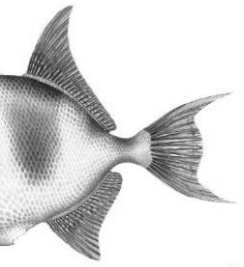
**"350 million social media users"**



European B2C Ecommerce report 2013 ©  
www.ecommerce-europe.eu

Info: research@ecommerce-europe.eu

Figures and data in compliance with GfK  
In cooperation with Salesupply and hybris

A screenshot of the SeafoodTrade.com website. The browser address bar shows 'seafoodtrade.com'. The website features a large background image of a coastal area with numerous circular fish farming cages floating in the water. The SeafoodTrade.com logo is in the top left. A teal button in the top right says 'List Your Company'. Centered over the image is the text 'More than 1,700 suppliers in over 50 countries!'. At the bottom, there are three dropdown menus, each with 'All' selected, followed by a red 'Search' button.

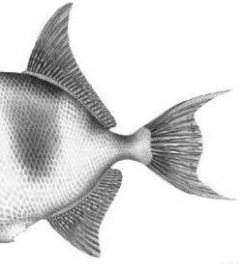
← → ↻ ⓘ seafoodtrade.com ☆ 📺 📁 📌 📄

 **SeafoodTrade**.com

[List Your Company](#)

**More than 1,700 suppliers in over 50 countries!**

All ▾ All ▾ All ▾ [Search](#)



[←](#) [→](#) [↻](#) [https://compass.alibaba.com/tag/search?spm=a2700.8190021.199007.45.fJZf43&appFrom=aisn&pageFrom=maHomePage&:](#) [🔍](#) [📧](#) [★](#) [⋮](#)

☰ MENU

☰ Categories

 **Alibaba.com**  
Global trade starts here.™

Products ▾

What are you looking for...

🔍

Your Buying Request for "Fish"

Submit Buying Request

Supplier Location: 

All Countries & Regions ▾

Supplier Types: ☐  Trade Assurance ☐  Gold Supplier ☐  Assessed Supplier

Frozen Fish (Type) ✕

Frozen (Style) ✕

Clear all

Filter by: Shape, Freezing Proce... ▾

Top Matching Supplier



**FROZEN HILSA FISH**

**US \$400.0-400.0 / Metric Tons**    **10 Metric Tons (Min. Order)**

Piece (Shape)

Sea Bream (Variety)

Bulk (Packaging)

Frozen Fish (Type) ✓

Frozen (Style) ✓

IQF (Freezing Proc...

 **1YR** P&P 1308 LIMITED PARTNERSHIP    Thailand

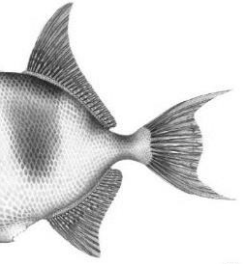
Visits

Inquiries

 **600+**

 **100+**

PAG. 8



→ ↻ ⓘ www.farm-2-market.com/fish-seafood/

HOME SEAFOOD FRESH FISH MEATS RECIPES FAQ CONTACT US Gosto 14 m

Home / Seafood

### Our Products

Seafood

- Caviar
- Crab
- Crawfish
- Lobster
- Mussels and Clams
- Oysters
- Scallops
- Shrimp

Fresh Fish

Meats

### Seafood

Seafood of the highest quality, shipped directly from the source to your door: This is what Farm-2-Market is all about. Whether you're craving oysters, fresh crab, lobster, or other "delicacies of the deep", our fresh seafood is the finest available anywhere.

Sort By  ↑ Page: 1 2 Next



**ORDER NOW**

**Fresh Sea Scallops with Roe**

These Giant scallops, some that had shells as large as dinner plates are shucked with roe still...



**ORDER NOW**

**Fresh Wild Heads-On White Shrimp @ 10 % OFF!!!**

These shrimp won the "Gold Medal" for the best shrimp in America. Those of you who read the...



**Overnight Delivery**  
Always fresh and on time



**Questions & Answers**  
Ask us what's on your mind!

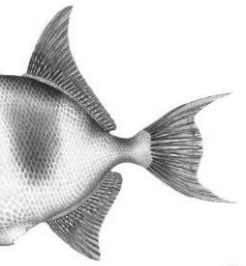
# 04 | CERTIFICAÇÃO ... valorização do pescado

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“

Rio 2016: Pesca sustentável vai alimentar os atletas olímpicos. O pescado é certificado pelas normas MSC - Marine Stewardship Council



← → ↻ ⓘ thisfish.info ☆

Entrar | Cadastre-se para Atualizações | Português ▾

**THIS FISH**

O QUE É THISFISH? PARA APRECIADORES DE PESCADOS PARA EMPRESAS DE PESCADOS ATUALIZAÇÕES

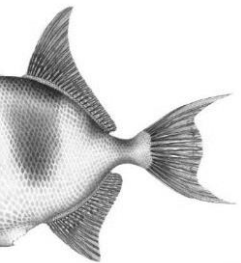
**CAPT. JOHN GILBERT**  
Benoit's Cove, Bay of Islands, Newfoundland

**DESCUBRA a HISTÓRIA DO SEU PESCADO**

Aprenda tudo sobre os frutos do mar que você come e conecte-se ao peixe colheltadelra que pegou por rastreamento sua viagem do oceano para o seu prato. **MAIS...**

**RASTREIE O SEU PESCADO**  
Digite o código do seu peixe ou tente um código de exemplo.

CÓDIGO THISFISH  
... **RASTREAR**



← → ↻ ⓘ thisfish.info/catch/?code=L261145 ☆ ⋮

**THIS FISH**

O QUE É THISFISH? PARA APRECIADORES DE PESCADOS PARA EMPRESAS DE PESCADOS ATUALIZAÇÕES

seu código: **L261145**

O seu Atlantic Lobster foi capturado por Roger Le Blanc in southwest Nova Scotia e desembarcado vivo em Meteghan, Nova Scotia.

QUAL É ESSE PESCADO?

**Atlantic Lobster**



QUEM PESCOU ISSO?

**Roger Le Blanc**



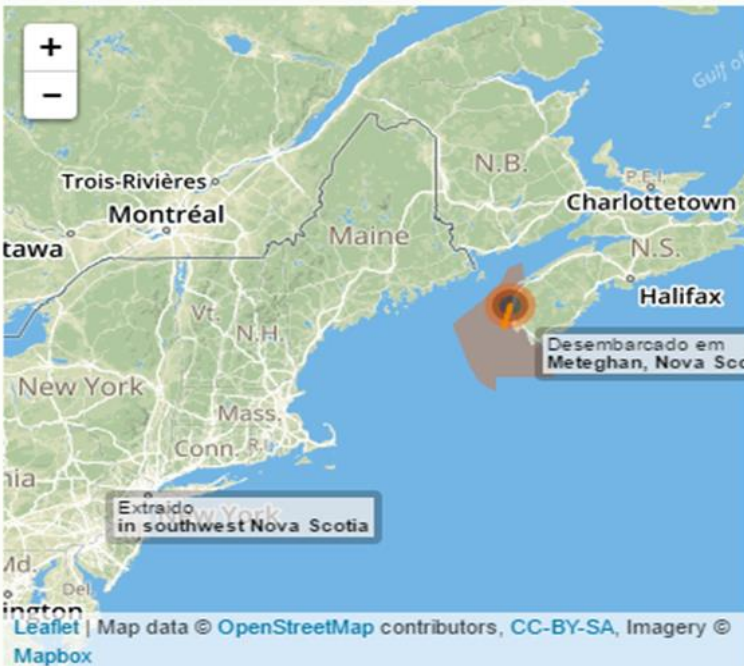
COMO FOI CAPTURADO?

**Lobster Trap**



**Obrigado Pescador!**

**envie** um recado para seu pescador, e cadeia de logística



# 04 | OPORTUNIDADE ... *valorização do pescado*

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# 04 | OPORTUNIDADE ... *valorização do pescado*

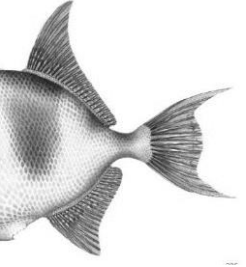
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# 06 | AQUATROPOLIS

*... o mercado inteligente*

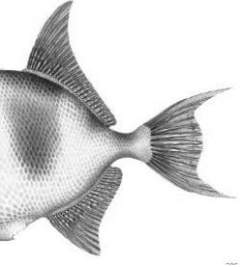


## *Compras partilhadas* *... maior poder negocial*

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# *Inteligência de mercado*

## *... maior valorização*

