

As the demand of seafood product worldwide constantly increases, there is the need to respond in an efficient, responsible and sustainable manner. In order to do so, professionals working in the sector must be equipped with relevant expertise. Nevertheless, an overall lack of adequate skills and competencies has been perceived and acknowledged by the representatives of the sector. An overall lack of connection between the industry and education is one of the causes of this gap, which is affecting the competitiveness of companies and their capacity to cope with the constant changes and challenges of the sector.

The [BAPSI project](#) aims to *promote a fruitful dialogue between the industrial sector of fishery and education, in order to address the necessity of professionals to be trained and equipped consistently with the needs of the industry. By putting together the direct representatives of the fishery industrial compartment and the academic and research providers, the project aims to empower hybrid professional figures, equipped with the exact skills required by the industry.*

To this end, the project has created the **Blue Academy** composed by free-of-charge short courses, webinars, conferences and integrated with several practical learning occasions and opportunities. Please, find here below the list of forthcoming learning opportunities.

If you are interested to join, see: <https://bapsi.eu/enter-the-academy/>



## 1. BUSINESS MANAGEMENT MODELS (BMM) AND SUSTAINABLE BMM



Logos: UNIROMA

6 -19 September 2021

This course is directed to provide specialist knowledge of business management models (BMM) and sustainability in the field of the fishery industry, involving a deep overview of sectorial firms and their characteristics in the economic and business perspectives. Thus, main focuses are on the business models' principles and competitiveness, accounting tools, advent of smart technologies, sustainability and value creation for stakeholders and impact of pandemic disaster SARS-COV-2.



## 2. VALUE CHAIN OF FISH AND FISHERY PRODUCTS



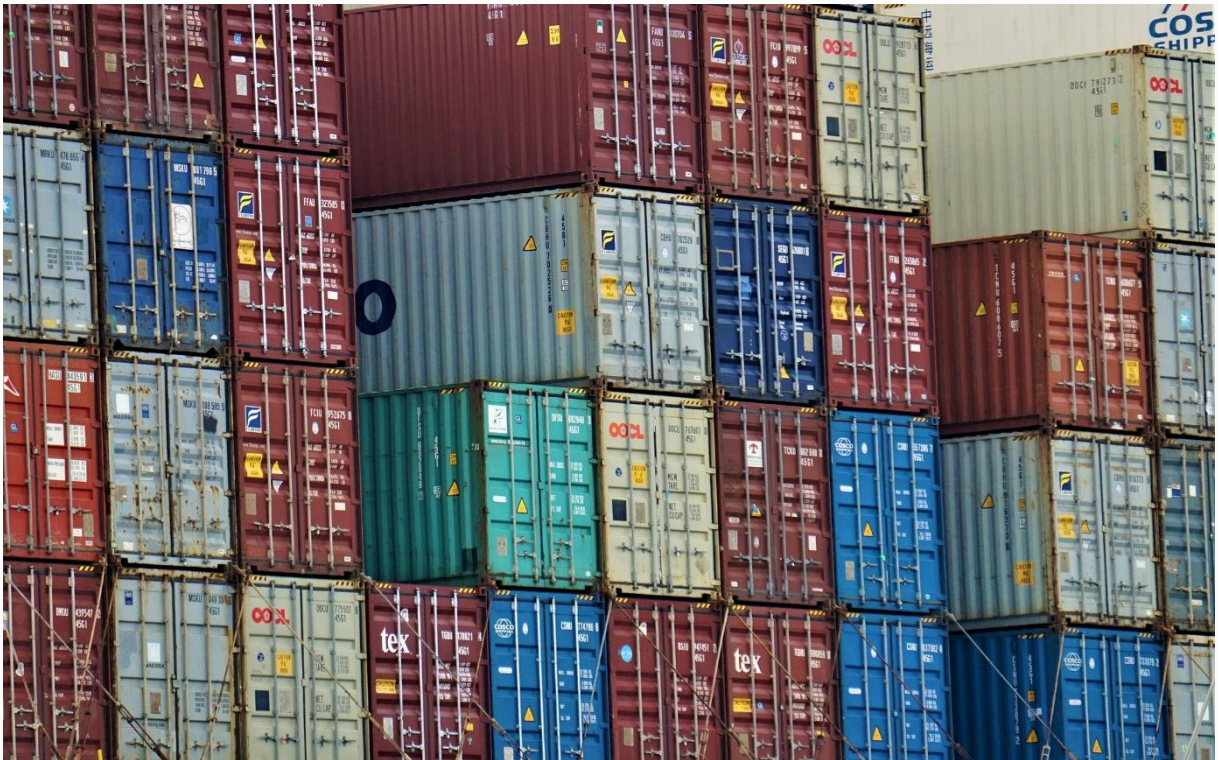
Logos: CETMAR

6 September - 3 October 2021

The course aim is to deepen understanding of the supply chain and provision of fishery products for the processing sector. The comprehensive analysis of the value chain provides knowledge of its relevant dynamics and what areas and activities allow for improving profitability and efficiency. How companies may benefit from specialization niches in terms of species, fisheries, preservation methods and processing level will be addressed through a hands-on approach.



### 3. CUSTOM PROCEDURES



Logos: IPMA

13 - 26 September 2021

This course encompasses five modules and aims to deliver an overview of customs procedures specifically applied to seafood products in the European Union. This course will enable participants to get an overview of the various steps that occur along with the trade of goods (intra- and extra-European Union), and to have a close contact with routine procedures of a State Laboratory that handles, on a regular basis, seafood samples subjected to inspection at the Border Control Posts (BCPs).



#### 4. PRODUCTS MARKETING AND VALORIZATION



Logos: CETMAR

20 September - 17 October 2021

The course aim is to understand the main requirements of the consumer of fisheries products and how meeting them supports business growth and competitiveness. The identification of main market trends set the baseline to illustrate e-commerce as a marketing channel, identifying the role of pricing and media as critical components of the company's marketing strategy.



## 5. NUTRITIONAL ASPECTS AND FOOD SAFETY



Logos: UNINA

27 September - 10 October 2021

Recently, the perception of fish as a healthy food has been troubled by less favorable information regarding safety risks, more specifically the potential adverse health impact of chemical and biological contamination in the wild and farmed fish and seafoods. In this context, the course aims to train personnel operating in fish companies in the application of the internationally agreed approach for food safety and quality control.



## 6. TRADEMARK PROTECTION



Logos: UNIROMA

28 September - 11 October 2021

This course is aimed at providing specialist knowledge of Trademark Protection Law (TPL). Thus, main focuses are on the function, typologies and nature of the trademark, the supernational scenario; the sectorial protocols, the agreements and regulation, both at supernational and European level; the European Court's Decisions, and the registration process.



## 7. IDENTIFICATION AND MANAGEMENT OF FUNDING FUNDS



Logo: IPMA

4 - 17 October 2021

This course encompasses five modules aiming to: i) disclose the various programs and funding opportunities available at national and European levels related with seafood production and processing; ii) enhance competences and provide tools to attract funding and effectively manage funding funds.





For further Information, please contact:  
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LOGHI di tutti i Partners del progetto (con il nome per esteso)

