



**TEDEN SREDOZEMSKO OBALE
IN MAKROREGIONALNIH
STRATEGIJ**

Izola, Slovenija
15. – 17. september 2025

**MEDITERRANEAN COAST
AND MACRO-REGIONAL
STRATEGIES WEEK**

Izola, Slovenia
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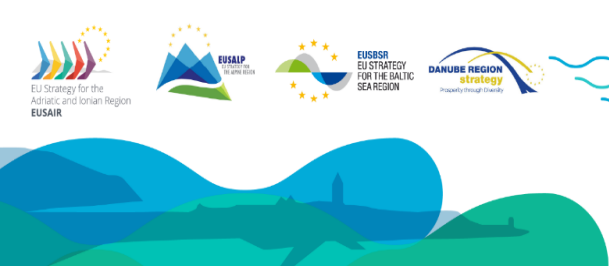


Mediterranean Coast and Macro-Regional Strategies Week 2025
Stronger cooperation for better future
15 – 17 September 2025, Izola, Slovenia

**THE ROLE AND CONTRIBUTION OF THE PATRAS FISH MARKET IN THE FISHING
INDUSTRY AND PROSPECTS FOR COOPERATION THROUGH TBEN**

Exploring market impact and future collaboration opportunities

Vangelis Potamianos



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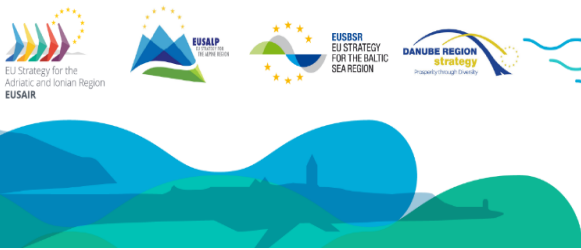
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AGENDA

- The Multifaceted Role of Fish Markets in Greece
- Patras Fish Market: Infrastructure, Operations, and Regional Impact
- Market Trends: Turnover, Volume, and the Rise of Aquaculture
- Strategic Priorities and Vision for the Fish Markets in Greece
- Challenges and Opportunities in the Fisheries Sector
- Prospects for Strengthening Cooperation through TBEN
- Patras Fish Market as a Model for the Blue Economy

**THE MULTIFACETED
ROLE OF FISH
MARKETS IN GREECE**



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INSTITUTIONAL HISTORY AND EVOLUTION OF FISH MARKETS

Origins and Purpose

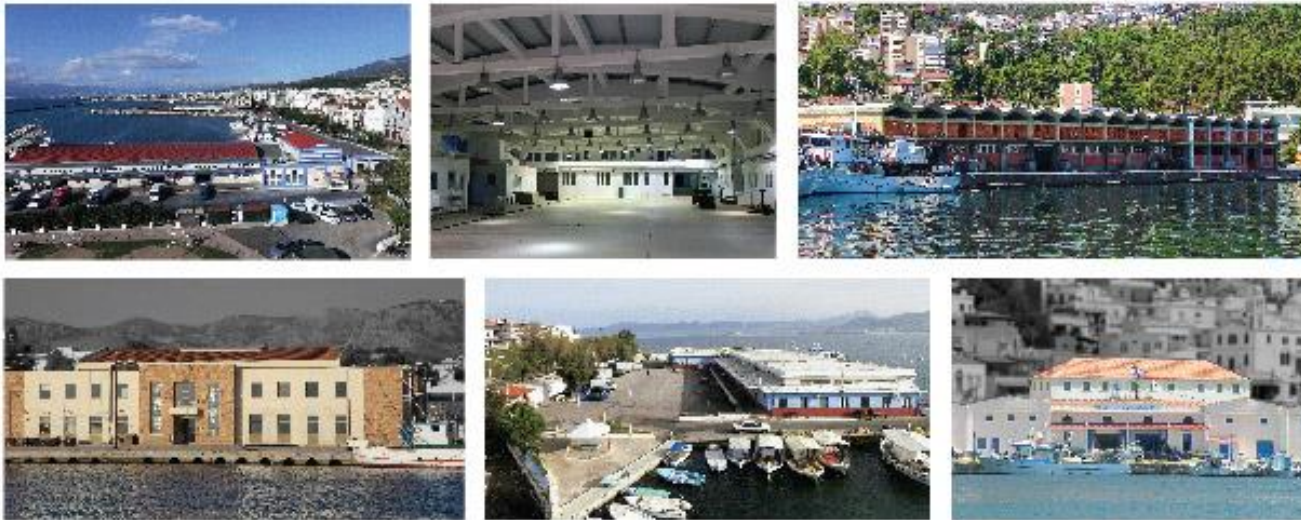
Fish markets were established in the 1940s in Greece to organize fish trade and protect public health effectively.

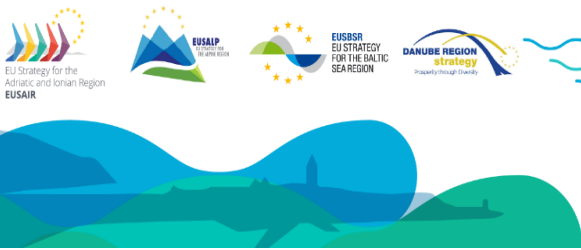
Evolution into Multifunctional Centers

Fish markets have evolved to combine commerce, social roles, environmental responsibility, and administrative functions.

Role in Sustainability

Fish markets play a critical role in sustaining the fishing sector through environmental and economic oversight.





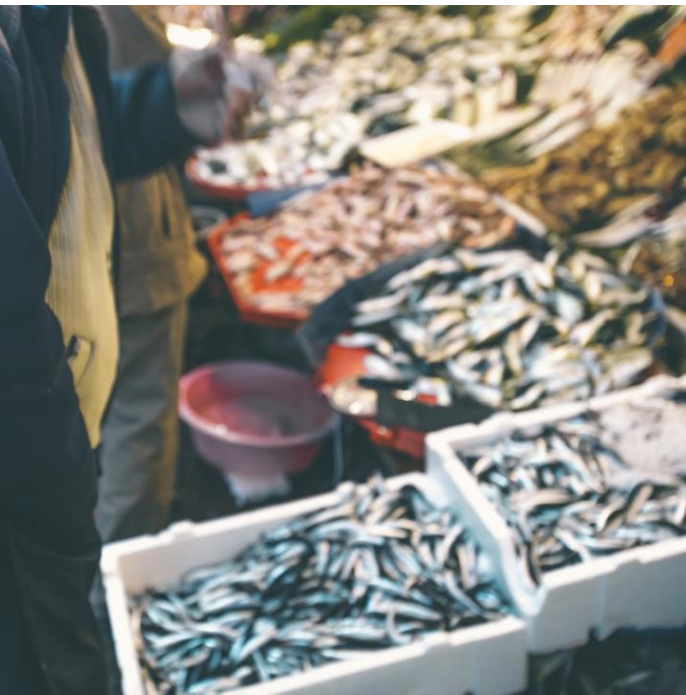
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ENSURING TRANSPARENCY, EFFICIENCY, AND QUALITY IN FISH TRADE



Market Transparency and Fair Pricing

Auctioning ensures equal market access, transparent pricing, and healthy competition protecting producers and consumers.

Efficiency and Cost Reduction

Access to ice, cold storage, and port facilities reduces losses, transportation costs, and increases vessel productivity.

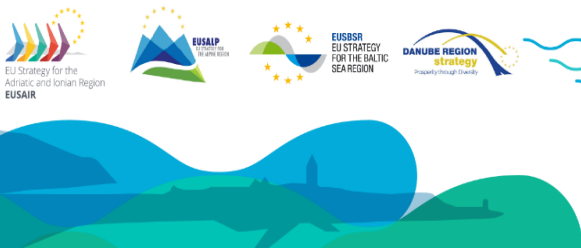
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Hygiene and Quality Control

Strict hygiene standards and monitoring prevent illegal or substandard fish from entering the market.

Traceability and Food Safety

Tracking fish from sea to consumer builds trust and enables immediate interventions if problems arise.



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STATISTICAL MONITORING, POLICY- MAKING, AND SOCIO- ECONOMIC IMPACT

Statistical Monitoring Role

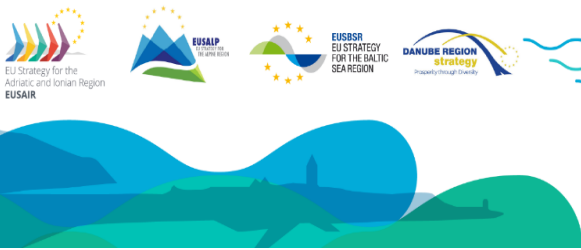
Fish markets provide reliable data on production and market trends crucial for policy-making and stock management.

Policy-Making Support

Collected data informs national and European policies to ensure sustainable fishing and effective management.

Socio-Economic Contribution

Fish markets create jobs, support families, and drive regional development, preserving fishing traditions.



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ADAPTATION TO MODERN CHALLENGES AND SUSTAINABILITY

Green Transition Initiatives

Fish markets focus on reducing energy consumption and adopting environmentally friendly practices for sustainability.

Digitization and Technology

Integration of digital tools enhances process efficiency and market operations in fish trading.

International Sustainability Standards

Implementation of global sustainability standards ensures responsible practices in fish markets.

Climate Change Response

Fish markets adapt to environmental impacts through strategic planning and sustainable sourcing.

**PATRAS FISH MARKET:
INFRASTRUCTURE,
OPERATIONS AND
REGIONAL IMPACT**

STRATEGIC LOCATION AND ANNUAL CATCH STATISTICS

Strategic Geographic Location

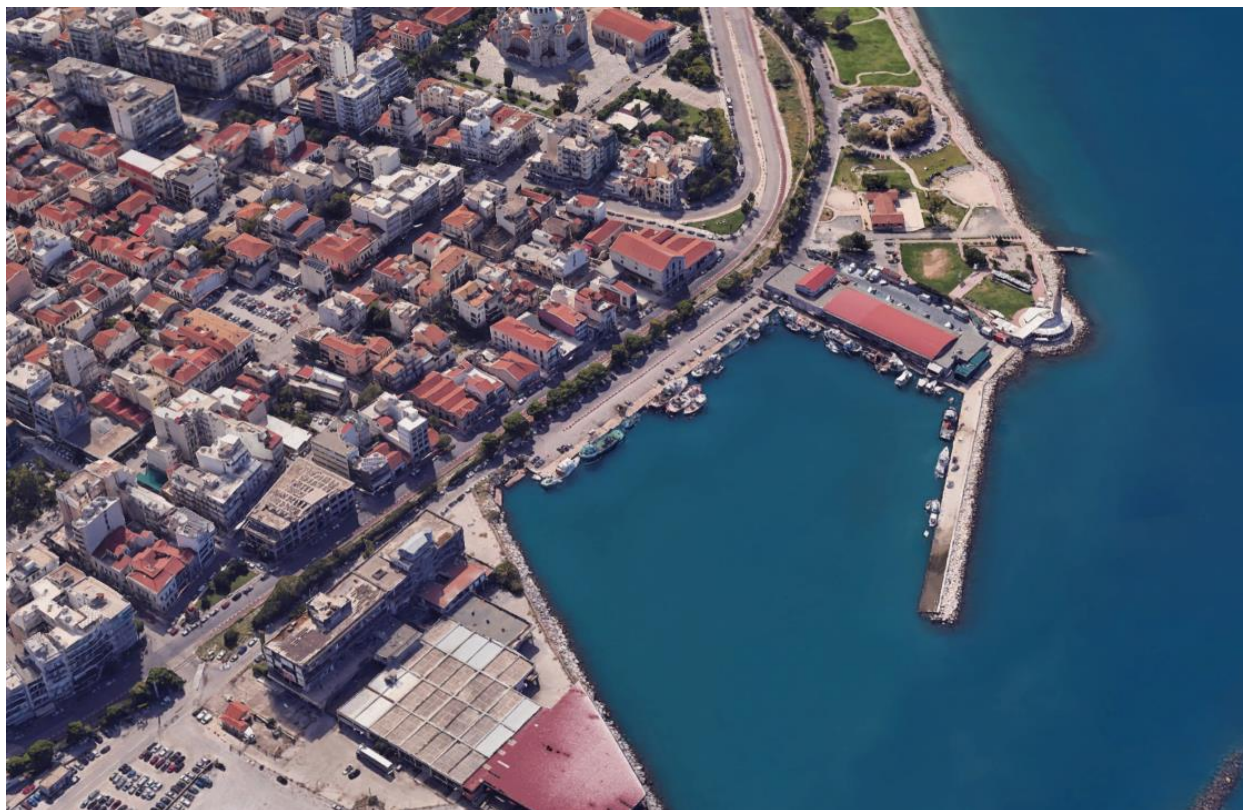
Patras Fish Market is located at the Gulf of Patras entrance, providing direct sea access and key trade route connections.

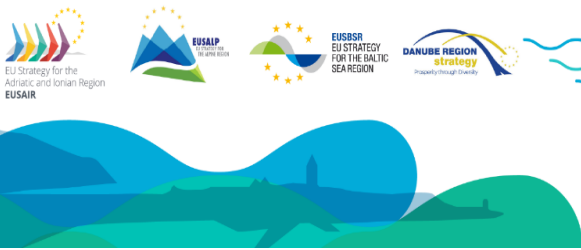
Annual Fish Catch Volume

Around 5,000 tons of fish are caught annually in the Kefalonia, Zakynthos, and Patras Gulf area, supporting local fisheries.

Market Distribution Capacity

Approximately 4,000 tons of fish are distributed yearly through the Patras Fish Market, highlighting its role in regional supply.





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FISHING FLEET AND EMPLOYMENT FIGURES

Active Fishing Fleet

Approximately 170 coastal and mid-water fishing vessels operate daily in Achaia, providing fresh catches to the market.

Market Employment

The market supports about 20 businesses and employs over 150 people, not counting workers on fishing vessels and OKAA staff.

Supporting Infrastructure

Infrastructure includes digital monitored cold storage, ice production, auction hall, storage spaces, and port facilities to support fishing operations.

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ROLE AS AN ECOSYSTEM FOR ENTREPRENEURSHIP, INNOVATION AND SUSTAINABILITY

Entrepreneurship and Market Connectivity

The fish market links primary producers with local and national markets, fostering entrepreneurship.

Innovation and Quality Control

It acts as a hub for quality control, traceability, and transparency through innovative practices.

Sustainability and Regional Development

The market aims to be a sustainable development model for the Adriatic and Ionian region.

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**MARKET TRENDS:
TURNOVER, VOLUME
AND THE RISE OF
AQUACULTURE**



ANALYSIS OF VOLUMES, TURNOVER, AND MARKET TRANSFORMATION

Volume Trends

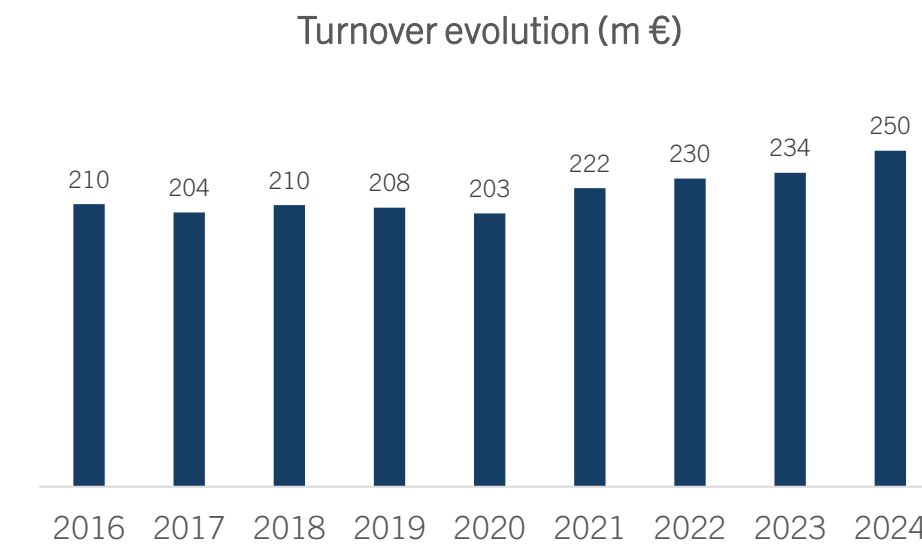
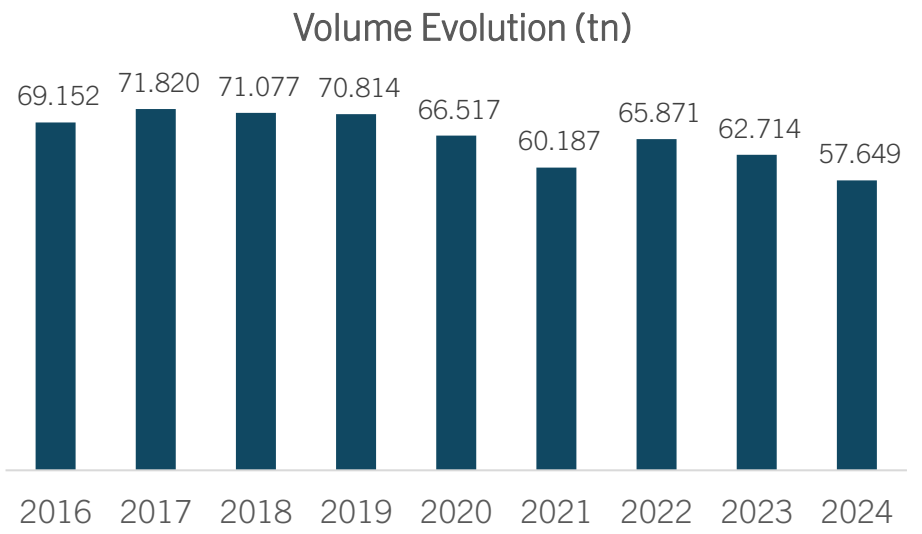
Annual fish market volumes declined from 69,000 tons in 2016 to 57,600 tons in 2024, showing a downward trend.

Turnover Increase

Despite falling volumes, total turnover rose from €210 million to over €250 million, indicating increased revenue.

Market Transformation

Higher prices and rising value of aquaculture products reflect market shifts due to costs and supply constraints.



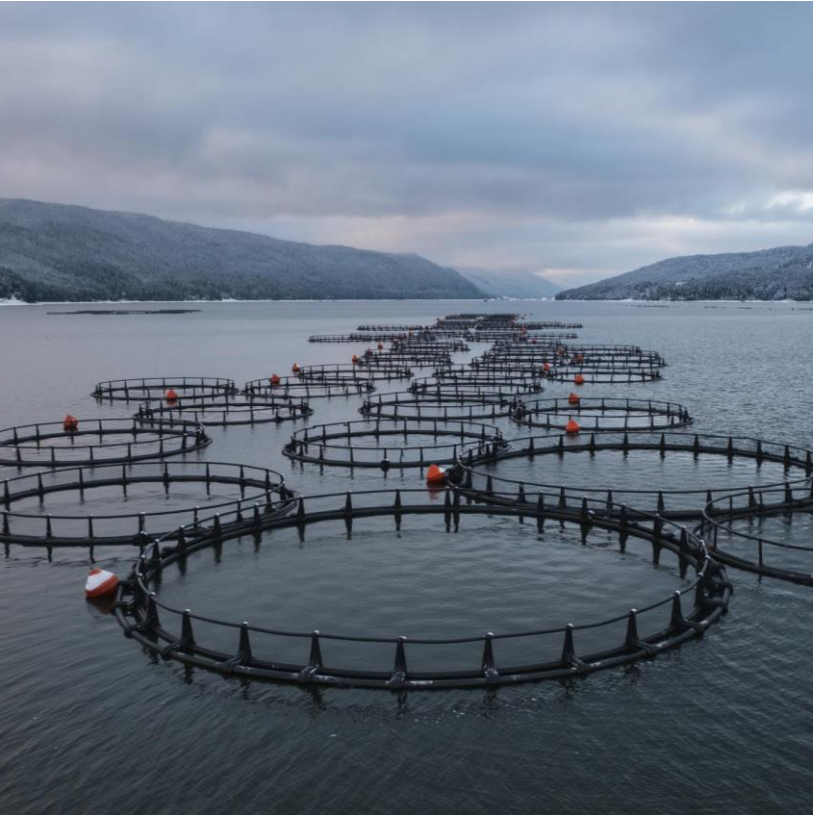


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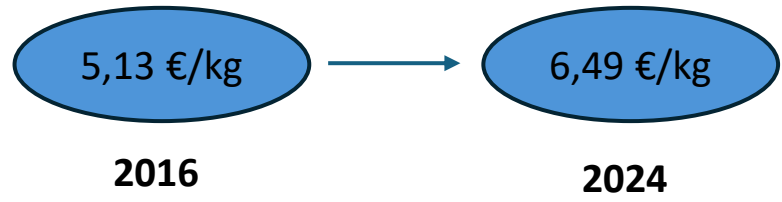
GROWTH AND IMPACT OF AQUACULTURE PRODUCTS



Growth in Volume and Turnover

Aquaculture product volume increased from 14.5% to 21.6%, and turnover rose from 24.5% to 32.3% between 2016 and 2024.

Price Increase



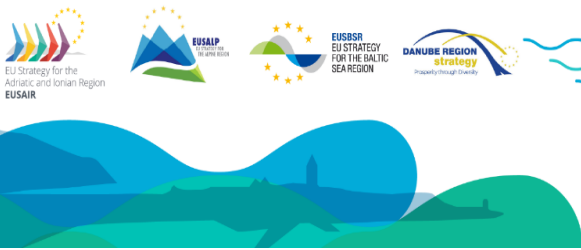
Sector Development and Food Security

Aquaculture ensures stable supply, requires better expertise and infrastructure, and contributes significantly to food security.

Consumer Trust

Growing consumer confidence in aquaculture products supports the sector's expanding market and sustainability.

**STRATEGIC
PRIORITIES AND
VISION FOR THE
FISH MARKETS IN
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MODERNIZATION, DIGITAL TRANSFORMATION, AND GREEN TRANSITION

Facility Modernization

Upgrading infrastructure and automating procedures improves market efficiency and transparency.

Implementation of Digital Tools

Electronic auctions, traceability systems, and quality sensors enhance competitiveness and data accuracy.

Green Transition Initiatives

Using renewable energy, reducing water use, and managing waste lowers environmental impact.



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INTERNATIONAL NETWORKING AND SUPPORT FOR PRODUCERS

International Networking

Participation in European programs and collaboration with foreign fish markets strengthens global connections and economic growth.

Supporting Producers

Implementing transparency policies and stable market rules builds trust and improves conditions for market stakeholders.

Sustainability and Marine Protection

Promoting initiatives that protect the marine environment and encourage sustainable development.



**CHALLENGES AND
OPPORTUNITIES IN
THE FISHERIES
SECTOR**

ENVIRONMENTAL AND ECONOMIC CHALLENGES

Climate Change Impact

Rising sea temperatures and acidification disrupt fish distribution and marine ecosystems, threatening resource sustainability.

Marine Pollution Threats

Pollution from plastics, chemicals, and waste damages marine habitats and endangers fish and consumer health.

Economic Challenges

Fishing sector faces high operating costs and price volatility, creating financial instability for workers and businesses.

Need for Support and Innovation

Strengthening monitoring, policies, and business confidence is essential for sustainable fisheries development and growth.



HUMAN RESOURCE NEEDS AND WORKFORCE DYNAMICS

Demand for Skilled Professionals

Fisheries and aquaculture require expertise in biotechnology, engineering, data management, and environmental science.

Workforce Shortage and Challenges

Young professionals are scarce and discouraged due to poor conditions and uncertain career prospects in the sector.

International Labor Recruitment

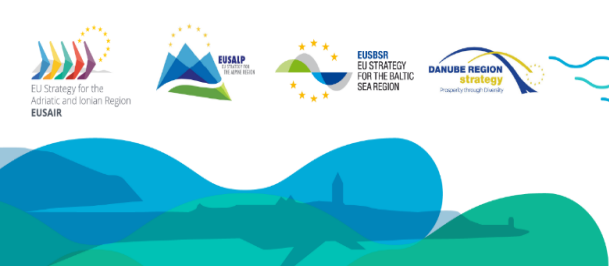
Labor needs are supplemented by recruiting workers from countries like Egypt, supporting large fishing vessels.

Education and Training Initiatives

Collaboration with educational institutions and vocational training programs is crucial to renew sector's human capital.



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OPPORTUNITIES FOR GROWTH: DIGITAL TRANSFORMATION, CERTIFICATION, AND RESEARCH COLLABORATION

Digital Transformation Benefits

Introducing traceability, smart auctions, data analysis, and automation enhances fisheries efficiency and safety.

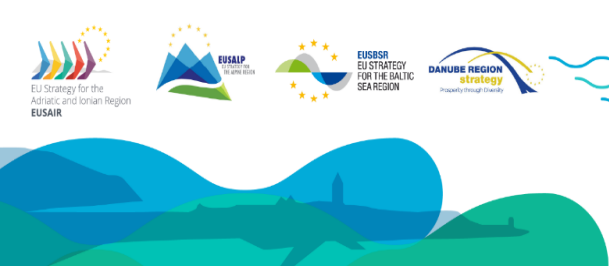
Sustainable Certification

Achieving sustainability certifications builds consumer trust and opens export markets focused on environmental standards.

Research Collaboration

Partnering with universities enables innovative solutions for stock monitoring and species migration forecasting.

**PROSPECTS FOR
STRENGTHENING
COOPERATION
THROUGH TBEN**



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THE STRATEGIC IMPORTANCE OF TRANSNATIONAL COOPERATION IN THE BLUE ECONOMY

Dynamic Blue Economy

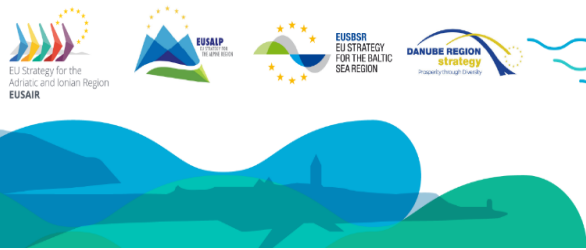
The Blue Economy drives development in Mediterranean countries, focusing on marine resources and sustainable growth.

Need for Cooperation

Transnational cooperation enables expertise exchange and joint action to enhance Blue Economy benefits.

TBEN Network Role

TBEN fosters a shared framework among fisheries, aquaculture, seafood trade, and marine governance stakeholders.



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PATRAS FISH MARKET'S POTENTIAL ROLE AND BENEFITS OF TBEN COLLABORATION

Data Exchange & Market Transparency

Patras Fish Market facilitates data sharing on species, volumes, prices, improving regional market transparency and analysis.

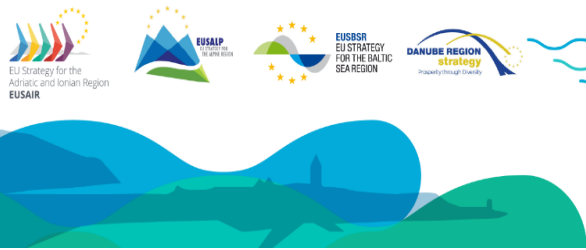
Joint Environmental Monitoring

Collaboration allows early detection of invasive species and ecosystem changes to protect marine biodiversity.

Regulatory Framework Development

Active participation in creating shared trade and control rules facilitates cross-border seafood transactions.





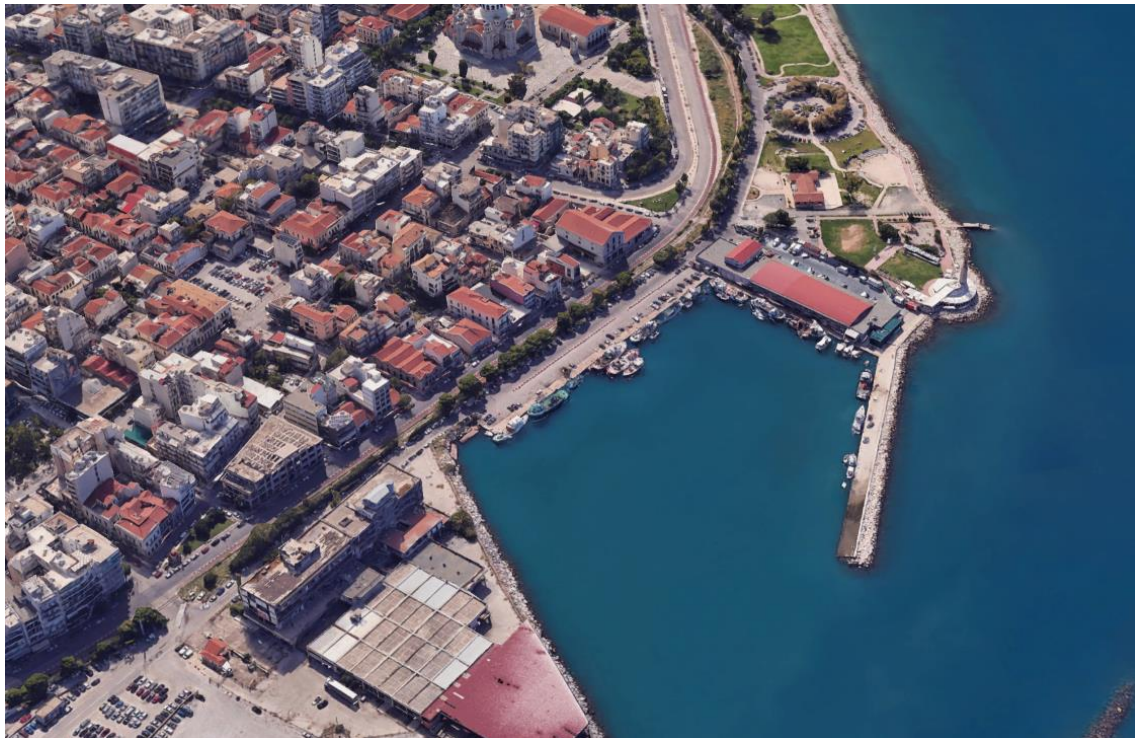
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Traceability & Food Safety Tools

Developing digital platforms to track seafood products enhances consumer trust and ensures food safety.

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Extroversion & International Presence

Expanding opportunities for collaboration with research centers, universities and international markets

Access to Financial Instruments & European Programs

TBEN can open pathways for joint proposals & initiatives funded by the EU

CONCLUSION

Role in Fishing Sector

Patras Fish Market is crucial to Greece's fishing sector and supports local economy growth.

Growth Through Cooperation

TBEN cooperation enhances growth prospects and market development opportunities.

Sustainability and Innovation

Focus on sustainability and innovation sets a model for the Blue Economy's future.