

# SwitchMed

## *Launch seminar*

"Technological innovation and circular economy in Aquaculture in Tunisia: launch of a pilot project within the framework of UNIDO's SwitchMed program "

**INSTM/MONASTIR - National Institute of Marine Sciences and Technologies**

**Road of Khniss - MONASTIR**

**Tuesday, September 27, 2022 – 10 a.m. to 1 p.m.**

The SwitchMed program , an initiative funded by the European Union, aims to stimulate the creation of new business and job opportunities, while reducing the environmental footprint of existing economic activities in the southern Mediterranean.

SwitchMed 's goal is to support and scale up the transition to Sustainable Consumption and Production (SCP) practices, which help promote a circular economy in the region. With convincing results since 2014 in 8 countries of the Mediterranean basin, the program uses an integrated and comprehensive approach that targets and involves different actors, thus addressing the transition at different levels.

By promoting business models that can reduce resource use and environmental footprint while stimulating existing economic activities, the SwitchMed program supports the long-term resilience and economic transformation of the region to meet economic challenges, social and environmental issues related to climate change.

With the support of the Directorate General for Maritime Affairs and Fisheries (DG MARE) of the European Commission, the integration of the blue economy component within SwitchMed aims to contribute to the preservation of marine and coastal ecosystems in the southern Mediterranean. while promoting an economy that is more resilient, more competitive and able to meet the challenges of sustainable development in the sectors of the processing of fishery and aquaculture products in the Mediterranean.

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During this event, UNIDO, in partnership with the Directorate General of Fisheries and Aquaculture (DGPA) and the Aquaculture Technical Center (CTA), will launch the pilot project which will run until the end of 2023 in the bay of Monastir. This pilot project will be used to demonstrate the advantage of innovative technologies to optimize the feed conversion rate by carrying out an experimental campaign in real production conditions. The integration of these innovative technologies will be accompanied by a training and awareness campaign, intended for all aquaculture and institutional players who wish to participate and benefit from the expertise of the partners of the consortium AquaBioTech Groupe and Institut National des Sciences et Marine Technologies (INSTM) involved in this project.

We hereby invite you to join us at the launch seminar, during which you will be presented with the SwitchMed program, and the pilot project “Promoting sustainable and resource-efficient aquaculture in the Mediterranean region”: its objectives, the means implementation, innovative technologies, training program, etc. You will have the opportunity to meet the project team, ask any questions and join the initiative to be an agent of change towards a sustainable blue economy in Tunisia.

## DIARY

10:00  
a.m.

### Initiative for the Blue Economy in Tunisia

- **Mahmoud Elies HAMZA – Minister of Agriculture, Water Resources and Fisheries**
- **Hanan HANZAZ – Head of the Arab Region Coordination Division and UNIDO Representative in Tunisia**
- **Denis REISS - Agriculture and Fisheries Cooperation Attaché within the Delegation of the European Union in Tunisia**
- **Hechmi MISSAOUI – Managing Director of INSTM - National Institute of Marine Sciences and Technologies**
- **Fouad MESTIRI - Director General of CTA - Aquaculture Technical Center**
- **Benoit WUATELET - Project Coordinator – SwitchMed /UNIDO**

### Coffee break

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10:40  
a.m.

**TECHNICAL SESSION: Implementation of the SMART technologies pilot project for the contribution to strengthening the sustainability of Aquaculture in Tunisia.**

11:00

**Technical Session**

- **Mohamed Salah AZAZA – INSTM** : Analysis of the Aquaculture Sector in Tunisia: Challenges and Development Priority (Results of SwitchMed , Phase 1)
- **Adrian HARTLEY – AquaBio Tech Group**: Implementation of the SMART technology pilot project: Objective, methodology, expected results and capitalization

12:20  
p.m.

**QR session**

**Conclusion**

12:45  
p.m.

- **Ridha MRABET – Director General of Fisheries and Aquaculture - Ministry of Agriculture, Water Resources and Fisheries**

**Buffet lunch**

To be  
continued

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