

## Market Research and Intelligence

**AquaBioTech Group** is an international aquaculture and fisheries consulting company strategically located in the Mediterranean, on the island of Malta. It operates globally, with clients and projects in over fifty-five countries. Staff are recruited from across the globe, enabling communication with clients in thirteen languages.

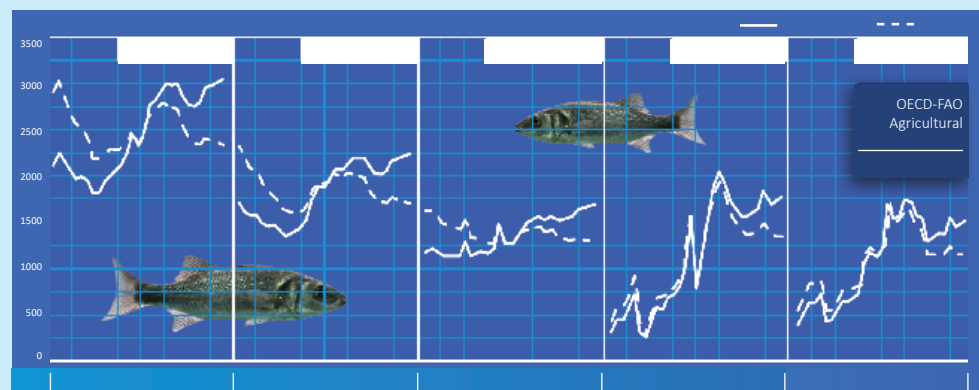
**AquaBioTech Group** undertakes a variety of aquaculture, fisheries, marine surveying, aquatic environmental, financial, and technical projects, performed with its selected, worldwide partners.



**AquaBioTech Group** has a dedicated market research and intelligence team with international backgrounds providing specialised services for a number of clients ranging from industry stakeholders, associations, public bodies, development agencies and financial institutions, ensuring quality of information through a multidisciplinary approach at the methodology and the analysis of the information.

With many years of international experience **AquaBioTech Group** is able to provide its services worldwide. Our team of experts, with a strong network of local partners, can secure access to information and valuable market insights that will ensure opportunities identification, positive recommendations, whilst facilitating the decision making processes. Our market research and technology division undertakes a large number of scoping and detailed feasibility studies for projects of every scale.

Market research and intelligence assessments are commissioned on a variety of subjects primarily serving the specific knowledge of blue growth industry covering all subjects of aquaculture, seafood and fisheries to fish health, nutrition, research, financing and trade facilitation process.



Our portfolio includes a number of services including product surveys, regional support services, GIS based studies, business intelligence research, channel/supply chain research, market sizing, trade promotion preparedness studies and various other specialised assignments. Complementary to the market research and intelligence **AquaBioTech Group** provides a number of business and coaching services ranging from business planning, market entry assistance, dissemination of information to export coaching and institutional and human resource development. **AquaBioTech Group** ensures the legal and ethical collection and analysis of information whilst treating the data with the highest level of confidentiality and integrity.

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## MARKET INTELLIGENCE AND ANALYSIS

Many data sources on industry are available to you and all have their own format, frequency, aggregation level, measurement system and currencies. As a result, tracking data and processing it into meaningful and comparable information cost a lot of time. To tackle this problem, the team at **AquaBioTech Group** provides the client time and cost saving solutions based on clear and relevant data, ready to be used. With our extensive contact network, **AquaBioTech Group** is able to source insider and mainstream information from the world's seafood markets providing much more than secondary data. Our analysis in the specific knowledge on market trends, prices, consumer preferences, emerging players and the state of the industry has proven to be a valuable resource for our clients and their projects. Our mission is to provide you with a simple solution based on complex information, usable as a benchmark to monitor offer and demand on the targeted markets as well as price fluctuation and general market tendencies.

## REGIONAL SUPPORT SERVICES

Our international team, composed of skilled and experienced staff can provide access to valuable insight information of the markets whilst with a number of local partners we ensure data validation providing accurate information from within. Our team can offer guidance in more than ten languages including English, Spanish, Italian, Afrikaans, Portuguese, German, Arabic and French. We work side by side with our clients to provide strategic guidance all along their development and help them to adapt their corporate strategy to ensure a smooth and efficient expansion process.

## GIS - BASED MARKET STUDIES

Targeting the right consumers or selecting the best location for business is critical for successful companies. **AquaBioTech Group** uses the latest geodemographic data integrated in our Geographic Information System (GIS) to provide a detailed picture of a region's consumer base. The joint use of demographic data showing income, age distribution, ethnicity and purchasing power coupled with up-to date analysis on consumer trends is a very powerful tool in product introduction and distribution. Adding environmental, utilities and climate data into the GIS offers extra capabilities for site selection of production facilities.

## PRODUCT SURVEYS

We undertake market assessments for new products, species, technologies and applications regarding country/region specification of the targeted sectors. Product evaluations, brand development and design of marketing strategies are also sought after addition to new ventures, R&D projects and ongoing operations.

