

CASE STUDY

“FISHING FOR BUSINESS AT ESE '09 - WITH A GREAT CATCH FOR GRIMSBY”

"The huge success of our Brokerage Networking Event at the European Seafood Exposition '09 has resulted in many promising new alliances - including an ongoing working relationship for Enterprise Europe Yorkshire (EEY) and the Humber Seafood Institute (HSI).

Described as “the gateway to Global solutions and markets, through innovation and research”, the £5.6m HSI at Europarc, Grimsby is home to specialist food teams from Grimsby Institute. With backing from Yorkshire Forward, North East Lincolnshire Council and the European Regional Development Fund, HSI provides innovative solutions and facilities to the seafood industry.

Now, thanks to EEY's specialist support, HSI has been able to forge valuable links with over 15 European organisations in areas not previously engaged, while the new partnership with EEY will prove essential in negotiating with all these new contacts. Looking forward, EEY will continue to assist HSI by creating fresh opportunities to find new clients and research partners through the Enterprise Europe Network.

Firm alliances, new opportunities

Representatives from HSI, Key Account Manager Tracy George and Professor Mike Dillon, Vice Principle, Research & Enterprise, were delighted at the wealth of business opportunities made possible by this brokerage event.

As a result of a chance conversation between Professor Dillon and Helen Glass, EEY's Seafood and Aquaculture specialist, following the event, the renowned Food and Refrigeration and Processing Engineering Research Centre team have relocated to HSI.

Explains Tracy: “Through her understanding of our business, Helen highlighted an opportunity to increase our offering and will be part of our future networks.”

Tracy is equally enthusiastic about EEY as a whole: “We have always found the support and advice to be very professional, and it helps us deliver an even better service to our customers.”

This is just one of several positive results to emerge from the European Seafood Exposition where the EEY team brokered several face-to-face meetings between Yorkshire businesses and organisations throughout Europe, helping to secure deals, locate new suppliers, exchange ideas and build significant new friendships."