

INFOPECHE Unit in Southern Africa

**Marketing Information and Technical
Advisory Services for the Fisheries
Industry in Southern Africa**

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Presentation Content

- About INFOSA
- Organizational framework
- Key operational functions
- Notable achievements
- Major challenges
- Future perspectives

About INFOSA

- Co-operation agreement between INFOPECHE and Namibia signed in 2001,
 - same year the SADC Fisheries Protocol was signed
- Technical doors opened in 2003
 - funding pledge from Norway (ZAR16.3m, 2004-2010)
- INFOSA in full operation from 2005
 - Carrying out all the functions in the INFOPÊCHE Agreement, namely information, advisory services in the areas of trade and market development for the SADC.
- Technical doors closed in November 2011
 - No long term project funding commitments
 - Placed under the caretakership of Namibian government (Ministry of Fisheries and Marine Resources) to this day

FISHINFONetwork



XINFOSA

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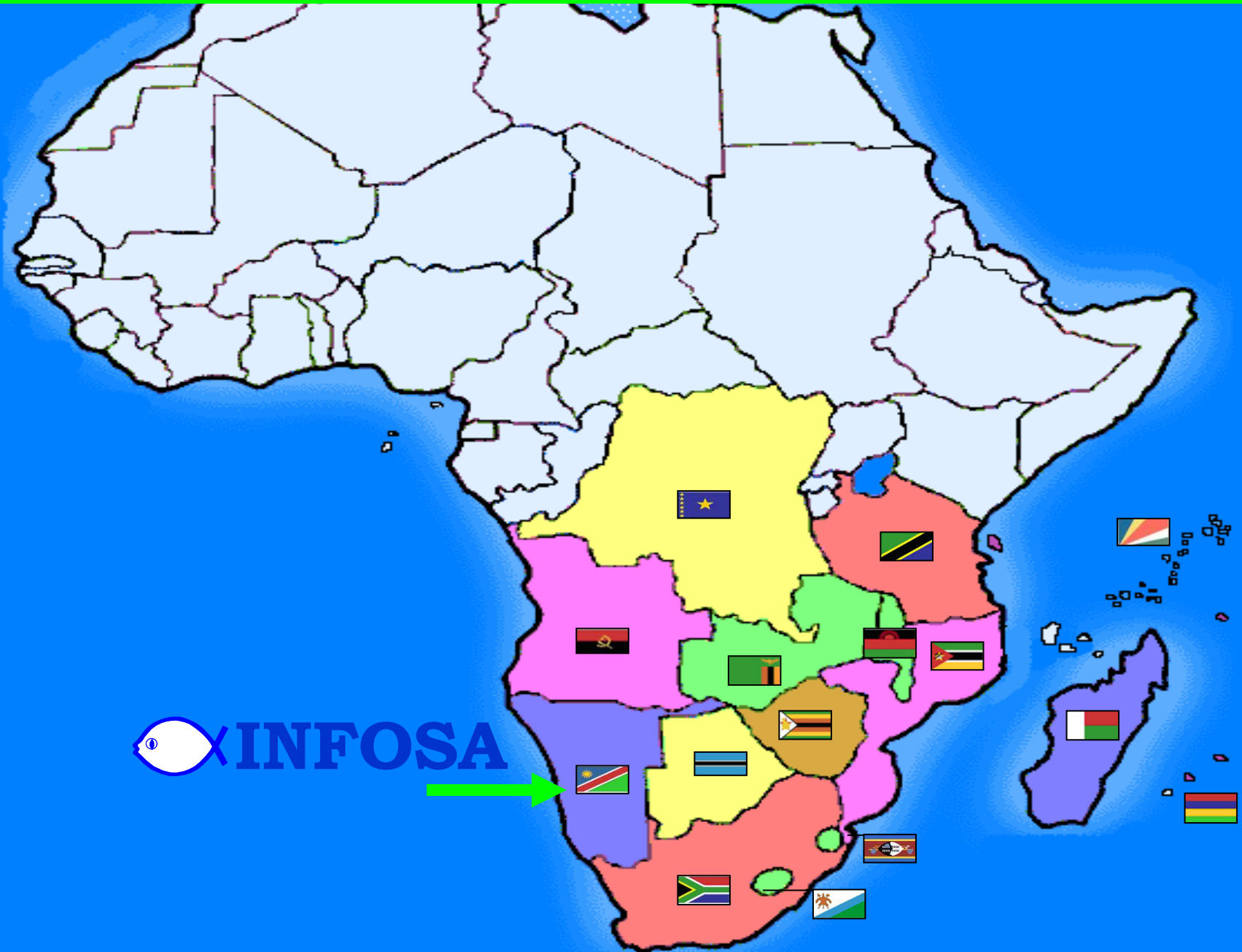
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**Ministry of Fisheries and
Marine Resources**

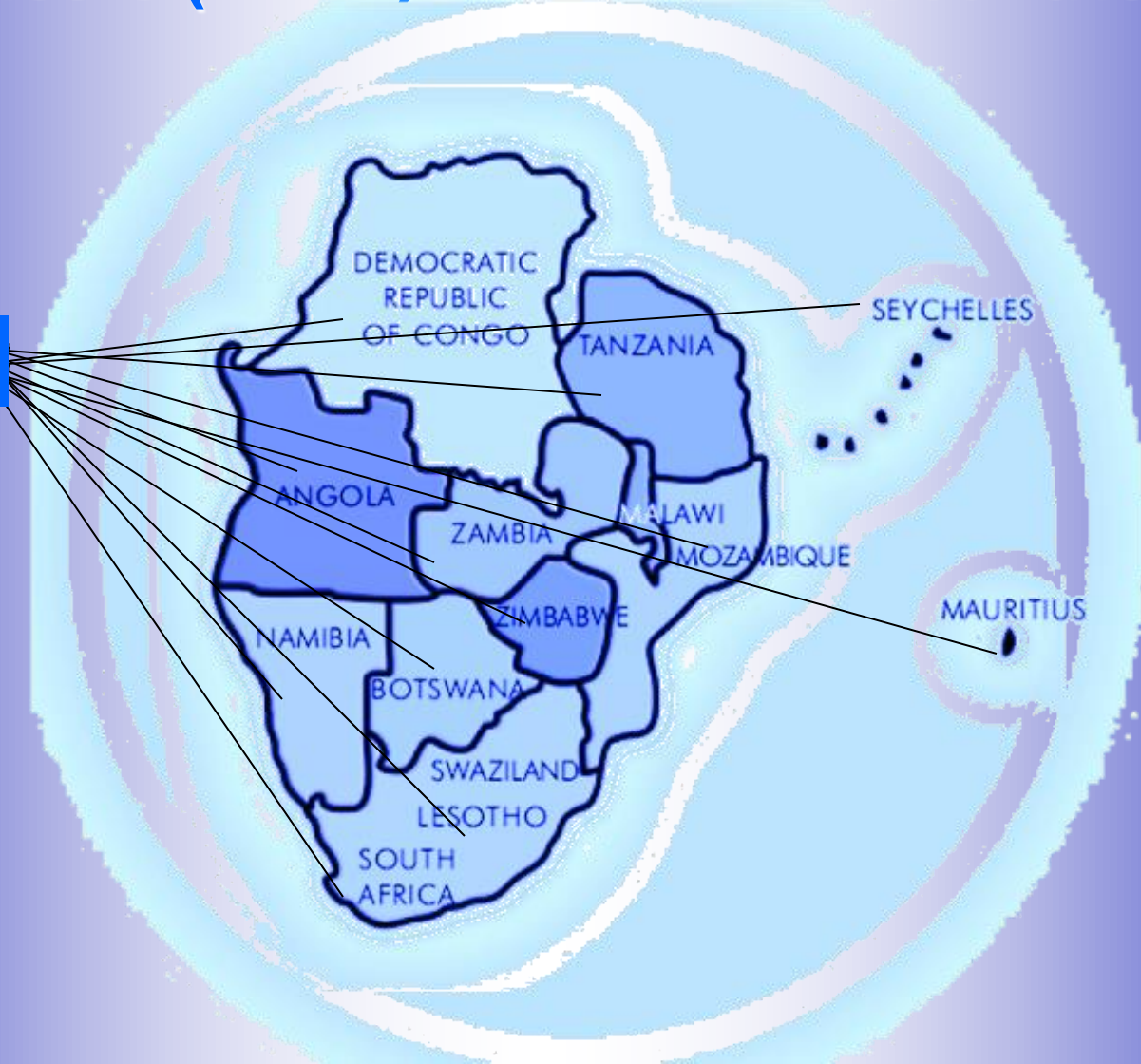
Namibia

Serving the 15 SADC member states



Network of Government appointed National Liason Officers (NLOs) in the SADC countries

NLOs



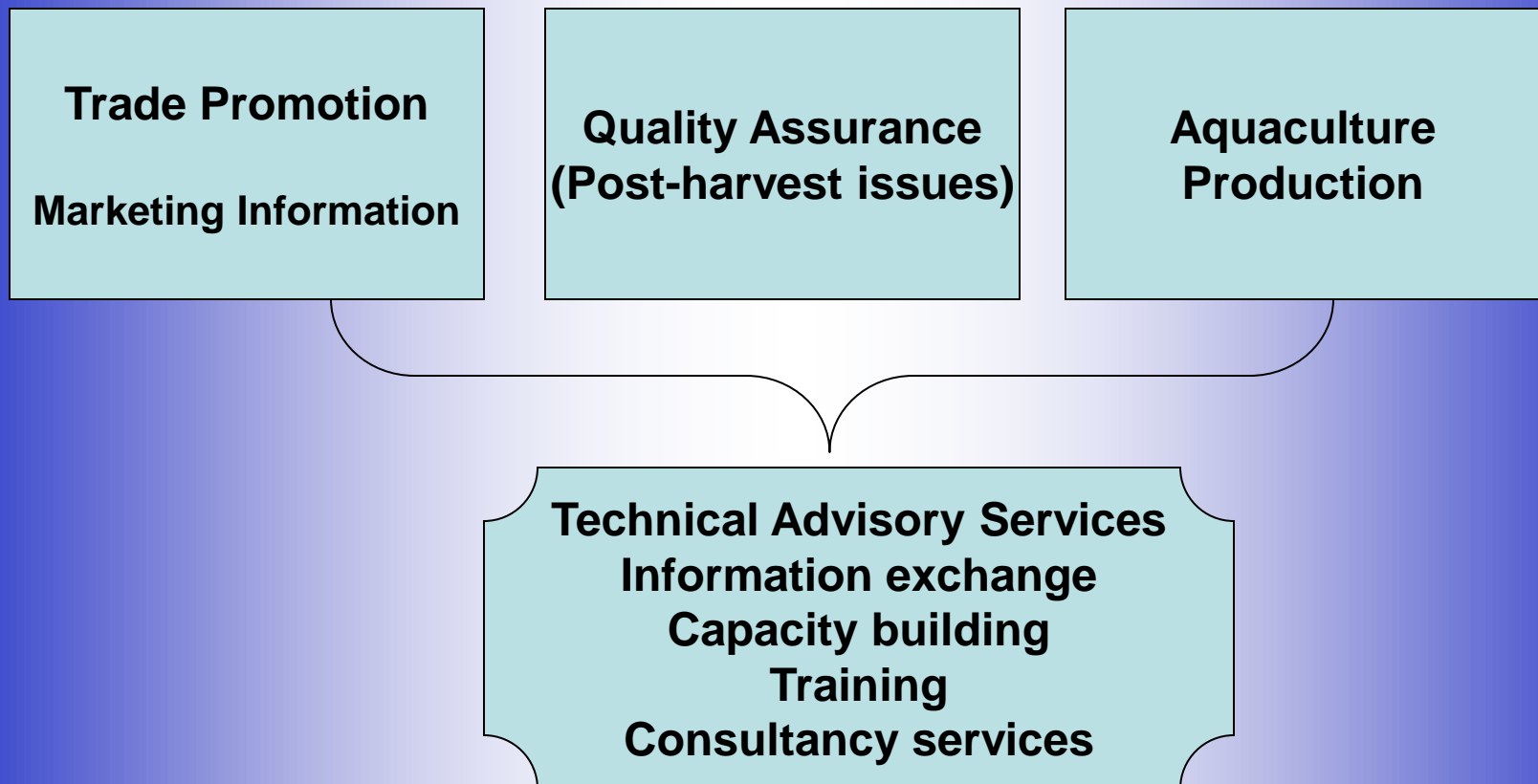
Organisation

- INFOPÊCHE – parent organisation, Ivory Coast
- INFOSA – sub-unit of INFOPECHE, Namibia
 - 4 professional experts (including Team Leader)
 - Interns
- FishINFONetwork (FIN) x7 – co-ordinated by GlobeFish (FAO Rome)
- National Liaison Officers, 13 SADC countries
- A register of regional/international consultants
- Regional/International Collaborators

INFOSA's objectives

- To contribute to the development and modernisation of the fisheries and aquaculture sector in southern Africa
- To contribute to a more balanced supply of fisheries products in the region
- To make best use of the trade opportunities within and outside Africa
- To promote technical and economic co-operation among contracting partners
- To contribute to poverty reduction for low-income fishers (including fish farmers)

Key areas of operation



Marketing/Trade promotion

- Marketing information
 - Fish commodity price information (ITN)
 - Enquiries desk
- Marketing strategies
- Market surveys
- Market reports
- Trade promotion activities eg Exhibitions
- Directory of Seafood Importers and Exporters
- Marketing events (workshops, seminars etc)
- Training (SADC Region)
- Technical Advisory Services

Quality Assurance and Post-harvest issues

- Fish Quality Control
- Processing
- Handling
- Hygiene & HACCP practices
- Post-harvest loss reduction & management
- Eco-labeling, Certification
- Capacity building events (trainings, workshops, seminars, industry visits etc)
- Technical Advisory Services

Aquaculture

- Advisory services – value chains in aquaculture (feasibility studies, BMPs, markets etc)
- Investment models (small to large scale)
- Data collection – country situations on aquaculture
- Promotional activities/advice to investors
- Assistance to governments – aquaculture strategic frameworks
- Industry enquiries
- Capacity building events (trainings, workshops, seminars etc)

Other services

- Technical Information Centre (TIC)
- Website – www.infosa.org.na (databank of information from INFONETWORK)
- Publications eg INFOSA Trade News (ITN)
- Dissemination hub for FAO information
- Project management
 - implementing partner for regional activities
- Events management

Publications of interest



Notable Achievements

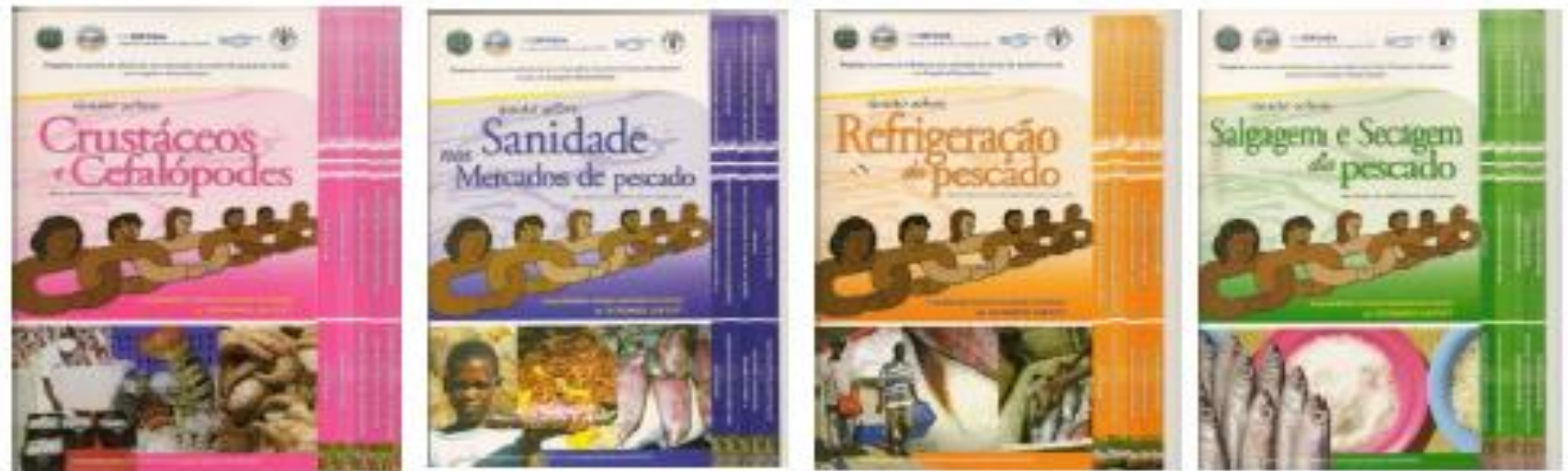
Marketing/Trade Promotion

- INFOSA Trade News (ITN) distributed to over 350 recipients in the region and beyond bi-monthly
- Regular collection and dissemination of marketing information and other technical information.
- Several market reports produced & disseminated to industry
- FAO Country profiles (fisheries) done for 10 countries
- Over 50 published articles on international press
- Several Buyer – Seller connections facilitated
- Namibian product promotional stands at European Seafood Exposition/ Brittany Seafood Expo etc
- Promotion of Namibian Oysters to Singapore and USA
- Regular Advisory services to Namibian government (MFMR)
- Over 5 Workshops/capacity building events on fish trade
- Enquiries desk (100's enquiries monthly)

Quality Assurance (Training & Capacity Building)

- Procured and distributed fish processing units in Angola and Mozambique (small scale fishing communities)
- Diagnostic missions fish inspections & quality control
- Development & distribution of training materials
- Training Workshops in several countries in the region (and outside)
 - Fish processing
 - Quality assurance systems
 - Fish Inspection services
 - Post-harvest loss management
 - Traceability in the seafood industry
 - HACCP
 - Codex Alimentarius (food fish)
 - Fish Biosecurity
 - EU certification requirements
 - WTO and Fisheries

Quality Assurance



Aquaculture

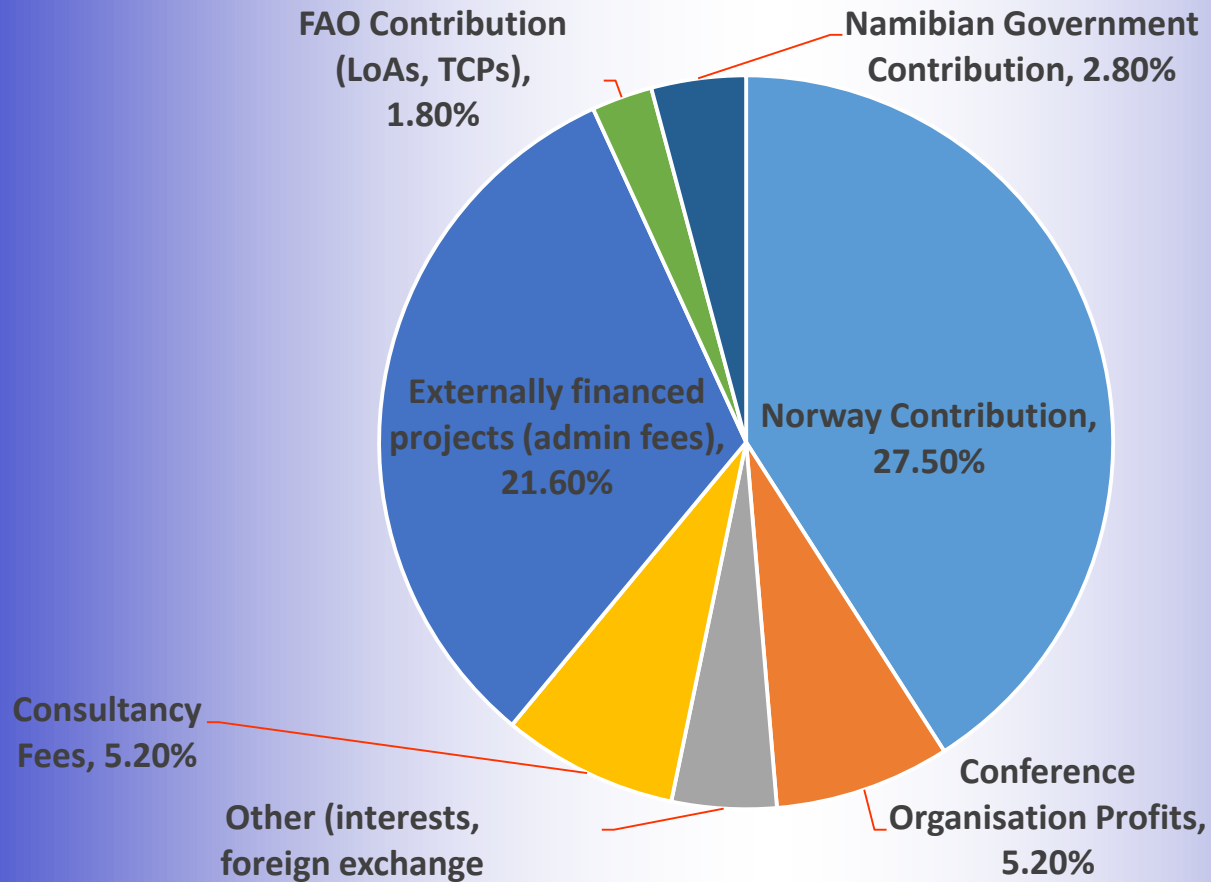
- Technical advisory services to governments, industry, investors etc
- Capacity building activities
 - Capacity needs assessment (Namibia, Mozambique, Zimbabwe)
 - Development of training materials
 - Conducting 10 training courses
- Consultancy services : several feasibility studies, business models, studies etc.
- Focal point of FAO Aquaculture in Desert and Arid Lands
- Responding to several enquiries
- Writing 10 published articles on aquaculture
- Contributions to regional/international workshops

Other achievements

- Project management (eg NEPAD PAF, CFC, FAO etc)
- Board member (International Association for Fish Inspectors, NTF, ANFTS etc)
- Focal point on FAO's Desert & Arid Lands Aquaculture Programme
- Functional website (until 2012)
- Development/maintenance of database of information
- Management of interns
- Reliable partner (ACP Fish 2, SmartFish, AASA, ANFTS, SADC, NORAD others)
- Working with 7 Universities in the region
- Event management
- Maintenance of a Directory of Seafood producers, importers and exporters in the region
- Publication of the annual Africa Fish Industry Magazine

Major Challenges

Donor money ran out!



Other challenges

- Only 3 SADC member countries subscribed to INFOPECHE
- Questions of INFOSA being separate from INFOPECHE
- Shortage of staff yet a lot of activities
 - Staff departing for greener pastures (post 2010)
 - Delays in implementing projects & activities
- Some countries never appointed NLOs eg RSA, Botswana
- NLOs were sometimes slow in responding
- Competition from similar service providers
- Full industry outreach limited due to lack of funds

The future of INFOSA



- INFOPECHE
- Strategic Plan for the Future of INFOSA
- Caretakership by Namibian government
- Discussion at high level, behind scenes

Thank you