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United Kingdom and Ireland Section
IEEE UK & Ireland Blockchain Group

Exploring the Traceability Capabilities and Business model Challenges of Blockchain in the Seafood Industry

THEMATIC AREA: Blockchain

WEBINAR TITLE: Exploring the Traceability Capabilities and Business model Challenges of Blockchain in the Seafood Industry

DATE: 24th September 2021	TIME: 12:00 BST / IST	DURATION: 1 Hour

VENUE: Online   CONTACT: blockchain-secretary@ieee-ukandireland.org

> WEBINAR HIGHLIGHTS

Consumer demand for fish and fish products in Ireland and elsewhere has experienced strong growth for decades. This trend in consumption has been accompanied by an increasing demand for information on the sustainability of the fish consumers are buying, in terms of origin and preservation status along the seafood supply chain. As an introduction to the application of digital ledger technologies (DLTs) such as blockchain to seafood traceability, this webinar is designed to discuss the factors that make these technologies a potential solution to address the inherent challenges existing in the seafood supply chain. Seafood producers need to take action to address increasing consumer demands and trust issues along the supply chain. Blockchain technology has been proposed as a suitable tool to facilitate this, by registering all chain activities in a distributed, transparent, secure and trustful manner. However, the lack of mature and profitable business models is currently hampering the adoption of blockchain technologies along the food supply chain. The webinar will outline the main challenges that companies are facing to develop horizontal multi-party business models to leverage the interoperable and open nature of blockchain technologies.

> WHO SHOULD ATTEND

This webinar is intended for everyone, from students already studying a branch of blockchain or food traceability to practitioners who work in the field, to people who are tasked with drafting policies for food security and business models or strategies.

> WEBINAR OBJECTIVES

- Review key challenges existent in seafood supply chains.
- Discuss how digital ledger technologies and blockchain can contribute to reduce some of the market failures along the seafood supply chain.
- Discuss the importance of blockchain and DLT business models.
- Introduce the blockchain business model strategizer grid.

> THE SPEAKERS

Dr Amaya Vega is a lecturer in economics and a researcher at the GMIT School of Business, Galway, Ireland. Prior to this post, Amaya was a research fellow and lecturer at the Whitaker Institute, National University of Ireland Galway.

Dr Trevor Clohessy is a digital transformation lecturer and researcher at GMIT School of Business, Galway Ireland. Prior to this post, Trevor was a lecturer and researcher at the National University of Ireland Galway business school and a post-doctoral researcher with Lero.

> WEBINAR CONTENTS

1. Seafood Challenges
2. Seafood Traceability
3. Seafood and Blockchain
4. Seafood Business Models
5. Blockchain Business Model Strategyzer Grid

> ACCREDITATION

This webinar is accredited by IEEE UK and Ireland Section.

> TRAINING WEBINAR STYLE

This training Webinar is practical, participatory and personal. We focus on real issues and help participants to benefit from the techniques covered, rather than just discuss them. A variety of learning methods are employed to stimulate interest and meet the differing needs of participants– including illustrated presentations, discussions, and case studies.

> REGISTRATION

Please fill in the form at https://www.eventbrite.co.uk/e/traceability-and-business-challenges-of-blockchain-in-the-seafood-industry-tickets-169772294503 to book your seat for the webinar

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