

Knowledge from research generating new opportunities

▶ Longer-term research and development is of vital importance to the economic sustainability of the industry, says Tony Hadfield, general manager of Seafood Innovations Ltd.

This “knowledge generating” R&D (sometimes called targeted basic research or strategic research) tends to be undertaken over a longer timeframe, but is critical to providing new knowledge. This is used to underpin the development of innovative new technologies or systems which can provide significant returns to businesses. Without this ongoing stream of knowledge being generated the possibilities for innovation diminish.

New Zealand is a small player in terms of the international seafood industry. However, there are many aspects of our growing systems and

environment (in both wild catch and aquaculture fisheries) that make for a range of potential niche market opportunities specific to New Zealand.

International research is of value to New Zealand and should be capitalised on rather than duplicated where appropriate; but there is also much that will be specific to our species or unique environmental conditions which presents many opportunities for generating sustainable competitive advantage.

Seafood Innovations is able to provide funding for a range of research projects, including longer-term projects, and I welcome contact from industry stakeholders and/or the research community to discuss any potential R&D opportunities.



REMINDER *Research funding available*

A reminder that the current Request for Proposals (RFP) closes on Monday 16 October 2006.

Our website has details on the RFP - www.seafoodinnovations.co.nz.

Contact me to discuss potential R&D projects. I am also happy to provide advice on shaping your research proposals.

For more information please contact:

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