

# The Aquaculture Innovation Network



Following on from the extensive coverage of the Aquainnovation project in the last edition of Aquaculture News, John Bostock of Stirling Aquaculture lets us know how we can get involved and find people to work with.

between organisations. This new section on the Aquainnovation web site helps you to identify and contact potential partners. This is how it works: You enter your company details and select aspects of your business where you have particular strengths to share with others. Subject areas include technical aspects such as feed and nutrition, system design and equipment supply, genetics and

partners to specialise. You may select as many areas as you wish. The web site then matches your interests against the organisations in the matchmaking database and presents the most appropriate based on country and working languages. Basic contact details for the organisations are presented so that you can get in touch to explore mutual interests. It is important to note that the system is entirely dynamic. You can edit your own profile as often as you like and explore different areas of interest by changing your selections in step 2.



The value of the matchmaking service will grow as the number of organisations registered increases, so visit the site today and have a go! You will need to be a registered user, so if you have not already obtained a user password for Aquainnovation or Aquamedia, click on the "Free Registration" link on the Home Page and complete the simple form. If you find the matchmaking service too rigid for your needs, then try posting a message in the Partnering discussion area; perhaps offering a technology or service, or requesting assistance.

Collaborating in business can be fun, rewarding and often more productive than a strategy based only on competition. Partnering with other companies and organisations brings new skills and knowledge to your activities and opens up new opportunities for business development. Collaboration is all about developing personal win/win relationships

breeding, husbandry and health management etc. through to competences in training and education, insurance and risk management, quality assurance or the marketing of fish and seafood products. You can also add your own specialist area if it is not already on the list. The second stage also allows you to select the subject areas in which you would like potential



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