

## Market Research and Intelligence



The **AquaBioTech Group** is an international consulting company strategically located in the centre of the Mediterranean on the island of Malta, although operating globally with clients and projects in over fifty-five countries.

The **AquaBioTech Group** undertakes a variety of aquaculture, fisheries, marine surveying, aquarium and aquatic environmental projects through its regional offices and partners throughout the world.

The market research and technology division of the **AquaBioTech Group** undertakes a large number of studies including a variety of scoping and detailed feasibility studies. Market research and market intelligence assessments are also commissioned on a variety of subjects ranging from aquaculture and fisheries to vetericentials and human resource location

The **AquaBioTech Group** has become an established and trusted entity with many major international companies and smaller entities utilising our skills and services for projects of every scale.

### PRODUCT SURVEYS

With an international team of staff, market assessments for new products can be undertaken including country / region specific analysis of markets and target sectors. Product evaluations, brand development and design of marketing strategies are also sought after addition to new ventures, R&D projects and ongoing operations.

### REGIONAL SUPPORT SERVICES

Clients working with the **AquaBioTech Group** on projects and tenders enables them to utilise our international team, covering the market situation worldwide and offering guidance in more than eight languages including English, Spanish, Russian, German and French. Working alongside our clients, we provide strategic advice and guidance aiding in corporate strategy development and implementation so as to ensure their business runs smoothly and efficiently.

### MARKET INTELLIGENCE AND ANALYSIS

With its extensive contact network, the **AquaBioTech Group** is able to source insider and mainstream information from the world's seafood markets. Our analysis on market trends, prices, consumer preferences, emerging players and the state of the industry has proven to be a valuable resource for our clients and their projects.

### GIS BASED MARKET STUDIES

Targeting the right consumers or selecting the best location for business is critical for successful enterprise startup. The **AquaBioTech Group** uses the latest geodemographic data integrated in our geographic information system (GIS) to provide a detailed picture of a region's consumer base. The joint use of demographic data showing income, age distribution, ethnicity and purchasing power coupled with up-to date analysis on consumer trends is a very powerful tool in product introduction and distribution. Adding environmental, utilities and climate data into the GIS offers extra capabilities for site selection of production facilities.

