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SEA2SEE Highlights Digital Traceability at CONXEMAR 2025: Fostering Trust, Digital Technology and Transparency in the Seafood Sector



Vigo, Spain – October 2025. The SEA2SEE Project successfully showcased its innovative digital traceability solutions at Conxemar 2025, one of the world's leading exhibitions for the frozen seafood industry. Over three days, the event gathered seafood professionals, policymakers, technology developers and research institutions - providing an ideal platform to exchange knowledge, promote business and foster new collaborations.

At project partner **ANFACO-CYTMA booth**, SEA2SEE experts presented the **blockchain-based SEA2SEE Traceability Platform** through a special video demonstrating a customization to an artisanal octopus fishery use case. Additionally, it highlighted features designed to guarantee verified digital records and real-time data sharing from catch to plate. A dedicated session at the **Xunta de Galicia booth** further explored how SEA2SEE's professional applications empower businesses to comply with EU digital traceability regulations, streamline their interactions with their value chain and communicate the value of their products, while helping consumers to make informed, responsible seafood choices.

Strong Industry and Research Engagement



The presentation attracted significant attention from industry leaders, including:

- **Armadora Pereira** – fishing fleet operators and seafood producers interested in applying traceability tools across their production lines.
- **Pescados Ibañez** – wholesalers specializing in fresh and frozen fish such as sardine, tuna, swordfish, and anchovy.
- **Lanzal** – suppliers to the HoReCa sector, exploring consumer-oriented transparency tools.
- **Iberconsa** – major processor and distributor of frozen seafood, who requested the full SEA2SEE presentation.
- **PTEPA** – the Spanish Technological Platform for Fisheries and Aquaculture, recognizing SEA2SEE's contribution to digital innovation and sustainable resource management.

Additional interest was registered from **Pescanova**, **Docuten**, and **Marfrío** representatives attending the fair.

SEA2SEE presentation drew coverage from key sector media, including **Industrias Pesqueras**, **Atlántico** and local television channels, helping to raise awareness of the project's role in advancing digital transparency and accountability in seafood supply chains.

“Conxemar provides an unparalleled opportunity to engage with industry and policy stakeholders who share our commitment to transparency and sustainability. The strong interest in our technology reaffirms the need for reliable digital traceability solutions across Europe's seafood value chains “

Carlos Mazorra, SEA2SEE Coordinator, R&D and Innovation Director of Smartwater Planet, S.L.

The SEA2SEE Project extends its appreciation to all companies, institutions and journalists who contributed to the exchange of ideas in Vigo. Together, we are advancing the digital transformation of Europe's seafood sector — building trust, tech, and traceability for a more sustainable blue economy.

For more information:

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