

NUEVA PESCANOVA OPEN INNOVATION

Nueva Pescanova launches together with Microsoft the first open innovation competition in fisheries and aquaculture

- The competition is aimed at companies, start-ups, research centres and universities to find the best ideas for technological innovation in the fisheries and aquaculture sectors in the following areas: animal welfare, digitalisation of operations and processes, and aquaculture and marine sustainability.
- The award-winning project will enjoy the support of the Nueva Pescanova Group to develop the idea and turn it into reality in its aquaculture R&D&I center, the Pescanova Biomarine Center, or in one of its subsidiaries around the world.

Vigo, 19 October 2021 - The Nueva Pescanova Group and Microsoft launch 'Nueva Pescanova Open Innovation', the **first open innovation competition** in the field of aquaculture or fishing that promotes the development of innovative and technological ideas in the sector.

The use of **disruptive technologies** is one of the fundamental pillars on which the Nueva Pescanova Group builds its innovation strategy. Given the breadth of technologies, their use in science applied to fishing or aquaculture, or how quickly they are evolving, both entities are organising their first open innovation awards in the fishing and aquaculture sectors.

This contest is aimed at companies, start-ups, research centers or universities from anywhere in the world, and is open to any original, innovative and disruptive idea in the following three areas: **animal welfare, digitalisation of operations and processes, and aquaculture and marine sustainability**. The projects must use Artificial Intelligence (AI), Big Data, the Internet of Things (IoT), collaborative robotics, low-code platforms, automation technologies or any combination of the above.

The award-winning project team **will be able to develop its idea and turn it into reality** at the multinational fishing company's aquaculture R&D&I center, the Pescanova Biomarine Center, or at one of the Group's facilities around the world.

The jury panel will be made up of several top executives from both companies, including **Ignacio González, CEO of the Nueva Pescanova Group, and Alberto Granados, President of Microsoft Spain**.

Registration can be made through www.nuevapescanovaopeninnovation.com until **5 November at 15:00h**.