

# network

## enterprise europe

### yorkshire

## Case study

### Cluster development

**Organisation:** HSI

**Location:** Hull

### About HSI

The Humber Seafood Institute (HSI), based on Europarc Grimsby, is responsive to industry needs, delivering professional expert support and state-of-the-art-facilities for the seafood sector. It will engage in collaborative research with industry leaders so as to optimise market and trade opportunities.

### Enquiry

HSI was looking to engage more closely with the European marketplace in order to provide added value matchmaking opportunities for companies in Yorkshire. A team from HSI joined EEY at the European Seafood Exposition in 2009.

### Solution

The organisation has been able to forge valuable links with 15 organisations from throughout Europe. The new alliances will provide local companies with opportunities to win new business and find new partners abroad. Through the intervention of EEY, the Institute has also become home to the internationally renowned Food and Refrigeration and Processing Engineering Research Centre. The alliance will bring added expertise to the region and be a catalyst for innovation with the food sector.

“EEY is an invaluable network partner in creating links and developing partnerships overseas. They have helped us add value to the local seafood sector and the wider food processing industry.”

**Tracy George, Key Account Manager, HSI**

Getting a foothold in new markets can be a challenge. EEY can help. Your local gateway to the European marketplace, EEY is part of Europe's largest business support network with a presence in 46 countries and 280 cities.

Co-funded by Yorkshire Forward and the European Commission, the EEY team of advisors works with businesses, universities and research bodies to help them make the most of opportunities overseas.

EEY helps organisations interested in..

- Research opportunities
- Business opportunities
- News alerts & information
- Public procurement, 'Tenders Electronic Daily'

\*\* Enterprise Europe Yorkshire brings together four local organisations including Yorkshire Forward, RTC North, Targeting Innovation and Bradford Metropolitan District Council which are dedicated to helping your business get the information and advice you need, to compete effectively here in the UK and the rest of Europe

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