

Online fish auctions: technology and commerce join in Almería's fish market

LOCATION: Almería

DURATION: 1'''

SUMMARY: Almería's fish market has modernized and turned its auction into a referent in Spain in the implementation of new technologies. Buyers have all the information of the products to hand with no need to move, being also able to make the purchase with a remote control. Apart from remote purchases, this system will permit online participation for professionals and individual customers.

VTR:

We aren't in an art auction, like in Christies, this is a fish auction. And it is done thanks to an innovative computerised system that has turned the fish market of Almería's port into a referent in Spain in the implementation of new technologies.

JOSÉ MARÍA GALLART
Manager of ASOPESCA

"Everything is computerized. Buyers are sited in a stand watching the fish with a remote control that will be pushed depending on what they see in the screen which shows how the prize of the fish decreases. This is a reverse auction, as it has been historically."

The key players, ship-owners and buyers, talk about the benefits of this new way to hold the auction.

JOSÉ ANTONIO ROJAS
Ship-owner

"A box is auctioned by kilograms. What is the good thing about this action? That we have 50 or 60 people bidding for that box, so the added value is increased."

MARÍA SEGURA
Ship-owner

"It has a better presentation, it is by weight."

ÁNGELES VILLEGAS
Buyer

"Thanks to the screens installed in the fish market the products are more visible and they become easier to purchase."

Because they show all the information regarding the product: from the boat that has captured it, to its weight and size. One of the news of this system is that anyone can participate in the action through the Internet, always meeting a series of requirements.

JOSÉ MARÍA GALLART
Manager of ASOPESCA

"People who dedicate to buy fish and have their tax permit, and who also have signed up in our client's database, have the opportunity to watch the auction and to participate in it from home or the office."

A way to make things easier in a market that just in the first five months of the year sold one point six million kilograms of fish.

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