



Centre International de Hautes Etudes Agronomiques Méditerranéennes

CIHEAM BARI

Press release

7 giugno 2018

NEMO Project, ifṭār to promote the healthy fish of Matrouh

CIHEAM Bari has organized an event at “Magdy Restaurant” to promote the healthy fish of Matrouh.

CIHEAM Bari is the executive agency of the NEMO project, a cooperation development project financed by Italian Cooperation and jointly implemented with the support of the Egyptian Ministry of Agriculture and Land Reclamation, the Agriculture Research Center, the Desert Research Center and the General Authority for Fish Resources Development.

The objective of this event is to raise awareness among national opinion leaders and main stakeholders in Matrouh about the value and the importance at social, economic, environmental and institutional level of some species of fish which are mainly fished by traditional Matrouh’s fishermen and which are underestimated by consumers.

Such fish has important nutritional value and have been promoted during the event by three Italian chefs: Mr Carlo Esposito, Mrs. Francesco e Vincenzo Montaruli with their Egyptian colleague, Mr. Farag El Awary. This team has elaborated innovative recipes using local desert herbs as spices.

The project team has worked with the local fishermen cooperative. They have benefitted from training and equipment to improve the efficiency of fishing, while reducing the environmental impact along the Matrouh coastal area.



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Proper enhancement of local natural resources can represent an important driver for local development of Matrouh, considering the importance of this territory as tourist destination for millions of Egyptian families.

The event was attended by a representative of local ministries and authorities as well as local operators interested in raising their awareness on this innovative promotional approach to support local communities.



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