

THE SOUTH PACIFIC TUNA TRACEABILITY BRIEF

The 2027 compliance window in Ecuador's tuna cluster — and how traceability providers enter the room where it's decided.

1 The window is open now

Ecuador is the world's second-largest tuna exporter, and around **60% of its tuna exports go to Europe**. With EUDR and the EU Digital Product Passport now in force, traceability has crossed a line: it no longer just protects margin — it decides who keeps market access.

Paper-based catch certification and chain-of-custody are on a hard clock. Across the industry, raw-material inputs and export documentation are being digitized right now — and the fleet's processors are **buying traceability technology in 2027**. The only open question is from whom.

WHY NOW

- ~60% of Ecuador's tuna exports depend on continued EU market access.
- EUDR + Digital Product Passport compliance is now mandatory, not optional.
- The decision is landing on the desks of Ecuador's top tuna GMs at the same time.

The buyers are unusually concentrated: the owners of more than 95% of national tuna production. Win the right handful of relationships and you've effectively covered the market.

2 This is a decision system, not a sales market

In the South Pacific tuna cluster, adoption doesn't move like a normal sales market. It moves like a **decision system** organized around four forces: continuity, compliance, risk, and trust.

For traceability specifically, you enter through the **compliance door** — audit-safe records, traceability integrity, export readiness. What gets approved is cleaner proof and easier retrieval *without adding new operational risk*. And no single champion is enough: the deal lives or dies with the risk-owner — the person who has to sign that it's safe.

Problem-owner

Feels the pain, wants the change

Risk-owner

Must approve it's safe — protects the company

Accountability-owner

Owens budget, permission and the next step

If your story only helps the first, it usually stalls at the second. The full playbook — the pilot-readiness system that turns a good meeting into an approved pilot — is what we walk through on the Fit Call.

3 The room where it's decided

Expopesca del Pacífico Sur is Ecuador's benchmark industrial fishing expo, produced by Xpocorp across **27 years and 15 editions**. Blue Innovation Hub LATAM operates inside it as the innovation engine — so you enter with instant legitimacy and direct access to decision-makers, not cold outreach from zero.

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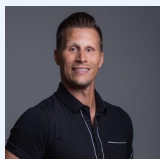
2,800+ Attendees at the 2026 industrial expo	10 Top-tuna general managers in curated 1-on-1 meetings	>95% Of national tuna production represented	25 Countries represented
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Curated 1-on-1 rounds — matched by strategic fit, briefed in advance. They arrive to buy, not to browse.



The Blue Summit — where industry, innovation and institutions convene in Manta.



“For an innovation company, it cuts months — even years — of commercial work and validation. Direct access to relevant players, an understanding of the business context, and real opportunities to collaborate. We advanced conversations toward pilots and visited facilities.”

Jason Hendsch · Sales Director, Trace Register · Traceability, USA

“For the first time in history, all the magnates of the Ecuadorian tuna industry were in one place. It had never happened before.”

Julio Tigua · General Manager, Envasur

4 How you enter

The path in is the **Blue Soft Landing Method™** — a curated process that takes you from strategic fit to briefed, one-on-one meetings with the exact decision-makers who must comply, each starting with a clear pilot pathway. Access is **curated by category and limited each edition**, which is why a short fit conversation comes first.

Convene (Expo) → **Accelerate** (curated 1:1) → **Prescribe** (Innovation as a Service) → **Continue** (Blue Hub 365)

The 15-minute Fit Call

A realistic go / no-go on fit for 2027 — and where we share the full South Pacific Tuna Market Entry Kit™, the complete decision-motion playbook.

Book: bihlatam.com/fit-call

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Your technology already works. What's missing is the right access.

