

COMPETITIVENESS OF FISHERY EXPORT SMES IN ENSENADA MEXICO, FROM THE SUSTAINABILITY PARADIGM

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ABSTRACT

This study presents a link between the competitiveness of Small and Medium Enterprises (SMEs) from the fisheries export sector in Ensenada, Baja California, and the sustainability paradigm. This research intends to assess the competitiveness of fisheries by analyzing the practice and procedures used in terms of sustainability, determining whether the structure they have is suitable or not, identifying their strengths, weaknesses, opportunities and threats as well as the critical factors of success of those enterprises with a foray into international markets. The degree of competitiveness in the international market, as well as the sustainable use of the regional resources, are assessed. Exercising fishery under a sustainable approach would ensure the species ability to reproduce by keeping healthy populations while avoiding a negative impact on the marine environment. Results show that SMEs are competitive internationally due to the effort of productive chains gained by the involvement of the public and private sectors. Conversely, this sector requires specialization and a greater diversification that allows producers to integrate acceptable and sustainable management of the resources in the medium and long term.

KEYWORDS: Competitiveness; fishery export; illegal fishing & Sustainable fishing