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WISEFISH

"Empowering seafood businesses through digital traceability and compliance."

Founded in 1995, Wisefish is a comprehensive business solution provider for the seafood industry, helping businesses meet the growing demands for traceability, compliance, and sustainability. Headquartered in Iceland, Wisefish operates globally, offering cutting-edge software solutions that streamline seafood operations, from raw material tracking to final product delivery. With a strong focus on real-time inventory, costing, profitability, and traceability, Wisefish enables customers to ensure transparency, optimize their operations, and demonstrate responsible sourcing in a highly regulated market. As the seafood industry evolves, Wisefish is committed to staying ahead by providing adaptable and scalable solutions that meet the unique needs of the sector.

Why Digital Seafood Traceability Matters

Digital seafood traceability is central to Wisefish. With increasing global regulations and demand for transparency, it ensures seafood products are sourced responsibly and sustainably. For Wisefish, traceability is more than a requirement—it builds consumer trust and supports sustainability goals. Their solution help customers comply with regulations, maintain product integrity, and gain real-time visibility across the value chain. As regulations evolve, Wisefish remains committed to keeping customers compliant while improving operational efficiency.

Supporting the Seafood Sector with GDST Standards

Wisefish strengthens the seafood sector by providing integrated business solutions that prioritize traceability and compliance. By adopting GDST standards, Wisefish ensures seamless data compatibility, simplifying regulatory adherence and aligning with industry best practices. As consumer demand for transparency grows and regulations tighten, this partnership enables businesses to maintain accurate, compliant data throughout the supply chain. The GDST's efforts in fostering collaboration have been instrumental in driving industry-wide improvements, and Wisefish is proud to contribute to this transformative movement, helping businesses demonstrate sustainability and responsible sourcing while reducing complexity.

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 [@TheGDST](https://twitter.com/TheGDST)

 [Global Dialogue on Seafood Traceability \(GDST\)](https://www.linkedin.com/company/global-dialogue-on-seafood-traceability/)



Long-Term Goals and Vision

Wisefish's long-term goal is to foster collaboration and drive innovation in the seafood sector through their commitment to GDST standards. Their goal is to ensure financial and business solutions not only meet these standards but also help customers achieve compliance, build stakeholder trust, and streamline operations. They envision a fully interconnected, transparent, and sustainable seafood value chain benefiting businesses and consumers alike. By working closely with the GDST, Wisefish is contributing to the creation of a global traceability system that empowers the seafood industry to meet evolving regulatory and market demands while promoting sustainability.

Advice for Potential GDST Partners

Wisefish advises potential GDST partners to ensure they have the necessary resources, including a dedicated team for traceability implementation. Engaging with customers and industry stakeholders is key to addressing regulatory needs effectively. Wisefish emphasizes the importance of flexible software solutions that adapt to evolving industry demands. A clear plan, strong collaboration, and a commitment to transparency are essential for businesses embarking on their digital traceability journey.

You can learn more about Wisefish at: [Wisefish Website](#)

Explore the benefits of GDST partnership at: [GDST Get Involved](#)

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