



INTERNATIONAL COLDWATER PRAWN CONFERENCE

NOVEMBER 21ST, 2013

RADISSON BLU PORTMAN HOTEL
22 PORTMAN SQUARE, LONDON

8.30 am **Registration and Coffee**

9.00 am **Welcome and opening speech**

Mr. Simon Jarding, Chairman for ICWPF

Keynote address

Mr. Karl Lyberth, Greenlandic Minister for fishery

SESSION 1: Brush up on Cold Water Prawn

Moderator: Mr. Yngvi Óttarson, IEC, Iceland

9.15 am **The resources**

Resource and Fisheries –
Status for the Cold Water Prawn stocks.

Professor Mrs. Michaela Aschan, Norwegian College of Fishery Science

9.45 am **The environment**

How will climate changes affect the Cold Water Prawn?

Professor Mr. Paul Wassmann, University of Tromsø

10.15 am **Coffee break**

10.30 am **The market**

Developments in UK foodservice market and how it influence
Cold Water Prawns

Speaker TBA, Brakes

The US market for Cold Water Prawn – direction and trends

Editor Mr. John Sackton, Seafood News

Cold Water Prawn in Europe – market shares and development

Partner Mr. Jens Møller, GEMBA Seafood Consulting A/S

SESSION 2: How to Communicate with the Market

Moderator: Mr. Øystein Pettersen, Sjomatsgleder

11.40 am **Health, dietary and sustainable business**

Shellfish protein for appetite control – Improving weight loss
Dr. Mrs. Alexandra Johnstone, University of Aberdeen

Dietary cholesterol in CWPs to cardiovascular health
Professor Mr. Bruce Griffin, University of Surrey

Strategic development and sustainable business in the future
Senior Advisor Mrs. Melanie Siggs, Prince's Charities

13.00 pm **Lunch**

13.45 pm **Category, marketing and CWPs position**

Increase the cold water category – experiences from Germany
Category manager Mrs. Lise-Lotte Callesøe York, Royal Greenland

How to improve the marketing of Cold Water Prawn
Marketing Director Mr. Børge Grønbech, Norwegian Seafood Council

New investigation of Cold Water Prawns in the UK-market
Head of Marketing, Mrs. Karen Galloway, Seafish

The UK-retail market for Prawns
Commercial Director Mr. Jonathan Hodgeson, Lyons-Seafood

15.30 pm **Coffee break**

SESSION 3: New Challenges for Cold Water Prawn

Moderator: Mr. John Sackton, Seafood News

15.45 pm **Emerging markets/expansion and the future**

The emerging markets in East – China from 2000 to 2020
Director Mr. Bruce Chapman, Canadian Assn. of Prawn Producers

How we will expand the market for Cold Water Prawns in US
Director Mr. Charles Kirschbaum, Pacific Seafood Group

Outlook and what is the future for Cold Water Prawns?
CEO Mr. Mikael Thinghuus, Royal Greenland

17.15 pm **Concluding remarks**

Please note that it may be necessary for reasons beyond the control of the organizer to alter the content and timing of the program or the identity of the speakers.

Conference Venue:

Radisson Blu Portman Hotel
22 Portman Square
London- W1H 7BG GB
Telephone: +44 (0)20 7208 6000
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www.radissonblu.co.uk

**Conference Organizer:**

GEMBA Seafood Consulting A/S
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**Practical matters:**

For your registration and payment see the conference website:

<http://www.conferencemanager.dk/icwpcf>

or

<http://www.icwpcf.com>

Prices:

Conference Fee:

Registration before September 16th 2013: £ 375-

Registration after September 16th 2013: £ 450-

The Conference fee includes lunch, refreshments and conference documentation as available. The payment should be made within 14 days of registration. All registration fees must be paid before the event.

Dinner Event at Radisson Blu Portman (optional):

Registration before September 16th 2013: £ 125-

Registration after September 16th 2013: £ 150-

The Dinner Event fee includes a luxury dinner with wines and drinks. The payment should be made within 14 days of registration. All registration fees must be paid before the event.

The number of participants at the conference and the dinner event is limited – please make your registration as soon as possible!

Promotion:

To discuss promotion options please contact ICWPF's Secretary Jens Møller at +45 4565 5504 or jm@gemba.dk

Accommodation in London:

Hotel reservations are not included in the conference fee.

At the conference website <http://www.conferencemanager.dk/icwpcf> a number of hotels nearby Radisson Blu Portman Hotel are proposed.