



# INTERNATIONAL COLDWATER PRAWN CONFERENCE

NOVEMBER 21<sup>ST</sup>, 2013

RADISSON BLU PORTMAN HOTEL  
22 PORTMAN SQUARE, LONDON

8.15 am **Registration and Coffee**

8.45 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*

9.00 am **The resources**

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

*Professor Mrs. Michaela Aschan, Norwegian College of Fishery Science*

9.30 am **The environment**

How will climate changes affect the Cold Water Prawn?

*Professor Mr. Paul Wassmann, University of Tromsø*

10.00 am **Coffee break**

10.30 am **The market**

The US market for Cold Water Prawn – direction and trends

*Editor Mr. John Sackton, Seafood News*

How we will expand the market for Cold Water Prawns in US

*Director Mr. Charles Kirschbaum, Pacific Seafood Group*

The Russian market for Cold Water Prawn – status and outlook

*Seafood Category Leader Mr. Georgiy Guminskiy, Uhrenholt*

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*

### 12.00 pm **Category, marketing and CWPs position**

Skrei a new category in the Whitefish segment, or just an expensive marketing idea?

*Director Mr. Jack Robert Møller, Norwegian Seafood Council*

The UK-retail market for Prawns

*Commercial Director Mr. Jonathan Hodgeson, Lyons-Seafood*

### 13.00 pm **Lunch**

### 13.50 am **Health and dietary concerns**

Dietary cholesterol in CWPs to cardiovascular health

*Professor Mr. Bruce Griffin, University of Surrey*

Shellfish protein for appetite control – Improving weight loss

*Dr. Mrs. Alexandra Johnstone, University of Aberdeen*

### 14.50 am **Cold Water Prawns in the UK-retail market**

Investigation of the UK-market for Cold Water Prawns

*Head of Marketing Mrs. Karen Galloway, Seafish and*

*Research Director Mrs. Louise Affleck, RSDI*

### 15.40 pm **Coffee break**

## SESSION 3: New Challenges for Cold Water Prawn

*Moderator: Mr. John Sackton, Seafood News*

### 16.00 pm **Markets and expansion in the future**

The UK foodservice market and how it influence Cold Water Prawns

*Director Adam Swan, Brakes*

China: Past, Present and Future

*Director Mr. Brian McNamara, Newfound Resources*

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.



**undercurrentnews**



**Laitram  
Machinery**

  
**Iceland Seas**

**Conference Venue:**

Radisson Blu Portman Hotel  
22 Portman Square  
London- W1H 7BG GB  
Telephone: +44 (0)20 7208 6000  
Fax: +44 (0)20 7208 60012950  
[www.radissonblu.co.uk](http://www.radissonblu.co.uk)

**Conference Organizer:**

GEMBA Seafood Consulting A/S  
Bygstubben 4  
2950 Vedbæk, Denmark  
[www.gemba.dk](http://www.gemba.dk)  
icwfp@gemba.dk  
Telephone: +45 4565 5500  
Fax: +45 4565 5509

**Practical matters:**

For your registration and payment see the conference website:

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

or

<http://www.icwfp.com>

**Prices:**

Conference Fee:

£ 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): £ 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](mailto:jm@gemba.dk)

**Accommodation in London:**

Hotel reservations are not included in the conference fee.

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

