



INTERNATIONAL COLDWATER PRAWN FORUM

NOVEMBER 21ST, 2013

RADISSON BLU PORTMAN HOTEL
22 PORTMAN SQUARE, LONDON

Welcome

to

The International ColdWater Prawn Forum 2013

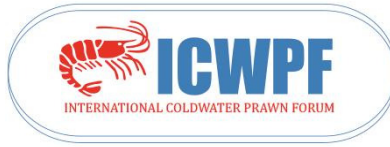


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PROGRAM



INTERNATIONAL COLDWATER PRAWN FORUM

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

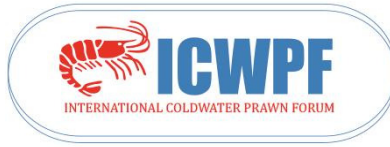
Cold Water Prawn in Europe – market shares and development
Partner Mr. Jens Møller, GEMBA Seafood Consulting A/S


Iceland Seas

undercurrentnews




**Newfoundland
Labrador**
Fisheries and Aquaculture



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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 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**



**Laitram
Machinery**

PacificSeafood

 **IntraFish**



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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**

ICWPF dinner event at Hotel Radisson Blu

19.00 pm **Drinks reception**

19.30 pm **Dinner Event**

Dress code: Business

