



INTERNATIONAL COLDWATER PRAWN FORUM
NOVEMBER 12, 2015
TIVOLI HOTEL
ARNI MAGNUSSONS GADE 2, 1577 COPENHAGEN

DRAFT PROGRAM

Welcome to

INTERNATIONAL COLDWATER PRAWN FORUM 15





INTERNATIONAL COLDWATER PRAWN FORUM

08:30 **Registration and coffee**

09:00 **Welcome and opening speech**

*Chairman for ICWPF,
Mr. Simon Jarding, Denmark*

Keynote speak

*Deputy Minister for Fishery, Catch and Agriculture,
Mr. Jørgen Isak Olsen, Government of Greenland*

Keynote speak

*Senior Trade Commissioner,
Mrs. Adeline Grenier, the Canadian Embassy, Denmark*

Keynote address

*Chairman of subcommittees for shrimp and crustaceans –
Danish Seafood Association,
Mr. Henrik Espersen, Ocean Prawn, Denmark*

SESSION 1: RESOURCES AND FISHERY

Moderator: Mr. Yngvi Óttarson, IEC, Iceland

09:35 **Prawn Resources of the North Atlantic – Now and 20 years ahead**

*Head of Research Group Bottom Habitats and Shellfish,
Dr. Mr. Carsten Hvingel, Institute of Marine Research, Norway*

Impacts of the Warm Blob and El Niño on cold water prawns and other biota in the NE Pacific Ocean

*Research Fisheries Biologist,
Dr. Mrs. Laurie Wietkamp, US National Oceanic and Atmospheric
Administration, Fisheries, US*

New technology in the methods of fishing cold water prawn

*Secretary, Shrimps Producers Marketing Cooperative,
Mr. Nick Edwards, Oregon, US*

10:45 **Coffee break and networking**



SESSION 2A: FUTURE MARKET, MARKETING AND PRODUCT DEVELOPMENT

Moderator: Mr. Jonathan Banks, Jonathan Banks Associates Ltd.

11:00 **What is the news in retail and how does it affect seafood?**

*Category Management Consult
Mr. Jonathan Banks, UK*

The role of certification and the ethics of production and what is the potential for cold water prawn?

*Head of Advocacy, Seafish
Mrs. Libby Woodhatch, UK*

E-commerce is blooming in China – how will cold water prawns fit in?

*Director, Everfish Int. Ltd.
Mr. Gao Linming, China*

What are the dynamics and expectations of the tropical shrimp industry?

*Analyst – Seafood, Rabobank,
Mrs. Lian Heinhuis, Netherlands*

How to handle wild Atlantic prawn in UK-market - progress to date and what are the future plans.

*Director, KAGC Limited,
Mrs. Karen Galloway, UK*

12:40 **Lunch**

SESSION 2B: FUTURE MARKET, MARKETING AND PRODUCT DEVELOPMENT

Moderator: Director Mr. Øystein Pettersen, Sjømatsgleder (Norway)

14:00 **Product development of cold water prawns in the Swedish retail market. Hand peeled or brined in the future?**

*Chairman of Swedish Seafood Wholesalers and Vice Chairman of Gothenburg Fish Auction Hall.
Mr. Klas Westlund, Sweden*

Learnings and experiences from certification and supply chain management

*Director, ORKLA Procurement, Marine materials and Traded goods ORKLA Foods
Mr. Krishan Kent, Sweden*

How do we add value in the processing of cold water prawn?

*CEO, Stella Polaris,
Mr. Tom Harry Klausen, Norway*

How to make cold water prawn a winner in the seafood market?

*Director, marketing and PR, Norwegian Seafood Council,
Mr. Børge Grønbech, Norway*

15:30 Coffee break and networking



SESSION 3: NEW CONSUMERS AND COLD WATER PRAWNS POSITION

Moderator: CEO, Mr. Mikael Thinghuus, Royal Greenland

15:50 **How do we handle consumers in the right way?**

*CEO, Royal Greenland,
Mr. Mikael Thinghuus, Greenland*

16:10 **Where are the expansion opportunities for cold water prawns?**

Panel discussion and views from:

- *Mr. John Sackton, Seafood News*
- *Mrs. Karen Galloway, KAGC Limited*
- *Mr. Jonathan Banks, Jonathan Banks Associates Ltd*
- *Mr. Gao Linming, Everfish Int. Ltd.*

16:35 **End of conference – Sum up**

*Chairman for ICWPF
Mr. Simon Jarding, Greenland*

16:45 Coffee and refreshments

Please note that it may be necessary to alter the content, speakers and timing of the program.

Conference Organizer:

GEMBA Seafood Consulting A/S,

Venlighedsvej 6,
2970 Hørsholm,
DK - Denmark

www.gembaconsulting.dk

Telephone: +45 4079 1011

