



NORGES
SJØMATRÅD

International Shellfish Event 2017 – March 9 in Bergen, Norway

What are the new trends and how can shellfish meet the market in a volatile world?

The International Shellfish Event 2017 will focus on the market position and business potential of shellfish in the global seafood industry. How to brand and meet the consumers in the market of shellfish is the central topic in this year's event. The focal species will be snow crab, king crab and cold water prawn.

The International Shellfish Event 2017 takes place at Bryggens Museum, Dreggsallmenningen 3, 5835 Bergen just beside Radisson Blu Royal Hotel the venue for North Atlantic Seafood Forum.

- 09:00 Opening and welcome
By CEO **Mrs. Renate Larsen - Norway**, Norwegian Seafood Council
- 09:10 Agenda and procedure of the day
By Partner **Mr. Jens Henrik Møller - Denmark**, GEMBA Seafood Consulting
- Session 1: Global trends in shellfish**
- 09:15 Trends in global shellfish consumption – where are the shellfish markets?
By Market analyst **Mrs. Kristin Lien - Norway**, Norwegian Seafood Council
- 09:35 Serve the best menu – Sushi is increasing – how do shellfish get a bigger part?
By CEO **Mrs. Lise Lotte Callesøe - Denmark**, FSG Foods
- 10:00 “It’s the consumer stupid”
By Procurement Director **Mr. Charles Boardman - UK**, Icelandic Seachill
- 10:20 The high-end market for shellfish in Asia – developments and trends
By Vice President **Mr. Daughin Montgomery Chan - China**, Scandinavian Group
- 10:45 Q and A
- 10:50 **Coffee break - Networking and business opportunities**
Coffee will be served at Bryggens Museum

The International Shellfish Event is organized in cooperation between North Atlantic Seafood Forum (NASF), International Cold Water Prawn Forum (ICWPF) and Norwegian Seafood Council (NSC), and conducted by GEMBA Seafood Consulting A/S.

Session 2: Product and market developments in shellfish categories

11:10 The secrets of king crab and snow crab in Asia

By Researcher Dr **Mrs. Gøril Voldnes – Norway**, Nofima and

By Sales Manager **Mr. Erlend Johansen - Norway**, CapeFish

11:55 The position of cold water prawns and how to compete with warm water prawns

By Director **Mr. Henrik Espersen – Denmark**, Ocean Prawn and Committee Chairman for Crustaceans - Danish Seafood Association.

12:20 Branding of shellfish – a part of the Lerøy Brand

By Head of team whitefish **Mr. Morten Hyldborg Jensen - Norway**, Lerøy

12:45 Q and A

13:00 Lunch - Networking and business opportunities

Lunch will take place at Radisson Blu Royal Hotel just beside Bryggens Museum

Session 3: Increased consumption of shellfish

Case studies on shellfish

14:00 The search for the next ingredient: transparency

By Founder and Director **Mr. Alessandro Porcelli - Italy**, Cook it Raw

14:25 Brand building in retail

By Co-Founder **Mr. Jan Hillesland – Norway**, BigBlue & Company

14:50 Warm Water Shrimp in a global perspective

By President **Mr. George Chamberlain – USA**, Global Aquaculture Alliance,

15:10 Q and A

15:15 **Panel debate:** Learnings - what can we take home from today – and what do we do?

15:35 Thank you and closing remarks

By **Mrs. Renate Larsen- Norway**, Norwegian Seafood Council

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