



Take part in North Atlantic Seafood Forum's new event
Expand your business insight - on **snow crab, lobster and prawns**

The International Cold Water Prawn Forum (ICWPF) will host a side event at NASF 2016 with GEMBA Seafood Consulting A/S as organizer. This special business seminar will focus on snow crab, lobster and prawns, and will give you profound insight into the new business opportunities these species gives for the global seafood sector.

Place: North Atlantic Seafood Forum, Bergen

Date: Thursday March 3rd 2016

Time: Hrs. 09:00 – 15:00

Registration: Go to North Atlantic Seafood Forums Website: www.nor-seafood.com

Program:

Moderator: Jens Henrik Møller, GEMBA Seafood Consulting, Denmark

09:00 – 09:10: Welcome by International Coldwater Prawn Forum
Chair Mr. Simon Jarding, Royal Greenland, Denmark

SESSION 1: Shellfish in the seafood market and what kind of consumers will we meet in the future?

09:10 – 09:35: Outlook: Changes in foodservice with focus on shellfish and seafood – what are the new challenges and do we see any main game changer
Director Fish & Seafood, Mr. Mike Berthet, MJSeafoods (UK)

09:35 – 10:00: Outlook: What is the future for shellfish products in the retail markets and how can the seafood sector handle these challenges?
Category Management Consult, Mr. Jonathan Banks, (UK)

10:00 – 10:25: Outlook: The lobster case – the retail market in US and the potential for further developments in a high value market – how can these experiences be used in the European market?
Editor Mr. John Sackton, Seafood News (US)

10:25 – 10:50: Outlook: The Cold Water Prawn - how to handle the Prawns with focus on freshness and taste
Category Director, Mrs. Lise Lotte Callesøe York, Royal Greenland (GR)

10:50 -10:55: Q&A

10:55 – 11:20: Coffee break >> Networking and business discussions

SESSION 2:	What is the future production of shellfish to the market?
11:20 – 11:40:	King Crab and Snow Crab in the east part of the North Atlantic – Production and supply Senior Scientist, Dr. Philos. Mr. Sten Siikavuopio, Nofima (NO)
14:40 – 12:10:	Lobsters and Snow Crab – Production and supply Editor Mr. John Sackton, Seafood News US)
12:10 – 12:30:	Cold Water Prawns – Production and supply Dr. Mr. Carsten Hvingel, Institute of Marine Research, Norway (tbc)
12:30 – 12:40:	Q&A
12:40 – 13:20:	Lunch & Networking
SESSION 3:	How we will expand the value of our business?
13:20 – 13:40:	How we will develop a new high value industry on King Crab and Snow Crab Research Manager Marine Biotechnology, Mrs. Ragnhild Whitaker, Nofima (NO)
13:40 – 14:00:	How we expand the creation of value in Snow Crab Sales Manager, Mrs. Ingvild Dahlen, Norway Seafood (NO)
14:00 – 14:20:	How we will fill in the gap of knowledge on Cold Water Prawns and give it a new identity in consumers mind. Director, Mrs. Karen Galloway, KAGC Limited, (UK), (tbc)
14:20 – 14:25:	Q&A
14:25 – 14:45:	Panel discussion: “How to create more value and utilize the opportunities for Lobster, Prawn and Crabs”. Participants: - Jonathan Banks, - Ingvild Dahlen - Lise Lotte Callesøe York - John Sackton
14:45 – 14:50:	End of conference – Sum up – ICWPF chairman Mr. Simon Jarding, (DK).
14:50 – 15:15:	Coffee and networking

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

Conference Organizer in cooperation with North Atlantic Seafood Forum (NASF) and International Cold Water Prawn Forum (ICWPF):

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