

15-16 November 2017

Regional Conference "New opportunities for value creation"

Ministry of Agriculture and Fisheries, Food and Environment
Spain, Madrid, Plaza de San Juan de la Cruz

15 November

Registration and coffee (9:00-10:00)

(10.00-10.20)

Opening Session

Spanish Ministry of Agriculture and Fisheries, Food and Environment
Alberto Lopez-Asenjo Garcia, Secretary General of Fisheries

EUROFISH International Organisation
Aina Afanasjeva, Director

Session 1
(10.20-12.15)

Innovations in the seafood sector

Moderator: D. José Luis González Serrano, Director General for
Fisheries Management and Aquaculture

Value creation with innovation in the whitefish industry

Guðbjörg Heiða Guðmundsdóttir, Innovation Cluster Iceland & UK, Marel, Iceland

#TasteThis Accelerate Fresh Whitefish

Gonzalo Campos Valverde, Sealed Air, Spain

Fish landed. How not to lose value?

Roberts Dlohi, PERUZA Ltd, Latvia

Brands as Interlocutors in the Age of Industry 4.0

Claudio Kadú Melo, BMO Tactile Branding, Spain

Innovations in the retail sector for fish and seafood

Luisa Alvarez, FEDEPESCA, Spain

Questions and Answers

12.15-12.45

Coffee break

Session 2
(12.45-14.15)

Fish waste for profit

Moderator: TBC

Maximising the value of by-products

Leticia Regueiro Abelleira, ANFACO CECOPECA, Spain

How to maximise the value of low value fish

Jorge Romón Olea, The Cooperative of Shipowners of Fishing of the Port of Vigo (ARVI), Spain

Circular economy in the fisheries sector

Mari Didriksen, Ministry of Trade, Industry and Fisheries, Norway

Alternative use of by-products

Marco Frederiksen, EUROFISH

Questions and Answers

14.15-15.15

Lunch

Session 3
(15.15-17.15)

Unlocking the potential of aquaculture products

Moderator: Ekaterina Tribilustova, Market Specialist, EUROFISH

Aquaculture in the Mediterranean and Black Sea: Current outlook and emerging scenarios

Fabio Massa, General Fisheries Commission for the Mediterranean (GFCM)

Aquaculture for the youngest generation

Catherine Pons, Federation of European Aquaculture Producers (FEAP)

How to make aquaculture products attractive to consumers

Javier Ojeda Gonzalez-Posado, Association of Marine Aquaculture Producers (APROMAR), Spain

Mussel aquaculture: Management of Producer Organisations and market dynamics

Maria Cozzolino, NISEA, Fishery and Aquaculture Research Organisation, Italy

Promotion campaigns in Poland

Tomasz Kulikowski, Fish Market Development Association, Poland

Questions and Answers

16 November

Session 4
(9.30-11.15)

Expansion of market for fish and seafood

Moderator: Fabio Massa, Senior Aquaculture Officer, GFCM

Outlook for European seafood market

Ekaterina Tribilustova, EUROFISH

Voluntary Standards and Fish Products - Market access or technical barriers to trade?

Victoria Chomo, FAO REU, Hungary

Spanish traceability system in practice

Borja Carmona, MAPAMA, Spain

Successful integrated co-management of bivalve fisheries in the northern Adriatic

Loretta Malvarosa, NISEA, Fishery and Aquaculture Research Organisation, Italy

Impact of Brexit on international trade in fish and seafood

Roger Corey, EUROFISH

Questions and Answers

Session 5
(11.15-12.45)

Consumption and consumer awareness

Moderator: Aurora de Blas Carbonero,
Deputy Director General for Aquaculture and Commercialization of Fisheries Products

Fish for sustainable food security and nutrition

Elizabeth Graham, FAO, Italy

EU consumer habits regarding fishery and aquaculture products

Valentina Sannino, Cogea S.r.l, Italy

Consumer trends, habits and innovation within the seafood category

Javier Iglesias Vega, Client Manager, Kantar Worldpanel, Spain

Mediterranean diet – far more than only a healthy dietary pattern

Lluís Serra-Majem, IFMED, University of Las Palmas de Gran Canaria, Spain

Questions and Answers

Closing remarks: D. José Luis González Serrano, Director General for Fisheries
Management and Aquaculture

12.45-13.45

Lunch