

Sunday, September 10th

📍 MATÍS HQ Vínlandsleið 12, 113 Reykjavík

WORLD SEAFOOD ROUNDUP – 1st floor

🕒 08:30 Registration

PLENARY SESSION – 3rd floor

🕒 09:00-12:30 **Chairperson** Carey Bonnell, President IAFI

🕒 09:00 **Welcome** – Carey Bonnell, President IAFI

🕒 09:10 **Delegates introduction** – Carey Bonnell, President IAFI

🕒 09:20 **Overview of FAO Blue Growth agenda** – Delegates

🕒 09:40 **Overview of UNU-FTP priorities & interests** – John Ryder, FAO

🕒 10:00 **Fisheries sustainability in the developing world** – Tumi Tomasson, UNU-FTP

🕒 10:30 **COFFEE BREAK**

🕒 11:00 **Seafood fraud** – John Ryder, FAO

🕒 11:20 **Food safety topics**

– Polycyclic aromatic hydrocarbons and food safety

– Antimicrobial resistance

– Fish toxins

– Microplastics

Ian Goulding, Megapesca, Yvette Diei-Ouadi and Esther Garrido Gamarro, FAO

🕒 12:00 **Food loss and waste** – Yvette Diei-Ouadi, FAO

🕒 12:20 **Conclusions and Wrap up** – Carey Bonnell, President IAFI

🕒 12:30-13:30 **LUNCH**

REGIONAL SESSIONS: AFRICA – 3rd floor

🕒 13:30-16:00 **Chairpersons:** Yvette Diei-Ouadi, FAO & Ian Goulding, Megapesca

🕒 13:30 **Regional Priorities Presentations**

🕒 14:30 **COFFEE BREAK**

🕒 15:00 **Special topics and general discussions**

– Food Safety Authority – 2 years on

– Risk management in food safety

REGIONAL SESSIONS: ASIA /PACIFIC – 2nd floor

🕒 14:00-16:00 **Chairpersons:** Mike Dillon, IAFI, & John Ryder, FAO

🕒 13:30 **Regional Priorities Presentation**

🕒 14:30 **COFFEE BREAK**

🕒 15:00 **Special Topics:**

– Decent work – factories, boats, farms

– Aquaculture codes of practice and productivity

🕒 16:30-18:00 **PRE-CONGRESS RECEPTION AT MATIS HEADQUARTER** – 3rd floor

 HARPA CONFERENCE HALL







BUILDING A STRONG BLUE FORUM – Silfurberg A+B

-  08:30-10:10 **Chairperson** Christian Patermann, Former Director EU Commission
-  08:30 **Opening remarks** – Carey Bonell, President IAFI
-  08:40 **Welcome** – Sveinn Margeirsson, CEO Mátis
-  08:50 **Welcome** – Þorgerður Katrín Gunnarsdóttir, Minister of Fisheries and Agriculture Iceland
-  09:00 **The challenges to seafood sustainability in the 21st century**
– Manuel Barange, Director of the FAO Fisheries and Aquaculture Policy and Resources Division
-  09:15 **The meaning of the UN Agenda 2030 for Seafood Industry** – Jakob Rhyner, Vice Rector United Nations University
-  09:30 **Working smarter not harder – how an industry came together to embrace change** – Jayne Gallagher, IAFI / Honey & Fox Ltd.
-  09:45 **Sustaining food from the sea: a progress report** – Ray Hilborn, Professor University of Washington
-  10:10-10:40 **COFFEE BREAK**
-  10:40-12:20 **PARALLEL MORNING SESSIONS**





PROGRESSING THE BLUE BIOECONOMY IN LARGE OCEAN STATES – Silfurberg A

-  10:40-12:20 **Chairperson** Christian Patermann, Former Director EU Commission
-  10:40 **Chairperson's opening remarks**
-  10:45 **Blue Bioeconomy strategy setting for large ocean states** – Sveinn Margeirsson, Mátis
-  10:50 **Greenland shrimp fishery – From disaster to success and back again** – Peder Munk Pedersen, Polar Seafood
-  11:05 **What is needed to add value in the Blue Bioeconomy** – Guðmundur Kristjánsson, Brim
-  11:30 **Cape Verde and Blue Economy** – Carlos Evora Rocha, Director National of Maritime Economy, Capo Verde
-  11:45 **The importance of knowledge sharing. Case study from Lake Tanganyaka** – Margeir Gissurarson, Matis and UNU-FTP
-  11:50 **Cultivating seaweed and Blue Bioeconomy in the Faroe Islands** – Olavur Gregersen, Syntesa and Ocean Rainforest
-  12:05 **Round table discussion** – Chaired by Christian Patermann Former Director EU Commission
Panel: Sveinn Margeirsson, Peder Munk Pedersen, Guðmundur Kristjánsson, Carlos Evora Rocha, Margeir Gissurarson and Olavur Gregersen

BUILDING CAPACITIES IN FISHING COMMUNITIES – Silfurberg B

-  10:40-12:20 **Chairperson** John Ryder, FAO
-  10:40 **Considerations for Companies: Steps for Improvement and Seafood Successes** – Jen Cole, FishWise
-  11:00 **Collaborating towards a New Ocean Ethic** – Susan Fudge, Memorial University
-  11:20 **Sealing and Whaling and “blue growth”: Coherence or paradox?** – Geneviève Desportes, NAMMCO
-  11:40 **Technologies, Policies and Institutions for a real game-changing in food loss and waste** – Yvette Diei-Ouadi, FAO
-  12:00 **The role of fish-markets in the Icelandic value chain of cod** – Ögmundur Knútsson, University of Akureyri

SEAFOOD SUSTAINABILITY - CERTIFICATION SYSTEMS – Norðurljós

-  10:40-12:20 **Chairperson** Carl-Christian Schmidt, NMTT
-  10:40 **Regional Fishery Certification Models – Icelandic Responsible Fisheries Management Certification**
– Samuel Dignan, Global Trust Certification/ SAI Global
-  10:50 **Certification of sustainable fisheries** – Kristján Þórarinnsson, Fisheries Iceland
-  11:00 **Driving improvements! Volunteer market based program incentivise improvements in the global fisheries**
– Gísli Gíslason, MSC
-  11:15 **Caring for consumers – Responsible sourcing at all stages of production through GLOBALG.A.P. aquaculture certification version 5** – Valeska Weymann, GLOBALG.A.P.
-  11:25 **Global Sustainable Seafood Initiative (GSSI), a non-competitive approach to building confidence in certified seafood** – Herman Wisse, GSSI
-  11:35 **Round table discussion** – Chaired by Carl-Christian Schmidt, NMTT
Panel: Samuel Dignan, Kristján Þórarinnsson, Gísli Gíslason, Valeska Weymann, Herman Wisse

SIDE EVENT: BLUE FORUM – Norðurljós

🕒 12:30-12:50 **Chairperson** Jose Estors Carballo, FAO

🕒 12:20-13:20 **LUNCH**

🕒 13:20-17:00 **PARALLEL AFTERNOON SESSIONS**

HUMAN CAPITAL AND INNOVATIONS FOR THE SEAFOOD INDUSTRY – Silfurberg A

🕒 13:20-15:00 **Chairperson** Svein Berg, Managing Director/CEO at Nordic Innovation and Jakob Rhyner, Vice Rector UN University

🕒 13:20 **Chairperson's opening remarks** – Jakob Rhyner, United Nations University

🕒 13:25 **Research and capacity development supporting blue growth in SIDS and LDCs** – Tumi Tómasson, UNU-FTP

🕒 13:35 **Improving fisheries human capital through interdisciplinary doctoral training**
– Hanne Risan Johnsen, The Arctic University of Norway

🕒 13:45 **UNU-FTP and Salt fish innovation** – Nguyen Van Minh, Nha Trang University

🕒 13:55 **Few words from chairperson** – Svein Berg, Nordic Innovation

🕒 14:00 **Use by-products/new markets/by-products for the future?** – Tomas Eiriksson, Codland

🕒 14:10 **Seafood process waters; turning cost into income?** – Ingrid Undeland, Chalmers

🕒 14:20 **Superchilling. End user perspective** – Matti Isohätälä VICE CEO, Hätälä Oy

🕒 14:30 **Round table discussion**

Chairpersons: Svein Berg & Jakob Rhyner

Panel: Tumi Tómasson, Hanne Risan Johnsen, Nguyen Van Minh, Tomas Eiriksson, Ingrid Undeland, Matti Isohätälä

NEW VALUABLE INGREDIENTS/PRODUCTS FROM THE OCEAN – Silfurberg B

🕒 13:20-15:00 **Chairperson** Timothy Hansen, IAFI

🕒 13:20 **Chairperson's opening remarks**

🕒 13:25 **Algae as a sustainable source of high value products** – Dagmar Stengel, National University of Ireland Galway

🕒 13:35 **Results and future perspectives of the Seafarm project** – Fredrik Gröndahl, SEAFARM

🕒 13:45 **Sea Vegetable Ecological Aquaculture Value Chains** – Barry Costa Pierce, University of New England

🕒 13:55 **Isolation of proteins from Swedish red, green and brown seaweed** – Hanna Harryson, Chalmers University of Technology

🕒 14:05 **Pelagic processing blood-water protein recovery strategies & potential applications**
– Maria Hayes, Teagasc Food Research Centre

🕒 14:15 **Ingredients development from Collagen of seafood origin** – Margrét Geirsdóttir, Matís

🕒 14:25 **Squid and colour properties with storage** – Kazufumi Osako, Tokyo University of Marine Science and Technology

🕒 14:35 **Q & A**

SEAFOOD SUSTAINABILITY & FOOD SECURITY – Norðurljós

🕒 13:20-15:00 **Chairperson** Patrick McGuinness, IAFI

🕒 13:20 **Chairperson's opening remarks**

🕒 13:25 **Sustainability of fish stocks and farming under climate change** – Michaela Aschan, UiT the Arctic University

🕒 13:35 **Marine Sanctuaries and Food Security** – John Sackton, SeafoodNews.com

🕒 13:45 **FAO Instruments and tools to fight illegal, unreported and unregulated (IUU) fishing** – Alicia Mosteiro, FAO

🕒 13:55 **Coastal fisheries and sustainability** – Jónas Viðarsson, Matís

🕒 14:05 **Mr.Goodfish, a Sustainable Seafood Consumption Programme** – Justine Delettre, Nausicaa / Mr.Goodfish program

🕒 14:15 **Organic labeling in a united Europe; for each their own?** – Themistoklis Altintzoglou, NOFIMA

🕒 14:25 **Information Sharing Strategies in whitefish supply chains in Norway vs. Iceland** – Maitri Thakur, SINTEF Ocean

🕒 14:35 **Q & A**

🕒 15:00-15:20 **COFFEE BREAK**

ROLE OF WOMEN AND SOCIAL IMPACT OF SEAFOOD – Silfurberg A

🕒 15:20-17:00 **Chairperson** Marie C Monfort, WSI, & Yvette Diei-Ouadi, FAO

🕒 15:20 **Chairperson's opening remarks** – Marie C Monfort, WSI

🕒 15:25 **The Invisibility of Women in the Seafood Community: what are the impacts?**
– Jenny Shaw, Women's Industry Network Seafood Community

🕒 15:35 **Increasing the visibility of Seafood Women** – Leonie Noble, Women's Industry Network Seafood Community

🕒 15:45 **Women's entrepreneurship in the fishing industry. The case of fishing – business women in Mexico**
– Carmen Pedroza-Gutiérrez, Universidad Nacional Autónoma de México

🕒 15:55 **Role of Artisanal fisheries activities of Weligama, Southern Sri Lanka** – Dileepa de Croos, Wayamba University

🕒 16:05 **Women's involvement in sea cucumber fishing industry: A case study from the northern Sri Lanka**
– Chamari T. D. Dadigamuwage, University of Sri Jayewardenepura

🕒 16:15 **The role of women in 1x1 tuna fisheries** – Alice Miller, The International Pole and Line Foundation

🕒 16:25 **Round table discussion**

Chairperson: Yvette Diei-Ouadi

Panell: Jenny Shaw, Leonie Noble, Carmen Pedroza-Gutiérrez, Dileepa de Croos, Chamari T. D. Dadigamuwage, Alice Miller

OPPORTUNITIES IN AQUACULTURE – Silfurberg B

🕒 15:20-17:00 **Chairperson** Mike Dillon, IAFI

🕒 15:20 **Chairperson's opening remarks**

🕒 15:30 **Good governance in aquaculture, the challenge to strengthen growth in Blue Bioeconomy** – Rosa Chapela, CETMAR

🕒 15:45 **How will Climate Changes Effect Future Aquaculture in Europe?** – Elisabeth Ytteborg, NOFIMA

🕒 16:00 **Mediatized Tasmanian Salmon Controversy: Transnational Environmental Campaigning**
– Coco Cullen-Knox, University of Tasmania

🕒 16:15 **Sea Urchin roe- enhancement in Norway and Europe – A new aquaculture industry** – Philip James, NOFIMA

🕒 16:30 **Challenges of growing Salmonids in land based aquaculture systems** – Helgi Thorarensen, Holar University College

🕒 16:45 **Rosemary (*Rosmarinus officinalis*) oil promotes growth and antioxidant enzyme activity of juvenile Arctic charr (*Salvelinus alpinus*) compared to ethoxyquin and bladderwrack (*Fucus vesiculosus*) powder**
– Godfrey Kubiriza, Makerere University

DEVELOPMENT TOWARDS FUTURE SUPPLY OF SUSTAINABLE SEAFOOD – Norðurljós

🕒 15:20-17:00 **Chairperson** Jayne Gallagher, IAFI

🕒 15:20 **Chairperson's opening remarks**

🕒 15:30 **Transparency & Sustainability Reporting in the Global Seafood Industry** – Bertrand Charron, Seafood Intelligence

🕒 15:45 **Life cycle inspired fisheries management- what does that mean?** – Friederike Ziegler, RISE

🕒 16:00 **Ireland's strategic Agri-food plan and the role of the state's certification programme that underpins Ireland's Seafood Sustainability** – Catherine Barrett, BIM

🕒 16:15 **QualiFish - Market adapted production concepts for fresh and frozen/thawed cod** – Tom Ståle Nordtvedt, SINTEF

🕒 16:30 **Introducing improved fuel saving smoking kilns into the small-scale fisheries value chain in Lake Tanganyika, Kigoma, Tanzania** – Upendo Hamidu, Tanzanian Ministry of Agriculture, Livestock and Fisheries and the University of Dar es Salaam

🕒 16:45 **Increasing the value of small fish species for human consumption through improving drying and packaging**
– Cyprian Ogombe Odoli, Kenya Marine and Fisheries Research Institute – Kisumu Centre

🕒 17:10-17:20 **Chairpersons of the day's sessions meet** with Sveinn Margeirsson Matís CEO – Norðurljós

🕒 19:00-21:00 **Welcoming reception** – Arion bank Headquarters, Borgartúni 19, 105 Reykjavík

INVESTING IN THE NEW SEAFOOD VALUE CHAIN – Silfurberg A+B

- 🕒 08:30-10:10 **Chairperson** Iðna Brá Benediktsdóttir, Arion bank
- 🕒 08:30 **Chairperson's opening remarks**
- 🕒 08:35 **Investing in the Nordic region** – Svein Berg, Managing Director/CEO, Nordic Innovation
- 🕒 08:55 **Building Blue Seafood Economies in Developing Countries** – Randall Brummett, Senior specialist, World Bank
- 🕒 09:15 **Blue Investments. Investing in the future we need**
– John Bell, Director of the Bioeconomy Directorate in European Commission's Directorate-General for Research & Innovation
- 🕒 09:30 **The future of Marine Investments. Icelandic perspective** – Kjartan Ólafsson, Board Chairman Arnarlax
- 🕒 09:45 **Technology improvements in fishing and processing** – Vilhjálmur Vilhjálmsson, CEO HB Grandi
- 🕒 10:10-10:40 **COFFEE BREAK**
- 🕒 10:40-12:20 **PARALLEL MORNING SESSIONS**

IMPORTANCE OF REGIONAL COOPERATION - THE NORDIC EXAMPLE – Silfurberg A

- 🕒 10:40-12:20 **Chairperson** Geir Oddsson, Senior Adviser, Nordic Council of Ministers
- 🕒 10:40 **NCM as facilitator of Nordic cooperation** – Geir Oddsson, Senior Adviser, Nordic Council of Ministers
- 🕒 11:05 **Nordic strategies for Bioeconomy** – Hörður Kristinsson, Mátís
- 🕒 11:30 **From strategies to products** – Sigrídur Thormósdóttir, Innovasjon Norge
- 🕒 11:55 **Discussion on Nordic synergy and cooperation**
Chairperson: Carl Christian, NMTT
Panell: Geir Oddsson, Hörður Kristinsson, Sigrídur Thormósdóttir

EMERGING TECHNOLOGIES – Silfurberg B

- 🕒 10:40-12:20 **Chairperson** Sigurður Björnsson, Rannís
- 🕒 10:40 **Chairperson's opening remarks**
- 🕒 10:50 **A smart pilot plant to valorise biomass associated to the new landing obligation: The LIFE iSEAS initiative**
– Ricardo. I. Pérez-Martín, Marine Research Institute IIM-CSIC
- 🕒 11:05 **On board live storage of trawl-caught Atlantic cod (*Gadus morhua*) as a concept for minimizing discoloration and residual blood in fillets** – Ulf Gøran Erikson, SINTEF Ocean
- 🕒 11:20 **Introduction to DeepChill – An Advanced Cooling Technology for Seafood Preservation**
– Anis Somani, Sunwell Technologies Inc.
- 🕒 11:35 **New fresh fish containers for lower transport costs and improved quality**
– Björn Margeirsson, RPC-Sæplast, University of Iceland
- 🕒 11:50 **Recovering Soluble Protein Lost in Surimi Processing: enhanced surimi yield and reduced effluent BO**
– Tyre Lanier, NC State University
- 🕒 12:05 **Arbiom's Wood Biorefinery for Production of Sustainable Fish Feed Ingredients**
– Alex Berlin, NCE Seafood Innovation cluster, Arbiom, Inc

SOCIAL AND MARKET TRENDS – Norðurljós

- 🕒 10:40-12:20 **Chairperson** Guðný Káradóttir, Promote Iceland
- 🕒 10:40 **Chairperson's opening remarks**
- 🕒 11:00 **The Emerging E-Commerce Landscape: Strategies, Marketing in a New Age, and Lessons Learned**
– Alexa Tonkovich, Alaska Seafood Marketing Institute
- 🕒 11:20 **Selling the Future- What will it take for seafood to set the trends and not chase them?**
– Polly Legendre, Polished Brands/ Formerly with Cleanfish
- 🕒 11:40 **Beyond labelling – the role of digitalization in consumer communication**
– Yvonne Feucht, Thuenen-Institute of Market Analysis
- 🕒 12:00 **China – the world's biggest market for seafood – challenges for governments and business**
– Jayne Gallagher, Honey and Fox Ltd.

SIDE EVENT: NEW MOMENTUM FOR THE OCEANS. SUSTAINABLE DEVELOPMENT GOAL 14 ON THE OCEANS – Ríma

🕒 12:30-13:20 **Chairperson** Manuel Barange, Director for FAO Fisheries and Aquaculture Policy and Resources Division

🕒 12:20-13:20 **LUNCH**

🕒 13:20-17:00 **PARALLEL AFTERNOON SESSIONS**

MINIMISING DISCARD FOR IMPROVED FOOD SECURITY – Silfurberg A

🕒 13:20-15:00 **Chairperson** Erling Larsen, DTU

🕒 13:20 **Chairperson's opening remarks**

🕒 13:30 **The Landings Obligation – a market perspective on application and compliance**

– Mike Mitchell, Fair Seas Limited- Seafood Consultancy

🕒 13:45 **2 years in the landing obligation in Europe: Where do we stand, what have we learnt?** – Clara Ulrich, DTU Aqua

🕒 14:00 **Discard Bans and improved utilisation of rest raw materials** – Jónas R. Viðarsson, Mátis

🕒 14:15 **Explore strategies and solutions for the human consumption of the bycatch obtained in shrimp trawling in the Colombian Caribbean area** – Alvaro Espeleta, Universidad del Magdalena

🕒 14:30 **New fisheries - new discards (exploitation of crab, typically discarded)** – Konstantin Sokolov, Polar Marine Research

🕒 14:45 **Round table discussion** – Chaired by Erling Larssen DTU, Clara Ulrich, Jónas R. Viðarsson

FRAUD AND FRAUD PREVENTION IN THE SUPPLY CHAIN – Silfurberg B

🕒 13:20-15:00 **Chairperson** Tobin Robinson, European food safety authority

🕒 13:20 **Chairperson's opening remarks**

🕒 13:30 **Food fraud in real life- how is it really found out? Lab tests? Computer systems ? No. Hard product traceability up and down the supply chain: making the links between the certificates** – Clare Winkel, Integrity Compliance

🕒 13:45 **How to detect food fraud when there is no analytical component** – Petter Olsen, Nofima

🕒 14:00 **Over glazing and underweight: two level of fraud on weights that go totally unsanctioned on the EU market** – Olivier Hottlet, IAFI/ Frozen seafood

🕒 14:15 **From Sea to Plate fish mislabeling in European Restaurants** – Miguel Angel Pardo, AZTI-Tecnalia

🕒 14:30 **Genetic tools to prevent food fraud** – Wanniwat Mata, Magnus Bergkvist and Anna Kristín Daníelsdóttir, Thai Union & Matis

🕒 14:45 **Mobilizing Citizen Scientists to DNA Test Seafood Sold at Canadian Retail Stores** – Colleen Turlo, SeaChoice

COMPETITIVENESS & ECONOMIC SUSTAINABILITY / SUPPLY CHAIN RELATIONS – Norðurljós

🕒 13:20-15:00 **Chairperson** Rosa Chapela, CETMAR

🕒 13:20 **Chairperson's opening remarks**

🕒 13:30 **Approches to enhance the competitiveness and economic sustainability: PrimeFish and Success projects**

– Guðmundur Stefánsson, Mátis / Bertrand Le Gallic, UBO

🕒 13:50 **The economic performance of fisheries and aquaculture**

– Paul S. Valle, Kontali

🕒 14:05 **Analysis of price transmission and market power in the European seafood value chain**

– Simon Mardle / Ignacio Llorente, University of Catabria

🕒 14:20 **The impacts of Non-Trade Measures: Evaluation of fish trade non-tariff measures using choice experiments**

– Simon Mardle, Fishor Consulting

🕒 14:30 **Development of an integrated strategic-positioning framework for assessment of aquaculture and fisheries business competitiveness in European seafood markets** – Francis Murray, University of Stirling

🕒 14:45 **Industry dynamics affecting competitiveness** – Mike Park, CETMAR

🕒 15:00-15:20 **COFFEE BREAK**

SAFE SEAFOOD SUPPLY: PRESENT & FUTURE – Silfurberg A

- 🕒 15:20-17:00 **Chairperson** Andreas Hensel, President, BfR
- 🕒 15:20 **Chairperson's opening remarks**
- 🕒 15:30 **Critical and emerging issues in food safety for the fisheries and aquaculture sector** – John Ryder, FAO
- 🕒 15:40 **FOOD SAFETY & QUALITY AT FAO** – Esther Garrido Gamarro, FAO
- 🕒 15:50 **The risk of eating shrimp in Europe: evidence vs. public information and opinion**
– Richard Newton, Institute of Aquaculture, University of Stirling
- 🕒 16:00 **From traditional to novel kilns: Risk-based improvement of the safety of smoked fish in Ghana**
– Kennedy Bomfeh, Ghent University and University of Ghana
- 🕒 16:10 **Strategies for control of Listeria on fresh and cold-smoked salmon** – Even Heir, Nofima-As
- 🕒 16:20 **Detection and control of emerging histamine-producing bacteria** – Kristin Butler, US Food and Drug Administration
- 🕒 16:30 **Biofilm-forming ability and antimicrobial resistance of thermotolerant Escherichia coli isolated from tilapia-processing facilities** – Juliana Antunes Galvão, University of São Paulo
- 🕒 16:40 **Q & A**

TOTAL UTILISATION OF SEAFOOD RESOURCES – Silfurberg B

- 🕒 15:20-17:00 **Chairperson** Magnea Karlsdóttir, Matís
- 🕒 15:20 **Chairperson's opening remarks**
- 🕒 15:30 **Everything Ashore: A feasibility Study** – Unn Laksá, Syntesa
- 🕒 15:45 **Valuable aquatic materials: valorisation options, products and markets** – Begoña Pérez Villarreal, AZTI
- 🕒 16:00 **Quality protein from cod heads** – Jannicke Fugledal Remme, SINTEF Ocean
- 🕒 16:15 **Myctophid as Human Food** – Amir Reza Shaviklo, Animal Science Research Institute of Iran
- 🕒 16:30 **Mineralized fish waste solids enhanced with seaweed as a fertilizer in Aquaponic**
– Zachary Miller- Hope, University of New England
- 🕒 16:45 **From nose to tail fin- smarter use of seafood by-products generated in Sweden** – Kristina Bergman, RISE

COMPETITIVENESS & ECONOMIC SUSTAINABILITY / IMPROVING STRATEGIC PLANS – Norðurljós

- 🕒 15:20-17:00 **Chairperson** Sigurdur Bogason, MarkMar and University of Iceland
- 🕒 15:20 **Chairperson's opening remarks**
- 🕒 15:25 **Successes and failures in the market place. The consumer motives, willingness to pay and attitudes towards seafood innovations** – Olga Untilov, Université Savoie Mont Blanc
- 🕒 15:35 **The potential for using public procurement to promote (labeled) seafood products**
– Bertrand Le Gallic, University of Brest
- 🕒 15:45 **Development of a decision support framework for a competitive European seafood sector** – Andrew Baxter, Syntesa
- 🕒 15:55 **How are the market dynamics and changing patterns of the seafood trade affecting the competitiveness of the sector?**
– Jón Þrándur Stefánsson, Markó Partners
- 🕒 16:05 **Tools for improving strategic plans for future production and innovation** – José L. Santiago, University of Vigo
- 🕒 16:15 **Evaluating the business strategy and competitiveness of an innovative trout company**
– Dimitar Taskov, University of Stirling
- 🕒 16:25 **ROUND TABLE: The Blue Revolution on food, moving towards innovative trends in the seafood sector**
Chaired by Sigurdur Bogason, MarkMar and University of Iceland,
Guðmundur Stefánsson, Matís Ltd.; Bertrand Le Gallic, Univ. De Bretagne Occidentale ;
Mike Park, SWPFA / Icelandic Industry / Paul S Valle, Kontali; Rosa Chapela, CETMAR

- 🕒 17:10-17:20 **Chairpersons of the day's sessions meet** with Sveinn Margeirsson Matís CEO – Norðurljós

- 🕒 19:00-23:00 **Seafood Culture & Champagne** – Brim Warehouse

SEAFUTURE-X : HOW DISRUPTION IS TRANSFORMING THE SEAFOOD INDUSTRY AND THE BLUE BIOECONOMY – Silfurberg A+B

- 🕒 08:30-12:30 **Chairperson** Stella Björg Kristinsdóttir, Marketing Manager (EVP) at Mare
- 🕒 08:30 **Chairperson's opening remarks**
- 🕒 08:35 **Disrupting Food** – Holly T. Kristinsson, Consultant at Matís
- 🕒 08:50 **Food fraud and future trade on seafood** – Andreas Hensel, President of BfR
- 🕒 09:05 **Seafood processing for the future** – Sigurður Ólason, Managing Director at Marel
- 🕒 09:30 **3D Food Printing and Opportunities for Seafood**
– Lynette Kuscma, Co-founder & Chief Marketing Officer at Natural Machines
- 🕒 10:00 **COFFEE BREAK**
- 🕒 10:30 **Tomorrow is already here – digital disruption in Seafood!** – Anthony Wan, Co-founder and VP at Gfresh
- 🕒 10:55 **Putting fish on the dish through social media** – Oliver Luckett, Technology Entrepreneur and Chairman at EFNI
- 🕒 11:20 **Are traditional fisheries dead? Is Blue Bioeconomy coming? Round table discussion**
– Chaired by Hörður Kristinsson Science and Innovation Officer at Matís
& Helga Sigurrós Valgeirsdóttir Senior Account Manager, Seafood Team Arion Bank
Panel: Guðmundur Kristjánsson CEO Brim hf
Lynette Kuscma, Co-founder and Chief Marketing Officer Natural Machines
Oliver Luckett Technology Entrepreneur and Chairman at EFNI
Marta Igleasis Scientific Officer at European Commission
Stella Björg Kristinsdóttir, Marketing Manager at Marel
Jane Adey, Journalist CBC News
- 🕒 12:00 **Message from WSC 2017 and upcoming World Seafood Congress**
- 🕒 12:10 **Final remarks** – Sveinn Margeirsson, Matís & Carey Bonell, IAFI
- 🕒 12:20 **Closing remarks** – Guðni Th. Jóhannesson, President of Iceland
- 🕒 12:30 **Departure to ICEFISH** (Icelandic Fisheries Exhibition)