



PRIMEFISH FINAL CONFERENCE

30 Jan 2019 · Vigo · Spain | Sede Afundacion (Policarpo Sanz, 24-26)

Draft Agenda “Providing Tools for Improving the Competitiveness of the Seafood Sector” 30th January

08.30 – 09.00	Registration		
09.00 – 09.05	Welcome	Rosa Chapela	Leader of Stakeholder Interaction, CETMAR, PF
09.05 – 09.20	Opening Addresses	Frangiscos Nikolian	Head of the Economic Analysis, Markets & Impact Assessment, DG MARE
		Rosa Quintana	Regional Ministry of Sea Affairs
09.20 – 09.35	The PrimeFish Project	Gudmundur Stefánsson	PF Coordinator, MATIS
09.35 – 10.05	The PrimeFish Decision Support Tool for the Seafood Sector	Heiner Lehr	Leader of the Development of Tools, SYNTESA, PF
10.05 – 10.20	Value of the PrimeFish Tools for the Industry	Paul S. Valle	Leader of the Economic Performance Analysis, Kontali, PF
10.20 -10.50	Coffee Break and Showcase of the Tools		
10.50 – 11.05	Feedback on the Tools: Creating Shared Value	José L. Santiago, Mercedes Fernández	Stakeholder Interaction Team, CETMAR, PF
Market and consumers			
11.05 – 11.20	Market Segmentation and Success Analysis	Birgit Hagen	Leader of Success Analysis Model, Univ. Pavia, PF
11.20 – 11.35	Innovative Price Analysis and Willingness-to-pay	Davide Menozzi	Researcher in Price Analysis, Univ. Parma, PF
11.35 – 11.50	Effects of Negative Press on Consumption	Stéphane Ganassali	Leader of Seafood Market Trends, Univ. Savoy, PF
Competitiveness and economic performance			
11.50 – 12.05	The Fisheries and Aquaculture Competitiveness Index (FACI)	Sveinn Agnarsson	Leader of Prediction Models, Univ. of Iceland, PF
12.05 – 12.20	Economic Performance and Boom & Bust Cycles in Prices	Thong Tien Nguyen	Leader of Analysis of Boom & Bust Cycles, Nha Trang Univ., PF
12.20 – 12.35	Governance Analysis and Voluntary Labelling	Francis Murray	Leader of Value Chain Analysis, Univ. of Stirling, PF
Value chain perspectives			
12.35 – 12.45	Cod	Ögmundur Knútsson	Researcher in Fisheries Management, Univ. of Akureyri, PF
12.45 – 12.55	Salmon	Francis Murray	Leader of Value Chain Analysis, Univ. of Stirling, PF
12.55 – 13.05	Herring	Gudmundur Stefánsson	PF Coordinator, MATIS
13.05 – 13.15	Sea bass & bream	José L. Santiago	Researcher in Value Chain Analysis, Fundación CETMAR, PF



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 635761

13.15 - 14.30	Lunch and Showcase of the Tools	
14.30 -15.30	What's Next for the Seafood Sector? A Discussion on Current and Future Challenges on Competitiveness	<i>Ignacio González</i> <i>CEO, Nueva Pescanova</i>
		<i>Lars Liabo</i> <i>COB, Kontali Analyse</i>
		<i>Hjörleifur Ásgeirsson</i> <i>CEO, Icelandic Ibérica</i>
	Moderator: <i>Rosa Chapela, Leader of Stakeholder Interaction, CETMAR, PF</i>	
15.30 – 16.30	Navigating Challenges: Views from the Industry & Policy Makers	<i>Frangiscos Nikolian</i> <i>Head of the Economic Analysis, Markets & Impact Assessment, DG MARE</i>
		<i>Aurora de Blas</i> <i>Head of Delegation in Madrid, CONXEMAR</i>
		<i>Mike Park</i> <i>CEO, Scottish White Fish Producers Association (SWFPA)</i>
	Moderator: <i>Javier Garat, General Secretary CEPESCA</i>	
16.30 –17.00	Coffee Break and Showcase of the Tools	
17.00 – 17.15	The Role of Seafood in Sustainable Diets	<i>Xavier Irz</i> <i>Researcher in Bioeconomy Market and Business, LUKE, PF</i>
17.15 – 17.30		<i>Heather Manuel</i> <i>Researcher in Seafood Development, Memorial University, PF</i>
17.30 – 17.45	Reshaping the Blue Economy: Horizon 2030	<i>Olavur Gregersen</i> <i>Managing Director, Ocean Rainforest</i>
17.45 – 18.00		<i>Gudmundur Stefánsson</i> <i>PF Coordinator, MATIS</i>
		<i>Abel Caballero</i> <i>Mayor of Vigo</i>

The PrimeFish Project

This conference will serve as the launching pad for the prototype of a **web-based toolbox** through which fishermen, aquaculture producers, processing companies, market analysts, public authorities and other stakeholders will be able to **reconceive products**, address **new markets and consumer segments**, improve the **productivity** in the value chain and anticipate the economic realm **to take strategic and operative decisions**.

Registration

Simultaneous interpreting in Spanish will be provided. The conference will be held at Sede Afundación (Policarpo Sanz, 24-26, Vigo). Free registration is available on a first come, first served basis. Apply for registration at:

<http://www.cetmar.org/seminarios/primefishfinal/>



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