



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	Rosa Quintana	Regional Ministry of Sea Affairs
		Frangiscos Nikolian	Head of the Economic Analysis, Markets & Impact Assessment, DG MARE
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



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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>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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