



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

Apply for registration at: <http://www.cetmar.org/seminarios/primefishfinal/>

08.30 – 09.00	Registration	
09.00 – 09.20	Opening Addresses	<i>Rosa Quintana, Regional Ministry of Sea Affairs (TBC)</i> <i>Sigi Gruber, Head of the Marine Resources Unit, DG Research and Innovation, EC (TBC)</i>
09.20 – 09.35	The PrimeFish Project	<i>Gudmundur Stefánsson, MATIS</i>
09.35 – 10.05	The PrimeFish Decision Support Tool for the Seafood Sector	<i>Heiner Lehr, Syntesa</i>
10.05 – 10.20	Value of the PrimeFish Tools for the Industry	<i>Paul Steinar Valle, Kontali</i>
10.20 -10.50	Coffee Break and Showcase of the Tools	
10.50 – 11.05	Feedback on the Tools: Creating Shared Value	<i>CETMAR Team</i>
Market and consumers		
11.05 – 11.20	Market Segmentation and Success Analysis	<i>Birgit Hagen, Univ. Pavia</i>
11.20 – 11.35	Innovative Price Analysis and Willingness-to-pay	<i>Davide Menozzi, Univ. of Parma</i>
11.35 – 11.50	Effects of Negative Press on Consumption	<i>Olga Untilov, Univ. Savoy-Mont Blanc</i>
Competitiveness and economic performance		
11.50 – 12.05	The Fisheries and Aquaculture Competitiveness Index (FACI)	<i>Sveinn Agnarsson, Univ. of Iceland</i>
12.05 – 12.20	Economic Performance and Boom & Bust Cycles in Prices	<i>Thong Tien Nguyen, Nha Trang Univ.</i>
12.20 – 12.35	Governance Analysis and Voluntary Labelling	<i>Francis Murray, Univ. of Stirling</i>
Value chain perspectives		
12.35 – 12.45	Cod	<i>Ögmundur Knútsson, Univ. of Akureyri</i>
12.45 – 12.55	Salmon	<i>John Isaksen, NOFIMA</i>
12.55 – 13.05	Herring	<i>Audun Iversen, NOFIMA</i>
13.05 – 13.15	Sea bass & bream	<i>José L. Santiago, CETMAR</i>
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, CEO of Nueva Pescanova</i> <i>Lars Liabo, COB of Kontali Analyse</i> <i>Hjörleifur Ásgeirsson, CEO of Icelandic Ibérica</i>
	Moderator: <i>Rosa Chapela, CETMAR</i>	
15.30 – 16.30	Navigating Challenges: Views from the Industry & Policy Makers	<i>Franciscos Nikolian, DG MARE</i> <i>Aurora de Blas, CONXEMAR</i> <i>Mike Park, SWFPA</i>
	Moderator: <i>Sveinn Margeirsson</i>	
16.30 –17.00	Coffee Break and Showcase of the Tools	
17.00 – 17.15	The Role of Seafood in Sustainable Diets	<i>INRA / LUKE</i>
17.15 – 17.30	The Atlantic Ocean Research Alliance	<i>Carey Bonnell, Ocean Choice Int.</i>
17.30 – 17.45	Reshaping the Blue Economy: Horizon 2030	<i>Sveinn Margeirsson</i>
17.45 – 18.00	Closure	<i>Abel Caballero, Mayor of Vigo</i>



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