

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 CECOPESCA, 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*