

Seafood from the High North - sustaining and enhancing the EU market

26 April 2017

Thon Hotel EU, Rue de la Loi 75, Brussels
09.00-12.00 & Seafood Lunch



Trade in seafood is vital for the economies of fisheries dependent nations and coastal communities in the High North, including the Faroe Islands and North Norway. The EU market is key in this regard. Some 29% of the total volume of fisheries imports to the EU comes from the Faroes and Norway today. Much of this is further processed within the EU, also providing jobs and income for communities and businesses within the EU.

The seminar will focus on the market conditions for seafood consumption in Europe, and the prospects for diversification and growth of seafood imports from the Northeast Atlantic and Barents Sea regions. How do today's market trends and consumer preferences in the EU fit with the quantity and quality of seafood products from the High North – where large changes in the fisheries resource base are taking place, and where the focus is on developing the blue bio-economy. Adding value to resources closer to their source can better ensure the sustainability of the fisheries and the quality and stability of supply to the European market. How does the EU's policy for the Common Organisation of the Markets adapt to such developments?

Registration is required and can be completed on the link below. The final deadline is **Thursday 20th April**. Due to limited space, no registrations can be accepted after this date.

[» Register here](#)

The seminar is organised by the Mission of the Faroes to the EU and the North Norway European Office.



MISSION OF THE FAROES
TO THE EUROPEAN UNION



Programme

09:00 Registration and coffee

09:15 Welcome & opening remarks

- **Kate Sanderson**, Head of Mission of the Faroes to the EU
- **Trond Haukanes**, Director of North Norway European Office

09:20 Key note speakers

- **Frank Bakke-Jensen**, Minister of EEA and EU Affairs, Norway
- **Høgne Høydal**, Minister of Fisheries and Deputy Prime Minister, Faroe Islands
- **Bernhard Friess**, Director for Maritime Policy and Blue Economy, DG MARE, European Commission
- **Chiara Bacci**, Economic Analysis, Markets and Impact Assessment Unit, DG MARE, European Commission:
EU consumer habits regarding fishery and aquaculture products

10:15 Coffee break

10:45 Industry perspectives from the EU and the High North

- **The role of the new EU Market Advisory Council**

Guus Pastoor, Chairman, Market Advisory Council and President of the European Fish Processors Association
- **Faroeese seafood production and exports – challenges and future potential**

Marita Rasmussen, Director, House of Industry, Faroe Islands

Tórheðin Jensen, CFO, Varðin (pelagic fish company), Faroe Islands
- **Fisheries and Aquaculture in Arctic Norway – opportunities and challenges**

Trygve Myrvang, Managing Director, Norwegian Fishermen's Sales Organization

Ole Kristian Kjellbakk, Managing Director for Polar Quality (sales company)

11:40 Discussion

12:00 Buffet lunch with seafood delicacies from the Faroe Islands and North Norway, prepared by Norwegian chef, **Per Theodor Tørrissen**
