



**NORGES
SJØMATRÅD**

Welcome to

International Shellfish Event

2017 - March 9 in Bergen, Norway

What are the new trends and how can shellfish meet the market in a volatile world?





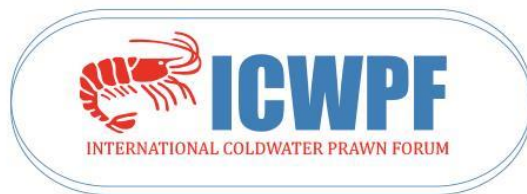
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Welcome by

CEO Mrs. Renate Larsen,

Norwegian Seafood Council, Norway





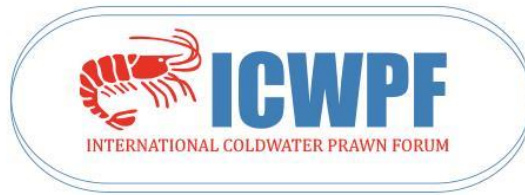
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Agenda and procedure of the day

By partner Mr. Jens Henrik Møller - Denmark,

GEMBA Seafood Consulting





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Agenda of the day

Session 1: Global trends in shellfish

Session 2: Product and market developments in shellfish categories

Session 3: Increased consumption of shellfish

Panel debate: Learnings - what can we take home from today – and what do we do?



What is shellfish?

From Wikipedia, the free encyclopedia

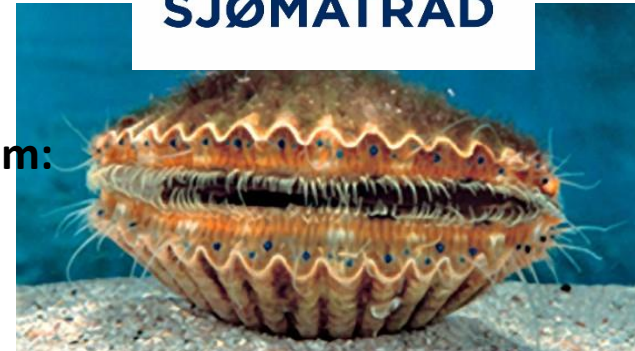
“Shellfish is a culinary and fisheries term for exoskeleton-bearing aquatic invertebrates used as food,.....”

“Despite the name, shellfish are not a kind of fish, but are simply water-dwelling animals. Many varieties of shellfish (crustaceans in particular) are actually closely related to insects and arachnids,.....”

Many different species

Just some of them:

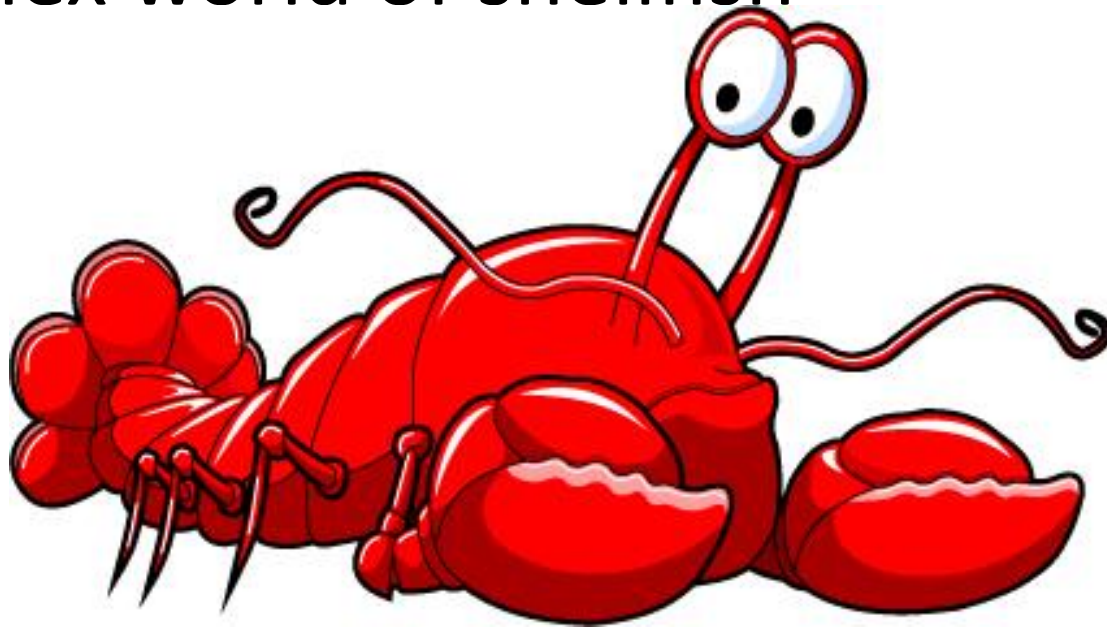
Cockles
Crab
Crayfish
Lobster
Mussels
Oysters
Scallops
Shrimp
Molluscs



Many different
ways to be
prepared and used



Today we will take a look into the
complex world of shellfish



Session 1: Global trends in shellfish

Trends in global shellfish consumption – where are the shellfish markets?

By Market analyst Mrs. Kristin Lien - Norway, Norwegian Seafood Council



Coffee break!

Starting at hrs 11:10



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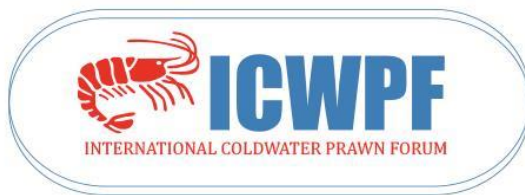
Session 2: Product and market development in shellfish categories

The secrets of King Crab and snow crab in Asia

Researcher Dr. Mrs Gøril Voldnes, Nofima

Sales manager Mr. Erlend Johansen, Capefish





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Lunch!

Served at Bryggens Hotel

Starting again at hrs 14:00





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Session 3: Increased consumption of shellfish

Case studies on Shellfish

The search for the next ingredient: transparency

By Founder and Director Mr. Alessandro Porcelli – Cook it raw



Panel discussion:

**“Learnings – what can we take home from today –
what do we do?”.**

Participants:

- Øystein Pettersen,
- Morten Hyldborg,
- Jan Hillesland
- Daughin Montgomery Chan



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Thank you and closing remarks

By

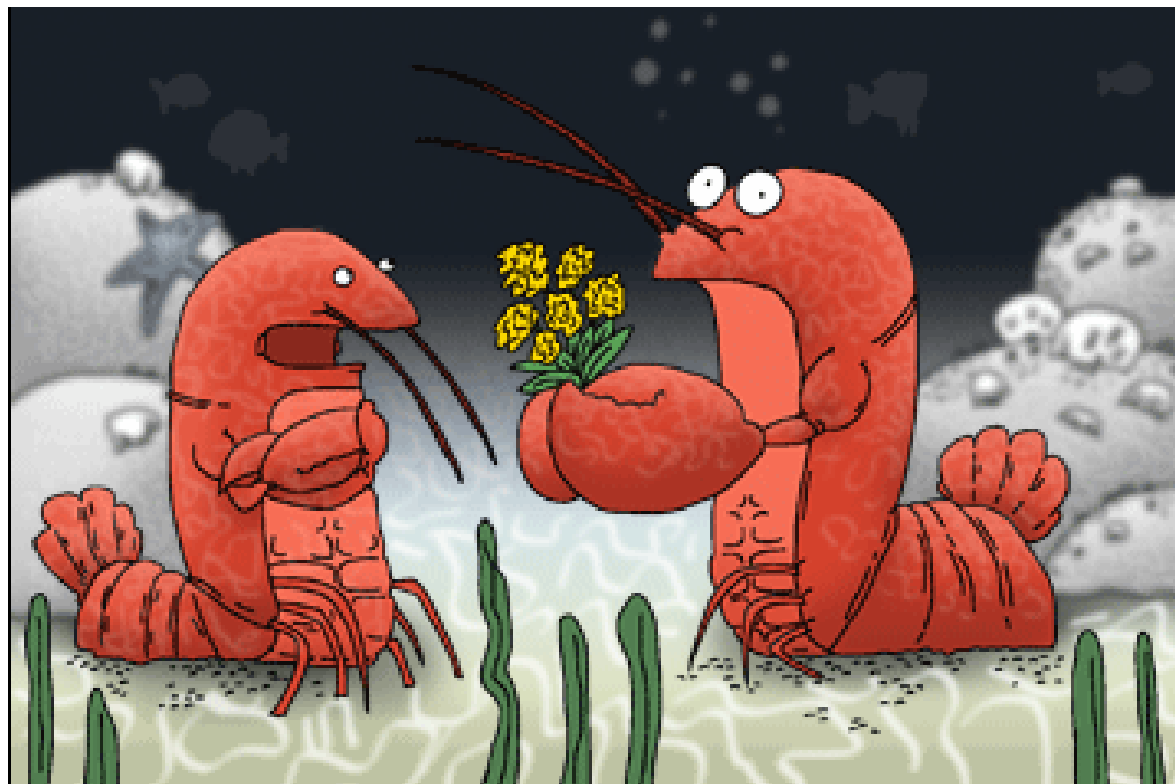
Mrs. Renate Larsen,

Norwegian Seafood Council



Thank you for a great day!

Remember



Love is not Shellfish!



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