

Norway – China Seafood Summit 2018

Tuesday 6 November, Qingdao Hyatt Regency

Organized by the Norwegian Seafood Council (NSC)
In collaboration with the Norwegian Embassy in Beijing and Innovation Norway

PART 1: MORNING SESSION

10.00 – 10.30 Registration and welcome to Norwegian seafood companies

10.30 – 12.00 Seminar: Seafood trade and market developments

Venue: Hyatt 3F Salon 2

NSC market strategy, activities and access

By NSC China Director Ms. Victoria Braathen

Big picture, demand and trade flow

By NSC Analyst Ms. Ingrid Kristine Pettersen

Questions and answers

Concluding remark

12.00 – 13.30 Lunch for Norwegian participants

Venue: Hyatt BEBA on LL floor

NORWEGIAN SEAFOOD COUNCIL

PART 2: AFTERNOON SESSION

13.30 - 16.30

Venue:

Mini Expo

Hyatt 3F Regency Ballroom

13.30 -14.00

Registration and welcome to Chinese companies

14.00 – 16.30

Mini expo, is a meeting place and networking arena for Norwegian seafood exporters and Chinese companies.

20 Norwegian seafood exporters will be exhibiting part of the mini expo. A booklet about the exporters will be available on the day of the expo.

16.30 – 17.30

Venue:

Seminar: Roadmap of bringing Norwegian seafood to the Chinese market

Hyatt 3F Salon 2

Practical Guidelines, organised by Innovation Norway

Regulation, Practice and Authority
China Customs Qingdao, Director Mr. Zhang Ming

- ♦ *Lights refreshments will be served outside the Regency Ballroom between 16.30 – 17.45.*

NORWEGIAN SEAFOOD COUNCIL

PART 3: EVENING SESSION

- 17.45 – 18.00 *Doors opens for the Seafood Summit Seminar (free seating)*
Venue: Hyatt 3F Regency Ballroom
- 18.00 – 19.00 Norway – China Seafood Summit Seminar**
Moderator: NSC Director China, Ms. Victoria Braathen
- 18.00 – 18.10 **Opening remarks**
- Royal Norwegian Embassy Beijing*
Counsellor Mr. Gustav Solvang
- Norwegian Seafood Council*
Director of Global Operations, Mr. Børge Grønbech
- 18.10 – 18:25 **Norwegian industry perspectives / Market outlook and strategy**
- Ocean Supreme*
Managing Director Mr. Botholf Stolt-Nielsen
- Coast*
Deputy CEO Mr. Martin Øvrebø
- 18.25 – 18.55 **Chinese industry perspectives: Panel discussion**
Panel moderated by Ms. Victoria Braathen
- Shanghai Fjord Food Co., Ltd*
General Manager Mr. Joseph Xu
- G-Fresh*
International Business Development Director Ms. Helen Gao
- Qingdao Meichu Seafoods Co., Ltd*
CEO Mr. Joe Qiao
- Qingdao Spring Seafoods*
General Manager Mr. Kevin Meng
- 18.55 – 19.00 **End of seminar**
- 19.00 – 21.00 Norwegian Seafood Dinner**
Prepared by Norwegian chef Markus Dybwad

- ♦ *Kindly note that the same seating arrangement apply for the seminar and the dinner.*