

2020 Norwegian - UK Seafood Summit

22nd January, The Berkeley Hotel, London

09:00 Registration and refreshments

09:45 Delegates take their seats

Session 1: Communicating Seafood in 2020 (10:00-10:50)

- 1. The Norwegian Seafood Council – a strong and reliable partner for the UK seafood industry**
Hans Frode Kielland Asmyhr, UK Director, Norwegian Seafood Council
- 2. Harald Tom Nesvik, Minister of Fisheries, Norway**
- 3. A new decade – how to communicate seafood in times of tough competition among proteins?**
Chris Guldberg, Director of Communications and Public Affairs, Norwegian Seafood Council

10:50 Coffee break

Session 2: Brexit and Beyond (11:20-12:45)

- 1. The future of the UK economy and trade relationships post Brexit**
Matthew Oxenford, Lead Analyst, UK and Brexit, The Economist
- 2. The UK wants to 'Get Brexit Done' – what does this mean for fisheries (and when)?**
Andrew Kyuk, Director General, Provision Trade Federation
- 3. An economic outlook for the UK's food and drink industry post Brexit**
Lloyds Bank: Jeavon Lolay, Head of Economics & Market Insight, Commercial Banking, and
James Schofield, Global Head of Food, Drink & Leisure

12:45 Lunch – Norwegian seafood buffet

Session 3: Captivating the Consumer (13:45-14:45)

- 1. Seafood and the UK consumer; influencing hearts and minds with an industry-wide initiative**
Greg Smith, Head of Marketing, Seafish
- 2. Top European consumer trends**
Lars Moksness, PhD, Consumer Analyst, Norwegian Seafood Council
- 3. British seafood consumption – a golden opportunity**
Mike Warner, Food Writer, Fisheries Journalist and Seafish Ambassador

14:45 Afternoon break

Session 4: Retail by 2030 (15:15-16:15)

- 1. Seafood as a category winner in 2030 – what important drivers can the industry expect to see?**
Mike Mitchell, Wild Capture Fisheries Specialist, Marks & Spencer
- 2. Future of retail: a manufacturer's view**
Ian Wright, CEO, Food and Drink Federation
- 3. The perception of sustainability of proteins among consumers**
Nigel Edwards, Group CSR Director, Hilton Foods Group

16:15 End of conference

16:30 Networking opportunity at the Alfred Tennyson with Norwegian seafood and drinks

19:30 Event close

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