

North Atlantic Seafood Forum, 6-8 March 2012, Oslo, Norway

FAO and North Atlantic Seafood Forum enter into partnership

NASF is the world's largest seafood business conference and a leading meeting place for top seafood executives attracting some 500 top executive delegates from 300 firms and 30 countries every year. The 7th NASF conference will take place in Oslo on 6-8 March 2012.

FAO Fisheries and Aquaculture Policy and Economics Division has announced the decision to enter into a seminar partnership with the North Atlantic Seafood Forum conference in Oslo (NASF).

FAO's Senior Fisheries Industry Officer, Dr Audun Lem confirms: "FAO has for some time been looking for well established arenas within the seafood industry to present our global activities. We are happy to commence this seminar cooperation with NASF. This arrangement was approved by our Director General in July and we will now take active steps to develop a special FAO NASF platform for addressing industry issues within the context of the mandate given us by FAO member countries.

In fact, our governing bodies have underlined the importance of a stronger relationship with all the stakeholders in the seafood value-chain."

The FAO NASF seminar 2012 will have a number of special themes and developments which will broaden the scope of the NASF events. The FAO and NASF cooperation will consist of a special full day seminar at NASF 2012 with focus on the key FAO policy issues and initiatives including the FAO Code of Conduct for Responsible Fisheries, IUU fisheries, certification, and sustainability. In addition, two half-day seminar streams will be presented on the white fish and pelagic sectors in cooperation with leading seafood companies and institutions in each sector.

Focus on Africa at FAO NASF seminar

FAO has also taken another significant initiative. Explains Dr. Lem: "At NASF 2012 FAO will focus on Africa. We will invite top policy makers as well as leading industry players from four African nations in Southern and Western Africa where a broad fishing and aquaculture development is taking place. FAO plans to present two major themes: African export opportunities and market access into Europe; and inward investments and financing of the fisheries and aquaculture industries in Africa. With a good number of fisheries ministers, policy makers and industry stakeholders present at NASF 2012, we are confident that our friends from Africa will find the NASF business arena to be of much interest. Moreover NASF is also a leading seafood investor seminar and getting access to all these high level investors is also very important."

Managing Director of the NASF Conference Jorgen J. Lund is delighted. He says: "FAO's participation at the NASF conference will attract interest and attention from seafood firms and countries all over the world. This engagement will solidify NASF's position as a leading fisheries and aquaculture business arena. We warmly welcome FAO and their African seafood policy and industry delegates to the 7th NASF Conference next March."



Jorgen J. Lund, Managing Director of the NASF Conference feels that FAO's participation at the NASF will bring insights into the developments shaping the future of the fisheries and aquaculture industry.

At NASF, Pareto Securities is organizing a leading seafood finance and investor seminar; with more than 20 stock-listed seafood companies attending from Europe, North and South America and Asia. Petter Dragesund, Head of Pareto Corporate Finance, comments, "We are very pleased with having FAO on the NASF team, helping us to create the world's leading seafood business forum. More than ever, investors and companies are now increasingly concerned about creating and investing in sustainable businesses. FAO's participation in NASF will most certainly contribute to a better dialogue between key stakeholders on this topic."



The North Atlantic Seafood Forum 2012 will comprise nine seminars featuring 100 speakers over the three days of the event.



Presentation of EU Common Fisheries Policy (CFP) reform

The opening session of NASF 2012 will be dedicated to the presentation of the new EU Common Fisheries Policy Reform. Key-note speakers have been invited from the Ministry of Fisheries in Denmark, along with AIPCE and the EU Commission. Denmark holds the EU presidency for the first half of 2012 and will make strong efforts to have the new CFP approved. NASF expects participation from ministries, policy makers and key stakeholders at this session. In addition NASF is planning to organize a half-day industry workshop, presenting insights into the new EU fisheries policies - called "Alignment of market forces for sustainability." This session is organized by the Ministry of Fisheries in Denmark, AIPCE, PwC, DG Mare and stakeholders from EU and Norwegian fishing institutions.



NASF sustainability seminar

Jorgen Lund also reveals that NASF will in 2012 organize the first annual sustainability seminar, jointly with Marine Stewardship Council (MSC); Aquaculture Stewardship Council (ASC), Det norske Veritas (DnV) and other industry players. This will be a full day seminar focusing on the main sustainability themes for the fisheries and aquaculture sectors in the North Atlantic. This initiative, Lund says, will attract interest from producers, exporters, importers, distributors, retailers, NGOs and other stakeholders.

Biomarine preconference seminar

For the first time NASF will organize a pre-conference Biomarine seminar, to take place on 6 March, jointly with Marelife, Sintef, Aker BioMarine, Norway Seafood



Audun Lem, Senior Fisheries Industry Officer, FAO, says opportunities in partnership with Africa's fishing and aquaculture industries will be one of the themes at the FAO NASF seminar in 2012.

Federation and a host of other industry players. This seminar will focus on presenting the new biomarine value chain and will link seafood and fisheries sectors with the ingredients and pharmaceutical industries. A number of major players from the seafood industry, investors and policy-makers will attend.

NASF's Jorgen J. Lund says that these new seminars, together with the FAO initiative, will create an expanded conference platform which will give insights

into vital developments forming the future of the industry. "Our focus is on the key network between cutting edge innovations, technology, policy, finance, international trade and commercialisation," Lund explains.

In short, NASF will become even a bigger and more attractive business arena and meeting place next year. With more than 100 speakers in 9 seminars over 3 days, the global seafood industry has much to look forward to.

FAO Fisheries and Aquaculture Department

Fisheries and aquaculture play a fundamental role in providing food security, employment, contributing to trade, and income generation. To effectively play this role

fisheries and aquaculture have to be responsibly managed. This implies preventing overfishing, promoting sustainable aquaculture, co-ordination and delivery of effective research, and

the empowerment of people, especially women. The Fisheries and Aquaculture Department of the FAO provides technical assistance in all aspects of fisheries and aquaculture management and development and is

committed to forging closer and more effective partnerships with various stakeholders to achieve long-term sustainable results in the fisheries sector. More information is available at www.fao.org.