



The effect of covid-19 on the consumption habits of salmon and other seafood in Italy.

New trends and insight.

Tuesday 13th October 2020

Digital Seminar from Palazzo delle Stelline, Milan

SPEAKERS

Trym Eidem Gundersen

Director Italy, Norwegian Seafood Council

After a Master in Economics & Marketing, Trym worked in Italy for Mira Lanza and Innovation Norway before he returned to Oslo. After a period as an analyst for Nielsen and leading marketing/export positions in TINE (dairy products), he worked for many years as a CEO for Salmon Brands (SALMA). Trym was appointed Director Italy for the NSC in April 2016.

Relation with Norwegian seafood:

He feels privileged to work with the best seafood in the world. Salmon has for long been a favourite, but now he has opened his eyes also for the delicious stockfish.



Stefania Lorusso

Editorial Manager, Edizioni DM

Graduated in Communication for Business and Media at Cattolica University, Stefania began her journalistic career in 2011 by collaborating for the monthly magazine *DM - Distribuzione Moderna*, the first daily news and information portal on the world of modern distribution, dedicated to mass market operators. In particular, she dealt with editorial coordination of both the print and web magazine, as well as working in conference moderation and round table management. Since 2017, she is editorial manager of all publications of the *Edizioni DM* group.





Paul T. Aandahl

Seafood Analyst, Norwegian Seafood Council

Paul Aandahl has worked as a seafood analyst at the Norwegian Seafood Council since 1994. Graduated with a Master of Fisheries Science at the University of Tromsø in 1993, he has a broad background from fishing, the processing industry and aquaculture in Norway.



Andrea Succi

Sales and Marketing Analytics Sales Leader, Nielsen Italy

Andrea is an experienced Sales Manager with a demonstrated history of working in the information services industry. Skilled in Marketing Management, Consumer Behaviour, Customer Insight, Nielsen, and Fast-Moving Consumer Goods (FMCG). He has a degree in Marketing & Economics from Università Commerciale "Luigi Bocconi".

Relation with Norwegian seafood:

Andrea has a true passion for Sushi, mainly Sashimi, Nigiri and Uramaki... especially if they are salmon.



Matteo Figura

Foodservice Director, The NPD Group Inc.

Matteo leads the Italian Foodservice Business for NPD providing market information and business solutions on Italian out of home. Since 2013 NPD provides data and insight on Italian seafood consumption in out of home.

Relation with Norwegian seafood:

One of Matteo's favourite dishes is a traditional Sicilian recipe with baccalà, that reminds him of his childhood. His dream is to travel to North Cape by motorbike, and have the chance to enjoy all of Norway's delicious seafood.



Valentina Tepedino

Veterinary and national representative for SIMeVeP (Italian Society of Preventive Veterinary Medicine) for the seafood sector

Valentina is an expert on hygiene, aquaculture and seafood inspection, and on veterinary legislation. She is the national contact for the working party on seafood for the Italian Society of Preventive Veterinary Medicine (SIMeVeP), and also consultant and trainer for Eurofishmarket and for several companies and official control bodies.

Relation with Norwegian seafood:

Since her first study tour to Norway over 15 years ago, she has developed a deep knowledge of the Norwegian seafood industry and has established continuous dialogue with the Norwegian research institutes and control bodies.