



Norwegian Seafood Seminar in Italy

Thursday 5th June 2025 | Hotel Nhow Milano

14:00 – 14:30 Registration & welcome coffee

14:30 – 14:40 Introduction

- ◆ Opening by the Norwegian Seafood Council
- ◆ Welcoming remarks by the Norwegian Embassy in Rome
Erling Hoem – Minister Counsellor and Deputy Head of Mission
- ◆ Seminar moderated by Francesca Gambarini – Editor at L'Espresso, Corriere della Sera

14:40 – 16:00 First session

- ◆ Seafood in a geopolitical world
 - *Speaker: Christian Chrøner – CEO, Norwegian Seafood Council*
- ◆ Quota reductions for Norwegian cod – challenging but needed
Speaker: Benedicte Nielsen – Public Relations Manager, Norwegian Fishermen's Sales Organization
- ◆ Norwegian salmon: Supply and sustainability hand in hand
Speaker: Julie Seem – Veterinarian and PhD Candidate, Nordlaks
- ◆ Seafood market: long-term drivers and outlook
Speaker: Eivind Brækkan – Seafood Analyst, Norwegian Seafood Council
- ◆ Out of home market dynamics and trends
Speaker: Matteo Figura – Foodservice Director, Circana

16:00 – 16:30 Coffee break

16:30 – 18:00 Second session

- ◆ Seafood trends and sales in retail
Speaker: Andrea Succi – Sales and Marketing Advanced Analytics Leader, Nielsen IQ
- ◆ How is the seafood category performing in retail, and what about the future?
Speaker: Angelo Arrigoni – Quality Production Chain Brand Manager, Carrefour Italia
- ◆ How to create an unconventional fast food chain for fish?
Speaker: Domingo Iudice – Co-founder & Marketing Director, Pescaria
- ◆ Developing the market going forward: a discussion with industry players
 - ◆ Elisa Chiarioni – Managing Director, Mowi Italia
 - ◆ Giovanna D'Avino – Corporate Affairs & Sales Manager, Fratelli D'Avino
 - ◆ Anders Tennefoss – Team Manager Business Development Value Added Products Europe, Lerøy
 - ◆ Fabio Sinigaglia – General Manager, Saordelmar
- ◆ Learnings 2024 and future plans for supporting the industry
Speaker: Tom-Jørgen Gangsø – Director Italy, Norwegian Seafood Council

18:00 – 19:30 Norwegian seafood aperitivo & networking



Seminario sui Prodotti Ittici Norvegesi in Italia

Giovedì 5 giugno 2025 | Hotel Nhow Milano

14:00 – 14:30 Registrazione & welcome coffee

14:30 – 14:40 Benvenuto e introduzione al seminario

- ◆ Benvenuto a cura del Norwegian Seafood Council
- ◆ Saluti iniziali della Reale Ambasciata di Norvegia a Roma
Erling Hoem – Ministro Consigliere e Deputy Head of Mission
- ◆ Seminario moderato da Francesca Gambarini – Editrice per L'Espresso, Corriere della Sera

14:40 – 16:00 Prima sessione

- ◆ I prodotti ittici in un mondo geopolitico
Relatore: Christian Chrøner – CEO, Norwegian Seafood Council
- ◆ Riduzione delle quote di pesca per il merluzzo norvegese: una sfida impegnativa ma necessaria
Relatrice: Benedicte Nielsen – Public Relations Manager, Norwegian Fishermen's Sales Organization
- ◆ Salmone norvegese: quando produzione e sostenibilità vanno di pari passo
Relatrice: Julie Seem – Veterinaria e PhD Candidate, Nordlaks
- ◆ Il mercato dei prodotti ittici: fattori trainanti e prospettive a lungo termine
Relatore: Eivind Brækkan – Seafood Analyst, Norwegian Seafood Council
- ◆ Dinamiche e tendenze del mercato fuori casa
Relatore: Matteo Figura – Foodservice Director, Circana

16:00 – 16:30 Coffee break

16:30 – 18:00 Seconda sessione

- ◆ Il comparto ittico nella GDO: trend e vendite
Relatore: Andrea Succi – Sales and Marketing Advanced Analytics Leader, Nielsen IQ
- ◆ Come sta performando la categoria ittica nel settore retail, e cosa riserva il futuro?
Relatore: Angelo Arrigoni – Quality Production Chain Brand Manager, Carrefour Italia
- ◆ Come creare una catena fast food innovativa incentrata sul pesce?
Relatore: Domingo Iudice – Co-fondatore & Marketing Director
- ◆ Sviluppare il mercato per il futuro: tavola rotonda con operatori del settore
 - ◆ Elisa Chiarioni – Managing Director, Mowi Italia
 - ◆ Giovanna D'Avino – Corporate Affairs & Sales Manager, Fratelli D'Avino
 - ◆ Anders Tennefoss – Team Manager Business Development Value Added Products Europe, Lerøy
 - ◆ Fabio Sinigaglia – General Manager, Saordelmar
- ◆ Riflessioni sul 2024 e piani futuri a supporto del settore
Relatore: Tom-Jørgen Gangsø – Direttore Italia, Norwegian Seafood Council

18:00 – 19:30 Aperitivo & networking