



Norwegian Seafood Seminar in Italy

Tuesday 12th May 2026 | Rho Fiera Milano

14:00 – 14:30 Registration & welcome coffee

14:30 – 14:40 Introduction

- ◆ Seminar moderated by Chiara Albicocco, Journalist, Radio24 / Il Sole 24 Ore
- ◆ Welcoming remarks by Tord Tukun, Ambassador at the Norwegian Embassy in Rome

14:40 – 16:15 First session

- ◆ Seafood market – Long-term drivers and outlook
Speaker: Eivind Brækkan, Seafood Analyst, Norwegian Seafood Council
- ◆ Salmon from Norway – Quality, sustainability and certifications
Speaker: Magnus Åsli, Director Sustainability and Quality, Cermaq
- ◆ Challenging times for stockfish and baccalà, but are there rays of light?
Speaker: Ole Olsen, CEO, Sufi
- ◆ Farmed cod – Building the fresh cod category
Speaker: Anders Tofte Wilhelmsen, Commercial Director, Ode
- ◆ Out of home market dynamics and trends
Speakers: Matteo Figura, Executive Director Foodservice, Circana
- ◆ Pokè and sushi – How multi-brand models are reshaping Italian foodservice
Speaker: Daniele Gargano, Chief Marketing Officer, Investfood

16:15 – 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 seafood performing in retail, and what does the future hold?
Speaker: Luigi Colucci, Category Manager, Multicedi
- ◆ Land-based salmon: a new kid in town
Speakers: Odd Roaldsnes, CCO, Salmon Evolution and Antonio Pellin, CEO, Milarex Italy
- ◆ How is Norwegian Seafood performing in the protein competition in Italy?
Speaker: Anastasiia Chernyk, Head of Brand and Communications, Ipsos Norway
- ◆ Learnings 2025 and future plans for supporting the industry
Speaker: Tom-Jørgen Gangsø, Director Italy, Norwegian Seafood Council

18:00 – 19:30 Aperitivo & networking



Seminario sui Prodotti Ittici Norvegesi in Italia

Martedì 12 maggio 2026 | Rho Fiera Milano

14:00 – 14:30 Registrazione & welcome coffee

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

- ◆ Seminario moderato da Chiara Albicocco – Giornalista, Radio24 / Il Sole 24 Ore
- ◆ Saluti iniziali di Tord Tokun, Ambasciatore presso la Reale Ambasciata di Norvegia a Roma

14:40 – 16:15 Prima sessione

- ◆ Mercato ittico: Driver di lungo periodo e prospettive future
Relatore: Eivind Brækkan – Analista del settore ittico, Norwegian Seafood Council
- ◆ Salmone norvegese: Qualità, sostenibilità e certificazioni
Relatore: Magnus Åsli – Direttore Sostenibilità e Qualità, Cermaq
- ◆ Stoccafisso e baccalà: Oltre le sfide attuali, uno sguardo al domani
Relatore: Ole Olsen – CEO, Sufi
- ◆ Merluzzo allevato: Costruire la categoria del merluzzo fresco
Relatrice: Anders Tofte Wilhelmsen – Commercial Director, Ode
- ◆ Dinamiche e trend del mercato fuori casa
Relatori: Matteo Figura – Executive Director Foodservice, Circana
- ◆ Pokè e sushi: Come i modelli multibrand stanno ridefinendo il foodservice in Italia
Relatore: Daniele Gargano – Chief Marketing Officer, Investfood

16:15 – 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: Luigi Colucci – Category Manager, Multicedi
- ◆ Salmone da allevamento land-based: un nuovo protagonista sul mercato
Relatori: Odd Roaldsnes – CCO, Salmon Evolution, e Antonio Pellin – CEO, Milarex Italia
- ◆ Il ruolo del pesce norvegese nel panorama competitivo delle proteine in Italia
Relatrice: Anastasiia Chernyk – Head of Brand and Communications, Ipsos Norway
- ◆ Riflessioni sul 2025 e piani futuri a supporto dell'industria
Relatore: Tom-Jørgen Gangsø – Direttore Italia, Norwegian Seafood Council

18:00 – 19:30 Aperitivo & networking