



Norwegian Seafood Seminar in Italy

Tuesday 12th May 2026 | Rho Fiera Milano

SPEAKERS



Tord Tokun

Ambassador, Royal Norwegian Embassy in Rome

Ambassador Tord Tokun is a senior Norwegian diplomat and currently serves as Ambassador of Norway to Italy, San Marino and Malta, based in Rome. He has held a wide range of senior positions in Norway's Ministry of Foreign Affairs, including Deputy Director General for Human Resources and Organisational Management and Minister Counsellor at the Embassy of Norway in Tokyo. His diplomatic career includes postings in Rome, Paris, and Bucharest, as well as leadership roles in organizational development and European affairs. He holds an MSc in Business Administration from the Norwegian School of Economics and completed postgraduate studies at ESADE in Barcelona.



Tom-Jørgen Gangsø

Director Italy, Norwegian Seafood Council

Director Italy since July 2023, Tom-Jørgen has been affiliated with the NSC since 2012. He has worked extensively with analysis, market access, marketing, collaborative activities with the industry, and led the strategy work for the most important commercial seafood species from 2017 to 2023. He holds an Executive MBA in Management in the Seafood Industry from the Norwegian School of Economics and a master's degree in Innovation and Entrepreneurship from UiT Arctic University of Norway.



Chiara Albicocco

Journalist and Radio Host, Radio24 - Il Sole 24 Ore

A graduate in Natural Sciences, Chiara is a science journalist, podcaster and TV radio host. She has been a contributor to Radio24 - Il Sole 24 Ore for years. She hosts "Food rEvolution" for Amazon Audible and "FoodLab: The food of the future and the future of food" for Radio24. She coordinates the SMAU National Innovation Award. Chiara also teaches radio science journalism at the master in Science Communication and Innovation at the University of Milano-Bicocca, and the master in Radio TV and Web content at the 24 ORE Business School. She is a member of the Advisory Board of TEDxMilano. In 2025, she received the Pentapolis Award for "Journalists for Sustainability".



Eivind Hestvik Brækkan
Seafood Analyst, Norwegian Seafood Council

Eivind is an economist with a PhD in market analysis. Previously an associate professor in economics and aquaculture economics at the University of Tromsø, he later worked as an analyst in the private sector before joining the NSC in December 2020, where he's currently responsible for analyses of whitefish and cured seafood (saltfish, clipfish and stockfish).



Magnus Åsli
Director Sustainability and Quality, Cermaq

Magnus is Director of Sustainability and Quality at Cermaq Norway, leading the company's work on sustainability, certification, worker health and safety, and continuous improvement. He combines extensive Cermaq experience with a scientific background from his earlier role as a researcher at Nofima, and engages closely with customers and markets to communicate responsible farming practices and build trust.



Ole Olsen
CEO, Sufi

Ole holds a master's degree in Management from University College London (UCL). For 10 years, Ole has been the CEO of Sufi AS, a Norwegian seafood company with deep roots in the Lofoten fishing tradition. The business has been built over generations by his own family, and holds position as a respected supplier of premium Norwegian seafood products. Through combining his extensive experience in seafood production, international trade and management, Ole has built up Sufi AS as one of Norway's leading producers of white fish.



Anders Tofte Wilhelmsen
Commercial Director, Ode

Anders is a senior commercial and marketing executive with more than 25 years of international experience across the seafood and FMCG industries. He currently serves as Commercial Director at Ode, following leadership roles at Milarex and Cermaq Group. His background includes global brand strategy, sustainability, innovation, and business development, with previous senior positions at Mondelēz International and Jotun. He holds an MBA from the Norwegian School of Economics.



Matteo Figura
Executive Foodservice Director, Circana

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



Daniele Gargano
Chief Marketing Officer, Investfood

Daniele has over 12 years of experience in retail, with a strong focus on food retail and enhancing brands within the organized foodservice sector. He is currently CMO at Investfood, where he leads the marketing strategy and positioning of the group's seven brands, working at the intersection of brand identity, customer experience, and business development. Throughout his career, he has developed a perspective that combines strategic vision with a strong sensitivity to evolving customer behaviours, with a particular interest in retail models that generate engagement, relevance, and growth. He complements his profile as an Executive MBA candidate at Politecnico di Milano.



Andrea Succi
Sales and Marketing Advanced Analytics Leader, Nielsen IQ

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, and Fast-Moving Consumer Goods (FMCG). He has a degree in Marketing & Economics from Università Commerciale "Luigi Bocconi".



Luigi Colucci
Category Manager, Multicedi

Luigi holds a degree in Ichthyopathology and Aquaculture from the University of Bologna, and has extensive experience in Italian retail, having worked in the seafood departments in Famila, Conad, Sole 365, and as Seafood Department Manager and brand ambassador in Metro Italia Cash & Carry. He is currently working as Category Manager at Multicedi, where he's responsible for the purchasing, pricing and development of the seafood sector, as well as the internal training school.



Odd Frode Roaldsnes
Chief Commercial Officer, Salmon Evolution

Odd Frode is Chief Commercial Officer at Salmon Evolution, where he leads the company's global sales and market development for land-based salmon. He has more than 20 years of international experience in sales and marketing of salmon and seafood, and has been with Salmon Evolution since its early commercial phase, playing a key role in bringing land-based production to the market.



Antonio Pellin
CEO, Milarex Italia

Antonio has spent his entire life in the salmon industry. He joined the family business, Fjord S.p.A., at a very young age, after gaining experience in Norway at the filleting company Triton Bergen AS and the export company Fjord Norway AS, which he founded. He led Fjord S.p.A. as CEO from 2004 to 2009 and then as a shareholder from 2009 to 2016. This is when he undertook the founding and development of Milarex Italia srl, and the creation of The Icelander brand, currently the leading smoked salmon brand in Italy.



Anastasiia Chernyk
Head of Brand and Communications, Ipsos Norway

Anastasiia leads brand development research at Ipsos Norway, specializing in helping international brands navigate and apply cross-country insights. She has a deep understanding of seafood consumption trends, built over five years of leading consumer and communications research initiatives for the Norwegian Seafood Council to support data-driven decision-making.