

# NORWEGIAN SEAFOOD COUNCIL

## NORWAY-CHINA SEAFOOD SUMMIT 2019

Tuesday 29 October

*Hyatt Regency Qingdao*

### PART I:

#### Norway-China Seafood Trade and Development

1400 – 1500	Registration, networking and serving of lunch
1500 – 1505	<b>Welcome</b> Norwegian Ambassador to China, Signe Brudeset
1505 – 1520	<b>Opening speech: Norway China seafood trade and relations</b> Norwegian Minister of Fisheries and Seafood, Harald T. Nesvik
1520 – 1535	<b>Market priorities and developments</b> NSC, Director China, Victoria Braathen
1535 – 1550	<b>Salmon production in Norway and future plans for the China market</b> Mowi, Regional Sales Director, Trond Valderhaug
1550 – 1605	<b>Norwegian salmon position in China, market expectations and distribution</b> Sunkfa Holding Group, International Purchasing Manager, Julie Li
1605 – 1620	<b>Norwegian Arctic cod in China</b> Lerøy, Account Manager, Team VAP Asia, Tasha Prestø-He
1625 – 1645	<i>Break and refreshments</i>

### PART II:

#### Norwegian Pelagic in China: New Market Opportunities

1645 – 1650	<b>New market initiatives</b> NSC, Director Market Insight and Market Access, Tom Jørgen Gangsø
1650 – 1705	<b>World leading quality</b> Ytterstad Fiskeriselskap AS, Managing Director, Marius Ytterstad
1705 – 1720	<b>Elevating the position of Norwegian mackerel in the China market</b> Pelagia, Senior Sales Manager, Jon Erik Steenslid
1720 – 1735	<b>Market insight and product development in Asia</b> NSC, Market Advisor, Paul Tsai

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1735 – 1800	<p><b>Panel discussion: Opportunities in the China market</b></p> <p>CAPPMA, President Assistant, Di Gang          Pelagia, Senior Sales Manager, Jon Erik Steenslid          Qingdao Beiyang Jiamei Aquatic Products Co., CEO, Song Peng          COFCO FOOD IMPORT CO., Senior Manager, Julia Jiao</p>
1800	End of seminar

## PART III:

### Norwegian Seafood Dinner Reception

1800 – 1900	<p>Pre-dinner aperitif and mingling</p> <p><i>Tasting of Norwegian pelagic seafood</i></p>
1900 – 2030	<p>Networking buffet dinner</p> <p><i>Serving of Norwegian seafood</i></p>

- **Address:** Venue for the Norway-China Seafood Summit 2019 is the Hyatt Regency Qingdao, 88 Donghai East Road, Qingdao.
- **Contact:** For questions about the Norway-China Seafood Summit, please contact: NSC Director China, Victoria Braathen at [vb@seafood.no](mailto:vb@seafood.no) or Market Advisor Savindar Xie at [SX@Seafood.no](mailto: SX@Seafood.no).

*Summit moderator:*

*NSC Director China, Victoria Braathen*