



Program AquaVision 2010, 7-9th June, Stavanger – Norway

Open your eyes - Oceans of opportunities -

Monday 7 June

19.00 - 21.00: Welcome reception and Conference registration
Hall Toll, Stavanger

Tuesday 8 June

SESSION 1: Stavanger Forum

Juan Senior, Conference Moderator

09.00 - 12.35: Enable sustainable growth

Official opening of AquaVision 2010

Mr. Wout Dekker, CEO Nutreco

Mr. W. Dekker started his career at Nutreco as Research and Development Manager for Trouw International's fish business in 1983. From 1988 till 1991 he managed the Chilean business and returned to The Netherlands to assume various managerial positions. Mr. Dekker joined the Executive Board of Nutreco on 1 January 1996 and became Chief Operating Officer on 1 January 1999. He was appointed Chief Executive Officer on 1 July 2000. Mr. W. Dekker has obtained a master's degree in Zootechnology at the Agricultural University of Wageningen (WUR, The Netherlands). Mr. W. Dekker is also a member of the Supervisory Board of Macintosh Retail Group N.V.



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Thinking New Worlds - scenario planning as a link between longer term sustainable growth and business strategies of today

Mr. Karl Rose, Former Chief Strategist Shell

Mr. K. Rose is the Former Chief strategist of Shell, where he supported the executive team and RDS Board in all aspects of strategy development, strategic direction and decision making. Accountabilities include business innovation, regular reviews of business unit strategies and the communication of Shell strategy to governments and external stakeholders. In the past he has had several positions within Shell involving Vice president of corporate strategy, Business intelligence and Vice President for Government Relations International in Huston and Business development Manager. Mr Karl Rose has many international presentations around the topics of strategy processes and strategy development, scenario planning, the future of energy and climate change aspects.

An industry approach for sustainable feed fisheries

Dr. Andrew Jackson, Technical Director IFFO

Dr. A. Jackson is currently the Technical Director of IFFO, the global trade organization representing the fishmeal and fish oil industry and associated businesses. Before joining IFFO in 2006, Dr. Jackson, having obtained a PhD from Stirling University, worked for over 20 years in the salmon farming industry in a range of different positions in both Scotland and Chile, working most of the time for Marine Harvest. For a number of years he was also Chairman of the Scottish Salmon Producers Organization. His particular interests at the moment are the different global markets for fishmeal and fish oil, as well as their efficiency in utilizing these products. He also chaired the full value-chain advisory committee which developed the recently launched IFFO Responsible Supply scheme.

Importance of legislative framework for biosecurity and future growth

Mr. Bjørn Myrseth, CEO Marine Farms ASA

Mr. Myrseth is the CEO of Marine Farms, an international aquaculture company with diversified and integrated seafood portfolios. He has a background as fishery biologist from University of Bergen; due to his long tenure and considerable expertise, he is by many considered one of the pioneers of the modern fish farming industry. Mr. Myrseth was also one of the founders of Stolt Sea Farms where he held the position as CEO from 1972-1987. This company started farming in Norway in 1972 and later expanded its activity to Scotland and pioneered atlantic salmon farming in USA and Canada. In 1985 the Company became listed on the Oslo Stock Exchange as the first salmon farming company. He later invested in salmon farming in Scotland and Chile through Marine Farms ASA and started farming of seabass and seabream in Greece (1987) and Spain (1990). In 2006 Marine Farms ASA became a public company as well. MAFA has in 2010 a turnover of about 200 mill USD. Bjørn Myrseth has been president of the European Aquaculture Society.



Added value with well defined environmental and social standards

Dr. Philip Smith, Development Director Aquaculture Stewardship Council

Dr. P. Smith is the Development Director of the Aquaculture Stewardship Council, a non-profit organization co-founded by WWF and the Dutch Sustainable Trade Initiative. He started his career in aquaculture in Birmingham, U.K., where he carried out his PhD. Since then he has held senior management positions internationally in aquaculture businesses in North and South America, Asia and Europe, covering the entire value chain - feed, farming and consumer seafood businesses. He was Managing Director of the global seafood business of BP Nutrition, CEO of EWOS global business and Managing Director of the global fish feed business of Nutreco. From 2004-2007 Dr. Philip Smith was Managing Director of Marine Harvest Europe.

Feeding tomorrow's fish: Alternative raw materials sources and opportunities

Dr. Albert Tacon

Dr. A. Tacon has a PhD in trout nutrition from University College, Cardiff (1978) and since then has dedicated his work to applied aspects of fish and crustacean nutrition and feed development. He has been a lecturer and researcher in universities in UK and 14 years with FAO as feed technologist. Since 1999 Dr. Tacon has been based at Hawaii and served a 2-year term as Director and Program Manager of the Aquatic Feeds and Nutrition Program at the Oceanic Institute. Since then he has been working with Aquatic Farms Ltd as an international consultant in aquaculture. Dr. Tacon currently serves as Scientific Advisor on Aquatic Resources to the International Foundation for Science, Stockholm, Sweden (since 1998), is Editor in Chief of Reviews in Aquaculture, and also serves on the editorial board of the Journal of Aquaculture Nutrition and the Journal of Aquaculture Research.

12.35 - 13.55:

**Lunch
Stavanger Forum**



SESSION 2:

13.55 - 17.00: What drives perception

Swimming against the current

Mrs. Harriet Mouchly-Weiss, Vice Chairman and Senior Partner of Kreab Gavin Anderson Worldwide

Mrs. H. Mouchly-Weiss is Vice Chairman and Senior Partner of Kreab Gavin Anderson Worldwide, a communications consulting firm, with offices in 25 countries in North America, Europe, Australia and Asia. Over the last 30 years, Mrs. Mouchly-Weiss has won industry-wide recognition for her work in the communications field, earning a reputation as a bold thinker, astute strategist, and firm believer in communications programs that incorporate a component of social responsibility. Her specialty has been changing public perceptions of different industries, most notably the manufacturers of infant foods and children's toys.

Aquaculture stakeholders – Perception, action and implication for the future

Dr. Jingjie Chu, Resource Economist The World Bank Group

Dr. J. Chu is currently working as a Resource Economist, Africa Environment and Natural Resource Management Unit The World Bank. She holds a Ph.D. in Environmental and Natural Resource Economics from the University of Rhode Island (US) and a M.S. in Environmental Economics and Policy from Peking University (China). She also has experience working as an economist with Aquaculture Program Office of U.S. National Marine Fisheries Service. She has been involved in several research projects related to fisheries and aquaculture management in both U.S. and China. Her Ph.D. dissertation research focused on Comparison of Aquaculture Stakeholders' Perceptions in the U.S. and Norway.

Conditions for optimal industry perceptions

Mr. Thomas Farstad, Acting CEO Marine Harvest

Mr. Farstad is the Acting CEO of Marine Harvest. He held a MBA from INSEAD in France (2001) and a MSc. in Engineering from MIT, USA (1996). Mr Farstad has a career as Managing Director of Fjord Seafood Norway up until the merger with Pan Fish. His background includes Director Strategy and Business Development at Fjord Seafood, Associate at McKinsey & Co., and Project Engineer at Aker Maritime. Before entering the position as Operations Director in Marine Harvest 1 February 2008, Farstad held the position as Director Strategy and Business Development.

Panel discussion



Riding the wave of change – Rethinking the rules, reinventing the game

Dr. Robert Kriegel

One of the most in demand business speakers, Robert Kriegel, Ph.D. teaches bold, innovative, out-of-the box strategies for keeping ahead of the changes, challenges, and competition in the dynamic marketplace. An all American athlete and pioneer in the field of sports psychology, Dr. Robert Kriegel has coached both Olympic and pro athletes. He is a former advertising executive for Young and Rubicam in New York, Dr. Kriegel taught at Stanford University's executive management program and was a member of the California Governor's Council. A commentator on National Public Radio's Marketplace program, he has made two specials for PBS. Dr. Kriegel's teaches how to develop and lead Change-Ready© people and organizations. He outlines strategies for gaining the competitive edge by changing the game, leading customers not following them, rethinking rules, redefining roles, and reinventing the game.

18.45-00.00

**Social evening program and conference dinner
Boat trip to Byrkjedalstunet**



Wednesday 9 June
SESSION 3:

09.00 - 13.30: What drives perception

Flashforward - the new global realities, power shifts and perceptions shaping the future business landscape

Mr. Rohit Talwar, CEO Fast Future

Mr. R. Talwar is a global futurist and award winning professional speaker. He was profiled as one of the top ten global future thinkers by the UK's Independent Newspaper and regularly addresses leadership audiences for conferences around the world. He leads Fast Future Research, a research and consulting firm that helps clients anticipate and respond to the trends, forces and ideas shaping the future. His clients include Food Service Network Europe, large number of international business organizations and governments around the world.

The importance of continuously creating and capturing value through new product and service development

Mr. Robert Kirschbaum, Vice President Open Innovation, DSM

Mr. R. Kirschbaum graduated from the Technical University of Delft (The Netherlands) as a Chemical Engineer in 1977. His career with DSM consists of more than 30 years fostering various innovations (fibers like Dyneema, films and plastics like Stanyl) up to full commercialization. From 1997, Mr. Kirschbaum was in charge of the DSM New Business Development Corporation. In this Corporate "Incubator" several early phase commercial activities and new ventures were combined to grow into sustainable businesses. In 2006 the NBD Corporation was integrated into the DSM Innovation Center. Until 2009 he fulfilled the role of Vice President Innovation, focusing on the DSM cluster of Performance Materials. Recently he was assigned as VP Open Innovation of DSM.

AquaVision Innovation Award supported by DSM

As the global leader within micro nutrients and performance materials, innovation is an essential part of DSM's philosophy and core values. Therefore, DSM wishes to encourage innovative solutions within aquaculture by giving an AquaVision Innovation Award



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An innovative approach to future strategic research in Aquaculture

Chairman Gustavo Larrazábal, European Aquaculture Technology and Innovation Platform

Mr. G. Larrazábal is chairman of European Aquaculture Technology and Innovation Platform created in 2007 by the different stakeholders of the European aquaculture sector value-chain, with the prime goal of defining the real challenges and priorities in technology and innovation. He is also President of Grupo Tinamenor, a Spanish company that operates from hatchery breeding to table-fish production and commercialization of mediterranean marine fish and mollusks and Vice president of FEAP.

New technology paradigms

Mr. Knut Molaug, CEO AKVA Group

Mr. K. Molaug started his career in AKVA Group in 1983 and has been the CEO of the company since 1988. He holds a degree in computer engineering and cybernetics, but his focus over the past 20 years has been in managing and building AKVA Group into what it is today. AKVA Group has shown a significant growth over the past decade. Today it is the clear global leader in aquaculture technology with operations across the globe and subsidiaries and offices in 13 countries. Additionally it has distribution in a number of other countries and regions. The company is listed on the Oslo Stock Exchange and has communicated strong growth ambitions.

Feed innovations as driver for sustainable growth

Dr. Alex Obach, Skretting

Dr. A. Obach holds the position of Managing Director at Skretting Aquaculture Research Centre since 1st May 2007. Originally from Barcelona, Spain, he is a veterinarian with a Master in Aquaculture from the University of Girona (Spain) and a PhD in pathology and immunology from the University of Brittany (France). He started working at Skretting Aquaculture Research Centre in 1993 as a researcher, initially within fish health then as a nutritionist. He has most recently held the position as Manager of ARC's Fish Health department. Between 1993 and 1995, he also has been engaged as lecturer at the University of Barcelona, and worked for two years as the Managing Director of Marine Harvest Technical Centre.

Breaking boundaries within fish health

Mr Luc Grisez, Head Global R&D Aquatic Animal Health and Asia-Pacific, Intervet-Schering Plough Animal Health

Dr. L. Grisez is Head Global R&D Biologicals Aquatic Animal Health and Asia-Pacific at Intervet-Schering Plough Animal Health, currently MSD. He studied at the Catholic University of Leuven where he obtained a Masters degree and a Ph.D in Biology. Throughout his studies he worked on parasitic and bacterial fish diseases. In 1997 he joined Intervet International as Project leader Aquatic Animal Health and moved to Singapore in 1999 where he established and subsequently managed an R&D facility for the development of vaccines for tropical and temperate fish species for seven years. He returned to The Netherlands in 2007 where he was responsible for bacterial Antigen production in Boxmeer, The Netherlands before he assumed his current position in 2008.



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Future aquaculture industries - opportunities and barriers

Professor Frank Asche, University of Stavanger

Professor F. Asche holds a Dr. Econ from the Norwegian School of Economics and Business Administration. As a researcher and lecturer in the production and marketing of seafood at the University of Stavanger, Professor Asche has a close interest in the driving forces for aquaculture growth. He has conducted a number of studies on markets for seafood and the impact of farmed fish on the market and supply chains, as well as how the expansion of aquaculture production is driven by improved production processes and lower costs. Recently he was a co-author on an article on innovation and growth drivers in seafood production in the leading journal Science. Professor Asche has published a large number of scientific articles and books within aquaculture and is a highly respected scientist. He has also conducted work for international organizations like the FAO, OECD and WTO.

Closing Remarks

Mr. Knut Nesse, Executive Vice-President Skretting Group/Nutreco Aquaculture

Mr. K. Nesse was appointed Executive Vice-President Skretting Group/Nutreco Aquaculture in 2009. He holds an Executive MBA in Management and Cost Performance from the Norwegian School of Economics and Business Administration (NHH) and has a Bachelor of Management degree from the Norwegian School of Management (BI). He also followed the Senior Management Programme at NHH. Knut Nesse previously (2006-2009) was MD of Skretting Salmon Feed with responsibility for Skretting's operating companies in Norway, UK & Ireland, North America and Chile. He was Sales and Marketing Director at Skretting Norway (2002—2006) combined with Sales and Marketing Director Skretting worldwide from 2004. Prior to that he had held posts of Logistics Director, Skretting Norway, Finance Director, Scana Leshan, China, Chief Accountant, Skretting Norway, Chief Accountant, Scana Stavanger, Norway, and in administration at the Norwegian School of Management.

13.30 - 14.30:

Lunch
Stavanger Forum

End of conference



Practical information:

19.00- 21.00 Welcome reception and conference registration (7th June)

Hall Toll
Skansegaten 2
4006 Stavanger

Conference venue (8 and 9th June)

Stavanger Forum
Gunnar Warebergsgate 13
4020 Stavanger

Social evening program and conference dinner

Byrkjedalstunet
Byrkjedal
4335 Dirdal

The social evening program will start with a 45 minutes boat trip from Skagenkaien, downtown Stavanger (Vis a vie Skagen Brygge Hotel). Boat departure is **18.45**.

Transportation

Bus transport

8th June 2010

08.30 From Stavanger city to Stavanger Forum (conference venue) *
16:50 From Stavanger Forum to Stavanger city (for delegates staying at hotels downtown Stavanger)
18:15 From Stavanger Forum to Skagenkaien for the boat trip (delegates staying at Rica Forum Hotel)

9th June 2010

08.30 From Stavanger city to Stavanger Forum (conference venue) *
14.40 From Stavanger Forum to Stavanger Airport, Sola (expected arrival: 15.10)

* Bus from Stavanger city: Olav V Sør gate, bus stop 22 (close to Hotel SAS Atlantic)

Boat transport for Social evening program and Conference dinner:

8th June 2010

18:45 From Skagenkaien, downtown Stavanger (vis a vis Skagen Brygge Hotel)