



## Open your eyes - Oceans of opportunities -

**Program AquaVision 2010, 7-9<sup>th</sup> June, Stavanger – Norway**

### Monday 7 June

#### Enable sustainable growth

What will be the future raw materials for aquaculture?

How do well defined environmental and social standards add value to the industry?

How to use scenario planning in securing long term sustainable growth?

How important is the legislative framework for biosecurity and future growth?

**19.00 - 21.00:** Welcome reception and Conference registration

### Tuesday 8 June

#### SESSION 1:

**09.00 - 12.15:** Enable sustainable growth

Juan Senor, Conference Moderator

**Welcome to Stavanger**  
Mr Leif Johan Sevland, Mayor

**Official opening of AquaVision 2010**

**Feeding tomorrow's fish: Alternative raw materials sources and opportunities**  
Dr. Albert Tacon

**An industry approach for sustainable feed fisheries**  
Dr Andrew Jackson, IFFO

**Importance of legislative framework for biosecurity and future growth**  
Mr Bjørn Myrseth, CEO Marine Farms ASA

**Environmental and social standards**  
Dr Phillip Smith, Aquaculture Stewardship Council

**Thinking New Worlds - scenario planning as a link between longer term sustainable growth and business strategies of today**  
Mr Karl Rose, Chief Strategist Shell



# AquaVision

WHERE AQUACULTURE LEADERS MEET

7 - 9 JUNE 2010. STAVANGER

## What drives perception

What is perception of the industry today and what are the expectations?

How can you improve the reputation of an industry?

What can modern aquaculture learn from other industries?

How can you create the future with a change-ready mind set?

### SESSION 2:

13.50 - 16.45:

What drives perception

#### Swimming against the current

Mrs Harriet Mouchly-Weiss, Kreab Gavin Anderson

#### Aquaculture stakeholders – Perception, action and implication for the future

Dr Jingjie Chu, The World Bank Group

#### Perception from a Salmon producer point of view:

TBC

#### Perception from a producer point of view: Pangasius

TBC

#### Panel discussion

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

Dr Robert Kriegel

18.45

Social evening programme



**Wednesday 9 June**  
**SESSION 3:**

<b>09:00-13:30</b>	<b>Driving innovation</b>
	<p><b>What are the new global realities, power shifts and perceptions that will shape the business landscape in the years ahead?</b>          TBC</p> <p><b>The importance of continuously creating and capturing value through new product and service development</b>          DSM Nutritional Products</p> <p><b>An innovative approach to future strategic research in Aquaculture</b>          Chairman Dr Gustavo Larrazábal, European Aquaculture Technology and Innovation Platform</p> <p><b>New technology paradigms</b>          Mr Knut Molaug, CEO AKVA Group</p> <p><b>Feed innovations as driver for sustainable growth</b>          Dr. Alex Obach, Skretting</p> <p><b>Fish health</b>          TBC</p> <p><b>Future aquaculture industries - opportunities and barriers</b>          Professor Frank Asche and Professor Ragnar Tveteraas, University of Stavanger</p> <p><b>Closing Remarks</b></p>
<b>13.30-</b>	<b>Lunch &amp; end of conference</b>

**Driving Innovation**

How can you create and capture value through innovation?

What is the future of environmental and sustainable feed production?

Where do the technological developments take the industry?

How to create added value with well defined scientific targets?

How can the global mega trends change the aquaculture industry?

Program subjected to change. For updates, go to [www.aquavision.org](http://www.aquavision.org)

