



Open your eyes - Oceans of opportunities -

Program AquaVision 2010, 7-9th 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

Added value with well defined environmental and social standards
Dr Philip 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



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:

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

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

