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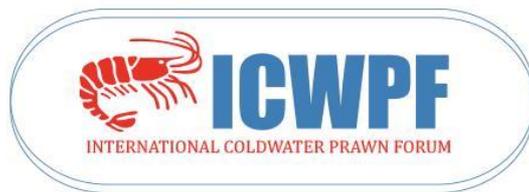
Welcome to

# International Shellfish Event

2017 - March 9 in Bergen, Norway

**What are the new trends and how can shellfish meet the market in a volatile world?**





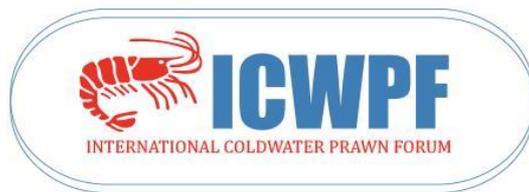
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Welcome by

CEO Mrs. Renate Larsen,

Norwegian Seafood Council, Norway





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## Agenda and procedure of the day

By partner Mr. Jens Henrik Møller - Denmark,

GEMBA Seafood Consulting





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## Agenda of the day

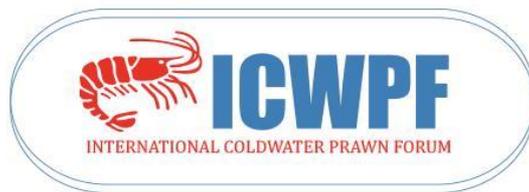
Session 1: Global trends in shellfish

Session 2: Product and market developments in shellfish categories

Session 3: Increased consumption of shellfish

Panel debate: Learnings - what can we take home from today – and what do we do?





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# What is shellfish?

*From Wikipedia, the free encyclopedia*

“Shellfish is a culinary and fisheries term for exoskeleton-bearing aquatic invertebrates used as food,.....”

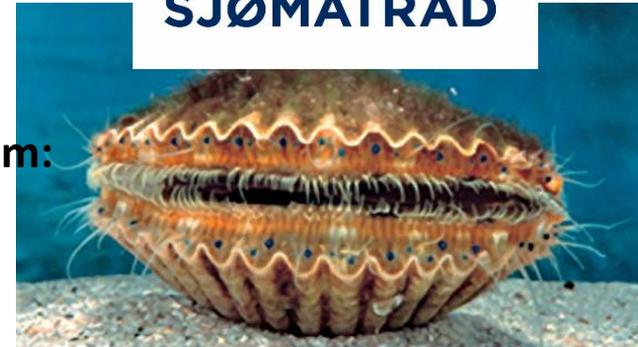
“Despite the name, shellfish are not a kind of fish, but are simply water-dwelling animals. Many varieties of shellfish (crustaceans in particular) are actually closely related to insects and arachnids,.....”



Many  
different  
species

Just some of them:

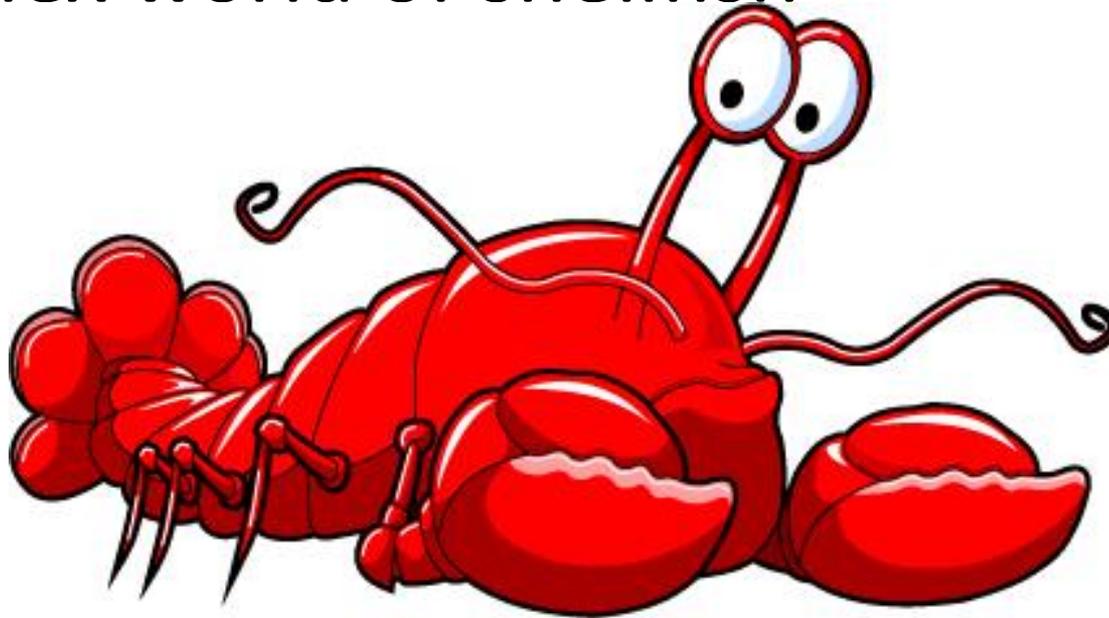
Cockles  
Crab  
Crayfish  
Lobster  
Mussels  
Oysters  
Scallops  
Shrimp  
Molluscs



Many different  
ways to be  
prepared and used



Today we will take a look into the complex world of shellfish





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## **Session 1: Global trends in shellfish**

**Trends in global shellfish consumption – where are the shellfish markets?**

**By Market analyst Mrs. Kristin Lien - Norway, Norwegian Seafood Council**



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SEAFOOD  
FORUM



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Coffee break!

Starting at hrs 11:10





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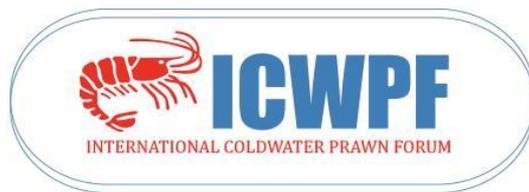
## **Session 2: Product and market development in shellfish categories**

**The secrets of King Crab and snow crab in Asia**

**Researcher Dr. Mrs Gøril Voldnes, Nofima**

**Sales manager Mr. Erlend Johansen, Capefish**





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# Lunch!

## Served at Bryggens Hotel

## Starting again at hrs 14:00





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## **Session 3: Increased consumption of shellfish**

### **Case studies on Shellfish**

### **The search for the next ingredient: transparency**

**By Founder and Director Mr. Alessandro Porcelli – Cook it raw**





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## **Panel discussion:**

**“Learnings – what can we take home from today –  
what do we do?”.**

## **Participants:**

- **Øystein Pettersen,**
- **Morten Hyldborg,**
- **Jan Hillesland**
- **Daughin Montgomery Chan**





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# Thank you and closing remarks

## By

## Mrs. Renate Larsen,

## Norwegian Seafood Council

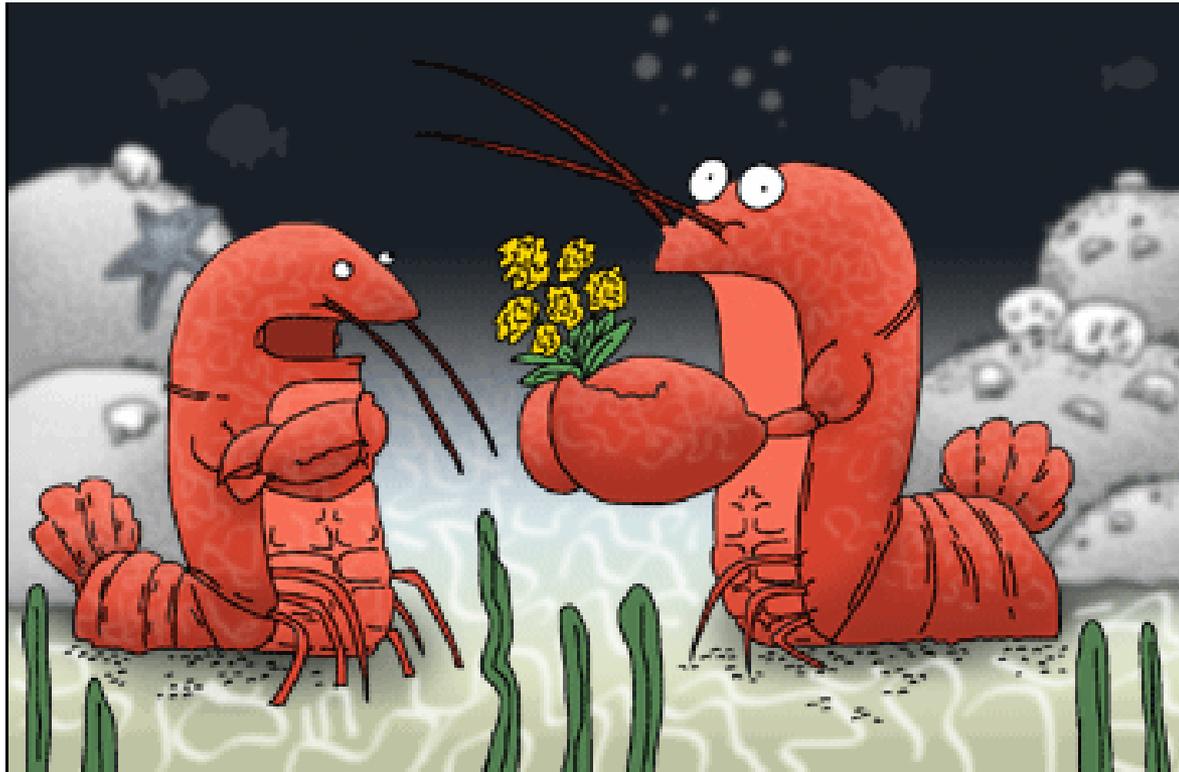




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Thank you for a great day!

Remember



Love is not  
Shellfish!





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