

Invitation

Start Conference

April 18, 2013

Lauwersoog, The Netherlands



NorthSeaFish

Innovation from catch to plate

Dear all,

On behalf of the North Sea Fish project, I hereby invite you to join us at the Start Conference on April 18, 2013!

We would be very pleased to see many stakeholders together on this all-day event at the harbour of Lauwersoog in the North of the Netherlands. A perfect occasion to get informed about and to contribute to innovation in the wet fish supply chain of the North Sea Region.

I look forward to meeting you!

Yours sincerely,



Mr Harm Evert Waalkens,

Alderman Municipality of De Marne,
Lead Beneficiary of the NSF project



Why go? We offer you:

- Information about the North Sea Fish project
- Experienced speakers explain about specialisation and broadening activities in the wet fish supply chain
- Discussion with key note speakers and audience
- Meeting colleagues & stakeholders from other regions along the North Sea coast
- Excellent conference venue and (fish) catering
- Interesting excursions on land and at sea
- Modern hotel facilities in rural setting at a fair rate
- No conference fee!

Registration:

- For the **conference** day, please register at the North Sea Fish website www.northseafish.eu
This registration is open from March 11 until April 10.
- Please register for **hotel accommodation** before March 31, 2013.
We made reservations and assign you to different hotels for a maximum of 80 euro per person per night.
If you register after the deadline, we cannot guarantee a hotel room, but will support you in finding one.

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Venue and programme

The North Sea Fish conference will take place at **Restaurant Schierzicht, Haven 8, Lauwersoog**, in the north of the Netherlands.

Chairman of the day is **Mr Maarten Mens**, who worked for the Dutch Fish Product Board and has a broad experience in leading debates and discussions.

Mrs Barbara Holierhoek, chair of two Fishermen Associations in the North of the Netherlands has been asked to represent the fishermen and reflect upon the speeches of the keynote speakers.

Programme Thursday April 18 th 2013	
9:00	Registration, coffee & tea
9:30	Welcome by Alderman of Municipality De Marne, Mr Harm Evert Waalkens
9:40	Aims and objectives of the North Sea Fish project - project manager Mrs Roos Galjaard
10:00	“Innovation in fisheries - Towards an economic viable, healthy and sustainable (sea)food producing sector” Keynote speech by Mr Kees Taal, researcher fishery economics, aquaculture and market chains, LEI, NL
10:30	“Any port in a storm - Current issues in North Sea Fish” Keynote speech by Mr Martyn Boyers, Chief Executive, Grimsby Fish Market, UK
11:00	Coffee break
11:30	“Labelling and branding - A search for low cost methods to distinguish fish from the bulk” Keynote speech by Mrs Barbara Rodenburg-Geertsema, fisher, shop owner and chair of De Goede Visser
12:00	Conclusions by chairman Mr Maarten Mens
12:15	Lunch on board of "MS Silverwind" and excursion at sea
14:15	Excursions
16:00	Reception in the new harbour Information Centre
17:00	End of the Conference

Excursions



1. “Integrated Fisheries”

Cooperation is necessary in terms of knowledge, fishing rights, regional food culture and marketing in order to keep fishing communities and ports vital. The Foundation “Integrated Fisheries” will illustrate the need for an integrated way of fishing and the experiences in Lauwersoog, including obstacles and how to deal with them.

2. “Lauwersoog harbour developments”

In an Asian motorized rickshaw (Tuktuk) you will explore the region of Lauwersoog. The route leads along different places of a plan for regional development in Lauwersoog. The Municipality of De Marne will explain about the developments of Lauwersoog as touristic and economic centre, based on the qualities of sustainable fisheries and nature.

3. “Shrimp innovation”

Telson Shrimps is expanding rapidly now their new shrimp peeling machine is successful! Telson has plans for a new, larger building and expansion from 10 machines to 20, and later maybe even 50 machines. During this excursion you will be informed about the innovation process and sustainable aspects.

4. “Blueport Lauwersoog”

Blueport Lauwersoog is a foundation that is set up to boost innovation in the fishery sector, to improve entrepreneurship and to strengthen the sales in the fishery supply chain. The projects resulting from the collaboration of different fishing and tourist companies, knowledge institutes and governmental organisation is the focus of this excursion.

5. “Season fishing at sea”

On board of a small vessel, you will hear about various sustainable catching methods and their sustainability value. In addition a fisherman will explain how the combination with tourism results in a better understanding of the fishery business.

North Sea Fish: innovation from catch to plate is an Interreg IVB North Sea Region project funded by the EU.