



IntraFish

Your leading global news provider

Seafood Investment Forum

Claridges Hotel, Mayfair

Brought to you by:



ARCTIC SECURITIES

Q&A's

2012

Senior Executives

6 December

Networking

Industry leaders

London

Panels

The IntraFish Seafood Investment Forum

While land-based proteins have attracted close attention over the past several decades the seafood industry has quietly expanded, charting a growth course attractive for investors around the globe.

The bellwether for the industry is the salmon sector. The farmed salmon sector growth is a success story, and points a way forward for the aquaculture industry worldwide. This young sector has grown up quickly, and taken salmon from a high-end niche product to a staple protein in restaurants and retail outlets around the world.

How did the salmon industry achieve this feat, and how can investors capitalize on the growth not only in the salmon sector, but the vast and varied seafood industry as well?

IntraFish's seafood finance one-day seminar, in partnership with Arctic Securities, will explore this exciting industry from the top to bottom of the value chain, from the fish feed sector all the way to the end consumer. Top executives from the leading companies of the global seafood industry will offer detailed insights.

Previous IntraFish & Arctic Seafood Investment Forums in New York and Hong Kong have attracted top investment professionals from around the globe, and widespread attention from the finance sector. Please visit the gallery <http://www.intrafish.com/events/article1272490.ece> from our February 2012 event in NYC.

Keynote - *An Ocean of Opportunities*, Martin Glenn, *CEO, Iglo Group Ltd*

Martin joined Birds Eye Iglo (now "Iglo Group") in 2006 when Permira bought the business from Unilever. The business has revenue of €1.6bn and operates in 12 European countries. The Iglo Group derives circa 1/3 of its revenue from Fish and has focussed much of its innovation efforts into the Fish Category. The Iglo Group is known for its progressive approach towards sustainability and launched a programme called "Forever Food" in 2010 which encapsulates all of the company's activities in this area.

Participating companies include:



0800-0830:	Registration	
0830-0835:	Welcome	Pål Korneliussen, <i>Publisher</i>, IntraFish Media
0835-0855	Keynote address	Martin Glenn, CEO, Iglo Group Ltd
0900-0940	Salmon Panel	<i>Exploring the remarkable success story of farmed salmon</i>
	Moderator:	Drew Cherry, <i>Editorial Director</i>, IntraFish Media
	Panelists:	Ole-Eirik Lerøy, <i>Chairman</i>, Marine Harvest Victor Hugo Puchi, <i>Chairman</i>, AquaChile.
0945-1025	Beyond Salmon Panel	<i>The salmon story is only one small part of aquaculture's amazing growth curve</i>
	Moderator:	Drew Cherry, <i>Editorial Director</i>, IntraFish Media
	Panelists:	Francisco Murillo, <i>President</i>, Regal Springs Tilapia Jan Kaptijn, <i>CEO</i>, Seafood Connection Dimitrios Delonas, <i>CFO</i>, Nireus Group To Thuy Trang, <i>Partner</i>, Tri Tin International
1025-1045	<i>Coffee Break</i>	
1045-1100	Sponsor presentation	TBC
1100-1140	Markets / Processing Panel	<i>How is seafood opening up new opportunities for growth in the foodservice and retail sectors?</i>
	Moderator:	Drew Cherry, <i>Editorial Director</i>, IntraFish Media
	Panelists:	John-Paul McGinley, <i>COO</i>, Morpol Klaus Nielsen, <i>CEO</i>, Espersen Finnbogi Baldvinsson, <i>CEO</i>, TST
1140-1310	<i>NETWORKING LUNCH</i>	
1315-1340	Arctic Securities	<i>Healthy salmon cycle ahead of us?</i> Thomas Lorck, <i>Senior Seafood Analyst</i>
1345-1415	Company presentation - Nutreco, Knut Nesse, CEO	
1420-1450	Company presentation - Marine Harvest, Henrik Heiberg, VP Finance & Treasury	
1450-1510	<i>Coffee Break</i>	
1515-1545	Company presentation - Cermaq, Tore Valderhaug, CFO	
1550-1620	Company presentation - Pescanova, Joachin Vina Tamargo, Dir. Investor Relations	
1625-1655	Company presentation - AquaChile, Victor Hugo Puchi, Chairman	
1655-1700	Thank you and close	

Panels

Panelists from the world's largest and most influential seafood companies will participate in a series of sector specific panel discussions, followed by lively Q&A sessions.

Salmon Panel - Norway's farmed salmon industry has broken ground in technology, farming techniques and protein logistics over the last 30 years, which has led to the creation of highly successful industries in Chile and other areas of the world. Our panel will explore the remarkable success story of farmed salmon, and see how it continues to be a model for aquaculture's future.

Panelists: **Ole-Eirik Lerøy**, *Chairman, Marine Harvest*; **Victor Hugo Puchi**, *Chairman, AquaChile*.

Among the topics covered:

- What are the recent trends in salmon demand and supply?*
- What are the new frontiers in salmon consumption?*
- What factors influence volatility in the sector?*
- What are the prospects for expansion salmon production?*

Beyond Salmon Panel - The salmon story is only one small part of aquaculture's amazing growth curve. A range of new farmed fish species have emerged around the world and driven seafood growth and consumption to new heights.

While the species names are foreign to most consumers, the fish have become omni-present, and hold dominant market shares across the globe. The bass and bream sector has undergone a period of consolidation that will strengthen the industry going forward.

Panelists: **Francisco Murillo**, *President, Regal Springs Tilapia*; **Jan Kaptijn**, *CEO, Seafood Connection*; **Dimitrios Delonas**, *CFO, Nireus Group*, **To Thuy Trang**, *Partner, Tri Tin International*.

Among the topics covered:

- What is behind the rapid expansion of the farmed whitefish sectors in Asia and Central America?*
- Where are the key markets for growth?*
- Where will the consolidation and expansion be in the sector?*
- What are the prospects for sustainable growth on the production side?*

Market & Processing Panel - The protein market has increasingly gone from "push" to "pull," and seafood is no exception. We have invited some of the leading seafood processing executives in Europe to discuss the role of VAP in their business, and how it's opening up new opportunities for growth in the foodservice and retail sectors.

Panelists: **John-Paul McGinley**, *COO, Morpol*; **Klaus Nielsen**, *CEO, Espersen*; **Finnbogi Baldvinsson**, *CEO, TST*.

Among the topics covered:

- What are the drivers behind the rapid increase in global seafood consumption?*
- What are the consolidation opportunities in the seafood processing, retail and foodservice sectors?*
- What are the opportunities for vertical integration in the seafood sector?*
- What downstream risks and rewards will affect the seafood industry?*

Today's speakers, panelists and presenters

Dimitrios Delonas	CFO	Nireus Group
Drew Cherry	Editorial Director	IntraFish Media
Finnbogi Baldvinsson	CEO	TST
Francisco Murillo	President	Regal Springs Tilapia
Henrik Heiberg	VP Finance & Treasury	Marine Harvest
Jan Kaptijn	CEO	Seafood Connection
Joachin Vina Tamargo	Investor Relations	Pescanova
John-Paul McGinley	COO	Morpol
Klaus Nielsen	CEO	Esperson
Knut Nesse	CEO	Nutreco
Martin Glenn	CEO	Iglo Group Ltd
Ole-Eirik Lerøy	Chairman	Marine Harvest
Pål Korneliussen	Publisher	IntraFish Media
Thomas Lorck	Senior Seafood Analyst	Arctic Securities
To Thuy Trang	Partner	Tri Tin International
Tore Valderhaug	CFO	Cermaq
Victor Hugo Puchi	Chairman	AquaChile



IntraFish Media

IntraFish Media is the world's leading seafood news and information provider, with offices across the globe and reporters working around the clock. IntraFish Media's titles include our flagship daily websites IntraFish.com and Norwegian language IntraFish.no; monthly industry digest Seafood International; which serves the seafood processing, retail and foodservice segments; Fish Farming International, which covers the aquaculture industry; and Fishing News International, targeted at the global fishing industry. Other publications serve regional markets in the United Kingdom, Norway and Russia. All our titles are the leaders in their respective segments, providing the world's seafood community with the most comprehensive coverage of the industry available. Our reporters and editors are based in London, Seattle, Singapore, Nanjing and several cities across Norway. IntraFish Media is headquartered in Bergen, Norway.

Arctic Securities

Arctic Securities is a leading Norwegian investment bank, controlled by Arctic's employees and independent of financial institutions. Arctic Securities' absolute commitment to integrity, quality, discretion and rapid execution are our core competitive advantages.

Arctic Securities has unparalleled corporate finance experience in the 'Norwegian sectors' such as seafood.

Contact events@intrafish.com for more information or visit <http://www.intrafish.no/events/>

Venue details:

Claridge's
Brook Street, Mayfair
London W1K 4HR
United Kingdom

Tel: +44 (0)20 7629 8860
Fax: +44 (0)20 7499 2210
info@claridges.co.uk

Claridge's Concierge
Telephone: +44 (0)20 7629 8860
concierge@claridges.co.uk

