

# Value Creation in the Nordic Countries of the Fisheries and the Aquaculture

## Workshop in Akureyri 11-12 October 2007

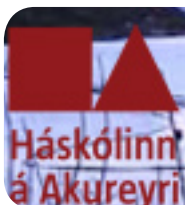
SINTEF Technology and Society, SINTEF Fisheries and Aquaculture, and University of Akureyri are organizing a workshop with the heading: "Value Creation in the Nordic Countries of the Fisheries and the Aquaculture". Relevant institutions and organisations from the Nordic countries are invited to the workshop to present and discuss methodologies and approaches.

The main objective is to discuss different options for value creation, and to present different methods for measures of value creation. A broad approach to value creation is chosen by studying conditions for innovation and productivity developments, and by analyses for sustainable development.

At the workshop will value creation be discussed and analysed at micro and meso level, in addition to the macro level. The content of the workshop is divided into the two main topics:

- Sustainable Fisheries
- Value Creation and Innovation

As the title indicates, the first topic is mainly about fisheries, while the second topic deals with aquaculture. It is a research-based workshop. Results, outcomes, and deliverables from the workshop will be useful for different people connected to fisheries industry and aquaculture industry, both in private and public sector.



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# Programme Thursday 11. October

## Topic of the day: Sustainable Fisheries

09:00-09:20 Welcome

09:20-10:50

- *Marine ecosystems productivity, climate effects and sustainable fishery*, Svein Sundby, Institute of Marine Research, Bergen
- *Escaped farmed salmon as an economic externality problem*, Anders Skonhøft, Norwegian University of Science and Technology, Trondheim

10:50-11:10 Coffee break

11:10-12:00

- *How can Fisheries Management solve the Problem of Biological Sustainability?* Niels Vestergaard, University of Southern Denmark, Esbjerg

12:00-13:30 Lunch

13:30-15:00

- *Fisheries and habitats – an important missing link*, Claire Armstrong, Norwegian College of Fishery Science, Tromsø
- *Sustainability and Methods for Economic Accounting for Exploitation of Wild Fish Stocks*, Asgeir Danielsson, University of Akureyri, Akureyri

15:00-15:20 Coffee break

15:20-17:00

- *Making markets - the history of the norwegian quota regime*, Jon Olaf Olaussen, SINTEF Fisheries and Aquaculture, Trondheim
- *Sustainability of fisheries - catch and beyond*, Aðalbjörg Birna Guttormsdóttir, Mátis ohf., Reykjavik

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# Programme Friday 12. October

## Topic of the day: Value Creation and Innovation

**09:00-10:30**

- *Supply chain and market innovations in the seafood market*, Frank Asche, University of Stavanger, Stavanger
- *Innovation mechanisms in the Norwegian Fisheries and Aquaculture industry*, Trude Olafsen, SINTEF Fisheries and Aquaculture, Trondheim

**10:30-10:50 Coffee break**

**10:50-11:40**

- *Fish as a heterogeneous product. Decomposing the price of fish*, Daði Kristófersson, University of Iceland, Reykjavik

**11:40-13:00 Lunch**

**13:00-14:30**

- *Bioprospecting for active ingredients from marine biota*, Hjörleifur Einarsson, University of Akureyri, Akureyri
- *Marine hydrothermal vents and antimicrobial activity*, Arnheiður Eypórsdóttir, University of Akureyri, Akureyri

**14:30-14:50 Coffee break**

**14:50-15:40**

- *Creating value versus cutting costs in Norwegian food production*, Asgeir Tomaszgard, SINTEF Technology and Society, Trondheim

**15:40-16:00 Evaluation**



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