



*as of 9 August 2024*

**VII Global Fishery Forum & Seafood Expo Russia 2024 Business Program**  
*St Petersburg, 17–19 September 2024*

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## General Schedule of Business Program Events

17 September (Day 1)				
10:00–11:30 Roundtable “Developing and supporting of fishery product exports” Conference Hall D2	10:00–11:30 Research-to-Practice Seminar “Building an Aquaculture Farm. Risks and Reasonable Decisions” Conference Hall D1	10:00–11:30 Roundtable “International cooperation efforts to promote education and research projects in the fishery industry” Conference Hall G22-24 (Second Floor)	10:00–11:30 Event of Seafood Expo Russia Partner/Participant Conference Area F3	10:00–12:00 SHIP TECH GLOBAL Roundtable “Import substitution in Russian shipbuilding industry: expectations and reality” Conference Area F1
12:00–13:30 Business Session “Russia – China” Conference Hall D2	12:00–13:30 Roundtable “Current threats and challenges to the Caspian Sea ecosystem” Conference Hall D1	12:00–13:30 Roundtable “Professionals Training Program: the driver of cooperation between education providers and employers” Conference Hall G22-24 (Second Floor)	12:00–13:30 Event of Seafood Expo Russia Partner/Participant Conference Area F3	12:30–14:00 SHIP TECH GLOBAL Roundtable “Engineering innovations in the shipbuilding industry” Conference Area F1
13:30–13:45 Official opening ceremony of III International Science and Education Forum for Fishery Complex “FISHERY SKILLS”				Main Arena, Passage
13:45–14:00 Award ceremony for winners in the qualification round of the “Professionals” championship				Main Arena, Passage
14:00–15:30 Business Session “Russia – India” Conference Hall D2	14:00–15:30 Roundtable “Seaweed: what’s getting in the way of great potential” Conference Hall D1	14:00–15:30 Roundtable “Training future manpower: cooperation between universities and business” Conference Hall G22-24 (Second Floor)	14:00–15:30 Roundtable of Volga-Dnepr Airlines Conference Area F3	14:30–16:00 SHIP TECH GLOBAL Roundtable “Fleet maintenance and modernization: increasing the competitiveness of shipbuilding enterprises” Conference Area F1
15:30–16:00 FishCorr awards ceremony				Main Arena, Passage
16:00–17:30 Business Session “Russia – Countries of the Arabian Peninsula” Conference Hall D2	16:00–17:30 Roundtable “Fish and seafood logistics” Conference Hall D1	16:00–17:30 II Meeting of the Federal Agency for Fisheries Youth Council Conference Hall G22-24 (Second Floor)	16:00–17:30 Event of Seafood Expo Russia Partner/Participant Conference Area F3	16:30–18:00 SHIP TECH GLOBAL Roundtable Conference Area F1
17:00 Industry football match				
18 September (Day 2)				
10:00–11:30 Official opening ceremony and tour of the exposition				Main Arena, Passage
11:30–13:00 <b>Key event:</b> Plenary session “Fishery in the age of innovation. Technologies of the future”				Conference Hall E8-E12
13:45–14:30 Signing ceremony for the final protocol of the session of the Commission for the Sustainable Use of Aquatic Biological Resources				Main Arena, Passage

14:00–16:00 Roundtable “ <b>More fish in Russia: increasing consumption of Russian fish</b> ” Conference Hall D2	14:00–15:30 Roundtable of the Global Fishery Forum Partner Conference Hall D1	14:00–15:30 <b>Presentation of projects of the Federal Agency for Fisheries Youth Convention</b> Conference Hall G22-24 (Second Floor)	14:00–18:00 II International Conference “ <b>Digital trends, smart technologies and real innovations in aquaculture</b> ” Conference Area F3
16:30–18:00 Roundtable “ <b>Industrial support for the fishery industry: new fleet, processing facilities and storage infrastructure</b> ” Conference Hall D2	16:30–18:00 <b>Key event:</b> Open talk “ <b>Look beyond the horizon!</b> ” Conference Hall D1		
18:30–20:30 Networking and Reception			Conference Hall E8-E12
<b>19 September (Day 3)</b>			
10:00–11:30 Roundtable “ <b>Personal Brand: Tools and Strategies to Promote Fish Products on Social Media</b> ” Conference Hall G22-24 (Second Floor)		10:00–14:00 Research-to-practice conference “ <b>Current aspects of breeding and keeping of aquatic bioresources in RAS</b> ” Conference Area F3	
12:00–13:30 Presentation of VNIRO expedition “ <b>Africa – an ocean of opportunities</b> ” Conference Hall F100 (Second Floor)			
<b>20–22 September – City Fish and Seafood Festival</b>			

## Business Program of VII Global Fishery Forum

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Event name, organizers, moderator, time	Event description, legend, discussion topics, speakers
<b>17 September 2024 (Day 1)</b>	
<p><b>09:00–10:00</b> Registration</p>	
<p style="text-align: center;"><i>Conference Hall D2</i></p> <p style="text-align: center;"><b>10:00–11:30</b></p> <p style="text-align: center;"><b>Roundtable “Developing and supporting of fishery product exports”</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries; Fishery Shipowners Association</p> <p><b>Moderator:</b> Alexey Osintsev, President, Fishery Shipowners Association</p>	<p><b>Event details:</b> Since supplying the domestic market with fishery products remains a priority, development of exports is becoming a key prerequisite for ensuring a stable fishery industry, with exports accounting for almost 70% of the sector's revenues Russian fishery producers are maintaining the rate of production (catch) of aquatic bioresources and the volume of fishery product exports in face of closure of US market for their products, introduction of safeguard import duties by Great Britain and EU member states, and other unfriendly actions. They are expanding supplies to Asia and launching new export lanes. Even so, the sector's financial performance is slowing down, this driving the need for measures both to stimulate fish processors and shore up exporters.</p> <p><b>Topics to discuss:</b></p> <ul style="list-style-type: none"> <li>• Current and target export structure</li> <li>• Efficiency and weight of exports in the sector's financial performance</li> <li>• Export development barriers and government incentives</li> <li>• Promising export destinations</li> </ul> <p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li>1. Sergey Levin, Deputy Minister of Agriculture of the Russian Federation</li> <li>2. Andrey Yakovlev, Deputy Head, Federal Agency for Fisheries</li> <li>3. Artem Daushev, Assistant to the Head, Rosselkhoz nadzor</li> <li>4. Dmitry Krasnov, Head, Agroexport</li> <li>5. Alexander Morev, Project Manager for Supporting Agribusiness Exports, Russian Export Center</li> <li>6. Inna Rykova, Head, Centre for Industry Economics, Research Financial Institute, Ministry of Finance of the Russian Federation</li> <li>7. Alexey Buglak, President, Russian Pollock Catchers Association</li> <li>8. Ilya Rakovsky, Chairman, Karelian Fisheries Union</li> <li>9. Stanislav Aksenov, Board Member of Russian Fishing Company and Russian Crab Group of Companies</li> <li>10. Sergey Sennikov, Deputy Director, Norebo Management Company</li> <li>11. Ivan Fetisov, General Director, Expo Solutions Group</li> </ol>

<p style="text-align: center;"><i>Conference Hall D1</i></p> <p style="text-align: center;"><b>10:00–11:30</b></p> <p><b>Research-to-Practice Seminar “Building an Aquaculture Farm. Risks and Reasonable Decisions”</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries; VNIRO</p> <p><b>Moderator:</b> Arsen Mirzoyan, Deputy Director, VNIRO; Head, Azov- Black Sea Branch, VNIRO</p>	<p><b>Event details:</b></p> <p>The development of both artisanal and high-tech production are among the latest global trends in the aquaculture industry. The proper selection of species composition and scientifically based technological solutions are enhancing the efficiency of production processes and helping to obtain highly profitable products.</p> <p>Modern methods of genetics, selection, and diagnostics with a system of treatment and preventive measures, as well as the introduction of new feed recipes are contributing to the development of aquaculture on a new technological platform.</p> <p>The economic realities of the current times, the strategic objectives of the fisheries industry, and current trends in the development of aquaculture production all make it essential to pay increased attention to various aspects of the industry’s activities.</p> <p>The planned growth in aquaculture production in the coming years has shown a spotlight on such urgent issues as ensuring the sustainable operation of existing and newly created farms, including their needs for planting materials, feed, protecting the health of breeding facilities, and the preservation and proper use of the potential of water bodies. Today, strengthening cooperation between science and the manufacturing sector to accelerate the testing, adjustment, and expanded use of the latest research results is an extremely important issue.</p> <p>The growth in aquaculture production and high consumer demand inevitably raise the question not only of promising areas for processing products and creating an attractive image, but also of possible environmental problems that could arise when scaling a business.</p> <p><b>Topics to discuss:</b></p> <ul style="list-style-type: none"> <li>• Species and technologies. Planning, processing, and implementation. Efficient production.</li> <li>• Feed: recipes, components, and production.</li> <li>• Aquaculture diseases: prevention and treatment</li> <li>• Aquaculture and ecosystem of the regions</li> </ul> <p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li>1. Nikolay Fedorenko, Director, N.V. Fedorenko Trading House <i>Modern Trout Farming</i></li> <li>2. I. Milovanov, Representative, Organic Foods Investment <i>Commercial Sturgeon Aquaculture</i></li> <li>3. <i>New Trends in Commercial Aquaculture:</i> 3.1 <i>Australian Red-Clawed Crayfish</i>, Representative, Lobster of the Chernozem Region 3.2 <i>Rosenberg Shrimp</i>, Individual Entrepreneur A. Gubaidulin</li> <li>4. R. Stablen, Representative, Crimean Seafood and Russian Shrimp <i>Black Sea Mariculture</i></li> </ol>
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	<ol style="list-style-type: none"> <li>5. Li Shaowu, Deputy Director, Heilongjiang Fisheries Research Institute <i>Modern Genomic Technologies</i></li> <li>6. Oleg Starovoytov, General Director, Melkom <i>Effective Feed: From Science to Production</i></li> <li>7. Margarita Goncharova, Agrovetzashchita <i>Veterinary Drugs: The Market, Offerings, Problems, and Their Solutions</i></li> <li>8. Viktoria Barinova, Head, Department of Aquaculture Technology and Regulation, VNIRO; Candidate of Agricultural Sciences <i>Current Issues in Aquaculture Ecology</i></li> </ol>
<p style="text-align: center;"><i>Conference Hall D2</i></p> <p style="text-align: center;"><b>12:00–13:30</b></p> <p><b>Business session “Russia – China”</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries; Expo Solutions Group</p> <p><b>Moderator:</b> Alexander Morev, Project Manager for Supporting Agribusiness Exports, Russian Export Center</p>	<p><b>Event details:</b></p> <p>China remains the primary market for Russian fish and seafood suppliers. Both countries take an interest in increasing supplies and expanding the share of highly processed products, but those who want to enter the Chinese market with their product must meet a number of requirements and follow procedures the participants learned about at Seafood Expo Russia last year. The exhibition in Qingdao and festivals in Shenyang and Dalian confirmed the steadily growing popularity of crab and other fishery products. China has something to offer Russia, as well. First and foremost, these are technologies enabling development of shipbuilding, equipment manufacture and aquaculture. These topics will be among the key agenda issues of the “Russia–China” business session.</p> <p>Exporters and importers of fishery products, equipment and technologies from both countries are invited to contribute to the business dialogue.</p> <p><b>Invited to participate:</b></p> <ol style="list-style-type: none"> <li>1. Andrey Yakovlev, Deputy Director, Federal Agency for Fisheries</li> <li>2. Mr. Wang Xueguang, Vice President and Secretary General, China Aquatic Products Processing and Marketing Alliance (CAPPMA)</li> <li>3. Mr. Lu Daqiang, Chairman, Liao Yu Group Co.</li> <li>4. Saveliy Karpukhin, Director General, Russian Fishery Company</li> <li>5. Dmitry Gusev, Commercial Director, Okeanrybflot</li> <li>6. German Zverev, President, All-Russian Association of Fisheries Enterprises, Entrepreneurs, and Exporters (VARPE)</li> <li>7. Igor Aksenov, General Director, Volga-Dnepr Airlines</li> <li>8. Representative of VTB Shanghai</li> <li>9. Ivan Fetisov, General Director, Expo Solutions Group</li> </ol>

<p><i>Conference Hall D1</i></p> <p><b>12:00–13:30</b></p> <p><b>Roundtable «Current threats and challenges to the Caspian Sea ecosystem»</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries</p> <p><b>Moderator:</b> Tatyana Kovaleva, Director, Compass Foundation for the Support and Development of Environmental Initiatives</p>	<p><b>Event details:</b></p> <p>The Caspian Sea’s unique ecosystem has faced several challenges and threats in recent years. These include water pollution caused by oil and gas infrastructure operations, constant water level fluctuations and recessions, emergence of oxygen-free zones in the sea, contamination of the seawater with phenols and various metals, as well as threats to biodiversity conservation.</p> <p>What is leading to the degradation of the unique Caspian Sea ecosystem and what steps can help preserve it? Meeting participants: representatives of federal and regional agencies, research and public organizations.</p> <p><b>Invited to participate:</b></p> <ol style="list-style-type: none"> <li>1. Amir Sayad Shirazi, General Director, Centre for the Rehabilitation and Research of Caspian Seals (Iran)</li> <li>2. Asel Tasmagambetova, Founder and President, Sabi Charitable Foundation; Founder, Central Asian Institute of Environmental Research (Kazakhstan)</li> <li>3. Representative of Azerbaijan</li> <li>4. Representative of Turkmenistan</li> <li>5. Dmitry Kobylkin, Chairman, Committee on Ecology, Natural Resources, and Environmental Protection, State Duma of the Russian Federation</li> <li>6. Alexander Kozlov, Minister of Natural Resources and Environment of the Russian Federation</li> <li>7. Svetlana Radionova, Head, Russian Federal Service for Supervision of Natural Resources</li> <li>8. Ilya Shestakov, Head, Federal Agency for Fisheries</li> <li>9. Stepan Kalmykov, Vice President, Russian Academy of Sciences</li> <li>10. Andrey Adrianov, Academician, Russian Academy of Sciences</li> <li>11. Alimurad Gadzhiyev, Vice-Rector for Scientific and Innovation Work, Dagestan State University</li> </ol>
<p><i>Conference Hall D2</i></p> <p><b>14:00–15:30</b></p> <p><b>Business session “Russia – India”</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries; Expo Solutions Group</p>	<p><b>Event details:</b></p> <p>Russia and India are leaders in the global fishery industry, their cooperation extending beyond BRICS. Even though Russia outstrips India in catch volume, the latter has made considerable gains in both production and export of farmed fishery products. Continued development of the sector is increasing India's demand for fishmeal used in feed production, which can be supplied by Russian exporters. These issues and the opportunities for cooperation in technology transfer will be the focus of the agenda for the “Russia–India” business session.</p> <p>Exporters and importers of fishery products, equipment and technologies from both countries are invited to contribute to the business dialogue.</p>



	<p><b>Invited to participate:</b></p> <ol style="list-style-type: none"> <li>1. Andrey Yakovlev, Deputy Head, Federal Agency for Fisheries</li> <li>2. Sergey Cheremin, Head, Department for External Economic and International Relations, Moscow City Government; Chairman of the Board, Business Council for Cooperation with India</li> <li>3. Dr. M. Karthikeyan, Director, Marine Products Export Development Authority</li> <li>4. Representatives of Russian companies (exporters and importers)</li> <li>5. Representative of Dalrefrans (FESCO Group)</li> <li>6. Ivan Nosov, Branch Manager, Sberbank in India*</li> <li>7. Dmitry Klyuneyev, Director, Department for the Development of the Fisheries Industry, Far East and Arctic Development Corporation</li> </ol>
<p style="text-align: center;"><i>Conference Hall D1</i></p> <p style="text-align: center;"><b>14:00–15:30</b></p> <p style="text-align: center;"><b>Roundtable “Seaweed: what’s getting in the way of great potential”</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries</p>	<p style="text-align: center;"><i>Event details TBA</i></p>
<p style="text-align: center;"><i>Main Arena, Passage</i></p> <p style="text-align: center;"><b>15:30–16:00</b></p> <p style="text-align: center;"><b>FishCorr awards ceremony</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries; Glavrybvod</p>	<p>FishCorr is a competition for publishers, representatives of Russian media outlets and authors (including bloggers) who write and broadcast about the development of the fishery industry, restoration of aquatic bioresources, and environmental issues.</p> <p>The competition, sponsored by the Federal Agency for Fisheries, has been held since 2019.</p>
<p style="text-align: center;"><i>Conference Hall D2</i></p>	<p><b>Event details:</b></p>

<p style="text-align: center;"><b>16:00–17:30</b></p> <p style="text-align: center;"><b>Business session “Russia – Countries of the Arabian Peninsula”</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries; Expo Solutions Group</p>	<p>The countries of the Arabian Peninsula are a new market for Russian fishery producers, but the excellent quality and competitive prices of Russian products have already made them popular with local retail chains. The high purchasing power of local consumers allows exporters to increase their sales margin, while logistics account for most of the costs. A collaborative approach to handling this challenge can help optimize delivery routes, significantly expanding the product mix available for sale on the local market and for re-export. In addition, the parties have a significant potential for joint development of aquaculture and its provision with relevant resources.</p> <p>Exporters and importers of fishery products, equipment and technologies from these countries are invited to contribute to the business dialogue.</p> <p><b>Invited to participate:</b></p> <ol style="list-style-type: none"> <li>1. Andrey Yakovlev, Deputy Head, Federal Agency for Fisheries</li> <li>2. Ahmed Saleh Aiadh AlKhamshi, Deputy Minister of Environment, Water and Agriculture of the Kingdom of Saudi Arabia</li> <li>3. Ibrahim Alzahrani, Director, Aquaculture at the National Program for Livestock and Fisheries Development of the Kingdom of Saudi Arabia</li> <li>4. Representative of Fisheries Development Oman</li> <li>5. Representatives of the countries of the Arabian Peninsula</li> <li>6. Representative of Antey Group</li> <li>7. Representative of the Gidrostroy Group</li> <li>8. Representative of Russian Sea</li> </ol>
<p style="text-align: center;"><i>Conference Hall D1</i></p> <p style="text-align: center;"><b>16:00–17:30</b></p> <p style="text-align: center;"><b>Roundtable “Fish and seafood logistics”</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries</p> <p><b>Moderator:</b> Nadezhda Malysheva, Development Director, PortNews Information and Analytical</p>	<p><b>Event details:</b></p> <p>Logistics are an area of strategic importance for development of the fishery complex. Certain aspects of foreign policy have changed the flows of Russian cargos, fish being no exception. Changes in the fishery product supply chain have led to infrastructure shortages. Who will make up for these shortages? What are the options for diversifying fishery product transport: make big shipments in refrigerated vessels or use mobile containers? How will fish be delivered to a processing factory or a distribution chain? How will regulatory changes impact on logistics parks and transport fleets as investment obligations?</p> <p><b>Topics to discuss:</b></p> <ul style="list-style-type: none"> <li>• Options for delivering fish cargos via Russian sea ports. Public and private port infrastructure. Investment in logistics parks</li> <li>• Fish transportation by rail: expansion of subsidies, rail traffic capacity and competition with road transport and shipments via the Northern Sea Route</li> <li>• Warehouse and refrigeration parks and container sites: shortages, seasonal factors and investor burdens</li> </ul>

<p>Agency</p>	<p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li>1. Andrey Mikhalevich, Head, Economics and Investment Department, Federal Agency for Fisheries</li> <li>2. Andrey Grechkin, General Director, Dalreftrans (FESCO Transportation Group)</li> <li>3. Vladimir Walter, General Director, Terminal Seroglazka</li> <li>4. Sergey Nesvetov, Executive Director, North West Fishing Consortium</li> </ol>
<p style="text-align: center;"><b>17:00</b></p> <p style="text-align: center;"><b>Industry football match</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries</p>	<p style="text-align: center;"><i>Details and location of the match will be announced later</i></p>
<b>18 September 2024 (Day 2)</b>	
<p style="text-align: center;"><b>09:00–10:00</b> Registration</p>	
<p style="text-align: center;"><i>Main Arena, Passage</i></p> <p style="text-align: center;"><b>10:00–11:30</b></p> <p style="text-align: center;"><b>Official opening ceremony and tour of the exposition</b></p>	<p>An invitation to take part is extended to event organisers and participants, representatives of Russian ministries and departments, foreign delegations, heads of associations and unions, fishing and fish-processing companies</p>
<p style="text-align: center;"><i>Conference Hall E8-E12</i></p>	<p><b>Event details:</b></p> <p>Development of the future global fishery complex drives the demand for innovation and promotes mainstreaming of advanced technologies in all domains. For example, the need to reduce incidental catch and minimize the impact on non-target species is resulting in development of more selective fishing gear. Rising fuel costs and the need for higher operating efficiency are strong incentives to improve fishing vessel and navigation system design, with fully automated and unmanned systems now becoming a reality.</p> <p>The growing aquaculture production also drives innovation and brings new species and multi-trophic fish farming,</p>

<p><b>11:30–13:00</b></p> <p><b>Key event:</b> <b>Plenary session</b> <b>“Fishery in the age of innovation. Technologies of the future”</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries</p> <p><b>Moderator:</b> Ilya Shestakov, Head, Federal Agency for Fisheries</p>	<p>improvements in RAS technology, giant floating aquafarms and aquaponics, biotechnology applications to improve productivity and species quality, business process automation solutions, robots and artificial intelligence.</p> <p>Technologies for fishery product deep processing and improvements in logistics will help fill the gap in the global consumer market. A commitment to increasing transparency and improving traceability in supply chains driven by the demand for environmentally safe seafood has spurred innovations in data acquisition and management technologies.</p> <p>What may appear fantastical today will soon be the norm, not only for the fisherman and the fish farmer, but also to the ordinary consumer – the very reason the global fisheries complex exists.</p> <p><b>Topics to discuss:</b></p> <ul style="list-style-type: none"> <li>• Global experience and development trends in the fisheries industry</li> <li>• New technologies and fishing equipment for the proper exploitation of the bioresources of the World Ocean</li> <li>• Deep processing. What will reduce the share of waste?</li> <li>• Is aquaculture possible without problems?</li> <li>• Are biotechnologies changing the rules of the game?</li> <li>• Algae – are we growing future market leaders?</li> <li>• Fish products: What are we going to but, where and how?</li> </ul> <p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li>1. Dmitry Patrushev, Deputy Chairman, Government of the Russian Federation</li> <li>2. Anton Alikhanov, Minister of Industry and Trade of the Russian Federation</li> <li>3. German Zverev, President, All-Russian Association of Fisheries Enterprises, Entrepreneurs and Exporters (VARPE)</li> <li>4. Representatives of business and scientific structures with breakthrough developments in the fisheries sector from Russia and friendly countries</li> </ol>
<p><i>Main Arena, Passage</i></p> <p><b>13:45–14:30</b></p> <p><b>Signing ceremony for the final protocol of the session of the Commission for Rational Use of Aquatic Biological Resources</b></p> <p><b>Organizers:</b></p>	<p><b>Event details:</b></p> <p>7<sup>th</sup> meeting of the Commission for Conservation and Rational Use of Aquatic Biological Resources and Management of Shared Stocks of Such Resources, which was established in pursuance of Article 10 of the Agreement on the Conservation and Sustainable Use of Aquatic Biological Resources of the Caspian Sea dated 29 September 2014. Final protocol signing ceremony.</p>

Federal Agency for Fisheries	
<p style="text-align: center;"><i>Conference Hall D2</i></p> <p style="text-align: center;"><b>14:00–16:00</b></p> <p style="text-align: center;"><b>Roundtable “More fish in Russia: increasing consumption of Russian fish”</b></p> <p><b>Organizers:</b> Ministry of Agriculture of the Russian Federation; Federal Agency for Fisheries; ANO Russian Fish</p> <p><b>Moderators:</b></p> <p>Alexander Panin, Chairman, Fish Union</p>	<p><b>Event details:</b></p> <p>Increasing the share of healthy foods made from Russian fish in the consumer basket of every Russian citizen across the country is a strategic objective for the fishery industry. In 2023, Russia produced 4.4 million tonnes of fish and seafood products, 30% of which were highly processed products. Manufacturers today are very sensitive to market demands: they produce everything that is in high demand, introduce and test innovative products. Even so, the market needs a concerted marketing strategy to increase consumption of fish and seafood, the main components being price, availability in stores and promotion.</p> <p><b>Topics to discuss:</b></p> <ul style="list-style-type: none"> <li>• Consumer tastes in Russia in relation to the most popular types of fish and fishery products, and the most wanted fish cooking techniques</li> <li>• Measures to support fish processing companies and stimulate processing by fish producers</li> <li>• Optimizing trade margins, intermediary services, storage and processing at points of sale and display</li> <li>• Regional fish festivals: 2025 consolidated plan synchronized with promotion campaigns hosted by retail chains</li> </ul> <p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li>1. Ilya Shestakov, Head, Federal Agency for Fisheries <i>Increasing domestic consumption of domestic fish products for the period until 2030: ANO, road map</i></li> <li>2. Anton Alikhanov, Minister of Industry and Trade of the Russian Federation <i>Fish in the retail: rules of the game</i></li> <li>3. Vladimir Solodov, Governor of the Kamchatka Territory</li> <li>4. Alexey Besprozvannykh, Acting Governor of the Kaliningrad Region</li> <li>5. Maria Istomina, Head of research and analytics, Sbermarketing <i>Current consumer research</i></li> <li>6. Alexander Panin, Chairman, Fish Union <i>On the balance of raw materials on the domestic market, methods for calculating consumption levels and government regulation measures in order to increase consumption.</i></li> <li>7. Unifrost/processor <i>On special conditions for doing business in the Kaliningrad region and measures to support enclave producers.</i></li> <li>8. Saveliy Karpukhin, Director General, Russian Fishery Company <i>On organizing the promotion of pollock products to the domestic market</i></li> </ol>

	<p>9. Alexandra Sukhareva, Head of the Ultra-Fresh category, Perekestok (X5 Group) <i>About the system of long-term contracts</i></p> <p>10. Sergey Kunitsyn, Innovation Development Leader, VkusVill <i>On the fact that modeling of “tomorrow’s” supply in the fish matrix must be built on the basis of an in-depth analysis of the real reasons for refusal to purchase fish in the present time</i></p> <p>11. Alexey Nemeryuk, Minister of the Moscow Government, First Deputy Head of the Office of the Mayor and Government of Moscow, Head of the Department of Trade and Services of the City of Moscow <i>About the experience of a unique fish market in Moscow “Moskva na volne”</i></p> <p>12. Alexey Buglak, President, Russian Pollock Catchers Association</p>
<p><i>Conference Hall D1</i></p> <p><b>14:00–15:30</b></p> <p><b>Roundtable of the Global Fishery Forum Partner</b></p>	<p><i>Event details to be announced later</i></p>
<p><i>Conference Hall D2</i></p> <p><b>16:30–18:00</b></p> <p><b>Roundtable “Industrial support for the fishery industry: new fleet, processing facilities and storage infrastructure”</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries; Ministry of Industry and Trade of the Russian Federation; Expo Solutions Group</p> <p><b>Moderator:</b> Andrey Mikhalevich, Head,</p>	<p><b>Event details:</b></p> <p>Today, Russia is proceeding with its persistent efforts to retrofit its fishing fleet, renovate processing facilities and build new coastal factories and logistics parks. The investment quotas initiative helped kick-start these processes, and its participants are seeking to optimize the timing and localize the manufacture of equipment used so that their customers – fishing companies – might start using the renovated infrastructure as soon as possible to increase the volume and efficiency of catch and processing of aquatic bioresources.</p> <p>An open and constructive dialogue between all parties involved, including but not limited to the customer and shipyards, must be established to ensure business continuity on a mutually beneficial basis. Manufacturers and vendors of shipboard equipment and systems play a major role in the construction, outfitting and maintenance of the shipping fleet. They are starting to pay greater attention to contracts in the fishery industry and the opportunities that the sector brings for commercial shipbuilding.</p> <p><b>Invited to participate:</b></p> <ol style="list-style-type: none"> <li>1. Albert Karimov, Deputy Minister of Industry and Trade of the Russian Federation</li> <li>2. Sergey Kulikov, Director General, Russian Maritime Register of Shipping</li> <li>3. Andrey Puchkov, General Director, United Shipbuilding Corporation</li> <li>4. Representatives of ship customers</li> </ol>



<p>Economics and Investment Department, Federal Agency for Fisheries</p>	<p>5. Representatives of contractors – equipment producers</p>
<p><i>Conference Hall E8-E12</i>  <b>18:30–20:30</b> <b>Networking and Reception</b></p>	<p>Reception for event participants. Admission subject to approval by the organizers</p>
<b>19 September 2024 (Day 3)</b>	
<p><b>09:00 – 10:00</b> Registration</p>	
<p><i>Conference Hall G22-24 (Second Floor)</i>  <b>12:00 – 13:30</b>  <b>Presentation of VNIRO expedition “Africa – an ocean of opportunities”</b>  <b>Organizers:</b> Federal Agency for Fisheries; VNIRO  <b>Moderator:</b> Konstantin Bandurin, Deputy Director, VNIRO; Head, Atlantic Branch, VNIRO</p>	<p><b>Event details:</b> At present, the main Russian fishing areas in Africa are the exclusive economic zones of Morocco and Mauritania, where the annual catch is around 100,000 tonnes. Over the previous decade, Russian fishermen have caught over 200,000 tonnes in the Central-Eastern Atlantic (CEA fishing area per FAO classification) each year. There are real prerequisites for restoring the fisheries to their previous volume and even increasing them. The amount of fish caught by Russian organizations in other areas along the African coast, including in the Indian Ocean, is negligible. VNIRO’s major African expedition of 2024-2025 will encompass vast areas of the West African coast from Morocco to Angola, as well as the western Indian Ocean. The coastal waters of northwest Africa are of greatest interest, as this area is among the most productive in the World Ocean. The biomass values and numbers of fish and crustaceans will be estimated for this region as well as other, less explored areas (Southeast Asia and the Western Indian Ocean), and the features of their biology, distribution, stocks, ecosystem, and food supply will be studied. Counting the number of juvenile fish will help assess fishing prospects for Russian fishermen.  <b>Topics to discuss:</b></p> <ul style="list-style-type: none"> <li>• Scientific research: the foundation for the success of fisheries in Central Asia</li> <li>• VNIRO’s major African of 2024-2025: high expectations</li> <li>• CEA and SEA: taking a more active position</li> <li>• East Africa: should fishing be resumed in the Indian Ocean?</li> </ul> <p><b>Speakers:</b></p>

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|  | <ol style="list-style-type: none"><li>1. Vladimir Serenkov, General Director, Rybflot-FOR Fishery Company, Kaliningrad</li><li>2. Sergey Levchenko, General Director, Vestrybflot, Kaliningrad</li><li>3. Konstantin Drevetnyak, General Director, Union of Fisheries of the North, Murmansk</li><li>4. Denis Starkov, General Director, Murmansk Trawling Fleet, Murmansk</li><li>5. Sergey Chirkov, Director, Azimut, Petrozavodsk</li><li>6. Alexander Chechuy, Chairman, Murman Collective Fishing Farm Agricultural Production Association, Murmansk</li><li>7. Denis Basin, General Director, Atlantic Vale, St. Petersburg</li></ol> |
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## Business Program of Seafood Expo Russia

### 17 September 2024 (Day 1)

<b>17 September 2024 (Day 1)</b>	
<p style="text-align: center;"><i>Conference Area F1</i></p> <p style="text-align: center;"><b>10:00–12:00</b></p> <p style="text-align: center;"><b>SHIP TECH GLOBAL Roundtable “Import substitution in Russian shipbuilding industry: expectations and reality”</b></p> <p><b>Organizers:</b> Expo Solutions Group, Ministry of Industry and Trade of the Russian Federation, United Shipbuilding Association, Media Deck</p>	<p style="text-align: center;"><i>Event details to be announced later</i></p>
<p style="text-align: center;"><i>Conference Area F1</i></p> <p style="text-align: center;"><b>12:30–14:00</b></p> <p style="text-align: center;"><b>SHIP TECH GLOBAL Roundtable “Engineering innovations in the shipbuilding industry”</b></p> <p><b>Organizers:</b> Expo Solutions Group, Ministry of Industry and Trade of the Russian Federation, United</p>	<p style="text-align: center;"><i>Event details to be announced later</i></p>

Shipbuilding Association, Media Deck	
<p style="text-align: center;"><i>Conference Area F3</i></p> <p style="text-align: center;"><b>14:00–15:30</b></p> <p style="text-align: center;"><b>Roundtable of Volga-Dnepr Airlines</b></p> <p><b>Organizers:</b> Volga-Dnepr, Expo Solutions Group</p>	<p style="text-align: center;"><i>Event details to be announced later</i></p>
<p style="text-align: center;"><i>Conference Area F3</i></p> <p style="text-align: center;"><b>16:00 – 17:30</b></p> <p style="text-align: center;"><b>Event of Seafood Expo Russia Partner/Participant</b></p>	<p style="text-align: center;"><i>Event details to be announced later</i></p>
<p style="text-align: center;"><i>Conference Area F1</i></p> <p style="text-align: center;"><b>14:30–16:00</b></p> <p style="text-align: center;"><b>SHIP TECH GLOBAL Roundtable “Fleet maintenance and modernization: increasing the competitiveness of shipbuilding enterprises”</b></p> <p><b>Organizers:</b></p>	<p style="text-align: center;"><i>Event details to be announced later</i></p>

<p>Expo Solutions Group, Ministry of Industry and Trade of the Russian Federation, United Shipbuilding Association, Media Deck</p>	
<p><i>Conference Area F1</i></p> <p><b>16:30–18:00</b></p> <p><b>SHIP TECH GLOBAL Roundtable</b></p> <p><b>Organizers:</b> Expo Solutions Group, Ministry of Industry and Trade of the Russian Federation, United Shipbuilding Association, Media Deck</p>	<p><i>Event details to be announced later</i></p>
<p><b>18 September 2024 (Day 2)</b></p>	
<p><i>Conference Area F3</i></p> <p><b>14:00–18:00</b></p> <p><b>II International Conference “Digital trends, smart technologies and real innovations in aquaculture”</b></p> <p><b>Organizers:</b> Expo Solutions Group; Fogstream</p>	<p>Visit the II International Conference “Digital trends, smart technologies and real innovations in aquaculture” to explore the best practices in automation and digitalization of aquaculture farms.</p> <p>This event will bring together leading experts, innovators and industry representatives to share their experience and discuss burning issues and real cases of successful aquaculture projects.</p> <p>Learn more about the conference at <a href="http://aquaconf.ru">aquaconf.ru</a></p> <p><i>The event will be held in Russian</i></p>

<b>19 September 2024 (Day 3)</b>	
<p><i>Conference Area F3</i></p> <p><b>10:00–14:00</b></p> <p><b>Research-to-practice conference “Current aspects of breeding and keeping of aquatic bioresources in RAS”</b></p> <p><b>Organizers:</b> Expo Solutions Group; Aquaterix</p>	<p><i>Event details to be announced later</i></p>





**Business Program of  
III International Science and Education Forum for the Fishery Complex  
“FISHERY SKILLS”  
St. Petersburg, 17–19 September 2024**

Event name, organizers, moderator, time	Event description, legend, discussion topics, speakers
<b>17 September 2024 (Day 1)</b>	
<p align="center"><b>09:00–10:00</b> Registration</p>	
<p><i>Conference Hall G22-24 (Second Floor)</i></p> <p align="center"><b>10:00–11:30</b></p> <p><b>Roundtable: “International cooperation efforts to promote education and research projects in the fishery industry”</b></p>	<p><b>Event details:</b></p> <p>Global political transformations offer universities a new trajectory for international cooperation in research and education projects. Exchange of existing and creation of new technological knowledge, fundamental research efforts in response to global and local challenges, and training of young professionals in some essential skills and expertise for resolving future problems remain highly relevant for training skilled workers for the industry.</p> <p>This roundtable session is the first open dialogue between universities interested in building and expanding global cooperation in fishery industry education and research projects. Its participants will share their experience of new international project formats, discuss the problems they face during such projects and ways to address them.</p> <p>The event will kick-start the building of a new model of international research and education cooperation in training staff for the fishery sector in Asia-Pacific.</p>

<p><b>Organizers:</b> Federal Agency for Fisheries; Astrakhan State Technical University</p> <p><b>Moderator:</b> Irina Kvyatkovskaya, Vice- Rector for Academic Affairs, Doctor of Technical Sciences, Professor, Astrakhan State Technical University</p>	<p><b>Topics to discuss:</b></p> <ol style="list-style-type: none"> <li>1. The competitive edge of Russian fishery education</li> <li>2. Research project experience of the Eurasian Economic Union's member states</li> <li>3. Export of Russian fishery education: opportunities and prospects</li> <li>4. Different aspects of grant support for joint international research and education projects</li> </ol> <p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li>1. Oleg Kobayakov, Director, FAO Russia Liaison Office</li> <li>2. Vladimir Moshkalo, Director, UNEP Russia Office</li> <li>3. Alexander Nevaleny, Rector, Astrakhan State Technical University</li> <li>4. Vladimir Volkogon, Rector, Kaliningrad State Technical University</li> <li>5. Behrooz Abtahi, Vice-Rector for Research and Development, Professor, Faculty of Life Sciences and Biotechnology, Shahid Beheshti State University, Iran</li> <li>6. Representatives of universities</li> <li>7. Representatives of SCO, BRICS, EAEU</li> </ol>
<p><i>Conference Hall G22-24 (Second Floor)</i></p> <p><b>12:00–13:30</b></p> <p><b>Roundtable:</b> <b>“Professionals Training Program: the driver of cooperation between education providers and employers”</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries; Kaliningrad State Technical University</p> <p><b>Moderator:</b> Vladimir Volkogon, Rector,</p>	<p><b>Event details:</b> The Professionals Training Program is a new form of cooperation between education providers and employers in the format of education-to-industry clusters united by shared training programs seeking to cover the employer’s specific HR needs and with its direct involvement.</p> <p><b>Topics to discuss:</b></p> <ul style="list-style-type: none"> <li>• A new form of cooperation between education providers and employers</li> <li>• New training programs</li> <li>• Modern facilities and resources that comply with the Federal State Education Standard for Secondary Professional Education and meet employers’ needs</li> <li>• Development of evaluation resources for demo examination</li> <li>• Internship and employment</li> </ul> <p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li>1. Victor Neumyvakin, Director, Department of State Policy in Secondary Vocational Education and Vocational Training, Russian Ministry of Education</li> <li>2. Sergey Kozhevnikov, Rector, Vocational Education Development Institute</li> <li>3. Anna Sheveleva, General Director, Baltiysky Bereg Trading House</li> </ol>

<p>Kaliningrad State Technical University</p>	<ol style="list-style-type: none"> <li>4. Sergey Levchenko, General Director, Vestrybflot</li> <li>5. Sergey Karpovich, Head, Kaliningrad Marine Fisheries College, Kaliningrad State Technical University</li> <li>6. Sergey Losyakov, Director, St. Petersburg Sea Fishing College, a branch of Kaliningrad State Technical University</li> <li>7. Pavel Nasenkov, developer of demonstration assessment materials</li> <li>8. Inna Titova, developer of demonstration assessment materials</li> <li>9. Yulia Aldushina, developer of demonstration assessment materials</li> </ol>
<p><i>Main Arena, Passage</i></p> <p><b>13:30–13:45</b></p> <p><b>Official opening ceremony of the III International Science and Education Forum for the Fishery Complex “FISHERY SKILLS”</b></p>	<ol style="list-style-type: none"> <li>1. Ilya Shestakov, Head, Federal Agency for Fisheries*</li> <li>2. Vladimir Volkogon, Rector, Kaliningrad State Technical University</li> <li>3. Kirill Kolonchin, Director, Russian Federal Research Institute of Fisheries and Oceanography (VNIRO)</li> </ol>
<p><i>Main Arena, Passage</i></p> <p><b>13:45–14:00</b></p> <p><b>Award ceremony</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries</p>	<p>Award ceremony for winners in the qualification round of the “Professionals” championship</p>
<p><i>Conference Hall G22-24 (Second Floor)</i></p> <p><b>14:00–15:30</b></p> <p><b>Roundtable:</b></p>	<p><b>Event details:</b></p> <p>The current renovation of the industry's business assets involves building new ships (including transport refrigerators), processing factories and logistics parks, which simply cannot be operated without qualified staff.</p> <p>To supply qualified personnel, sector-specific universities have initiated collaboration with associations of major fishing companies. Yet, some problems remain to be discussed.</p> <p>Hands-on training is an important aspect of staff training, especially in relation to sailing internship. Shipowners</p>

<p><b>“Training future manpower: cooperation between universities and business”</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries; Fishery Shipowners Association</p> <p><b>Moderator:</b> Vladimir Volkogon, Rector, Kaliningrad State Technical University</p>	<p>are often reluctant to hire trainees, especially minors. Moreover, trainees are offered sailing internships in disciplines that are not their main specializations.</p> <p>Amendments to Federal Law No. 273-FZ “On Education in the Russian Federation” dated 29 December 2012, which came into effect on 1 May 2024, could constitute a turning point in resolving the given issues. These amendments allow fishing companies that have held this status for at least three years an opportunity to act as customers of employer-sponsored university training programs at public expense to the extent of a fixed quota, to provide training to non-graduate individuals.</p> <p>Such individuals can enter into an employer-sponsored training contract within a secondary professional or higher education program.</p> <p><b>Topics to discuss:</b></p> <ul style="list-style-type: none"> <li>• Key issues associated with sailing internship</li> <li>• New opportunities for employer-sponsored training</li> <li>• Prospects for expanding practical training</li> <li>• Special aspects of sailing internship for minors</li> </ul> <p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li>1. Vasily Sokolov, Deputy Head, Federal Agency for Fisheries <i>topic of the presentation to be confirmed</i></li> <li>2. German Zverev, President, All-Russian Association of Fisheries Enterprises, Entrepreneurs and Exporters (VARPE) <i>topic of the presentation to be confirmed</i></li> <li>3. Alexey Osintsev, President, Fishery Shipowners Association <i>topic of the presentation to be confirmed</i></li> <li>4. Evgeny Masyutkin, Rector, Kerch State Marine Technological University “Issues with Organizing Training at Sea at Kerch State Marine Technological University”</li> <li>5. Natalia Savchenko, HR Director, Russian Crab Group of Companies <i>topic of the presentation to be confirmed</i></li> <li>6. Vladimir Grigoriev, member of the FSARF council, authorized representative of the Director of the Norebo Management Company <i>topic of the presentation to be confirmed</i></li> <li>7. Oleg Sheshenya, HR Director, YAMSy <i>topic of the presentation to be confirmed</i></li> <li>8. Representative of Federal Service for Labour and Employment (to be confirmed)</li> </ol>
	<p><b>Event details:</b></p>

<p><i>Conference Hall G22-24 (Second Floor)</i></p> <p><b>16:00–17:30</b></p> <p><b>II Meeting of the Federal Agency for Fisheries Youth Council</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries; Federal Agency for Youth Affairs; Youth Councils of Federal Executive Authorities</p> <p><b>Moderator:</b> Andrey Yakovlev, Deputy Head, Federal Agency for Fisheries</p>	<p>The Youth Council of the Federal Agency for Fisheries was established in early 2024 based on a decision by the agency’s director. It is in charge of implementing corporate and personnel policies, developing the potential of young employees, and recruiting young people to work in the industry. At the council meeting, they will hold discussions with representatives of other agencies about some of the most pressing issues concerning the development of young people in the Russian Federation and the fishery industry in particular.</p> <p><b>Topics to discuss:</b></p> <ul style="list-style-type: none"> <li>• Youth policy in Russia and where to find personnel for the industry</li> <li>• International and intersectoral cooperation among young specialists from the executive authorities</li> <li>• Corporate culture at federal executive bodies: challenges and opportunities</li> <li>• The structure of modern grand politics in the country</li> </ul> <p><b>Speakers:</b></p> <ol style="list-style-type: none"> <li>1. *Yegor Litvinenko, Adviser to the Director of the Russian Federal Agency for Youth Affairs</li> <li>2. Nikolay Zimagorov, Chairman, Youth Council of the Federal Agency for Fisheries</li> <li>3. Ksenia Rozinko, Head, Legal Department №2, Department for Control over State Order; Chairwoman, Youth Council of Federal Antimonopoly Service (FAS Russia)</li> <li>4. Nikita Solovyev, Chairman, Youth Council of the Ministry of Energy of the Russian Federation</li> <li>5. Nikolay Baykovsky, Chairman, Youth Council of the Ministry of Culture of the Russian Federation</li> <li>6. *Representative, State Duma Committee on Youth Policy (TBD)</li> </ol>
<p><b>18 September 2024 (Day 2)</b></p>	
<p><b>09:00–10:00</b> Registration</p>	
<p><i>Conference Hall G22-24 (Second Floor)</i></p> <p><b>14:00–15:30</b></p> <p><b>Presentation of projects of the Federal Agency for Fisheries Youth Convention</b></p>	<p><b>Event details:</b></p> <p>Young Russians are getting involved in the work of the industry. Over the course of three days, the most pressing issues of the development of the fisheries industry will be raised at the general meeting of young people in the industry. Students from fishing industry universities and colleges, young scientists, and employees of subordinate organizations, regional agencies, and the central office of the Federal Agency for Fisheries, under the guidance of the best moderators from the Russian Presidential Academy of National Economy and Public Administration, will prepare projects for the development of the industry. The meeting participants will present the results of their work to their colleagues – chairmen of the youth councils of the federal executive bodies, experts, and industry management.</p>

<p><b>Organizers:</b> Federal Agency for Fisheries</p> <p><b>Moderator:</b> Nadezhda Kononenko, Expert, Russian Presidential Academy of National Economy and Public Administration; Business Coach; Director, State HR Program</p>	<p><b>Project themes:</b></p> <ul style="list-style-type: none"> <li>• Security for the industry’s personnel</li> <li>• Growing food consumption in the country</li> <li>• Industry corporate culture</li> <li>• Promotion of the fisheries industry in Russia and around the world</li> </ul> <p><b>Experts:</b></p> <ol style="list-style-type: none"> <li>1. Andrey Yakovlev, Deputy Director, Federal Agency for Fisheries</li> <li>2. *Yegor Litvinenko, Adviser to the Director of the Federal Agency for Youth Affairs</li> <li>3. Vladimir Volkogon, Rector, Kaliningrad State Technical University</li> <li>4. Samin Fatulaev, Head, Division of Analytics, Planning and Modern HR Technologies, Functional Activities Management Department, The Pension and Social Insurance Fund of the Russian Federation (SFR)</li> <li>5. Marina Pryneva, Chairwoman, Youth Council of the Federal Tax Service</li> <li>6. Arina Kikhoyal, Head, Division for the Methodology and Analysis of Digital Transformation, Department of Digital Development, Ministry of Science and Higher Education of the Russian Federation</li> </ol>
<p style="text-align: center;"><i>Conference Hall D1</i></p> <p style="text-align: center;"><b>16:30–18:00</b></p> <p style="text-align: center;"><b>Key event:</b> <b>Open talk</b> <b>“Look beyond the horizon!”</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries</p> <p><b>Moderator:</b> Nikolay Zimagorov, Chairman of the Youth Council, Federal Agency for Fisheries</p>	<p><b>Event details:</b></p> <p>The country’s fishing industry is faced with a shortage of young specialists. Modern training programs at universities specializing in fisheries should be preparing qualified personnel, but few of the graduates end up working in related businesses or scientific institutes after graduation. Why would one want to work in the fishing industry or academia? What does the future of the fishing industry in this country look like? “Look beyond the horizon!” is an event where the industry’s best people come to meet students from universities specializing in fisheries on equal terms. The winners of university competitions held in January–June 2024 will defend their projects and maybe even receive offers directly from those with the power to make them.</p> <p><b>Experts:</b></p> <ol style="list-style-type: none"> <li>1. Ilya Shestakov, Head, Federal Agency for Fisheries</li> <li>2. German Zverev, President, All-Russian Association of Fisheries Enterprises, Entrepreneurs and Exporters (VARPE)</li> <li>3. Sergey Kunitsyn, Innovation Development Leader, VkusVill</li> <li>4. Kirill Kolonchin, Director, VNIRO</li> </ol> <p><b>Participant projects:</b></p> <ol style="list-style-type: none"> <li>1. Danil Kolesnikov, Student, Kamchatka State Technical University</li> </ol>



	<p><i>“Developing gaseous carbon dioxide technology for grainy salmon caviar”</i></p> <ol style="list-style-type: none"> <li>2. Alexandra Kolesnikova, Master’s Student, Kaliningrad State Technical University <i>“Comprehensive laboratory analysis of Euphausia Superba (Dana, 1850) (Euphausiacea:Euphausiidae)”</i>;</li> <li>3. Pavel Polukhin, Teaching Assistant, Astrakhan State Technical University <i>“Marine robotics for the fishing industry”</i>;</li> <li>4. Alexey Makarenko, Student, Kerch State Marine Technological University <i>“Innovative production technologies for minced molluscs with vegetable additives”</i></li> <li>5. Ksenia Bogdanovskaya, Anastasia Poletayeva, Margarita Gapeyeva, Students, Dalrybvtuz <i>“Developing technology for the industrial cultivation of macroalgae Ulva lactuca”</i></li> </ol>
<p><b>19 September 2024 (Day 3)</b></p>	
<p><b>09:00–10:00</b> Registration</p>	
<p><i>Conference Hall G22-24 (Second Floor)</i></p> <p style="text-align: center;"><b>10:00–11:30</b></p> <p style="text-align: center;"><b>Roundtable:</b> <b>“Personal Brand: Tools and Strategies to Promote Fish Products on Social Media”</b></p> <p><b>Organizers:</b> Federal Agency for Fisheries, Russia – The Country of Opportunities</p> <p><b>Moderator:</b> Alexey Agafonov, First Deputy General Director, Russia – The Country of Opportunities</p>	<p><b>Event details:</b></p> <p>In the modern world, nothing can be promoted without social media. The younger generation gets information by watching news feeds, short videos, or pictures. News is becoming shorter and the best advertising found its way to the Internet a long time ago. In addition, the online image of an organization, and even its employees, is becoming more important every day. Applicants choose universities, customers choose products, and young specialists choose jobs often not based on a huge number of little-known indicators for the average person, but based on the image of the organization and its brand. The roundtable experts will talk and share their experience about how to create your own personal brand on the Internet, regardless of who you are: a student, company owner, or government employee. Your digital avatar is how the world views you today.</p> <p><b>Topics to discuss:</b></p> <ul style="list-style-type: none"> <li>• What are the most effective tools for promoting a personal brand on social media?</li> <li>• How should you choose the right platform to promote your own personal brand?</li> <li>• What are the basic principles of creating quality content for your personal brand?</li> <li>• How can you identify your target audience and adapt content to their interests?</li> <li>• What personal branding strategies can be used depending on your goals and resources?</li> <li>• How can you measure the effectiveness of personal brand promotion and evaluate the results?</li> <li>• What mistakes do novice bloggers most often make when promoting their personal brand?</li> <li>• How can you create a unique and memorable image for your personal brand?</li> <li>• What trends in promoting personal brands are currently important?</li> </ul>

- How can you protect your personal brand?

**Speakers:**

1. Darya Levchenko, Adviser to the Minister of Economic Development of the Russian Federation; Press Secretary
2. Yekaterina Minkevich, Founder, Influence You Communication Agency
3. Dmitry Tumansky, Blogger and Fisherman
4. Bogdan Bulychev, Russian researcher, journalist, and video blogger