FIRST DAY

08:30–09:30
Registration of Forum participants.

09:30–10:00
Forum and Exhibition official opening ceremony
Organizers and participants of the Forum, representatives of ministries and departments of Russia, foreign delegations, heads of associations and unions, fishing and fish-processing companies.

10:00–11:00
Forum exhibition overview
Organizers of the Forum, representatives of ministries and departments of Russia, foreign delegations, heads of associations and unions, fishing and fish-processing companies.

11:00–13:00
Pavilion Hall No.
Plenary session "The system of state support through the prism of the WTO. Compatibility Test"
Organizers: Federal State Budgetary Scientific Institution Russian Federal Research Institute of Fisheries and Oceanography (VNIRO), All-Russia Association of Fishing Enterprises, Entrepreneurs and Exporters (VARPE), Federal Agency Russia Fisheries, Expo Solutions Group
Moderator: Federal Agency Russia Fisheries, Association of Fishery Entrepreneurs and Exporters (VARPE), All-Russia Research Institute of Fisheries and Wildlife Protection
LEGEND: The fishing industry is a socially significant and important part of the economic mechanism of most countries of the world. This situation is explained by the importance of fish products in the human diet.

14:00–17:00
Pavilion Hall No.
Round table No. 1 "Next Steps in Fisheries Management in the Arctic and the Antarctic"
Organizers: Russian Federal Fisheries Agency, Federal State Budgetary Scientific Institution Russian Federal Research Institute of Fisheries and Oceanography (VNIRO)
Moderator: Federal Agency Russia Fisheries, Association of Fishery Enterprises, Entrepreneurs and Exporters (VARPE), Expo Solutions Group
LEGEND: Currently created fishing vessels and new processing technologies help to fish more efficiently. If they will continue to develop at the current pace, then the main fisheries of the Antarctic and marine ecosystems of the Arctic, as some experts believe, may fail. Is it so? Current fisheries management measures, including catch quotas, are based on models that are less responsive to climate change scenarios. The practice of creating future marine protected areas (MPAs) in the most environmentally important areas as a universal solution to the problem should be based on strict scientific data, understanding of the dynamics of target fish species and their vulnerability to overfishing and environmental changes. To do so, the international community needs to analyze the available information and conduct new comprehensive studies on the effects of climate change, as well as commercial and prospective populations in the ecosystems of the Arctic and the Antarctic.

LEGEND: The system of state support through the prism of the WTO.

ISSUES FOR DISCUSSION:
1. Modern knowledge about the state of aquatic biological resources of the Arctic and the Antarctic.
2. Scientific support for fishing prospects in the Arctic and the Antarctic waters.
3. International agreements and quotas for the conservation of fish stocks.
4. Creating Marine Protected Areas (MPAs) - Common Challenges and Solutions.
5. Joint international expeditions to solve the problems of sustainable development of fishing.

13:00–14:00
Coffee break

14:00–17:00
Pavilion Hall No.
Round table No. 2 "Small-scale fisheries as part of world fisheries"
Organizers: Federal Agency Russia Fisheries, All-Russia Association of Fishing Enterprises, Entrepreneurs and Exporters (VARPE), Expo Solutions Group
Moderator: Federal Agency Russia Fisheries, Association of Fishery Enterprises, Entrepreneurs and Exporters (VARPE), All-Russia Research Institute of Fisheries and Wildlife Protection
LEGEND: Fishery rules as a tool to solve the problems of SS fishing and protection against illegal, unreported and unregulated fishing.

ISSUES FOR DISCUSSION:
1. SS fishing as a factor in the social and economic development of territories, preserving the lifestyle of remote coastal territories.
2. Subjects of SS fishing - indigenous peoples of the North and the Far East, recreational fishing, patrons of the self-employed.
3. Fisheries rules as a tool to solve the problems of SS fishing and protection against illegal, unreported and unregulated fishing.
4. Logistic and technological solutions for the processing and sale of SS fish products.

SEPTEMBER 21-22, 2020
September 22, 2020 [Tuesday]

09:00-11:00
Registration of Forum participants

11:00-13:00
The conference:
*How to grow when markets are not growing?*

Organizers:
- All-Russian Association of Fishery Enterprises, Entrepreneurs and Exporters (VARPE), Federal Agency Russia Fisheries, Expo Solutions Group

Moderator:
Kirill Tolokarev, editor-in-chief, the author of the author’s programs of RBC

LEGEND:
The global fish market has been stagnating since 2008. Insignificant growth is not sustainable. Sales in certain segments of the world fish market have not been growing for several years, and in most cases, sales-growth is due solely to price increases. How will fishing market trends affect the Russian domestic market and how new fishing and processing facilities will affect the market under investment quotas? How effective can vertically integrated companies be?

ISSUES FOR DISCUSSION:
1. The structure of the global fish market in ten years.
2. Promising market niches in the global fish market.
3. Competition of national brands in the global fish market.
4. National strategies for increasing sales in the global fish market.
5. Is there a future for canned fish?
6. When will the consumer switch to buying fresh fish exclusively?
7. Fish exchanges: a way to expand demand or a fiscal instrument?

SPEAKERS:
1. Alexey Fedorov - creative director of BBD;
2. Igor Balbashov - President of the Federation of Restaurateurs and Hotels of Russia;
3. FAO Representative;
4. Adrian J. Slywotzky - an international expert in consulting, author of the bestselling books "The Upside: The 7 Strategies for Turning Big Threats into Growth Breakthroughs" and "Value migration;"
5. Representative of the Norwegian Fish Export Council.

13:00-14:00
Coffee break

14:00-16:00
Round table No. 3
*“Labor resources. New generation”*

Organizers:
- Federal Agency Russia Fisheries, Federal State Budgetary Scientific Institution Russian Federal Research Institute of Fisheries and Oceanography (VNIRO), All-Russia Association of Fishery Enterprises, Entrepreneurs and Exporters (VARPE), Expo Solutions Group

Moderator:

LEGEND:
In conditions of instability and rapid changes in the external environment, human resources management should be based on the integrated strategic approach. Fishing is a sector with special economic and social structure, developing under the influence of global, regional and specific industry trends. It is a high-risk business in which it is impossible to implement a development strategy without long-term planning of labor resources. In today’s conditions, the need for a comprehensive and integrated consideration of the various characteristics of the labor sector of the fishery complex is becoming increasingly clear: the available and necessary quality of human resources; reserves for increasing the labor productivity; professions and competencies of the future for fisheries and fish farming; labor including migration flows in the fishery labor market; providing the personnel core of the industry with young specialists and the prospects of their labor activity. A special role in the development of the labor potential of fisheries is played by new educational technologies: individualization of educational trajectories, new digital educational opportunities, new standards of professionalization and a request for competencies for future fishing and fish farming.

ISSUES FOR DISCUSSION:
1. The labor potential of fisheries: the present, the future.
2. Tools and practices for the development of human resources of the fishery complex: regional and corporate experience.
4. The youth of the industry: features of employment, motivational attitudes and development prospects.
6. The competency models "industrial fishing" and "fishing navigation": a new look at old professions.

16:00-18:00
Round table No. 4
*“How to attract consumers? New technologies, innovations, marketing”*

Organizers:
- Federal Agency Russia Fisheries, All-Russian Association of Fishery Enterprises, Entrepreneurs and Exporters (VARPE), Expo Solutions Group

Moderator:

LEGEND:
The post-industrial era, characterized by increased turbulence and aggressive competition, puts forward “consumer dictate” and "quality of life dictate" as the main development factors. In the conditions of saturated markets, selectivity of consumer behavior, the main task is to understand what the consumer needs and to solve his/her problems better than the competitor. The success of the domestic fishing industry today directly depends on the interest of all participants in the process of production, cultivation, processing, sale in increasing the level of fish consumption by citizens of the country. The most important condition for the development of the industry will not only be the introduction of innovative technical and biotechnological developments, but also the activation of marketing activities. Many aspects of traditional marketing are no longer successful in the changing conditions of production and consumption in the fishing industry. Today is the time for innovative solutions, emotional intelligence and creative suggestions. Development of the perception of fish and seafood as a staple food (as an alternative to meat and poultry) among Russians is the basis for attracting consumers. A modern consumer should be “prepared” to make his/her choice in favor of fish and seafood before coming to the store. Popularization of fish products, improvement of the consumer situation in the domestic market of the country, the motivation of the population for greater consumption suggests the need to take into account a large array of factors attractive to potential consumers of fish products.

ISSUES FOR DISCUSSION:
1. The search for balance: the importance of the product group for business and for the consumer
2. How to choose another, significant product group?
3. Creation and promotion of brands for fish and seafood: business opportunities.
4. Identification and demonstration of the attributes of consumer choice (key benefits) of a product group based on the identification of the target consumer segment and the study of consumer motivation
5. Collaboration of business structures of the fishing industry and enterprises of other fields of activity for the profitable use of an attractive image of fish and seafood.
6. Marketing of the fishery territories of Russia: conditions for creating attractiveness.
7. Prospects for the use of viral, guerilla, cross-marketing in promoting fish products
8. Choosing a modern sales format for promoting fish products
9. Lateral marketing as a departure from traditional methods of competition in the industry
10. New technologies for the use of fish and seafood in non-traditional areas: Russian and international experience.