

DRAFT BUSINESS PROGRAM OF THE FORUM SEPTEMBER 21-22, 2020

EVENT, NAME, ORGANIZERS, MODERATOR, TIME	DESCRIPTION OF THE EVENT, LEGEND, TOPICS FOR DISCUSSION, SPEAKERS
September 21, 2020 (Monday)	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.
<p>11:00–13:00</p> <p>Pavilion Hall No.</p> <p>Plenary session “The system of state support through the prism of the WTO. Compatibility Test”</p> <p>Organizers: Federal State Budgetary Scientific Institution Russian Federal Research Institute of Fisheries and Oceanography (VNIRO), All-Russia Association of Fishery Enterprises, Entrepreneurs and Exporters (VARPE), Federal Agency Russia Fisheries, Expo Solutions Group</p> <p>Moderator:</p>	<p style="text-align: center;">LEGEND:</p> <p>The fishing industry is a socially significant and important element of the economic mechanism of most countries of the world. This situation is explained by the importance of fish products in the human diet.</p> <p>State support for the fishery complex is the reality of this sphere of human activity. Its directions, volume, forms and methods have always caused disputes and controversies, since the main resource of the industry is a renewable natural object belonging to all of humanity.</p> <p>In the Sustainable Development Goals (SDGs) up to 2030, fisheries subsidies are subsidized to carry out the task 14.6, which states that it is necessary “to prohibit certain types of subsidies that lead to overcapacity and overfishing, and to eliminate subsidies that contribute to illegal, unreported and unregulated fishing”.</p> <p>At the same time, it is assumed that there is a need to support activities of fishing industry aimed at increasing its sustainability. As a result, the global fish trade is experiencing a great destabilizing effect on the part of the regulatory sphere.</p> <p>A rich regulatory framework has been established in the field of seizure of living resources of the World Ocean, however, the issue of fisheries subsidies is directly regulated by the WTO.</p> <p style="text-align: center;">ISSUES FOR DISCUSSION:</p> <ol style="list-style-type: none"> 1. National interests and the global strategy of the WTO: are there any contradictions? 2. State subsidies: size and effectiveness? 3. Is it possible to conquer a foreign market without damaging the domestic one?
13:00–14:00	Coffee break
<p>14:00–17:00</p> <p>Pavilion Hall No.</p> <p>Round table No. 1 “Next Steps in Fisheries Management in the Arctic and the Antarctic”</p> <p>Organizers: Russian Federal Fisheries Agency, Federal State Budgetary Scientific Institution Russian Federal Research Institute of Fisheries and Oceanography (VNIRO)</p> <p>Moderator:</p>	<p style="text-align: center;">LEGEND:</p> <p>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.</p> <p>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 fisheries 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.</p> <p style="text-align: center;">ISSUES FOR DISCUSSION:</p> <ol style="list-style-type: none"> 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.
<p>17:00–19:00</p> <p>Pavilion Hall No.</p> <p>Round table No. 2 “Small-scale fisheries as part of world fisheries”</p> <p>Organizers: Federal Agency Russia Fisheries, All-Russia Association of Fishery Enterprises, Entrepreneurs and Exporters (VARPE), Expo Solutions Group</p> <p>Moderator:</p>	<p style="text-align: center;">LEGEND:</p> <p>Fisheries provide direct and indirect employment for at least 200 million people worldwide.</p> <p>Unlike industrial (global) fishing, small-scale (SS) fishing is often not sufficiently covered by official statistics and is generally chronically underestimated, although in many developing countries it accounts for up to half of the total catch, while 90-95% of this fish production is aimed for human consumption is through short supply chains.</p> <p>More than 90% of all fishermen in the world are currently employed in small-scale fishing, about half of them are women. This provides vital livelihoods for millions of people, ensures food security and is an important socio-economic aspect of fisheries.</p> <p>Sustainable Development Goals (SDGs) up to 2030 indicate the following: “Ensure access of small-scale artisanal fisheries to marine resources and markets” (Task 14.b).</p> <p>However, weak regulation of small-scale fisheries, leading to over-exploitation or loss of resources, as well as adverse environmental impacts, is of concern.</p> <p style="text-align: center;">ISSUES FOR DISCUSSION:</p> <ol style="list-style-type: none"> 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, patents for 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 fishing products.

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September 22, 2020 (Tuesday)	SECOND DAY
09:00–11:00	Registration of Forum participants
<p>11:00–13:00</p> <p>Pavilion Hall No.</p> <p>The conference: "How to grow when markets are not growing?"</p> <p>Organizers: All-Russia Association of Fishery Enterprises, Entrepreneurs and Exporters (VARPE), Federal Agency Russia Fisheries, Expo Solutions Group</p> <p>Moderator: Kirill Tokarev, editor-in-chief, the author of the author's programs of RBC</p>	<p style="text-align: center;">LEGEND:</p> <p>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.</p> <p>How the global fish market trends affect the Russian domestic market and how new fishing and processing facilities will affect the market under investment quotas.</p> <p>How effective can vertically integrated companies be?</p> <p style="text-align: center;">ISSUES FOR DISCUSSION:</p> <ol style="list-style-type: none"> 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? <p style="text-align: center;">SPEAKERS:</p> <ol style="list-style-type: none"> 1. Alexey Fedorov - creative director of BBDO; 2. Igor Bukharov - President of the Federation of Restaurateurs and Hoteliers 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
<p>14:00–16:00</p> <p>Pavilion Showroom No.</p> <p>Round table No. 3 "Labor resources. New generation"</p> <p>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</p> <p>Moderator:</p>	<p style="text-align: center;">LEGEND:</p> <p>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 structures, 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 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.</p> <p style="text-align: center;">ISSUES FOR DISCUSSION:</p> <ol style="list-style-type: none"> 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. 3. Labor flows in the fishery complex: problems and management prospects. 4. The youth of the industry: features of employment, motivational attitudes and development prospects. 5. Fisheries education of the future: new demands and new technologies. 6. The competency models "industrial fishing" and "fishing navigation": a new look at old professions. 7. Personnel for technological innovation and the renewed fleet: a competency model of the future.
<p>16:00–18:00</p> <p>Pavilion Showroom No.</p> <p>Round table No. 4 "How to attract consumers? New technologies, innovations, marketing"</p> <p>Organizers: Federal Agency Russia Fisheries, All-Russia Association of Fishery Enterprises, Entrepreneurs and Exporters (VARPE), Expo Solutions Group</p> <p>Moderator:</p>	<p style="text-align: center;">LEGEND:</p> <p>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.</p> <p style="text-align: center;">ISSUES FOR DISCUSSION:</p> <ol style="list-style-type: none"> 1. The search for balance: the importance of the product group for business and for the consumer 2. How to choose anchor, significant product groups? 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, guerrilla, 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.