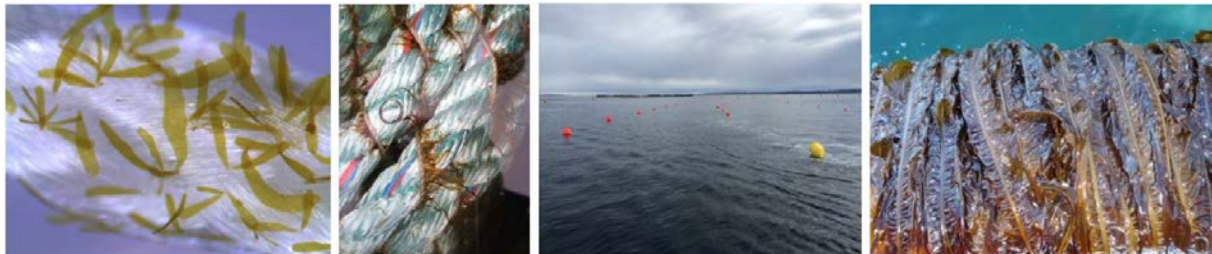


## INVITATION

# SIG Seaweed Workshop II: MARKET



### **What does the market look like for Seaweed and Seaweed-derived products, and how to succeed nationally and globally?**

During this second workshop in a series organized by SINTEF Fisheries and Aquaculture, in collaboration with IBNN, Innovation Norway and SES, we want to focus on the market for seaweed and kelp based products, both in Norway and internationally.

**Date:** 9 December 2015 at 10-16:30, registration starts at 9:00. Optional visit Dec. 8th

**Venue:** Clarion Hotel & Congress Trondheim, Norway

**Fee/person:** 1000 NOK (VAT not included) includes attending, lunch and coffee breaks.

[Please register to workshop and visits, and make payment by following this link](#)

### **Program and Topic**

In particular, the workshop will focus on the following topics:

- Which are the global market trends and what does the market want?
- How did other bio-based industries / biotech industries succeed in the market?
- Which specific seaweed products are in demand?
- Which product areas/marked segments will be of most interest for Norway-based businesses to invest in - early stage/longer term?

### **Goal of this workshop**

The goal is to offer participants the opportunity to listen to leading experts in the field with extensive experience, and to discuss related issues with both speakers and other participants. In addition to the Norwegian speakers, we have invited experts from companies and R&D-institutions in Denmark, France and Great Britain, where the processing and sales of a higher diversity of macroalgae products have existed longer than in Norway.



## PROGRAM

- 09:00 Registration and coffee**
- 10:00 Welcome and introduction to SIG Seaweed (Jorunn Skjermo, SINTEF Fisheries and Aquaculture)
- 10:15 Seaweed markets in a global perspective (Ronan Pierre, CEVA, France)
- 10:35 Nutritious human food seaweed by the Seaweed Health Foundation (Simon Ranger, Seaweed Health Foundation, UK)
- 10:55 The Scottish seaweed industry - companies and products (Phil Kerrison, SAMS, UK)
- 11:15 Coffee break**
- 11:35 How to succeed in the market with bio-based products. Example from Norway: Nutrimar (Tore Remman, Nutrimar)
- 11:55 Business presentation: The seaweed company Hortimare Norway (Job Schipper, Hortimare)
- 12:15 Products from seaweed biorefinery - technological and economical assessment of product combinations (Inga Marie Aasen, SINTEF Materials and Chemistry)
- 12:35 How to succeed in the market with seaweed products. Example from Denmark: nordisk tang (Heine Max Olesen and Ulrik Trieb, nordisk tang by Endelave Seaweed, Denmark)
- 13:00 Lunch**
- 14:00 Funding opportunities for international collaboration in biorefining, an Innovation Norway perspective (Ole Jørgen Marvik, Innovation Norway)
- 14:20 Food safety legislation for seaweed products (Solbjørg Hogstad, Norwegian Food Safety Authority)
- 14:40 Short coffee break, and shift to Norwegian session**
- 14:55 Finansiering av bedriftsnettverk i Innovasjon Norge (in Norwegian) (Tom-Ivar Bern, Innovasjon Norge)
- 15:15 SIG Seaweed diskusjon: 1) Ønsker fra bedriftene, 2) Tema og format på neste workshop (in Norwegian) (ordstyrer: Jorunn Skjermo, SINTEF Fiskeri og havbruk)
- 15:45 End of workshop - wine & snacks**
- 16:30 Optional - Visit to Norwegian Seaweed Technology Center (4 min walk from hotel)
- 17:15 Return to hotel



## VISITS

An optional visit in the laboratory at the **Norwegian Seaweed Technology Centre** is scheduled follows and workshop. NSTC is a knowledge platform for technology development within industrial cultivation, harvesting, processing and application of seaweed in Norway, by SINTEF & NTNU. The laboratory is less than a 5 min walk from Clarion hotel, and the visit will take about 30-40 min. Please mark this option when you register (free).

### **Optional visit to SES Laboratories and Hatchery, Tuesday December 8<sup>th</sup>**

Depending on interest, attendees are offered the opportunity to visit the hatchery and laboratory at **Seaweed Energy Solutions AS**, *one day prior to the workshop, Tuesday December 8<sup>th</sup> at 15:00*. SES is developing technology for industrial seaweed cultivation and has one of the largest seaweed farms in Europe. SES is a project developer and service supplier to the industry. If you wish to attend, please mark this option when you register (free).

## Welcome!

On behalf of SIG Seaweed,  
Jorunn Skjermo, SINTEF Fisheries and Aquaculture/Norwegian Seaweed Technology Centre

## SIG SEAWEED

The Special Interest Group, SIG Seaweed is a Norwegian cross-sectorial and multidisciplinary meeting place gathering businesses that cultivates and uses macroalgae as raw material for various products, in addition to providers of technology, equipment and R&D in these areas.. The SIG Seaweed was established in September 2014 by IBNN - Industrial Biotech Network Norway and SINTEF Fisheries & Aquaculture.