

**SEAFOOD OPPORTUNITIES IN THE PACIFIC RIM**

No part of the world provides more volume in seafood trade than the Pacific Rim. Consider Russia, for example, which has a vast halibut and cod resource that is only beginning to be harvested. How will Russia's coming seafood revolution affect existing markets for these species? Or take Japan, a country whose huge seafood appetite dictates the price and supply of so many important seafood products. There are the Asian tigers, in just a few years countries such as China, Thailand and Indonesia have developed huge aquaculture industries that export billions of dollars worth of seafood to the U.S. each year. The panel of experts analyzed the Pacific to update the latest developments in this dynamic region, and discussed the resources, markets and studied the latest developments that will help firms identify key business opportunities.

**Speakers**

Igor Klimenko	President, Far East Trading Company
Mike Uehara	Owner, The Partnership
Tasnai Kraiwatanapong	Director, Thai Fishery and Frozen Products Association
Max Ball	Managing Director, Geraldton Fisherman's Coop. Assn.
Tony Neves	Vice President, Red Chamber
Shan Lee	Procurement Manager, Red Chamber

**RETAIL STRATEGIES: HOW TO MOUNT A PROFITABLE COUNTER ATTACK**

Designed especially to help train seafood counter personnel in subjects critical to operating a successful seafood counter, this hands-on presentation addressed merchandising techniques, display concepts, quality evaluation and shrink control. Special attention focused on open ice cases which are so prominent in California, a chance to get that extra training to help your counter stay on top.

**Speakers**

Michele Tennyson	President, The Sea Fare Group
Karla Ruzicka	Training Branch, National Marine Fisheries Service
Dr. Robert Price	Seafood Specialist, California Sea Grant
Evie Hanson	National Seafood Educator
Janis Harsila	National Seafood Educator

**SEAFOOD BASICS: UNDERSTANDING THE SEAFOOD BUSINESS**

Thinking of investing in the seafood business? Are you new to this fascinating, complex industry and want to come up to speed fast? An industry representative gave a whirlwind tour of the global industry, identifying opportunities and answering specific questions.

**Speaker**

Peter Redmayne	Editor/Publisher, Seafood Leader and Simply Seafood
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