

10th fish international

12- 14 February 2006 Exhibition Centre Bremen

East West Forum



Sales Markets: Eastern Europe Trade / Logistics

Trade	10:30 - 11:00	Overview: Development, Market-/Sales structures, purchasing power, Central- and Eastern European Markets demands
	11:00 - 11:30	Supplier requirements from Russian commercial enterprises' point of view.
	11:30 - 12:00	Coffee Break
	12:00 - 12:30	Poland as an example: Market potential, demand, purchasing power, Distribution from a commercial enterprise's point of view
	12:30 - 13:00	Baltic States as an example: Market potential, demand, purchasing power, Distribution from a commercial enterprise's point of view
Logistics	14:30 - 15:30	Smooth trading of fish and fish products with the growing Eastern European markets, (Risk coverage, veterinarian import, customs clearance)
	15:30 - 16:00	Coffee Break
	16:00 - 16:30	Fresh fish as an example: The fish counters of a Russian commercial enterprise; (Customs-/Veterinarian clearance, Distribution)
	16:30 - 17:00	Transit traffic of fish and fish products in the growing Eastern European markets.

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Fish processing - Trends und Technologies

Quality Management	10:30 - 10:45	Welcome and introduction to the agenda of the day, purpose of the program
	10:45 - 11:05	Raw materials: Quality control, sensor technology, quality reception
	11:05 - 11:35	Quality management, IFS – German trade requirements
	11:35 - 11:50	Coffee Break
	11:50 - 12:10	Cooling chains and Logistics – Critical factors of cooling chains and its meaning for quality
	12:10 - 12:30	Importance of additives for the refinement of fish products
	12:30 - 13:30	<i>Fish specialities tasting, offered by Nesse</i>

Marketing – Market Development. Product trends, Technical Feasibility	13:30 - 14:30	Introduction to the podium discussion: Convenience – Development of added-value products
	14:30 - 15:00	Coffee Break
	15:00 - 15:30	Modern, efficient process technology for competitive products
	15:30 - 16:00	Packaging technology: Concepts guaranteeing product freshness and as a mirror image of the product quality.
