



The Atlantic Canada Fish Farmers Association (ACFFA)
with support from the
Atlantic Canada Opportunities Agency - Business Development Program (BDP)

are pleased to invite you to be a Delegate
on the

**2019 Pan Atlantic Aquaculture Mission to Norway and AquaNor
August 16 to 23, 2019**

24 January 2019

Dear Invited Mission Delegate:

The Atlantic Canada Fish Farmers Association, in partnership with the Atlantic Canada Business Development Program (BDP), invites you to participate in the 2019 Pan Atlantic Canada Aquaculture Mission August 16 to 23, 2019.

Recruitment is now officially underway for Atlantic Canadian companies with a concentration in aquaculture.

The agenda for this Mission will focus our activities in Norway. The onsite visits planned in Norway (during Aqua Nor), will support a range of objectives ultimately intended to support the Atlantic Growth Strategy and enhance Atlantic Canada's position as a globally competitive world leader in sustainable aquaculture. Tours and business networking events will be scheduled in Norway. Attendance at AquaNor 2019 in Trondheim, Norway August 20 – 22 is also included with a focus on supporting our participants with a Canada booth and one-on-one business meetings.

The goal is to have thirty (30) industry participants on this Mission from across the Atlantic region including finfish and feed producers, processors, and the service and support sectors. Interaction between all Mission participants will support key business relationship-building and knowledge transfer that will benefit everyone as we continue to build a vibrant and competitive aquaculture sector in Atlantic Canada.

Norway is the number one producer of salmon in the world. Ninety-five per cent of Norway's production in fish farming in 2015 was reared salmon. In total, 1.31 million tonnes of salmon were produced, corresponding to a first-hand value of NOK 44.3 billion. The average price per kilo of salmon was NOK 33.70 in 2015. Atlantic salmon is the overwhelming largest production component in Norway and Canadians continue to learn from their example in operations, husbandry and research in particular with developing offshore operation options. Norway also provides an excellent venue to study how intensive aquaculture coexists with working waterfronts that include oil and gas, tourism and fisheries. Additionally, Norway is producing 4.4 per cent more trout as the consumer demand for the species is increasing.

AquaNor, held in Norway every two years, has been an important international venue for the aquaculture industry for over 30 years. Here the industry is introduced to all the novelties, products, services, and research and development projects of relevance to the industry. Exhibitors emphasize the unique opportunities that AquaNor provides for interaction with decision-makers and buyers representing the international aquaculture industry. Visitors find that AquaNor offers the best overview of products and services provided by the principal suppliers of the trade, making it a key biannual event for businesses seeking to increase their exports or learn about new technologies that can be imported to enhance production in Atlantic Canada.

Eligibility Criteria:

Experience has shown that organizations/individuals best suited to fully benefit from attending possess the following characteristics:

- Own a for profit, incorporated Canadian company
- Responsible for management or senior operations
- Have business plans that allow for simultaneous multiple market approaches
- Have existing international export activity within the company, technology ready for export, readiness for uptake of new technologies and/or ready for international cooperation activities

Delegate Services:

As a delegate with this mission you will receive:

- A pre-attendance orientation – what to expect and how to benefit
- Logistical arrangement services including air travel and accommodations
- In-country ground transportation services
- Visitor status at the Aqua Nor 2019 tradeshow
- Access to the Canada Booth display and meeting rooms
- Access to numerous business networking events (currently being developed)
- Advance market intelligence, pre-attendance orientation
- Onsite business matchmaking services*
- Access to industry workshops and seminars
- Access to unique onsite visit opportunities in Norway (currently focusing on offshore and land-based technologies)

**Personalized requests to ACFFA are encouraged in advance of the mission.*

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<u>NORWAY AND AQUA NOR 2019</u>	
16 August Friday	Depart Canada for Norway
17 August Saturday	Arrive Trondheim (Early Afternoon) – Private bus travel to Kristiansund (3 hours) Hotel – TBD
18 August Sunday	Tours: Cleaner Fish Land Based Operation and Marine Service Sector Facilities Travel to Trondheim – Clarion Hotel & Congress https://www.nordicchoicehotels.com/hotels/norway/trondheim/clarion-hotel-trondheim/
19 August Monday	Business/Technology Tours
20 August Tuesday	AquaNor Trade Show Atlantic Canada Business Reception
21 August Wednesday	AquaNor Trade Show Canada / Norway Innovation Session (2hr)
22 August Thursday	AquaNor Trade Show Delegate Networking Reception and Dinner – Clarion Congress Hotel
23 August Friday	Departure travel to Canada (Private bus to airport)

This will be further developed and finalized based on contact with the Canadian Consulates, mission delegates, and with the International Salmon Farmers and FHL Norway.

Estimated Delegate Costs:

A \$750 + HST non-refundable Mission registration fee per delegate – due upon receipt of application. In addition, delegates will be responsible for:

- 100% of airfare and accommodations, estimated at \$4,750. Airfare will be invoiced through your credit card upon booking.
- Meals and incidentals

In addition:

- Delegates need to provide a photocopy of a current passport with their application to support international flight bookings.
- Notification of your departing airport and any special requests you may have
- Your Aeroplan number (if you have one)

Mission Travel Funding:

As an industry participant, you MAY be eligible for support from federal/provincial programs. We encourage you to contact your provincial aquaculture association and/or government representatives for assistance in identifying programs that may be available. ACFFA and our Mission Consultants will work to identify sponsorship opportunities and where possible to offset some travel expenses, but these cannot be confirmed at this time.

Mission Support Services:

Mission support services will be provided by the Atlantic Canada Fish Farmers Association (ACFFA). ACFFA will provide matchmaking services and mission support. ACFFA will also conduct appropriate follow up activity at the end of the mission. ACFFA will coordinate the logistical requirements for the mission.

ACFFA has retained the services of an experienced consulting group to work with the participating companies and design an industry relevant and successful mission to Norway. For specific information related to this mission please contact:

Andy Walsh
Sapphire Sea Farms
Tel. (709)743-2639

Brian Rogers
Rogers Consulting Inc.
Tel. (902)497.5898

Registration Process and Deadline:

To register, please mail / fax / email your application with a non-refundable \$750 (+HST) mission registration fee, no later than **February 25, 2019 with a photocopy of your passport** to:

Primary ACFFA contacts for this Mission are:

Susan Farquharson, Executive Director
Atlantic Canada Fish Farmers Association
226 Limekiln Road
Letang, NB E5C 2A8
Email: s.farquharson@atlanticfishfarmers.com
Office: 506.755.3526 Cell: 506.663.0558

Tobi Taylor, Operations Manager
Atlantic Canada Fish Farmers Association
226 Limekiln Road
Letang, NB E5C 2A8
Email: t.taylor@atlanticfishfarmers.com
Office: 506.755.3526

We are looking forward to your participation in this aquaculture mission!

2019 PAN ATLANTIC AQUACULTURE MISSION TO NORWAY AND AQUANOR

AUGUST 16 – 23, 2019

REGISTRATION FORM

COMPANY NAME: _____

NAME/TITLE OF PARTICIPANT: _____

ADDITIONAL PERSONS ATTENDING: *please list any additional persons attending on a separate sheet*

ADDRESS: _____

TELEPHONE: _____ **EMAIL:** _____

PARTICIPANT RESPONSIBILITIES:

1. **FEE:** Each participant agrees to pay a non-refundable fee of \$ 750 + 15% HST (\$862.50).

\$750 + HST = \$862.50 x _____ Total Participant(s) Fee: _____

PAYMENT OPTIONS (PLEASE CHECK ONE)

___ Cheque (payable ACFFA) **OR**

___ Credit Card # _____ CVC: _____ Expires: _____

2. **PASSPORT:** Please provide a photocopy of your passport.

3. **AEROPLAN #:** _____

4. **DEPARTING AIRPORT:** Name city of your departing airport _____

Participants agree to remain with this program through the published Mission schedule and respect all scheduled activities where applicable. The participant, upon signing this agreement, releases the Atlantic Canada Fish Farmers Association, ACOA, Rogers Consulting, Inc. and/or Sapphire Sea Farms from all liability and does hereby waive, as against them, all injuries or property losses which he/she might suffer arising out of or connected to this program or activities by the sponsoring and managing partners.

Signed: _____ Date: _____

Please email completed application form to: t.taylor@atlanticfishfarmers.com or fax 506.755.6237