

## **TUNA 2021 VIRTUAL PRELUDE PROGRAM**

***Theme: Sustainability, Technological Innovation and Marketing: Drivers amidst COVID-19***

**14<sup>th</sup> October 2020**

**Time: 1130hrs (GMT /UTC +8hrs)**

**Moderator: Dr. Audun Lem (Deputy Director, Fisheries and Aquaculture Department,  
Food and Agriculture Organization of the United Nations (FAO), Italy)**

- 11.30 – 11.50**                    **Welcome Address by Director of INFOFISH, Ms Shirlene Anthonysamy.**
- Opening Remarks by Chairman of INFOFISH World Tuna 2021, Mr Phil Roberts.
- Special Address by the United Nations Secretary-General’s Special Envoy for the Ocean, Ambassador Peter Thomson.
- 11.50 – 12.35**                    **Session I Global Resources and Supply, Industry status and update**
- Overview of Global Tuna Supply, Trade and Markets: *Dr. Audun Lem (Deputy Director, Food and Agriculture Organization of the United Nations (FAO), Italy)*
- Sustainability in the Tuna Industry – Marketing and Technological Innovation: *Mr. Herman Wisse (Programme Director, Global Sustainable Seafood Initiative, The Netherlands)*
- Thai Tuna Industry: *Dr Chanintr Chalisarapong (President, Thai Tuna Industry Association, Thailand)*
- 12.35 – 12.50**                    **Panel Discussion**
- 12.50 – 13.35**                    **Session II Global Tuna Trade and Markets, Market Access and Market Access Issues**
- Developments in the Global Market for Sustainable Tuna: *Dr. Tom Pickerell (Executive Director, Global Tuna Alliance, United Kingdom)*
- Sustainability efforts through Marketing: *Dr. Darian McBain (Global Director of Corporate Affairs and Sustainability Development, Thai Union, Thailand)*
- Improving the conditions of labor onboard fishing vessels: *Ms. Katherine Short (General Manager, OSA International Ltd, New Zealand)*
- 13.35 – 13.45**                    **Panel Discussion**
- 13.45 – 14.15**                    **Break**
- 14.15 – 15.00**                    **Session III Sustainability, Environment and Eco-Labeling in the Tuna Industry, Technological Innovation in Fisheries and Processing Development:**
- Sustainable one-by-one tuna fishing amidst COVID-19: *Mr. Martin Purves (Managing Director, International Pole and Line Foundations (IPNLF), South Africa)*
- Blockchain Technology: *Mr. Kenneth Katafono (Founder/Managing Director, TraSeable Solutions, Pte Ltd, Fiji)*

Tuna industry 4.0 for smart and sustainable oceans: *Mr. Gabriel Gomez*  
(*General Manager, Marine Instruments, Spain*)

**15.00 – 15.15**

**Panel Discussion**

**15.15 – 15.30**

**Wrap Up and Closing Remark**