



TUNA2026

"Strengthening Value Chain Synergies, Blue Economies and Sustainability across the Global Tuna Industry"

Jointly organised by:

14-16 SEPTEMBER 2026
Shangri-La Hotel, Bangkok, Thailand



500+
EXPECTED DELEGATES



40+
SPEAKERS



44
EXHIBITORS



REGISTRATION FEES

Member States

**Bangladesh, Cambodia, Fiji, Kiribati, Malaysia, Maldives, Papua New Guinea, Philippines, Thailand*

- US\$ 900 (Before 31 March 2026)
- US\$ 1150 (After 31 March 2026)

Others

- US\$ 1150 (Before 31 March 2026)
- US\$ 1350 (After 31 March 2026)

BENEFITS

Delegates attending TUNA 2026 will receive full access to all Conference sessions and the Exhibition, as well as Conference materials and presentations. In addition, TUNA 2026 offers an unparalleled opportunity for delegates to network with industry leaders and pursue business interests.

TUNA 2026: Shaping a Competitive, Sustainable Future for the Global Tuna Industry

TUNA 2026 will be a forward-looking, industry-driven forum that responds directly to lessons from TUNA 2024 and the evolving commercial realities of the global tuna industry. With a strong focus on value chain synergies, blue economy opportunities and sustainability, the Conference aims to help shape practical, profitable and inclusive pathways for the industry's future.

The event will deliver a high-quality professional platform that balances strategic dialogue, market intelligence and innovation with real business opportunities. Through a combination of executive-level discussions, market insights, technology showcases and structured networking, the Conference is designed to deliver tangible value for participants across the global tuna value chain.

THE CONFERENCE

Under the theme ***"Strengthening Value Chain Synergies, Blue Economies and Sustainability across the Global Tuna Industry"***, the 19th INFOFISH World Tuna Trade Conference & Exhibition (TUNA 2026) will convene senior industry leaders and decision-makers from across the global tuna value chain to address the commercial realities, strategic priorities and enabling policy frameworks shaping the industry's future competitiveness.

Building on the outcomes, insights and feedback from TUNA 2024, the 2026 Conference responds directly to industry calls for stronger alignment between sustainability initiatives and market realities;

deeper coverage of global and regional tuna markets; enhanced focus on trade, pricing and investment; and greater representation of industry-led perspectives across fishing, processing, logistics and branding.

TUNA 2026 will bring together executives from fishing companies, processors, traders and brand owners alongside policymakers, Regional Fisheries Management Organisations (RFMOs), technological service providers, financial institutions, research organisations and development partners. Together, participants will examine how value chain synergies can be strengthened to improve resilience, manage risk and support long-term commercial performance in an increasingly complex global operating environment.

As the global blue economy continues to expand, the tuna industry remains one of its most commercially significant pillars. Tuna fisheries contribute substantially to food security, employment, export earnings and economic development in many coastal and island nations, while supplying affordable, nutritious protein to markets worldwide. At the same time, the industry is operating in a rapidly evolving context characterised by climate variability, shifting fish stocks, regulatory reforms, digitalisation, heightened consumer scrutiny and geopolitical uncertainty.

TUNA 2026 provides a timely platform for the industry to examine how these challenges can be addressed collectively and strategically. By strengthening coordination across harvesting, processing, trade, logistics and marketing, the industry can improve efficiency, enhance transparency, reduce volatility and create greater value at every stage of the supply chain. This integrated approach is increasingly essential to ensure sustainability outcomes that are not only environmentally and socially credible, but also economically viable.

A central focus of TUNA 2026 will be the role of innovation and technology as **commercial enablers** of stronger value chain synergies.

Advances in digital traceability, artificial intelligence, electronic monitoring, data interoperability and smart fishing technologies are reshaping how tuna is caught, processed, traded and marketed. The Conference will examine how these tools can be deployed effectively and at scale, supporting both large commercial operations and smaller producers, while enhancing efficiency, compliance and market access.

In parallel, TUNA 2026 will address the evolving dynamics of global tuna markets. Dedicated sessions will examine regional demand trends, price formation and volatility, trade flows, tariff regimes and investment patterns across major consuming and producing regions. By linking market intelligence with sustainability and innovation discussions, the Conference will provide participants with clearer insight into how commercial decisions intersect with policy, certification and consumer expectations.

The Conference will also address the human dimension of the tuna industry. Labour standards, crew welfare, gender inclusion and equitable benefit-sharing are increasingly central to operational continuity, reputation management and market access. TUNA 2026 will explore practical, industry-led approaches to strengthening social accountability across the value chain, recognising that people are fundamental to productivity, resilience and long-term value creation.

TUNA 2026 will provide an open, timely and commercially relevant forum for dialogue, knowledge exchange and partnership-building. With strong participation anticipated from the Asia-Pacific, Europe, the Americas, Africa and the Middle East, the Conference offers a unique opportunity for stakeholders to engage directly with decision-makers and shape collective responses to shared challenges and opportunities.

THE INDUSTRY

The global tuna industry is one of the most valuable, traded and commercially significant sectors within international seafood markets. Tuna remains a cornerstone of food security, nutrition and livelihoods for millions of people worldwide, while playing a critical role in national development, employment generation and foreign exchange earnings across producing and processing economies.

At the same time, the tuna industry operates within one of the most complex fisheries management environments globally. Highly migratory stocks span multiple jurisdictions and are governed through Regional Fisheries Management Organisations (RFMOs). Effective cooperation between States, industry and institutions is therefore essential to ensure sustainable resource use, regulatory predictability and long-term commercial viability.

Within the expanding Blue Economy framework, the tuna industry is uniquely positioned to demonstrate how sustainable management, innovation and value creation can be mutually reinforcing. Strengthening value chain synergies is central to this ambition, enabling greater efficiency, reduced waste, improved traceability and more equitable distribution of economic benefits.



Global tuna supply chains have become increasingly integrated, linking fishing operations, processing hubs, logistics networks and retail markets across continents. While this integration has supported scale and market reach, it has also increased exposure to disruption. Climate impacts, fuel costs, labour availability, regulatory change and geopolitical tensions have underscored the need for more resilient and adaptive value chains.

TUNA 2026 will explore how enhanced coordination, commercial alignment and information-sharing across the value chain can mitigate these risks while improving margins, market access and operational resilience. Aligning fisheries management measures with processing capacity, logistics planning and market demand will be central to managing volatility while maintaining sustainability commitments.

Market dynamics remain a key driver for decision-making. Consumer demand for sustainably sourced, transparently labelled and responsibly produced tuna continues to grow, while price sensitivity and competition from alternative proteins remain significant. Understanding these dynamics is essential for businesses seeking to position products effectively across diverse markets.

Investment will also be a defining factor in shaping the future competitiveness of the industry, especially in the downstream processing. Capital is increasingly directed towards operations demonstrating strong environmental, social and governance performance alongside financial returns. TUNA 2026 will examine how sustainability-linked finance, blended finance mechanisms and public-private partnerships can support fleet modernisation, innovation and value addition, particularly in developing economies.

The industry's workforce remains central to productivity, reliability and long-term commercial performance. Ensuring safe working conditions, fair treatment and skills development is both a social responsibility and a business imperative. The Conference will highlight initiatives that strengthen labour standards while supporting efficiency and operational continuity.



*PROGRAMME HIGHLIGHTS

**All sessions at TUNA 2026 will be conducted in English.*

DAY 1 – INDUSTRY STRATEGY, GOVERNANCE & VALUE CHAIN ALIGNMENT

Setting the commercial and policy context for the global tuna industry, including blue economy frameworks, fisheries governance and value chain coordination.

Session 1: Global Tuna Industry Outlook & Blue Economy Integration

- Global production, supply and demand outlook
- Blue Economy strategies and implications for tuna
- Role of RFMOs, governments and industry leadership

Session 2: Strengthening Value Chain Synergies

- Fisheries-processing-trade-market alignment
- Public-private partnerships
- Regional value-addition and benefit-sharing

DAY 2 – MARKETS, TRADE & VALUE CREATION

Focused on global and regional market trends, price volatility, trade flows, investment dynamics and the role of technology, AI and data in improving competitiveness.

Session 3: Global Tuna Markets, Trade & Price Dynamics

- Key regional markets (EU, US, Asia, Middle East, Latin America)
- Pricing mechanisms and volatility
- Trade policies, tariffs and market access

Session 4: Innovation, Technology & AI across the Value Chain

- Smart fishing and monitoring
- AI in grading, quality control and forecasting
- Digital traceability, interoperability and data trust

Session 5: Investment, Finance & Blue Growth Opportunities

- Financing sustainable tuna operations
- Risk management and ESG-linked investment
- Innovation funding through R&D for scalable solutions

DAY 3 – SUSTAINABILITY, PEOPLE & THE FUTURE

Addressing certification, labour standards, climate risk, consumer expectations in terms of food safety, food fraud and long-term business resilience.

Session 6: Sustainability, Certification & Social Accountability

- Certification evolution and market relevance
- Crew welfare, labour standards and transparency
- Aligning sustainability with competitiveness

Session 7: The Future of the Global Tuna Industry

- Climate adaptation and resilience
- Consumer expectations and communication
- Strategic pathways to 2030 and beyond

WHO SHOULD ATTEND

- Tuna fishing companies and vessel operators
- Processors, traders and brand owners
- Policymakers and regulators
- RFMOs and international organisations
- Technology and service providers
- Investors and financial institutions
- NGOs, researchers and consultants

WHY ATTEND – BUSINESS VALUE

- Gain actionable insight into global tuna **price formation, volatility and margin management**;
- Understand how **policy, RFMO measures and sustainability requirements impact market access**;
- Identify technologies and AI solutions that **reduce cost, improve yield and enhance traceability**;
- Connect directly and network with leading global **buyers, suppliers, investors and service providers** across the value chain; and
- Position your business for growth within the **evolving blue economy and ESG investment landscape**.

VENUE & ACCOMMODATION

The 5-star luxury Shangri-La Hotel will again be the venue of TUNA 2026. Ideally located on the bank of the Chao Phraya River and adjacent to the sky train, it takes about 30 minutes to arrive at the hotel from the Suvarnabhumi International Airport. Rooms at reduced rates have been blocked at the Shangri-La Hotel in Bangkok.

Shangri-La Hotel, Bangkok, Thailand - www.shangri-la.com



A world-class venue offering excellent accessibility, facilities and networking environment, continuing the strong legacy of previous INFOFISH tuna conferences. The Shangri-La Hotel, Bangkok, offers a premium setting for the Conference and Exhibition, with modern facilities, excellent accessibility and a proven track record of hosting major international industry events. Reduced accommodation rates will be available for delegates.

For further hotel information or reservation arrangements, delegates may contact Ms. Farisha via email at farisha@infofish.org.

THE EXHIBITION

An exhibition will also be held concurrently at the same venue. A total of 44 booths are available for companies and organisations to display and promote their products, equipment, machineries and services related to the industry. The TUNA 2026 [international exhibition](#) will showcase:

- Fishing and monitoring technology
- Processing equipment and innovation
- Traceability, AI and digital solutions
- Certification, testing and sustainability services

The Exhibition provides exhibitors with direct access to senior decision-makers across the global tuna value chain. Exhibitors will benefit from high visibility, targeted networking opportunities and the ability to demonstrate solutions within a dedicated industry-focused environment. Space is allocated on a **first-come, first-served basis**.

SPONSORSHIP

Companies and organisations are invited to be a partner of this prestigious event by signing up for the sponsorship packages – Platinum, Gold, Silver or Bronze – which offer attractive and real benefits to sponsors ([Sponsorship Packages](#)).

For exhibition and sponsorship enquiries, please contact INFOFISH: info@infofish.org

