

CONFERENCE PROGRAMME



19th INFOFISH World Tuna Trade Conference & Exhibition (TUNA2026)

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

14-16 September 2026

Shangri-La Hotel, Bangkok, Thailand

CHAIRPERSON: **Ms Susan Jackson**
President, International Seafood Sustainability Foundation (ISSF), USA

CO-CHAIRPERSON: **Dr Adisorn Promthep**
Advisor, Thai Tuna Industry Association (TTIA), Thailand

13th September 2026 (Sunday)

14:00-21:00 **Registration**

DAY1-14th September 2026 (Monday)

07:30-08:30 **Registration**

08:30-10:00 **Opening Ceremony**

- Welcome Address by **INFOFISH Director**
- Special Remarks by **Conference Chairperson**
- Special Addresses: **Ministers of INFOFISH Member States**
- Welcome Address and Official Opening
- VIP Group Photo

10:00-10:30 **VIP Exhibition Tour & Networking Coffee Break (30 minutes)**

10:30 – 10:50 **Keynote Address: “Strengthening Value Chain Synergies, Blue Economies and Sustainability across the Global Tuna Industry”** - Fisheries and Aquaculture Division, FAO, Italy.

SPECIAL LEADERS DIALOGUE

This high-level leadership dialogue brings together governments, tuna industry leaders, RFMOs, policymakers, sustainability experts and strategic partners to discuss the future direction of the global tuna industry amid evolving sustainability expectations, climate-related risks, trade challenges and changing geopolitical realities. The session will focus on strengthening cooperation and shared responsibility across the tuna value chain, advancing sustainable fisheries governance, enhancing market access and competitiveness, promoting resilient blue economy development, and exploring how innovation, AI, smart fisheries technologies and digital traceability are shaping the future of the global tuna industry.

10:50 – 12:20 Special Leaders Dialogue: “**Leadership, Sustainability and the Future of Global Tuna Trade**”

Leadership Dialogue Themes

- The future of sustainable tuna trade
- Leadership and governance in a changing global environment
- Balancing sustainability with commercial competitiveness
- Strengthening industry-RFMO collaboration
- Trade resilience and geopolitical risks
- The role of innovation and partnerships in future industry growth

Leaders and Panellists

- Ministers and senior government representatives
- RFMO leaders
- Tuna industry CEOs
- Sustainability leaders
- Seafood buyers and retailers
- International organizations
- Financial institutions
- Major retailer sustainability representative

12:20 – 12:30 **Summary of Key Messages and Strategic Outcomes** (Moderator)

12:30–13:30 **Networking Lunch**

Session 1: Global Tuna Industry Outlook, Markets & Strategic Trends

The session provides an evidence-based overview of the current global tuna industry landscape, including production outlooks, supply-demand trends, pricing dynamics, regional market developments and emerging strategic risks shaping the global tuna trade and seafood value chain.

13:30 – 13:50 **Global Tuna Supply, Demand and Pricing Outlook: Navigating Volatility and Future Growth**

13:50 – 14:10 **Regional Tuna Market Shifts, Consumer Trends and Competitive Dynamics**

14:10–14:30 **Climate Risks, Resource Sustainability and Future Tuna Supply**

14:30–15:00 **Panel Discussion–Themes**

- Future tuna supply and stock resilience
- Climate impacts and fishing operations
- Pricing volatility and future competitiveness
- Sustainability versus commercial realities
- Digital traceability and transparency
- Future seafood demand and consumer expectations
- Geopolitical and regulatory risks

15:00–15:20 **Networking Coffee Break (20 mins)**

Session 2: Building Competitive, Transparent and Resilient Tuna Value Chains

This session focuses on practical industry approaches to strengthening tuna value chains through traceability, public-private collaboration, sustainable sourcing, digital interoperability, value addition and responsible market integration.

15:20–16:20 **Part A: Traceability, Transparency & Supply Chain Integration**

- Digital Traceability Systems and Practical Implementation
- Industry Collaboration and Market/Retail Expectations
- Sustainable Raw Material Supply and Sourcing Challenges
- Partnership Models and Responsible Supply Chains

16:20–16:30 **Interactive Panel Discussion and Q&A Session**

16:30–17:10 **Part B: Regional Value-Addition & Blue Economy Opportunities**

- Building Resilient and Low-Carbon Tuna Supply Chains: The Strategic Role of Logistics, Connectivity and Maritime Innovation
- Pole-and-Line Tuna in the Maldives: Building Sustainable Value Chains, Premium Markets and Blue Economy Growth
- The East New Britain Initiative: Advancing Pacific-Led Tuna Value Chain Development, Regional Cooperation and Blue Economy Growth
- Unlocking Value from Tuna Side-Streams: Circular Economy Innovation, Waste Reduction and Sustainable Industry Growth

17:10–17:20 **Interactive Panel Discussion and Q&A Session**

17:20–17:30 Summary Wrap-Up (Conference Chairperson)

DAY2–15th September, 2026 (Tuesday)

08:45–09:00 Special Address: **The future of global food supply chains and digital trade**

Session 3: Global Tuna Markets, Trade & Competitive Dynamics

This session provides a strategic overview of current global tuna market conditions, including regional trade developments, pricing trends, consumer demand shifts, supply volatility and emerging competitive pressures shaping the global tuna trade. Discussions will also examine evolving trade policies, tariffs, market access requirements and the growing influence of sustainability-related trade measures affecting tuna-producing and processing countries.

09:00–10:15 **Regional Market Outlooks**

- Asia-Pacific
- Europe
- USA
- Latin America
- Middle East & North Africa (MENA)
- China
- Japan

Focus areas:

- Price dynamics
- Consumer trends
- Supply challenges
- Import demand outlook
- Market volatility

10:15–10:45 **Interactive Panel Discussion and Q&A Session**

10:45–11:00 **Networking Coffee Break** (15 mins)

Session 4: Trade Policy, Market Access & Global Competitiveness

This session examines how tariffs, non-tariff measures, sustainability requirements, rules of origin, traceability obligations and evolving compliance frameworks are reshaping global tuna trade and market access. Discussions will focus on strategies to strengthen competitiveness, improve value addition and support fair and equitable participation in international seafood markets.

- European industry perspective on IUU and sustainability requirements intrade
- EU rules of origin, IUU compliance and the EU-Thailand free tradenegotiations
- Industry standards and compliance with non-traditional trade requirements
- Market access conditions for a major tuna-exporting country
- Navigating Emerging Sustainability and Compliance Requirements in Global Tuna Trade

12:15–12:30 **Interactive Panel Discussion and Q&A Session**

12:30–13:30 **Networking Lunch**

Session 5: Investment, Finance & Blue Growth Opportunities

This session explore show strategic investments, blended finance, ESG-linked funding mechanisms and blue economy initiatives can support sustainable tuna fisheries, resilient seafood value chains, climate adaptation, infrastructure modernization and long-term industry competitiveness.

- Blended Finance and Blue Economy Investment for Sustainable Tuna Value Chains
- Mobilising Climate and ESG Finance Across Tuna Supply Chains
- Financing Innovation and Infrastructure Modernisation in the Global Tuna Industry
- Blue bonds and innovative financing
- ESG-linked investment / Climate resilience financing / Sustainable infrastructure / Public-private partnerships / Value chain investment

15:00–15:20 **Networking Coffee Break** (20 mins)

Session 6: Innovation, Technology & AI across the Tuna Value Chain

This session examine show emerging technologies, AI-driven systems, digital traceability tools and smart fisheries innovations are transforming fisheries operations, sustainability management, processing efficiency, market transparency and seafood supply chain resilience across the global tuna industry.

15:20–16:20 **Part A: Smart Fisheries & Monitoring Technologies**

- Drone technology and tuna fisheries - **Marine Instruments**, Spain
- Smart Food Safety, Monitoring and Digital Detection Technologies - **ProGnosis**, Greece
- Smart technologies for a new era in sustainable tuna fishing - **Satlink**, Spain
- Digital transformation, sustainability and food safety solutions - **BiolanAsia**, Thailand

16:20–16:30 **Interactive Panel Discussion and Q&A Session**

16:30–17:10 **Part B: AI, Smart Processing & Future Seafood Systems**

- AI Vision for Tuna canneries - **This Fish**, Canada
- Utilizing an AI-based system for tuna quality assessment in South east Asia SDGs Fisheries - **Dentsu Inc.**,Japan
- Smart Factory Automation and the Future of Tuna Processing
- AI, Traceability and the Future of Integrated Tuna Supply Chain Systems

17:10–17:20 **Interactive Panel Discussion and Q&A Session**

17:20–17:30 **Day 2 Wrap-Up** (Conference Chairperson)

17:30–18:30 Industry Networking & Exhibition Reception

Continue the momentum of TUNA 2026 through an exciting evening of business networking, industry engagement and exhibition interaction at the heart of the global tuna industry platform. Participants are invited to connect directly with leading seafood companies, global buyers, technology innovators, sustainability partners, equipment suppliers, processors, traders and industry stakeholders from across the international tuna value chain. The Exhibition Area will feature the latest products, technologies, services, innovations and solutions shaping the future of the global tuna industry.

Designed to foster meaningful business connections and commercial opportunities, the reception provides an ideal setting for delegates, exhibitors and sponsors to strengthen partnerships, exchange market insights, explore new collaborations and expand industry networks in a dynamic and informal environment.

DAY 3 – 16th September, 2026 (Wednesday)

08:45–09:00 Special Address: **Oceans 2030: Climate, Food Security and the Future of Fisheries**

Session 7: Sustainability, Certification & Social Accountability

This session explores the evolving sustainability landscape across the global tuna industry, including certification systems, social accountability, labour standards, climate expectations, responsible sourcing frameworks and practical implementation challenges increasingly shaping international seafood markets and consumer trust.

09:00–09:15 **Sustainability leadership and accountability**

09:15 – 09:30 **Certification, Consumer Trust and Market Access: The Evolving Role of Sustainability Standards in the Global Tuna Industry**

09:30 – 09:45 **Social responsibility and labour audits**

09:45–10:00 **CO2 emissions and fishing efficiency**

10:00–10:15 **Certification access for small-scale fisheries**

10:20–10:40 **Interactive Panel Discussion and Q&A Session**

10:40–10:50 **Networking Coffee Break** (10 mins)

Session 8: CEO & Industry Futures Dialogue – “The Future of the Global Tuna Industry”

This high-level closing dialogue examines the long-term future of the global tuna sector, including climate impacts, geopolitical risks, future seafood demand, sustainability expectations, AI-driven transformation, branding, investment priorities and evolving consumer behaviour shaping the next generation of the global tuna industry.

Strategic Themes

- Future tuna branding and communications
- Climate change and tuna migration
- Geopolitical trade risks
- AI and automation
- Future consumer expectations
- Investment priorities
- Maintaining competitiveness and resilience

WRAP-UP&CLOSING

12:00–12:20 Conference Summary and Closing Remarks by **Conference Chairperson**

12:20 –12:30 Closing Remarks by **INFOFISH Director**

12:30 –13:30 **Networking Lunch**