



Global Growth Strategies for BC Seafood, Aquaculture & Agrifood Products

Session: Expanding Sales and Exports and Understanding Trade Barriers

B.C. Government's Ministry of International Trade in cooperation with the BC Shellfish Growers Association, the BC Salmon Farmers Association and the Canadian Aquaculture Industry Alliance, along with our presenters welcomes you to this learning session on understanding Trade and Export strategies for BC Seafood.

Topics:

- International Trade and Tariffs Logistics
- Canada Export Requirements
- Air freight and Transportation Options
- Letters of Credit
- Inbound/Outbound BC Trade Missions
- Global Seafood Demand
- Financing International Trade Activities
- Business Networks Matchmaking and
- MIT Export Promotions
- Investment Attraction in Seafood and
- Innovation Linkages in Marine Technologies

Presenters:

Ruth Salmon

Executive Director

Canadian Aquaculture Industry Alliance

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Ruth Salmon brings more than 30 years experience to the development and promotion of the agri-food industry in Canada, where she has provided management expertise to non-profit food, agriculture and aquaculture organizations. She has held senior positions as General Manager of the Alberta Milk Producers Association, Advertising Manager with the Dairy Bureau of Canada, and Executive Director with the BC Shellfish Growers Association. Currently serving as Executive Director of the Canadian Aquaculture Industry Alliance, Ruth takes a special interest in the growth and development of this sustainable farming industry.

Roberta Stevenson

Executive Director

BC Shellfish Grower's Association

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Ms. Stevenson has an extensive background in shellfish initiatives, ranging from developing Viking Bay Ventures (est.1973) as a productive shellfish farm with sales of clams, oysters and mussels, to instructor, mentor, and developer of shellfish and adult education courses.

Through her work as CEO for the Nuu-chah-nulth Shellfish Development Corporation, Ms. Stevenson developed and established 35 shellfish aquaculture farm sites, along with undertaking activities in assessment from water quality, product grow-out suitability, substrate health and farm infrastructure needs. Ms. Stevenson has extensive experience in coordinating training and course content, from shellfish husbandry to business management. She has taken leading roles as a business plan and strategic plan developer for First Nations, coastal communities, and non-profits through her consulting company. Her experience teaching adults, securing funding, managing projects, marketing shellfish, and promoting the shellfish industry is pivotal to her career highlights.

Stewart Hawthorn

Managing Director, Grieg Seafood

Board Member, BCSFA

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Stewart Hawthorn has been proud to be part of the emerging aquaculture sector for over 25 years. He's been involved in the raising and marketing of salmon in Scotland, Eastern Canada, and New Zealand. He is currently the Managing Director of Grieg Seafood BC Ltd.

Stewart got involved in aquaculture after graduating with a BSc in Marine Biology. One of the key themes that motivated this career choice was the perilous state of many of the world's fisheries. Alternatives had to be found and Stewart wanted to be part of the solution. After working for several years in Scotland he took up a volunteer role in Papua New Guinea – teaching subsistence villagers how to raise carp fish in small village ponds. After that experience Stewart earned a Master of Science in Aquaculture prior to returning to commercial salmon farming.

At Grieg Seafood the focus is on raising fish in their natural ocean environment in a responsible manner. Stewart believes that the farming sector in BC must build a greater level of public trust and understanding if it is to see the growth that will allow BC to produce more fish that provide alternative sources of seafood that are affordable and nutritious.

Joshua Kroeker

Assistant Vice President, Business Development
HSBC
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Joshua Kroeker is an Assistant Vice President for HSBC specializing in Global Trade and Receivable Financing. Working with local relationship managers throughout BC, he assists in structuring trade solutions that help importers and exporters maximize their international potential. Joshua's previous roles include providing trade specific training to HSBC employees throughout North America, with the goal of bringing HSBC's global trade products to North America. A finance specialist, Joshua also has extensive lending experience as a relationship manager and is currently focused on finding unique ways to provide working capital solutions including pre-shipment financing, import loans, and non-recourse receivable finance.

Sandy Moreland

Vice President Sales & Service
Flying Fresh Air Freight
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A career in the Aviation and Aviation related businesses, that has included working with some of the world's best airlines, such as Air New Zealand, Singapore Airlines and Cathay Pacific, having worked and lived in Hong Kong, Australia, New Zealand and North America. From running and managing airports, to managing cargo regions, to establishing sales and marketing regions, being involved with start-up airlines, his career can be classified as an enjoyable and fascinating 'hobby', not a job.

Sandy joined Flying Fresh Air Freight just under 2 years ago and has helped the CEO, Brendan Harnet, transform the company into one of the largest independent logistics companies in Canada with worldwide representation in 93 countries, with 243 offices worldwide.

William Lee

Air Freight Manager
Pacific Customs Broker
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William has over 24 years of experience in the transportation, warehousing and logistics industry.

Marilyn Denton

Trade Commissioner

Department of Foreign Affairs, Trade and Development

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The Trade Commissioner Service (TCS) can assist qualified Canadian companies, who have researched their target markets, to enter or grow their international presence. Our services include assistance with preparation for international markets, assessing market potential, finding qualified contacts and resolving problems. We also work with Canadian companies wishing to attract foreign direct investment. We have a network of over 900 trade commissioners in more than 160 offices in Canada and abroad to assist Canadian companies succeed in the international arena.

TCS helps companies navigate the complexities of international markets with on-the-ground intelligence and practical advice on foreign markets to help Canadian companies make better, more timely and cost-effective decisions to achieve their goals abroad. Whether a company is looking to export, invest abroad or seek technology and R&D partnership, our international business professionals are available when you need them.

As a Government of Canada department, there is no charge for our services. The more we know about a company, the better we are able to serve in the highly competitive global economy. Marilyn MacLean Denton is the Trade Commissioner for Vancouver Island.

Stephen F. Cross, Ph.D.

NSERC Industrial Research Chair - Sustainable Aquaculture

Centre for Applied Research Technology & Innovation (CARTI)

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Dr. Stephen Cross received his M.Sc. at the University of Victoria (Canada) in marine quantitative ecology/oceanography and his Ph.D. at the Aquaculture Institute, University of Stirling (Scotland). He is currently the NSERC Industrial Research Chair for Sustainable Aquaculture at North Island College's Centre for Applied Research, Technology and Innovation, and is also an Associate Professor and Director of the Coastal Aquaculture Research & Training (CART) Network at the University of Victoria. His research program focuses on various aspects of environmental sustainability/management of coastal aquaculture, with his real passion linked to the design, engineering and testing of Integrated, Multi-Trophic Aquaculture (IMTA) systems as an organic, ecological approach to aquatic food production.

Dr. Cross is a current member and/or director on the boards of the Canadian Aquaculture Industry Alliance, the BC Shellfish Growers Association, the Pacific Sablefish Association, and the Pacific Organic Seafood Association. He is also a member of the International Council for the Exploration of the Seas (ICES) Working Group on Aquaculture and a consultant to the UN-FAO. His international consulting has included projects in Chile, Thailand, Vietnam, Mozambique, Australia, the Middle East, and the Caribbean.

Richard Hardy
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After graduating at the top of a shellfish aquaculture course in 2001, he was chosen to work on behalf of his community in developing Pentlatch Seafoods Ltd. In 2004, he was appointed by the Board of Directors to be the Manager of the corporation and has held this position for the past seven years. He has taken the company from concept to where it is now well respected by all levels of government and is currently the third largest shellfish grower in the region. Under his leadership, Pentlatch Seafoods Ltd. focuses on water quality and continues to plant millions of clam and oyster seeds in the community's traditional waters every year. Mr. Hardy's commitment to both community and environment will leave a lasting legacy reflecting the culture and traditions of his people.