



Seaweed Around the Clock®

A BioMarine digital event dedicated to the organic seaweed value chain around the globe in 16 hours.

Program (1/7)



6:00 AM France

(4:00 PM New Zealand)

(6PM on June 16 French Polynesia)

General Opening: Tearii Te Moana Alpha, Vice-President, Minister of Marine Resources , Government of French Polynesia

Session 1: Building a nationwide organic sustainable seaweed industry.

The European, Canadian, and Latin American seaweed industries rely on the sustainable harvesting of natural resources. As several countries wish to increase their activities, the harvesting of crops should be managed through integrated and participatory governance regimes with long-term visions. Development of regulations and directives enabling the organic and sustainable exploitation of natural resources must therefore be brought to the national and international political agenda in order to ensure that environmental and socio-economic values are harmonized throughout the world. The session will explain how New Zealand is addressing this important challenge.

Moderator:

Clare Bradley, Director, Agri Sea NZ Seaweed, New Zealand

Panelists:

Nigel Bradly, Founder & Director, Envirostrat, New Zealand

Brendan Flack, Representative, Ngāi Tahu tribe, New Zealand

Hayley Fraser-Mackenzie, Director, Pacific Harvest, New Zealand

7:15 AM Paris, France

(3:15 PM Sydney, Australia)

Session 2: Seaweed as a key vector of blue innovation in Australia.

Marine Bioproducts Cooperative Research Centre (MB-CRC) is a consortium of industry and research partners led by Flinders University. The objective of the MB-CRC is to transform Australia's emerging marine bioproducts and seaweed sectors into a globally competitive industry. The focus will be on the industry and market-driven innovations to improve both supply and value chain, necessary for Australia's economies of scale and competitive capacity to access high value markets across the world.

Introduction:

Caroline McMillen, Chief Scientist for South Australia, South Australia Government

Moderator:

Wei Zhang, Director Flinders Center for Marine Bioproducts developments, Australia

Panelists:

Damien Stringer, Operations Manager, Marinova Pty Ltd, Australia

Pia Winberg, CEO, PhycoHealth and Venus Shell Systems, Australia

Jo Kelly, CEO Australian Seaweed Institute, Australia

Program (2/7)



8:30 AM Paris, France (4:30 PM Brisbane 2:30 PM Perth, Australia)

Session 3: Seaweed and agriculture.

An increasing body of research is documenting the potential of seaweed farming to counter climate change and improve sustainable agriculture. For centuries, coastal regions around the world have relied on seaweed fertilizer. Seaweed extracts are utilized to enhance seed germination and plant growth; The introduction of Seaweed into livestock feed reduces methane emissions. The session will debate the real potential of seaweed to foster the development of a sustainable agriculture. Can we fight climate change and producing more food with fewer resources?

Introduction: **Tony Haymet, Board member Antarctic Science Foundation Australia, Emeritus Director Scripps Institution of Oceanography USA**
Moderator: **Pia Winberg, CEO, PhycoHealth and Venus Shell Systems, Australia**
Panelists: **Brian Von Herzen, Executive Director, Climate Foundation, Australia**
Tony Arioli R&D Director, Seasol International, Australia
Nick Hill, Co-founder, CEO Coast 4C, Australia

9:45 AM France (8:45 AM Portugal 5:45PM Eastern Australia)

Session 4: Latest trends in Seaweed pharmaceuticals.

The use of seaweeds goes back to ancient East Asian medicinal practices. The seaweed derived bioactive materials and extracts have been shown to possess a wide spectrum of biological actions, including antioxidant, anti-inflammatory, antiviral, anticancer, antihypertensive, fat-lowering, and neuroprotective activities. Hence, seaweeds have gained much importance in pharmaceutical products development due to their rich bioactive compounds. The session aims to discuss pharmaceutical potential and bottlenecks to overcome.

Introduction: **Helen Fitton, Seaweed Expert, Australia**
Moderator: **Pierre Erwes, Executive Chairman BioMarine**
Panelists: **Pedro Lima, CEO, CSO and co-founder Sea4Us, Portugal**
Eva Prieschl, CSO, Marinomed Biotech AG, Austria
Pierre Rocheteau, CEO, Olgram, France

Program (3/7)



11:00 AM France

(10:00 AM UK)

Session 5: Why private equity is considering seaweed as the next golden opportunity?

Seaweed, a major crop with a long history throughout coastal Asia, is now considered by many in the West to be the next 'superfood.' This industry has the potential to address some of the world's greatest challenges (food insecurity, climate change, energy diversification, coastal resilience). Already ubiquitous in many health and wellness products, like toothpaste and rejuvenating facemasks, the pharmaceutical industry believes that seaweed can lead to major advances in medicine.

Introduction:

Andreea Strachinescu, Unit Director Research, Innovation and Investment, DG MARE European Commission

Moderator:

Pierre Erwes, Executive Chairman BioMarine

Panelists:

Isabelle de Cremoux, President and CEO, Seventure Partners, France

John Thomson, DC Thomson Group, UK

Antonin Calzarossa, Investment Officer – Africa, Caribbean and Pacific (ACP), European Investment Bank, Luxembourg

12:15 PM France

(11:15 AM UK)

Session 6: Sustainable Innovation starts with Smart Sourcing.

Eco-design is a practice that has become unavoidable in all industrial fields. Eco-design consists of integrating the preservation of the environment at all stages of a product's life cycle, from the sourcing of raw materials to the end of life, through the manufacturing and distribution processes. The cosmetic industry is no exception and innovates in this field. The sourcing of ingredients occupies a central place in the eco-design approach and the use of natural and renewable ingredients has become essential. It is also a key argument in brand communication as consumers often associate naturality with safety. This craze for plant-based raw materials nevertheless has its limits since it increases the pressure on natural resources: the preservation of biodiversity has thus become a major concern for ingredient manufacturers.

Introduction:

Vincent Doumeizel, Senior Advisor, United Nations Global Compact / Director Food Programme at Lloyd's Register Foundation

Moderator:

Pierre Erwes, Executive Chairman BioMarine

Panelists:

Christine Garcia, Director of Development and Innovation Unit for Cosmetic and Nutrition Active Ingredients, SEPPIC, France

Jason Cole, Executive Vice President for Innovation, C-Combinator, UK

Klaartje Schade, CEO & Founder, Mwani Zanzibar, Tanzania

Program (4/7)



1:30 PM France

(7:30 AM Quebec, Canada)

Session 7: Seaweed and new innovative trends in bio-packaging.

Growing consumer awareness of packaging waste — and especially the impact of single-use — is driving a kind of sustainability revolution in the packaging industry. More often, consumers are asking for eco-friendly products. New trends have steadily emerged to meet these needs, and seaweed bioplastic is one very fast-growing trend to consider. The session will discuss what could be the place of these polymers in the plastic and packaging general offer.

Introduction:

Rudy Koopmans, Director, Plastics Innovation Competence Center, Switzerland

Moderator:

Pierre Erwes, Executive Chairman BioMarine

Panelists:

Cédric Dever, Packaging Materials strategy manager, L'Oréal, France

Jean-Philippe Jacques, Directeur Innofibre, Qc, Canada

Frank Lehmann, Vice President Corporate Venturing & Open Innovation, Amcor, Switzerland

2:45 PM France

(3:45 PM Riyadh, Saudi Arabia, 6:15 PM New Delhi, India)

Session 8: Seaweed aquaculture: land based, near shore or offshore?

The seaweed industry is undergoing a rapid global expansion and currently accounts for ~49% of the total mariculture production. Unabated exponential growth in the last 50 years has meant that the value of the industry reached US\$6.4 billion in 2014, providing jobs, predominantly in developing and emerging economies. It is important to accelerate the development of organic seaweed cultivation offshore, near shore and on land. Most importantly this development should guarantee farmers a decent revenue if we want this new industry to be sustainable in the long run.

Introduction:

Houssam Hamza, Aquaculture Officer, General Fisheries Commission for the Mediterranean, FAO

Moderator:

Pierre Erwes, Executive Chairman BioMarine, France

Panelists:

CRK Reddy, CEO, Indian Centre for Climate and Societal Impact Research, India

Esben Christiansen, Founder & CEO, Pure Algae, Denmark

Haydar H. Al Sahtout, Seaweed aquaculture expert and advisor, National Fisheries Development Program, Saudi Arabia

Program (5/7)



4:00 PM France

(3:00 PM Portugal)

Session 9: Environmental impact of Seaweed?

Seaweed cultivation is an industry with the potential to contribute to economic activity as well as the provisioning of ecosystem services. Cultivation leads to significant uptake of dissolved nitrogen and phosphorous which is particularly relevant along the eutrophicated parts of the European coasts. Adequate aquaculture practices which balance economic, environmental and social performance could provide a benchmark for future development supporting political frameworks such as the MSFD and the Marine Spatial Planning Directive (EC, 2014). Coastal seaweed reforestation will also accelerate our carbon reduction objectives. The session will discuss the way forward.

Introduction:

Ricardo Serrão Santos, Minister for the Seas, Government of Portugal

Moderator:

Pierre Erwes, Executive Chairman BioMarine

Panelists:

Alexandra Cousteau, Founder and President, Ocean 2050, Germany

Iain Shepperd, Seaweed and climate expert, European Commission's Directorate General for Maritime Affairs and Fisheries, Belgium

Olavur Gregersen, Managing Director, Ocean Rainforest, Faroe Islands

5:15 PM France

Session 10: Seaweeds for Industrial Applications

Seaweeds are distributed widely in all oceans of the world but exploited in limited areas. These plants have been used for food and as soil conditioners for centuries, with industrial application of extractives a relatively recent innovation generally limited to the more developed areas of the world. There are relatively few species of industrial importance, and these occur in both the red (Rhodophyta) and brown (Phaeophyta) algal divisions. The session will discuss the new industrial uses of seaweed.

Introduction:

Daniela Cedola, Director PwC, Luxembourg

Moderator:

Pierre Erwes, Executive Chairman BioMarine

Panelists:

Ragnhild Dragøy, Research Director Marine Biotechnology, Nofima, Norway

Marjorie Perrimon, Director of international regulatory affairs and toxicology, Fareva, France

Trond Helgerud, Seaweed and Clean Label R&D Leader, Managing Director Dupont Nutrition, Norway

Program (6/7)



6:30 PM France (5:30 PM Tunisia and UK, 9:30 AM California, USA)

Session 11: Organic seaweed to lead the blue food revolution.

Plant-based and packed with nutrients, seaweed is becoming star ingredient across food categories. There are also plenty of varieties to choose from; around 221 species have commercial value and around 10 are intensively cultivated, creating a global seaweed industry that is worth more than US\$6 billion each year, according to the United Nations' Food and Agriculture Organization (FAO). The session will discuss the seaweed trends in new food segments including Halal and vegan.

Introduction: **David Myslabodski, SeaVegetables/Seaweeds Connoisseur, Maine, USA**
Moderator: **Pierre Erwes, Executive Chairman BioMarine**
Panelists: **Mounir Boulkouf, Managing Director, SELT Marine Group, Tunisia**
Fiona Houston, CEO Mara seaweed, UK
Jennifer Lamy, Sustainable Seafood Initiative Manager, The Good Food Institute, USA

7:45 PM France (12:45 PM Mexico - 1:45 PM, Quebec)

Session 12: Seaweed Social and economic impact for local communities.

Food, pharmaceutical, cosmetic, and textile industries, among others, use seaweed extracts for their products. Organic seaweed farming is a developing industry that increase wealth for local communities and make a real impact on environment. It provides a unique opportunity for coastal communities, especially for women, to develop new sources of income. International development agencies are aware of the potential of this industry in reinforcing the socio-economic resilience of coastal communities but have failed to promote seaweed farming in a sustainable manner. The session will discuss the socio-economic benefits of seaweed production in rural coastal areas.

Introduction: **Alexandra Cousteau, Founder and President, Ocean 2050, Germany**
Moderator: **Antoine Erwes, Seaweed Project Manager, BioMarine, France**
Panelists: **Kim Buffitt, President Coop solidarité Bioproduits, QC, Canada**
Jorge Vega Matos, Activating new economies & communities for sustainable futures & healthy oceans, C-Combinator, Germany
Paulina Zanela, Chief Operating Officer, Thalasso AS, Mexico

Program (7/7)



9:00 PM France

(3:00 PM Maine, USA – 1:00 PM Alb, 12PM BC, Canada - 11:00 AM Alaska, USA)

Session 13: Building an efficient and sustainable seaweed business model?

Valued by Grand View Research at approximately \$8.8 billion, eighty-five percent of seaweed harvested is produced for human consumption, while remaining fifteen percent is used as an ingredient in wellness products, fertilizers, and animal feeds. The commercial market is projected to expand rapidly in the coming years due to increased market penetration in new regions, population growth in high consumption regions, and novel end-product innovations. The session will debate why the positioning in the entire value chain is the key of success.

Introduction:

Leslie Booher, CEO, Sunken Seaweed, USA

Moderator:

Warren Dowd, Co-Founder, Stealth Startup Blue Economy, Canada

Panelists:

Mike Williamson, President, Cascadia Seaweed, BC, Canada

Markos Scheer, CEO, Seagrove Kelp Co, AK, USA

Mitchell Lench, CEO, Ocean's Balance Inc, Maine, USA

Closing remarks :

Honourable Lana Popham, Minister of Fisheries, Marine Resources and Agriculture, British Columbia, Canada



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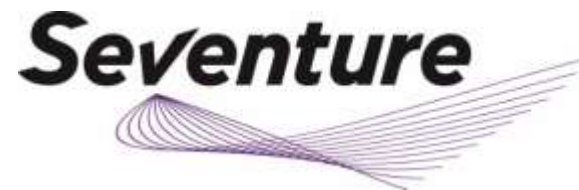
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