



Sveinn Margeirsson, CEO

Presentation for Primefish Stakeholder Meeting, April 2017

Blue Growth - Play it safe or win?





Save the Date – a New Era of *Blue Enlightenment*

Lisbon, Portugal 12 – 14 July 2017



...Commissioner Moedas will host a High-Level Ministerial event from 12-14 July 2017 in Lisbon, Portugal to celebrate the launch of the South Atlantic Research and Innovation Flagship Initiative between the European Union, Brazil and South Africa.

...A showcase of projects and initiatives aimed at the Atlantic basin will also take place during the event.....



Patrick Coelho de Sousa on behalf of Sigi Gruber

Marine Resources Unit

FAO Blue Growth Initiative

Aim: To contribute to the promotion of sustainable use and conservation of aquatic living resources

Four components:

- ❖ Capture Fisheries
- ❖ Aquaculture
- ❖ Ecosystem services contributing to livelihoods, and
- ❖ Trade/markets/post harvest and social support



Food and Agriculture Organization
of the United Nations

ENVIRONMENT AND SUSTAINABLE DEVELOPMENT



The Sunken Billions Revisited

Progress and Challenges
in Global Marine Fisheries



WORLD BANK GROUP

An aerial satellite photograph of Iceland, showing its rugged terrain, mountains, and coastline. A large red square is overlaid in the center of the image. Inside this square, the text '1 NO POVERTY' is written in white. Below the text is a white icon representing a family: a man with a cane, a child, a woman, another woman, and another child.

1 NO
POVERTY



Nutrition for everyone

2 NO HUNGER





9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE

The icon for Sustainable Development Goal 9, Industry, Innovation and Infrastructure, consists of three interlocking cubes. The top cube is white with orange outlines, while the two bottom cubes are orange with white outlines.

Promote research and lifelong learning



Ensure healthy lives and promote well-being for all ages



3 GOOD HEALTH AND WELL-BEING

A green square graphic containing the number '3' in a large white font, followed by the text 'GOOD HEALTH AND WELL-BEING' in a smaller white font. Below the text is a white icon consisting of a heartbeat line (EKG) that ends in a solid white heart shape.

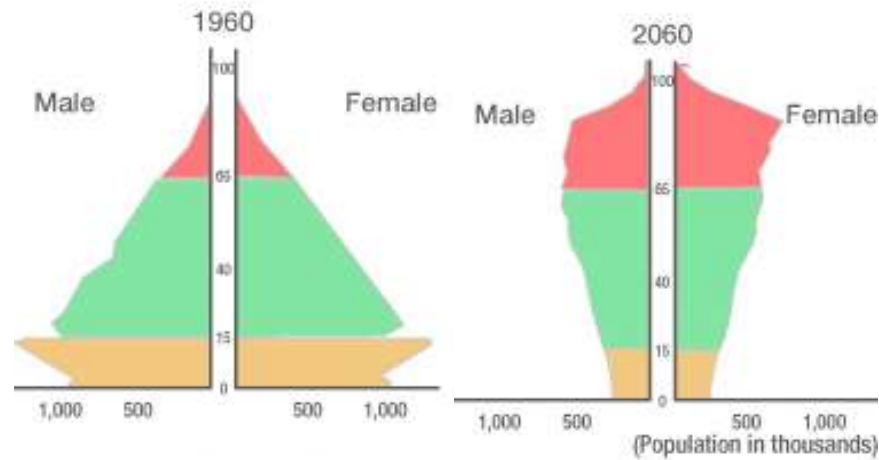


Waste?
Key to long and healthy life?



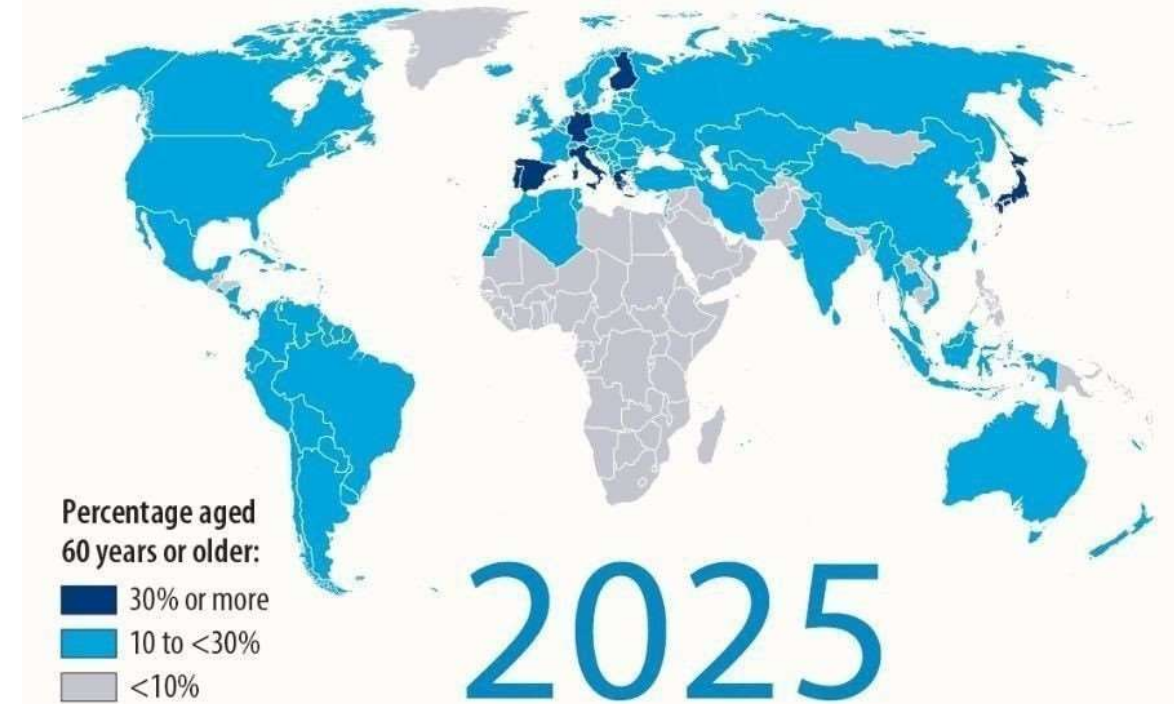
THE BIOECONOMY

How to attract future human capital?

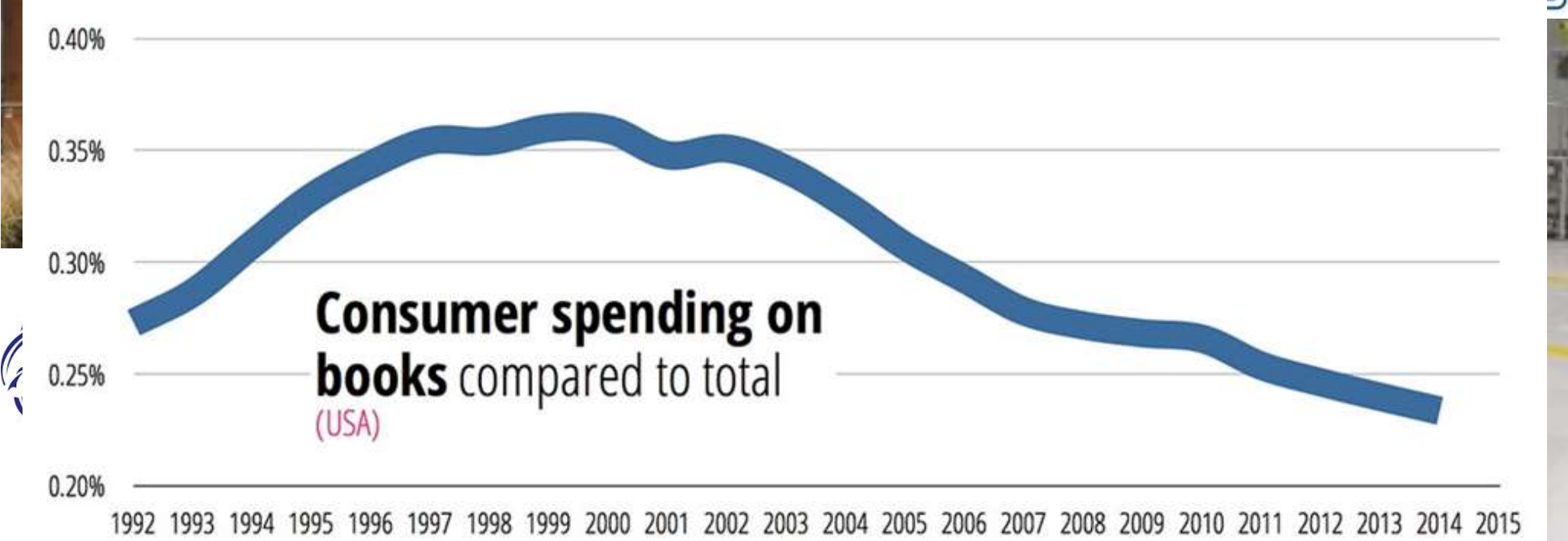


Japan

Populations are getting older



Robotics and automatization everywhere



Source: US Bureau of Economic Analysis

The coming food printer revolution



Public investment: 400m €
Leverage investment: 1200 m €

Transforming our food system together



2017: End of Blue Growth in Europe?

Draft of Horizon 2020 work program for 2018-2020 indicates drastically less funding towards Blue Growth. Focus on Agri-Food instead of Food.

Good news for stakeholders?



*"You can never cross the ocean until you have the courage to lose sight of the shore."
Christopher Columbus*

Ottawa antes up \$325M to spur growth in Atlantic Canadian fisheries

Federal Fisheries Minister Dominic LeBlanc announced the establishment of the Atlantic Fisheries Fund Friday in Halifax.

[f](#) [Tweet](#) [G+1](#) [0](#) [+ reddit this!](#)



THE CANADIAN PRESS/DARRYL DYCK

Minister of Fisheries, Oceans and the Canadian Coast Guard, Dominic LeBlanc speaks during an announcement at the Sea Island Canadian Coast Guard Base, in Richmond, B.C., on Wednesday February 15, 2017.



World Seafood Congress 2017

ICELAND



September 10-13th

wsc2017.com