To satisfy consumer and society's expectations of European aquaculture, the sector must provide confidence in the professional activity and its products, adapting to change and investing in new tools for production, management and innovation.

**DRAFT PROGRAMME:**

13:00      Registration for participants
13:30      Welcome speeches

**The Market for the Products**

The contributions of European Aquaculture
Innovation in the marketplace

Veronique Ehanno (CIPA)
Arnault Chaperon (FEAP)

**Conditions of Confidence in European Aquaculture**

Confidence in Product Safety
Confidence in Feed Safety
Confidence in Environmental issues

(tbc) MARINE HARVEST
Wolfgang Trunk (DG SANCO)
Niall Auchterlonie (CEFAS)

Coffee Break

**Tipping the scales? - Positive approach**

Feeding fish is not an embarrassment
Labelling and consumer choice
Image of European Products
Promotion of European Aquaculture

Niels Alsted (FEFAC)
Javier Ojeda (APROMAR)
Lara Barazi-Yeroulanos (Greece)
Gilles Doignon (DG MARE)

**Challenges for the Future**

Richie Flynn (IFA)

17:30      Conclusions

Arnault Chaperon (FEAP)