



# TUNA

## 2008 Bangkok

### 10<sup>TH</sup> INFOFISH WORLD TUNA TRADE CONFERENCE & EXHIBITION

28 - 30 May, 2008

Centara Grand & Bangkok Convention Centre  
At CentralWorld



SH9 World Tuna Trade Conference & Exhibition

25-27 May 2006

Official Opening

By

Dr. Jarasraddha Karnasuta  
Director General of Fisheries, Thailand



Organised by:


INFOFISH 

FAO - GLOBEFISH 

Indian Ocean Tuna Commission (IOTC) 

Inter-American Tropical Tuna Commission (IATTC) 

Western and Central Pacific Fisheries Commission (WCPFC) 


International Commission for the Conservation of Atlantic Tunas (ICCAT) 

World Tuna Purse-Seine Organization (WPTO) 

The Department of Fisheries - Thailand 

Thai Food Processors' Association (TFPA) 

Atuna.com 

Baird Events, Australia 

# TUNA 2008 BANGKOK

10th INFOFISH World Tuna Trade Conference & Exhibition • 28 - 30 May 2008

Significant developments have taken place in the global tuna industry since Tuna 2006. Among the major challenges faced by the industry are: increasing production and marketing costs, changing consumer demand in major markets, skyrocketing tuna raw material prices, stricter stock management measures, effect of climate changes on tuna catches, declining stocks, sustainability related issues, environmental activism, etc.

The resilient tuna industry however has so far responded positively with better efficiency in production, aggressive and creative marketing strategies, product innovation and market diversification to survive in an increasingly competitive and ever changing business environment.

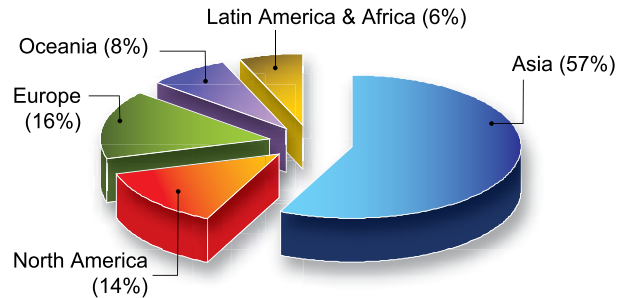
The much-awaited **TUNA 2008** will certainly be the best forum for the industry players to keep abreast with the latest trends and developments, exchange views and initiate new business deals and renew old contacts with partners from all over the world. **TUNA 2008** addressed by renowned speakers will particularly take a close look at the current major issues facing the global tuna industry.

## THE CONFERENCE

**TUNA 2008** is the 10th in the series of biennial INFOFISH Tuna conferences which was first held in 1986. The conference has always attracted major tuna players from all over the world and it is growing bigger each time. The last TUNA 2006 was attended by nearly 600 delegates from over 60 countries.

**TUNA 2008** is expected to attract even more delegates, nearly 700, from all sectors of the global

## Composition of delegates at TUNA 2006

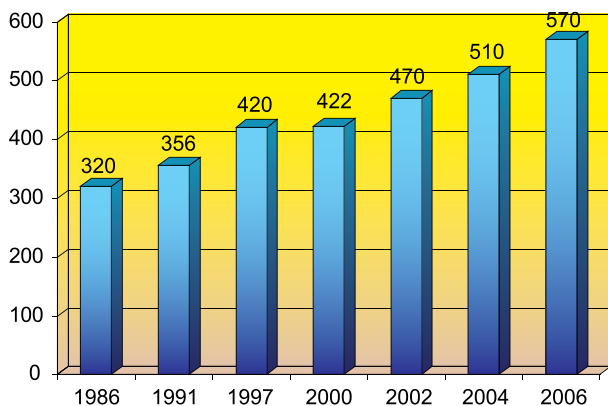


tuna industry: fishing operators, suppliers, exporters, importers, canners, buyers, agents, consultants, government officials, researchers, retailers, wholesalers, equipment suppliers etc.

The three-day conference will take a close look at the latest developments in the global and regional tuna industries covering a wide range of topics on resources, management, fishing, markets and marketing, products and quality developments, new technology, trade and food safety as well as environmental issues.



## Total delegates at previous tuna conferences



Taking into account the requests from the major industry players, **TUNA 2008** will extensively discuss tuna stock status and management issues in major fishing areas namely Indian ocean, Atlantic ocean and Pacific ocean. Wider coverage on major and emerging markets with speakers from industry leaders will be conducted on the second day of the conference. Technological development aspects that significantly improve the competitiveness and efficiency of the industry operation will be specifically covered on the last day of the conference. In addition, following each session more time will be allocated for discussion giving delegates opportunity to raise their concerns and issues.

## THE EXHIBITION - Baird Events (Australia)

In conjunction with **Tuna 2008** Conference, an exhibition will also be held at the same venue. Almost 100 booths will be made available for companies and organizations to display and promote their products, equipment, machineries and services related to the industry. This will be the fourth exhibition to be held in conjunction with the conference each time growing bigger. Companies/organizations interested in participating can contact **Baird Events** for information and details.

### Baird Events,

135 Sturt Street, Southbank,  
Melbourne 3006, Australia.

Tel : +61 3 9645 0411

Fax : +61 3 9645 0475

E-mail : [marinfo@baird.com.au](mailto:marinfo@baird.com.au)

Website : [www.baird-online.com](http://www.baird-online.com)

## THE ORGANISERS

**TUNA 2008** is jointly organized by INFOFISH, Food and Agriculture Organization of the United Nations (FAO)-GLOBEFISH, IOTC (Indian Ocean Tuna Commission), IATTC (Inter-American Tropical Tuna Commission), Western and Central Pacific Fisheries Commission (WCPFC), International Commission for the Conservation of Atlantic Tunas (ICCAT), World Tuna Purse-Seine Organization (WTPO), Thai Food Processors' Association (TFPA), the Department of Fisheries-Thailand, Atuna.com and Baird Events, Australia.

## REGISTRATION FEES

US\$ 900 per delegate received before 5 April 2008 or US\$ 975 if received after. The fee covers coffee breaks, lunches, reception, conference kit and documentation. An additional US\$ 200 will entitle accompanying spouse to lunches and reception only. Registration fees do not include hotel accommodations.

Registration should be made using the Conference Registration form provided. Photocopies of the form are acceptable. Please return form with full payment to INFOFISH:

E-mail : [infish@po.jaring.my](mailto:infish@po.jaring.my) or [infish@tm.net.my](mailto:infish@tm.net.my)

By post : INFOFISH-TUNA 2008,

P O Box 10899,

50728 Kuala Lumpur, Malaysia.

On-line : [www.infofish.org](http://www.infofish.org)

By Fax : (603) 26916804

There is a special concessionary fee for delegates from INFOFISH member countries – US\$ 700 received before 5 April 2008 or US\$ 850 thereafter. Member

countries are *Bangladesh, Cambodia, India, Indonesia, Iran, DPR Korea, Malaysia, Maldives, Pakistan, Papua New Guinea, Philippines, Solomon Islands, Sri Lanka and Thailand.*

## MODE OF PAYMENT

Payment should be in US Dollar Draft drawn on a US bank payable to INFOFISH; Credit Card or Telegraphic Transfer (**see the Conference Registration form for details**).

## CANCELLATION FEE

The registration fee will be refunded, less 25 percent, for cancellations received before 1 May 2008. No refund can be made for cancellation after 1 May 2008. However, a substitute delegate may attend in place. Refunds will be issued only after the conference.

## THE VENUE



To accommodate more people and to provide maximum convenience to delegates, **TUNA 2008** will be held at **Centara Grand and Bangkok Convention Centre-CentralWorld**, Bangkok. Ideally located at the heart of Bangkok, Centara is a fully integrated convention centre, hotel, shopping and leisure complex with a unique shape of a blooming lotus, and has become the newest landmark in the city centre. It is close to Siam Square, directly overlooking the beautiful Erawan Shrine and within walking distance to Bangkok Mass Transit System (BTS) and Skytrain. The centre is only a 30 minute drive from the new Suvarnabhumi Airport.

Only limited rooms are available at the venue hotel, Centara Grand at Central World. Other nearby satellite hotels are also being arranged to give more hotel options for the delegates.

**Centara Grand & Bangkok Convention Centre at CentralWorld**

999/10 Rama 1 Road,  
Patumwan,  
Bangkok 10330,  
Thailand.

Tel : +66 (0)2 100 1234  
Fax : +66 (0)2 100 1235  
Email : cwh@chr.co.th  
Website : www.centarahotelsresorts.com

**HOTEL ACCOMMODATION**

**World Travel Service Ltd** is the official agent for the satellite hotels, local tours and airport transfer (**see the attached form for details**).

For hotel reservation, participants are requested to submit the hotel registration form provided, direct to Centara Grand at Central World **or** World Travel Service Ltd.

**PROGRAMME HIGHLIGHTS TUNA 2008 BANGKOK**

**Wednesday, 28 May, 2008**

- Opening ceremony
- Keynote address by Chairman/Chairperson

**Session I:  
Global and Regional Review on Tuna Stocks Status  
and Management**

1. General overview of the global tuna stocks and management issues
2. In-depth analysis on the regional tuna resources, management measures and current issues
  - a. Indian Ocean
  - b. Western and Central Pacific Ocean
  - c. Eastern Pacific Ocean
  - d. Atlantic Ocean and Mediterranean Sea
3. Non-governmental Organization's (NGO) views on sustainable exploitation of tuna resources

Panel Discussion

**Session II:  
Review on the Tuna Industry Status**

1. Tuna fishing operation: High tuna prices vs high operational costs - experiences from the industry
2. Tuna canning: new strategies for survival – Thailand's experiences
3. The growing demand for sashimi tuna and sustainability of tuna resources
4. Trade trends, issues and new barriers faced by the industry
5. Tuna industry status in selected major countries

Panel Discussion

**Thursday, 29 May, 2008**

**Session III:  
Review on the Global Tuna Markets**

Morning Session (09.00 – 12.30)

1. North American Markets
  - a. The US market for canned tuna: trends, issues and prospects
  - b. The US market for non-canned tuna products: demand trends and market segmentation
  - c. Canadian market for tuna products

Panel Discussion

2. The European Markets
  - a. The EU markets for fresh and frozen tuna: demand trends and prospects
  - b. The EU markets for canned tuna: trends, market segments, potential growth and trade related issues
  - c. The Eastern European markets for canned tuna: recent trends, issues and prospects
  - d. The EU trade regulations related to the import of tuna products
  - c. Retail sector: brand competition and demand trend for value added products

Panel Discussion

(Afternoon Session)

3. Asia & Pacific and Other Markets
  - a. Japanese market for tuna products: trends, issues and prospects
  - b. Other Asian markets (including China): latest trends for canned and non-canned tuna products
  - c. Middle East markets: demand trends, market segmentation and prospects

Panel Discussion

- e. Australian & New Zealand markets for tuna products
- f. Review on African tuna industry and markets
- g. S. American markets for tuna and tuna products

Panel Discussion

**Friday, 30 May, 2008**

**Session IV:  
Technology, Quality and Product Development**

- a. Review on various eco-labelling schemes.
- b. Fishing technology development
- c. Processing/post harvest technology/packaging
- d. Quality and value added products development
- e. Tuna farming development
- f. Transportation technology development

Panel Discussion

Closing

## CALLING ALL TUNA COMPANIES! A CHANCE TO BE A PARTNER IN TUNA 2008 BANGKOK

### GOLD SPONSOR

For a contribution of **US\$ 7,500**, a Gold Sponsor will enjoy the following benefits:

- Send up to 3 registered participants to the conference.
- Display your company banner (poster panel: 3' width x 8' height) and brochures at the conference site.
- Name printed on the conference bag and programme booklet.
- A full page advertisement in the conference programme booklet.
- A full page advertisement in the "INFOFISH *International*"
- Free INFOFISH Associate Membership for one year, and enjoy benefits under the scheme.
- Choose to make a presentation at the conference.

### SILVER SPONSOR

For a contribution of **US\$ 5,000**, a Silver Sponsor will enjoy the following benefits:

- Send up to 2 registered participants to the conference.
- Display your company banner (poster panel: 3' width x 8' height) and brochures at the conference site.
- Name printed on the conference bag and programme booklet.
- A full page advertisement in the conference programme booklet.
- A full page advertisement in the "INFOFISH *International*"

### BRONZE SPONSOR

For a contribution of **US\$ 3,000**, a Bronze Sponsor will enjoy the following benefits:

- Send one registered participant to the conference.
- Name printed on conference programme booklet.
- Display your company banner (poster panel: 3' width x 8' height) and brochures at the conference site.
- A half page advertisement in the conference programme booklet.
- A half page advertisement in the "INFOFISH *International*"

For further information, please contact:

**Mr. Paul Tan**

**INFOFISH-TUNA 2008 BANGKOK**

Tel: (603) 26914466

Fax: (603) 26916804

E-mail: [infish@po.jaring.my](mailto:infish@po.jaring.my)

## PROMOTIONAL OPPORTUNITIES

Leave a lasting impression upon  
the conference delegates...

### PRO 1

#### INSERT IN CONFERENCE KIT YOUR PROMOTIONAL MATERIALS

Size of insert.....within 6 pages  
Cost..... US\$ 600  
Last date for receipt of material .....23 May, 2008

### PRO 2

#### ADVERTISING IN CONFERENCE PROGRAMME BOOKLET

Full Page, colour..... US\$ 800  
Dimension .....180mm (W) x 250mm (H)  
Half Page, colour..... US\$ 500  
Dimension .....180mm (W) x 120mm (H)  
Last date for receipt of AD copy .....10 May, 2008

### PRO 3

#### ADVERTISING IN INFOFISH *International* MAY/JUNE - CONFERENCE ISSUE

As the sponsoring magazine, "INFOFISH *International*" will be distributed to all conference delegates, exhibitors and visitors. This is in addition to the normal worldwide distribution (readership 19,000).

Full Page, colour..... US\$ 1,800  
Dimension .....180mm (W) x 250mm (H)  
Half Page, colour..... US\$ 1,400  
Dimension .....180mm (W) x 120mm (H)  
Last date for receipt of AD copy ..... 25 April, 2008

### SPECIAL OFFER!

**Advertise Full/Half Page Colour in INFOFISH  
*International* and receive PRO 1 and PRO 2 FREE!**

Please reserve PRO 1 for my company.

Please reserve PRO 2 for my company.

Ad size:  Full Page  Half Page

Please reserve PRO 3 for my company.

I understand that PRO 1 and PRO 2 are provided to us FREE.

Ad size:  Full Page  Half Page

**Advertisement for Conference Programme Booklet and "INFOFISH *International*" should be sent via e-mail as an attachment saved as a JPEG, TIFF, EPS or PDF files. (Resolution at least 300 dpi or higher).**

Name:.....

Company:.....

Address:.....

.....

Fax:..... E-mail:.....

Date:..... Signature:.....

**PLEASE FAX OR E-MAIL COMPLETED FORM TO INFOFISH**

# REGISTRATION FORM

**Tuna 2008 Bangkok** 28-30 May 2008, Bangkok, Thailand  
 10<sup>th</sup> INFOFISH World Tuna Trade Conference

REG NO:

Please type or print as required to appear on name badge and participants list. Form may be photocopied if needed.  
 Please return this form to INFOFISH duly filled.

**PERSONAL INFORMATION (PLEASE TYPE IN BLOCK CAPITALS)**

Mr.  Mrs.  Ms.  Dr.  Other: .....

Delegate: (Surname)..... (First Name) ..... (Middle Name) .....

Designation: .....

Spouse: (Surname)..... (First Name) ..... (Middle Name) .....

Company: .....

Address: .....

City:..... State/Province: .....

Post Code: ..... Country: .....

Telephone: ..... Fax: .....

E-mail: ..... Website: .....

**BUSINESS CATEGORIES (PLEASE TICK ACCORDINGLY)**

- |                                      |   |   |   |
|--------------------------------------|---|---|---|
| <input type="checkbox"/> Importer    | <input type="checkbox"/> Wholesaler                   | <input type="checkbox"/> Equipment Supplier | <input type="checkbox"/> Press                      |
| <input type="checkbox"/> Exporter    | <input type="checkbox"/> Broker/Supplier              | <input type="checkbox"/> Fishing Operator   | <input type="checkbox"/> NGO                        |
| <input type="checkbox"/> Processor   | <input type="checkbox"/> Retailer                     | <input type="checkbox"/> Academic           | <input type="checkbox"/> Government                 |
| <input type="checkbox"/> Canner      | <input type="checkbox"/> Caterer                      | <input type="checkbox"/> Consultant         | <input type="checkbox"/> International Organisation |
| <input type="checkbox"/> Distributor | <input type="checkbox"/> Others (please specify)..... |   |   |

**REGISTRATION FEE**

INFOFISH Member Countries\*.....  US\$ 700 (Before 5 April 2008)       US\$ 850 (After 5 April 2008)

Other Countries.....  US\$ 900 (Before 5 April 2008)       US\$ 975 (After 5 April 2008)

Accompanying Spouse.....  US\$ 200 (Before 5 April 2008)       US\$ 250 (After 5 April 2008)

Total US\$:

\*Bangladesh, Cambodia, India, Indonesia, Iran, DPR Korea, Malaysia, Maldives, Pakistan, Papua New Guinea, Philippines, Solomon Islands, Sri Lanka and Thailand.

**MODE OF PAYMENT**

- Bank draft** (drawn on US bank) payable to INFOFISH.
- Telegraphic Transfer** to INFOFISH Account No. 0 - 111659 - 028, Citibank Berhad, 165 Jalan Ampang, Kuala Lumpur, Malaysia. swift code: citimykl  
 (Important: If your banker is remitting payment on your behalf, please give specific instructions to indicate name and address of remitter)
- or **Charge:** American Express  Visa  Mastercard
- Cardholder's Name: .....
- Account No.: ..... Expiry Date: ..... Signature:.....

Please fax or mail this form to:  
**INFOFISH-TUNA 2008 BANGKOK**  
 Postal address: P. O Box 10899, 50728 Kuala Lumpur, Malaysia  
 Telephone: (603) 26914466 • Fax: (603) 26916804 • E-mail: infish@po.jaring.my

Visit [www.infofish.org](http://www.infofish.org) for on-line registration