



HUMBER SEAFOOD SUMMIT

2013

Sharing knowledge for a sustainable future

SEAFOOD UK: REPUTATION AND INTEGRITY

The Humber Royal Hotel, Grimsby
18-19 September 2013



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A WORD FROM SEAFISH

Hello and welcome to this, the fourth annual Humber Seafood Summit. It has been a pleasure for Seafish to organise and host the event again, particularly as the Summit is rapidly becoming one of the most popular events in the industry’s annual calendar.

We have once again been oversubscribed this year and it’s testament to the importance of this event that it draws such interest from a diverse representation of key people across all the different elements of UK seafood – from producers and processors right through to retailers.

This year we have expanded and improved upon our day one programme, with a new series of ‘Project Forums,’ offering detailed insights into a number of current and innovative industry

initiatives. In the evening, we welcome our guest speaker, Toby Middleton of the Marine Stewardship Council (MSC). Plus of course, there will be ample opportunity for networking, socialising and enjoying some delicious seafood and other produce from the Lincolnshire region! Our second day once again offers a tempting variety of speakers on our overall theme, to discuss and highlight the vital industry need for improved trust, integrity and reputation.

I do hope you will enjoy the programme and please don’t hesitate to give us your feedback so that we can work towards an even more successful Summit next year.

Paul Williams
Chief Executive, Seafish





"A very well executed event, possibly the best conference of its type I have attended. Those that missed it will be less well educated than those that attended and less able to engage with the issues that face our industry and challenge our customers!"

Nigel Edwards, Seachill



"This Summit is now a regular event on the seafood calendar and is one meeting that should not be missed. The presentations in both the aquaculture and consumer sessions were especially good and we shall be discussing some of them in a future issue of reLAKSation."

Martin Jaffa, Callander McDowell



"I thought this year's was the best yet by far. The structure and content was first class and gave a very good broad outlook across the seafood spectrum... positioned where we are in the global supply chain to have such a wealth of major players and industry leaders in one place is invaluable."

Ian Bottomley, EIMSKIP

"Many thanks for the invitation to speak! The event was very enjoyable."

Dan Lee,
Global Aquaculture Alliance



"The event certainly went off nicely, the best yet I would say!"

Mike Mitchell,
Young's Seafood



"A great summit, delivered with excellence! Well done to everyone."

Leendert den Hollander,
Young's Seafood

A WELCOME FROM THE HUMBER SEAFOOD GROUP

Those of you who were with us for last year's Summit may remember Paul Williams' introduction to the day, when he reminded us very clearly that "Fish is Food." A simple idea, but of course 100% accurate and something which in seafood we perhaps sometimes forget.

I start with this point since it underlines the challenges currently being experienced by the food industry globally. This year witnessed the first ever major international labelling issue and we are reminded of the massive impact this had on volume sales of mis-labelled products. Our industry – and especially our consumer – demand honesty from us as custodians of their food. The traceability and ownership issue is one which we will be discussing at the Summit under our Integrity agenda and is highly relevant to us all.

Sustainability remains as critical as ever to our future and so of course we have devoted time on the agenda to focus on the evolving sustainability issues against a backdrop of ever increasing global demand for seafood.

Seafish set the bar high last year with the first Humber Seafood Summit it has organised – for 2013 it has moved on with subject matter and speakers completely in tune with our key industry issues. The array of speakers is better than ever this year, particularly since we have added a heavier retail bias to the conference so we can all hear first hand from the high street those items which are high on the agenda of our major multiple retailers.

I am sure, like me you can anticipate a highly educational, informative and interactive Summit.

Anita Barker
Chairman
Humber Seafood Group



GUEST SPEAKER

Wednesday, 18 September,
7.30pm

Toby Middleton is the MSC Senior Country Manager for UK and Iceland and leads the organisation's outreach strategy in the NE Atlantic Region. He is responsible for expanding the MSC's fishery, supply chain and ecolabel certification programme. Toby has over 15 years' experience in the sustainable development sector, including time spent with the UN working on international policy formation and developing CSR strategy and stakeholder engagement strategies with a number of blue chip companies.



Working together on the DIY of seafood sustainability

Seafood sustainability is now a mainstream business issue. The economic and ecological case for sourcing with integrity is well established and we can be proud to have overhauled our house together – not with a 'Changing Rooms' quick fix but a detailed, painstaking renovation that's taken years and will take many more. Whilst progress on other international environmental issues – for example ozone depletion – has benefited from global regulatory consensus, backed by international institutions, seafood sustainability has been largely a 'Do It Ourselves' improvement project.

Fishermen, processors, retailers and restaurateurs have worked with scientists, academics, campaigners and standards to develop a packed toolbox of sustainability tools. Whilst seafood is sold in a competitive market environment, there is an increasing trend towards partnership, building a house of sustainable supply in which we all enjoy the benefits.

But our task is not complete. This is the biggest home improvement project in history. Fish stocks and marine environments shift over time like the seas they inhabit. As we have seen in our own programme, certification isn't guaranteed for life. Constant effort, vigilance and investment are required. Against this backdrop, how do we ensure that our consumers will continue to reward our investment by voting with their baskets?

It is often said that 'Customers expect us to do the right thing...' with the implied assumption that consumers only ever shop or dine in one place. It presumes that seafood sustainability will be viewed increasingly as a 'problem solved' and therefore a B2B issue. I'm not so sure. More and more, businesses are engaged in personal conversations with individual customers who want to know about the seafood they're buying. What are its values, ethics and integrity? This is perhaps the missing link in the chain. Nowhere near enough credit has been given (or received) for all the effort expended. There isn't enough consumer understanding to link all the corporate commitments to changes at sea to the product on shelf.

There is huge latent potential to drive value across the sector by making more of the successes achieved to underpin much-needed long term investment in sustainable seafood. While the solution is being driven in partnership, we all need to do more to make meaningful connections to the work and improvements which keep our house in order.

DAY ONE

Wednesday, 18 September 2013
Project Forums and networking

Time	Event
2.30pm	Event opens, refreshments
2.45pm – 3.30pm	Project Forum: WhiteFish
	Project Forum: WhiteFishMall
3.30pm – 4.00pm	Project Forum: NorthSea Fish: Innovation from Catch to Plate
4.00pm – 4.15pm	Project Forum: Norwegian Logistics
4.15pm – 4.45pm	Project Forum: Seafish Schools Project
4.45pm – 5.00pm	Project Forum: Traditionally Smoked Fish
5.30pm	Film Screening: The Business of Fishing
7.30pm	Guest speaker: Toby Middleton, Marine Stewardship Council
Evening	Networking Evening with food tastings from local seafood processors and other food producers.

EXHIBITORS

We are delighted this year to welcome and thank a number of exhibitors who will showcase their locally-produced foods for tasting during our Networking Evening.

- The Icelandic Group www.icelandic.is
- Young’s Seafood www.youngsseafood.co.uk
- Flatfish www.flatfish-ltd.co.uk
- Chapman’s Gourmet Fishcakes www.chapmansfishcakes.co.uk
- Zest Deli www.zestdeli.co.uk
- Scioloti Botanical Chocolates www.scioltichocolates.com
- Tom Woods Brewery www.tom-wood.com
- Jassies Sugar Treats www.jassies.co.uk

PROJECT FORUM PROGRAMME

2.45pm – 3.30pm

WhiteFish: Analysing fish capture from A-Z
Presented by Petter Olsen from Nofima

WhiteFish aims to strengthen the competitiveness of the European cod and haddock industry particularly in relation to sustainability. An easy to use tool for calculating sustainability impacts, so that producers can evaluate products in terms of environmental, economic and social sustainability.

www.whitefishproject.org

WhiteFishMall
Presented by Olavur Gregersen from Syntesa

WhiteFishMall seeks to create a branding platform to differentiate North Atlantic whitefish and communicate consumer benefits. It is also building a web-based platform which will tell the story of the product, accessible through QR codes on packaging.

www.whitefishmall.com



3.30pm – 4.00pm

Northsea Fish Schools Initiative
Presented by Roos Galjaard, Project Manager

‘North Sea Fish: Innovation from catch to plate’ is a project which aims to increase the innovative capacity of fishery ports and fish based regional economies across the North Sea Region. Six regions from four countries are co-operating in this project: representing the entire supply chain from catch to plate. Partners will exchange experiences and expertise and share with other organizations and regions. The two year project will conclude in September 2014.

www.northseafish.eu

4.00pm – 4.15pm

Norwegian Logistics
Presented by Simon Dwyer of Seafox Consultants

A project which seeks to reduce distribution costs and enhance shelf life.

4.15pm – 4.45pm

Schools Project
Presented by Kirsty Champ of Seafish

Seafish is piloting a new seafood education programme in various locations around the UK. The aim is to develop new curriculum resources for 5-8 year olds, to ‘take them on a journey with fish.’

4.45pm – 5.00pm

Traditionally Smoked Fish
Presented by Steve Norton of Grimsby Fish Merchants Association

Despite traditional fish smoking being one of the oldest food production processes, it is a method now little understood or recognised by consumers. This project aims to make people more aware of smoking process, its heritage and the flavourful, succulent fish that result. The project is supervised by the Grimsby Fish Merchants Association and funded by Seafish and the European Fisheries Fund.

www.traditionallysmoked.co.uk

5.30pm

The Business of Fishing

This film, commissioned by Seafish and first premiered in March 2013, features four fishing vessel owners from different UK fisheries who talk about the day-to-day and strategic challenges of running a successful business in the UK fishing industry. The film’s aim is to help further mutual understanding between the fishing industry and environmental organisations so that they will be able to work together more effectively in the future and deliver workable environmental solutions.

DAY TWO

Thursday, 19 September 2013
Conference

Humber Royal Hotel, Grimsby
Conference Chair: John Rutherford, FASFA

Time	Opening Session	Presenter
08.30am	Welcome and overview of the Humber Seafood Institute	Anita Barker, Humber Seafood Group
08.40am	World Seafood Congress 2015	Dr Tom Pickerell, Seafish
08.50am	Keynote speaker: 'A retailers perspective'	Hannah Macintyre, Marks & Spencer plc
09.10am	Keynote speaker: 'Bergen - A World Marine capital'	Commissioner Bakke, Bergen
Session Two: Seafood Sustainability, a Global Outlook		
09.30am	'Food from the sea in a changing world'	Dr Keith Brander, DTU Aqua
09.50am	'The business benefits of social responsibility'	Candida Barbato, Ethical Trading Initiative
10.10am	'Enhancing sustainability in Northern English shark and ray fisheries'	John Richardson, Shark Trust
10.30am	Questions and answers	
10.40am	Refreshments	
Session Three: Industry Integrity and Reputation		
10.50am	'Why review seafood restaurants - does it matter?'	Lewis Smith, Fish2Fork
11.10am	'Certification, do we know where we are going?'	Peter Hajipieris, Iglo Foods Ltd
11.30am	'Seafood genetic identification and labelling accuracy in the UK: Where do we stand?'	Professor Stefano Mariani, University of Salford
11.50am	'Fish authenticity'	Dr Theresa Ekong, Defra
12.10pm	'Reputation and integrity in the transparency era: Implications for seafood'	Alan Hayes, IGD
12.40pm	Questions and answers	
12.50pm	Lunch	
Session Four: Future Opportunities and Challenges		
13.30pm	'Seafood supply chain: a consumer perspective'	Karen Galloway, Seafish
13.50pm	'Responsible fishing - in, on and off the water'	Huw Thomas, Wm Morrison plc
14.10pm	'Fishing into the future'	Laura Partridge, International Sustainability Unit
14.30pm	'Norway - North Atlantic Seafood Council'	Terje Martinussen, North Atlantic Seafood Council
14.50pm	Questions and answers, closing remarks	
15.10pm	Close	

KEYNOTE SPEAKER

Hannah Macintyre - We spoke to Hannah about her work and her aspirations for the seafood industry.

What first inspired your interest in the marine environment and fisheries?

I have always been passionate about the marine environment and my favourite school subject was biology. So Marine Biology was an obvious degree choice. I didn't imagine I'd end up working for a major retailer but it's a fantastic industry and I wouldn't want to be anywhere else.

What do you believe are the biggest challenges facing the seafood sector?

Firstly, the rapid expansion of aquaculture - managing growth responsibly from broodstock and hatchery right through to production and harvest, as well as feed and feed ingredients. Secondly, the social and ethical aspects of fishing, aquaculture and the processing sector - not just in the developing world but right here in the UK where fishing is still the UK's most dangerous industry. Then thirdly we still have a long way to go in educating consumers. They are constantly bombarded with mixed messages and there's a huge amount of confusion regarding seafood and sustainability. And finally, traceability and fish authenticity. This has always been important but is even more so now following the horsemeat scandal earlier this year.

Do you believe that progress on marine conservation is accelerating?

Absolutely. This can be seen in all sectors; from the fishing industry with gear mitigation methods, VMS, and schemes like Scotland's Conservation Credits; Government and the regulators with MPA proposals and CFP reform right through to retail and end consumers.

Seafood sustainability receives a huge amount of media attention and almost all the major retailers have made public commitments to sustainable seafood. I think progress on marine conservation will only continue to accelerate.

Can consumers be convinced to pay more for sustainably sourced seafood?

I am quite sceptical about asking customers to pay more for sustainable seafood. If you walk into our stores, we don't ask people to pay more for a product from a certified vs. an uncertified fishery. Customers are driven largely by price so this would drive down sales of the more expensive product despite the fact it could come from a third party certified fishery.

As a retailer we have a responsibility to source from sustainable fisheries. Our customers expect it of us. They have already decided to pay slightly more by shopping with us, they rely on us to make the decision for them and they trust the M&S brand.

What do you enjoy most about your current role?

The best bit is the travel - visiting our primary processors around the world. Although it's a lot less glamorous than it sounds, since I spend most of my time inside factories or meeting rooms. Occasionally I'm lucky enough to get out fishing - ring netting for sardines off Cornwall, pole and line fishing for skipjack in the Maldives and hauling creel lines for crab and lobster off Orkney. Building the relationship between M&S and our suppliers is important but we must get our messages all the way through the supply chain to the very beginning - to the fishermen who go out in all weathers to ensure we have product on our shelves. This is definitely the highlight for me.

What's your personal favourite when it comes to eating seafood?

I'm a huge shellfish fan - pan fried scallops are my favourite but I never say no to fresh crab or langoustine!



OUR SPEAKERS



Hannah Macintyre

Wild & Farmed Fish Sourcing
Technologist, Marks & Spencer plc

Hannah Macintyre is responsible for delivering the sustainable procurement strategy across all species of fish and shellfish utilised within the M&S business. A Marine Biology graduate, Hannah previously worked for Marine Ecological Surveys Ltd before joining M&S in January 2010. She has worked on a range of projects both within M&S and in collaboration with industry and the NGO community. In 2011, Hannah played a key role in the development and launch of Forever Fish, M&S' major new Plan A campaign. Through Forever Fish, M&S works in partnership with the Marine Conservation Society, WWF and the National Schools Partnership to protect the marine environment, clean UK beaches and educate future generations on the importance of making sustainable seafood choices.

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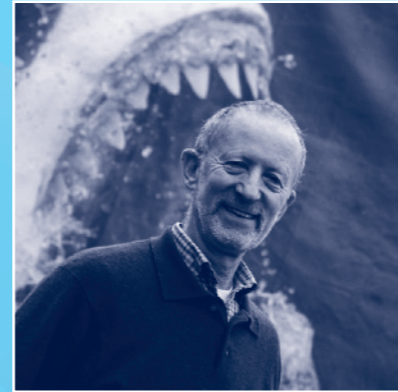


Gunnar Bakke

Commissioner for Business
Development, Culture & Sports
Bergen, Norway.

Formerly Mayor of Bergen (2007–2011), Gunnar Bakke has been a member of the City Council since 1995 and has many years business experience. He is a board director of the networking organisation, Business Region Bergen and played a major role in Bergen's application process to become a UNESCO World Heritage site. He is also involved in the "Creative Cities of Gastronomy" project which highlights seafood and coastal culture, in collaboration with Fiskeriforum Vest (Bergen's seafood organisation). A key element is finding ways to make the distribution of local food more efficient and more accessible for local customers and to increase the competence of trade in the preparation of fresh seafood.

Twitter: @GunnarBakke



Dr Keith Brander

Emeritus Researcher, DTU Aqua
National Institute of Aquatic
Resources, Denmark

An Emeritus researcher at the Centre for Ocean Life at DTU, Keith Brander worked at the Fisheries Lab, Lowestoft from 1969, there completing his PhD on cod in the Irish Sea and subsequently heading the research and stock assessment programme on west coast and English Channel fisheries. He was Fisheries Science advisor for MAFF in 1995–96 before moving to Denmark to coordinate the Cod and Climate programme at ICES. Dr Brander was President of SAHFOS from 1999–2005; shared in the Nobel Prize awarded to the IPCC in 2007 and holds the 2013 NorMER Johan Hjørt chair in marine science.

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Candida Barbato

Programme Leader Food
and Farming, Ethical Trading
Initiative

Candida leads the food and farming programmes for the UK's Ethical Trading Initiative (ETI). She works with businesses, NGOs and trade unions to improve working conditions within food and farming global supply chains. Candida is a labour standards expert and has extensive experience in leading social responsibility programmes across a range of industries and sourcing countries. Prior to joining ETI, she worked as a partner for Acona (a UK corporate social responsibility consultancy) and as a strategy and corporate development consultant for various EU and US companies. Candida holds an MBA and an honours degree in economics.

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John Richardson

Conservation Officer,
Shark Trust

Established in 1997, the Shark Trust is the only UK charity working to advance the worldwide conservation of sharks through science, education, influence and action. It is also the founder member of the Shark Alliance, a campaign dedicated to restoring and conserving shark populations by improving European fishing policy. A graduate in Marine Science from the University of Otago, New Zealand, John Richardson then worked at a marine research station in County Cork, followed by two years in marine ecotoxicology in Orkney. He is now in his third year as a conservation officer with the Shark Trust and currently overseeing two key projects: 'Enhancing sustainability in the Northern English shark and ray fishing sector' and the Trust's 'Angler Recording Project.'

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Lewis Smith

Fish2Fork

Lewis Smith has been a journalist for more than 25 years, 20 of them in Fleet Street. He was a science and environment reporter at The Times where he spent a decade before going freelance. He still works for newspapers, particularly The Independent, but he also started working with Fish2Fork in 2010 and now edits the Fish2Fork website. He is also the author of two award-winning popular science books. Fish2Fork is the world's first website to review restaurants according to whether their seafood is sustainable, not just how it tastes.

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Twitter: @fish2fork

OUR SPEAKERS



Peter Hajipieris
Chief Technical, Sustainability
and External Affairs Officer, Iglo
Foods Ltd

Peter Hajipieris has nearly 30 years' experience in the seafood industry and is a champion of sustainable fisheries development. He held various quality and commercial roles at Seafish before becoming Business Development Manager for Fish at Sainsbury's where he subsequently held senior fresh food counter retail roles. He then worked as UK Policy Manager for Seafood at Tesco, where he initiated the first global responsible sourcing standard for fishmeal and fish oil used in aquaculture with the International Fishmeal and Fish Oil Organisation. Peter has been with Iglo Foods since July 2008. He is a member of the Aquaculture Stewardship Council Supervisory Board founded by WWF & IDH (Dutch Sustainability Initiative) and also serves on the Board of Seafish.

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Professor Stefano Mariani
Chair in Conservation Genetics,
School of Environment & Life
Sciences, University of Salford

Stefano Mariani leads the Conservation Genetics team at Salford's School of Environment & Life Sciences, and has worked in the field of marine and fisheries genetics for 15 years, investigating biodiversity patterns and demographic processes in coastal and oceanic fish, primarily across the Mediterranean Sea and the Atlantic Ocean. More recently, he turned his attention to the seafood industry, and the multiple drivers at the root of product mislabelling. He is the UK leader of the EU-funded project LABELFISH and serves as the Chair of the ICES Stock Identification Methods Working Group

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Dr Theresa Ekong
Programme Manager, Food
Authenticity Programme
Department for the Environment
Food and Rural Affairs (Defra)

Theresa Ekong trained as a research scientist and has worked in many areas of immunology and toxicology. She joined the Civil Service in 2000 and managed a number of research R&D portfolios (anthrax vaccine development at the DoH and food intolerance at the FSA), before working on general food labelling policy, leading on the UK Food Labelling Regulations. Theresa was instrumental in preparatory work for negotiations in Brussels on new framework legislation which was adopted in December 2012. In July 2010 following the Machinery of Government changes and a restructuring of the Food Standards Agency, Theresa's department was transferred to Defra. She now manages food chain R&D, covering food authenticity, competitiveness and growth, innovation and resource efficiency.

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Alan Hayes
Senior Sustainability Analyst,
IGD

As a Senior Analyst at IGD, Alan Hayes leads on sustainability, covering resilient supply chains, resource constraints and business strategies. He joined IGD in 2011, but his previous career spans the agri food supply chain, so he brings a wealth of industry experience to IGD's sustainability work. Alan works closely with a wide range of industry experts in delivering IGD's sustainability programme through the Industry Sustainability Group and also works on bespoke research projects for major retailers and food suppliers. An engaging presenter and speaker, Alan brings his enquiring mind and extensive knowledge of the industry to bear on the future perspectives that all companies and organisations need to engage with.

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Huw Thomas
Fisheries & Aquaculture
Manager, Wm Morrison plc

Huw Thomas joined Morrisons in 2012 following the company's decision to open its own seafood factory in Grimsby. Morrisons is currently the only British supermarket to own its own processing facility, allowing it to move fresh fish from 'catch to kitchen.' Huw has extensive experience of seafood processing and supply, having also previously worked for a number of major companies in both the UK and Asia. He is also Vice Chair of GlobalG.A.P. Aquaculture technical committee.

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Laura Partridge
Programme Office, International
Sustainability Unit

The International Sustainability Unit (ISU) was established to facilitate consensus on how to resolve some of the key environmental challenges facing the world. Laura Partridge spends most of her time working on the ISU's Marine Programme but is also involved in projects on sustainable clothing and health and climate change. She has spent most of the last year working on Fishing into the Future, an industry-led knowledge exchange workshop co-hosted with Seafish. Before Laura joined the ISU she worked for an organisation looking at UN reform and volunteered with the British Red Cross. Laura has a Masters in Violence, Conflict and Development studies from the School of Oriental and African Studies, London and a first degree in History and Politics from Cardiff University.

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OUR SPEAKERS



Karen Galloway
Head of Marketing,
Seafish

Karen Galloway is an established food marketer and focuses on understanding the complex demand structure for seafood in the UK. She has a close knowledge of a range of consumer research techniques and with her team continually tracks the subtle changes in the demands of UK consumers for seafood and seafood products. In addition to this, Karen has a clear understanding of collaborative supply chains and the benefits these can deliver in commercial businesses.

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Terje Martinussen
Managing Director, North
Atlantic Seafood Council

Born in Norway, Terje worked as a fisherman before undertaking an M.Sc. in Fisheries at the University of Tromsø. He then worked for several years in fisheries research, both at the University and then at the Norwegian Institute of Fisheries and Agriculture. He moved into management at the Federation of Norwegian Fishing Industries (FNL) in 1995 before joining the Norwegian Seafood Export Council in 2001, where he is now Managing Director.

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Networking Reception 2012

THANK YOU

Seafish would like to thank all of our speakers for supporting this event and also to the following organisations and companies for their generosity in helping us to organise the Humber Seafood Summit 2013:

Bondholders

FASFA

Flatfish Limited

Grimsby Institute

Humber Seafood Institute

Icelandic Group

North East Lincolnshire Council

UFI

Young's Seafood

 Follow us on Twitter @SeafoodSummit

For more information about Humber Seafood Summit 2014, please contact the organiser, Julie Snowden.

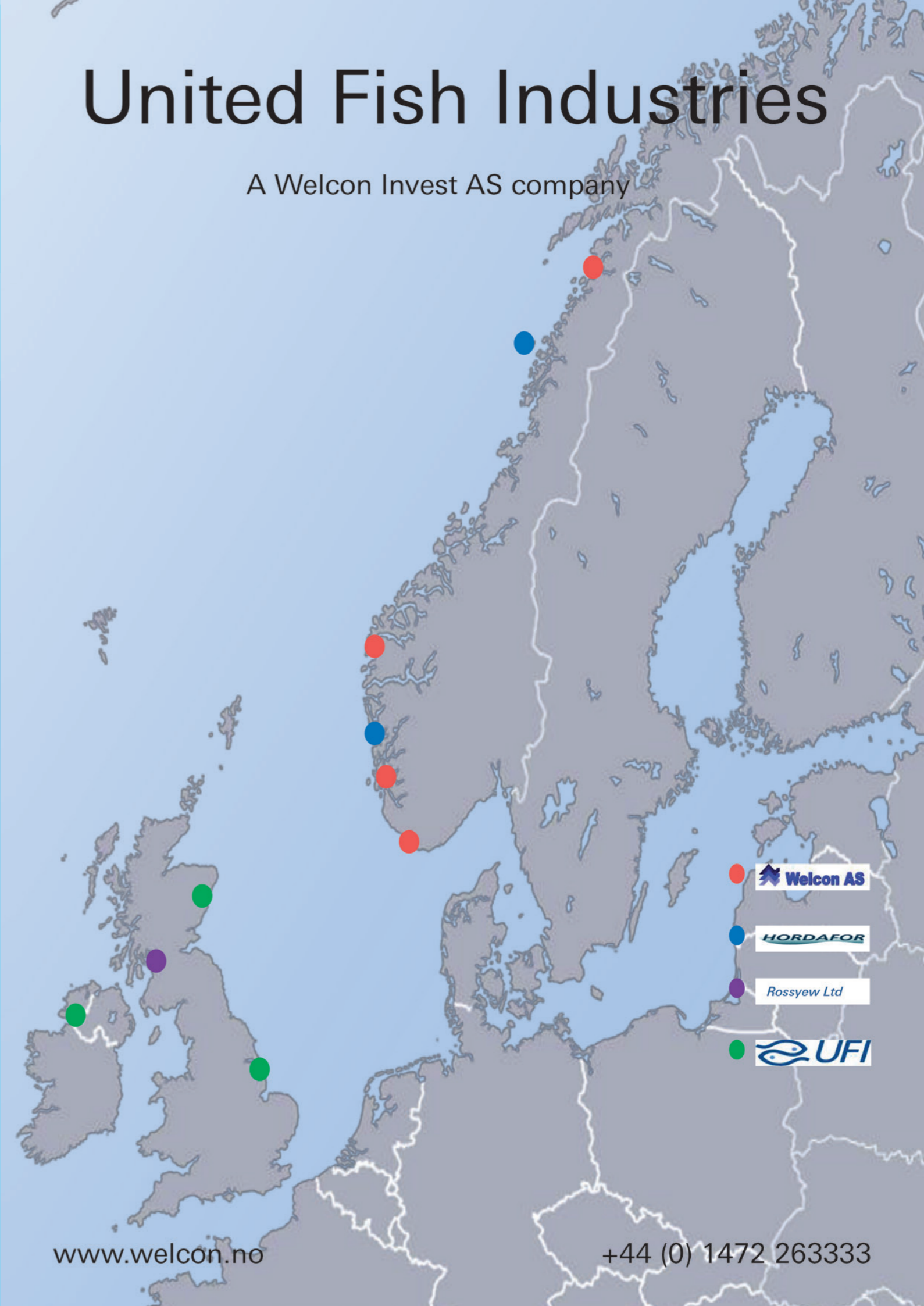
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SEAFISH
the authority on seafood
www.seafish.org

United Fish Industries

A Welcon Invest AS company



www.welcon.no

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USEFUL INFORMATION

Venue

All events take place at The Humber Royal Hotel,
Littlecoates Rd, Grimsby DN34 4LX
Tel. 01472 240 024
Email: reservations.grimsby@icon-hotels.co.uk
Web: www.thehumberroyalhotel.co.uk

Arriving by car

Ample free parking is available at the Humber Royal.

Arriving by train

Grimsby is connected to the East Coast Mainline from Doncaster. The Humber Royal is approximately five minutes by taxi from Grimsby station. The fare should be no more than £5.

Arriving by plane

Travelling time to the Humber Royal from Humberside International Airport is approximately 25 minutes. A 24 hour taxi service to and from the airport is provided by Cable Taxis Tel. 01652 688132 or 01472 500500.

Wifi

Free wifi is available at the Humber Royal (no code is required).

Useful contacts

Humberside Airport Tel. 0844 544 6753

Tourist Information Tel. 01472 323111 or 01472 323222

Taxis: Revells Tel. 01472 242424

Taxis: AA Taxis Tel. 01472 696969

Any questions?

If you have any issues or questions during this year's Summit, please get in touch with the Seafish team:

Media enquiries: Dani Sewell Tel. 07876 035765

Speaker, sponsor and event queries: Julie Snowden Tel. 07876 035736