

ALGET 2 – Quality Algae from Sea to Consumer

Workshop # 2 - Bergen, Norway



21st – 22nd of January 2020

*Product development, market and
marketing of Quality Seaweed*

Location: [Clarion Hotel Admiral](#), C. Sundt gate 9, 5004 Bergen, Norway

Day 1 – Tuesday 21st of January 2020

- 9:30 – 10:00 **Registration, coffee/tea and fruit**
- 10:00 – 10:15 **Welcome**
Introduction to the Workshop # 2 – Quality Algae from Sea to Consumer
Expected results for the ALGET 2 and goal for the day.
Turi-Britt Kuepers, Project manager and Senior Adviser at Norges Vel
- 10.15 – 10:25 **Introduction of participants, all the SMEs and other participants**
- 10:25 – 10:45 **Development of health food/supplements based on macroalgae**
Sigurbjörg Danielsdottir, Entrepreneur, Sjøbjørg of Norway
- 10:45 – 11:30 **Requirements for suppliers: Toro/Orkla’s climate labelling and assessments on seaweed as salt substitutes.**
Linn Anne Bjelland Brunborg, PhD, Head of Nutrition, Research and New growth, Orkla
- 11:30 – 11:55 **Thinking new, experiences and challenges: Biorefinery and Microfibrillated Cellulose for the cosmetics and personal care market.**
Rebecca Blell, PhD, Senior Scientist, Exilva by Borregaard
- 11.55 – 12:40 Lunch
- 12:40 – 13:30 **Inbound Marketing to grow my business: attracting, engaging, and converting potential new customers**
Petter Johansen, Kalibrert
- 13:30 – 16:00 **Site visit to O. Kavli AS, a Norwegian brand of food and drinks**
Transportation organized by Norges Vel to site.

Quality control, nutritional specifications and sales arguments
Presentation and tour of interesting sites
Annette W Jung, Innovation & Product Development Director
O. KAVLI AS, Q-MEIERIENE AS
- 16:00 Transport back to hotel
- 19:00 **Taste the success story of fermented Seaweed Salad!**
Success and challenges from sea to costumer while tasting fine titbits.
Kim Kristensen, Managing Director, Artic Seaweed and
Kristian Skjold Ottesen, Manager Director, Nordisk Tang AS
- 20.00 **Dinner at Clarion Hotel Admiral**
C. Sundt gate 9, 5004 Bergen, Norway

Day 2 - Wednesday 22nd of January 2020

- 8:00 – 8:15 Coffee/tea and fruit
- 8:15 – 8:45 **Status nutritional content and harmful substances in Macroalgae**
Arne Duinker, Havforskningsinstituttet/Institute of Marine Research
- 8:45 – 9:30 **Guidelines and common standards – Group session**
Presentation and then split into groups for workshops
- 9:30 – 10:00 Report from groups and discussions – Guidelines and common standards
- 10:00 – 10:30 Coffee break and snacks**
- 10:30 – 10:45 **National Knowledge Bank**
Finn L. Aachmann, Ph.D Professor, Department of Biotechnology (NOBIPOL),
Norwegian University of Science and Technology (NTNU)
- 10:45 – 11:30 **Digital Knowledge Bank - Group session**
Presentation and then split into groups for workshops
- 11:30 – 12:20 Report from groups and discussions – Digital Knowledge bank
- 12:20 – 12:40 **Discussions for the next workshops**
- 12:40 – 13:00 **Workshop sum up and evaluation**
Thank you and closure
- 13:00 – 14:00 Lunch**

Accommodation:

The participants at ALGET 2 workshop will be offered discounted price at [Clarion Hotel Admiral](#), single room for 1020,- NOK per night, and double room for 1220,- per night . Booking room and payments to be done individually latest by Monday, 6th of January 2020. The amount of available rooms is limited so please book as soon as possible at:

- [Clarion Hotel Admiral](#) and click “Do you have a discount or booking code?”
- email: cl.admiral@choice.no
- Phone to Julie Aa. S. Khateeb, the Sales Manager at: +47 552 36 400.

Booking / discount code: 1037GR014632.

You are also welcome to book accommodation at other hotels.

Travel information:

From airport you will find transportation to Bergen on the left side when coming outside.

There is a direct Light Train departing from Bergen Airport and arriving at Byparken (1). Nice view along the way. Services depart every 10-15 minutes, and operate every day. The journey takes approximately 44 min to the last stop at Byparken (1). <https://www.skyss.no/en/timetable-and-maps/bergen-light-rail/>

About 10-15 min walk to hotel from Byparken (1) to Hotel.

There is also a direct bus departing from Bergen Airport and arriving at Torget (2). Services depart every 30 minutes, and operate every day. The journey takes approximately 33 min, in rush-hour longer.



