Asian-Pacific Aquaculture 2017
The Plenary Speakers and Abstract submission at APA 2017
Putra World Trade Centre, Kuala Lumpur, Malaysia July 24 -27th, 2017
Transforming for Market Needs

The major platform for aquaculture international conference and exhibition in Malaysia

One of the key highlights of the conference program at APA 17 is the plenary session, led by aquaculture leading experts. The session will start with the address by Mr. Herve Lucien-Brun, Aquaculture & Qualite, France. He will present on “Marketing farmed seafood from Asia to global markets”, which is linked to the theme of APA 17, ‘Transforming for market needs’.

“In a lot of cases, producers in Asia do not have a clear idea of what the demand is and do not plan production to meet demand at that time. Knowing the markets is indispensable for those farms wishing to optimize their margin. The real profit is to know and analyse carefully destination markets. This would permit farms to supply products which will meet exactly the demand,” said Lucien-Brun. “On the other hand, consumers do not easily change their eating habits. The introduction of a new species to a market is always a very hazardous project. The producers must be prudent with the miraculous new species, for example, during the early 2000’s, the farmed cobia.”
LUCIEN-BRUN is an independent consultant based in France. He has more than 30 years’ experience in tropical marine shrimp and finfish aquaculture in major producing countries in Latin America, North Africa, Europe and Asia, as well as New Caledonia, Madagascar, Mozambique, Tanzania, and Saudi Arabia. With regard to quality control and marketing, he is involved in shrimp, pangasius, seafood processing, and auditing of facilities and procedures. He is an ADEME, France Carbone Footprint certified auditor and has the CRITT Ile France, France HACCP certification. In tropical aquaculture, he is involved in design studies, implementation, and farm management, technical management of project and technology transfer. Currently, he is also involved with JEFO Nutrition, Canada in the development of new additives to improve the efficiency of aqua feed. He has a Master’s in Animal Physiology from the University of Paris, XI, Orsay, France.

DEADLINE EXTENSION OF ABSTRACT SUBMISSION

The big interest to participate at APA 17 resulted in the extended deadline to submit your abstract to March 1, 2017. Please submit your abstract early to get you into the process and allow your submission a better chance of being accepted for your desired presentation. More info on www.was.org and click the APA17 logo.

APA17- ASIAN PACIFIC AQUACULTURE FACEBOOK PAGE

Also do not forget to follow us on the “APA17 – Asian Pacific Aquaculture” Facebook page where you will find the updated details of APA17, plenary speakers, special sessions, hotel information and farm tours. You can send the message or any questions that you may have, our team will answer your questions promptly.

SPONSOR FOR THE EVENT

The Gold sponsor for the event is Shenglong, a company specialized in manufacturing and marketing of aquatic feed and animal health product as well as prawn breeding. Blue Aqua as WAS premier sponsor will promote their products and services. Fishance is the President Reception sponsor while Evonik and Nutriad are both session sponsors.
We look forward to seeing you in Kuala Lumpur!

For more information on the program, registration or abstract submission for the event, contact:

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