



Alaska Seafood Marketing Institute
International Marketing Committee Meeting
OMR Strategy Session
August 16-17, 2023
Seattle, WA

Zoom link day 1: <https://us02web.zoom.us/j/89813359220?pwd=UG91SnN4ZUxsT3crM2JGT0xBY3puUT09>

DRAFT AGENDA DAY 1

Wednesday, August 16

Puget Sound Quality Specialists (PSQS)
4245 24th Ave W, Seattle, WA 98199
----Coffee and pastries provided

- 9:30 a.m. Introduction
- A. Call to Order
 - B. Roll Call
 - C. Approval of Previous Minutes
 - D. Announcements
 - E. Introduction of Guests/Visitors
 - F. Public Comment

9:45 a.m. Species updates by IMC members

Trident Seafoods
5303 Shilshole Ave NW, Seattle, WA 98107
Bountiful Conference Room
----Lunch provided

12:00 p.m. Lunch

- 1:30 p.m. OMR presentations:
What is our competition up to in your market (other fish or other proteins, etc.)
A long-term effort that has paid off (take us through the steps, trials and triumphs)
Upcoming events (focus on those with industry participation, such as proposed trade missions)
- China Presentation and Discussion
- 2:00 p.m. Japan Presentation and Discussion
- 2:30 p.m. SE Asia Presentation and Discussion
- 3:00 p.m. Latin America Presentation and Discussion

3:30 p.m. Adjourn for the day

Blue Ribbon Cooking
2501 Fairview Ave E, Seattle, WA 98102

5:00 p.m. Iron Chef-Style Competition/Cooking Fun



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Zoom link day 2: <https://us02web.zoom.us/j/89525526568?pwd=Z01XY2hyRXlFemtKdDJxazB6WFVQU09>

DRAFT AGENDA DAY 2

Thursday, August 17

Glacier Fish Company

2001 W Garfield St Bldg A-1 #C-107 Seattle, WA 98119

----Coffee and pastries provided

----Lunch provided

- 9:00 a.m. OMR presentations: Continuation
 - What is our competition up to in your market (other fish or other proteins, etc.)
 - A long-term effort that has paid off (take us through the steps, trials and triumphs)
 - Upcoming events (focus on those with industry participation, such as proposed trade missions)
- NEU Presentation and Discussion
- 9:30 a.m. EEU Presentation and Discussion
- 10:00 a.m. WEU Presentation and Discussion
- 10:30 a.m. CEU Presentation and Discussion
- 11:00 a.m. SEU Presentation and Discussion

- 11:30 a.m. Presentation by Wild Alaska Sole Association (WASA)

- 12:00 p.m. Lunch: Flatfish lunch provided by WASA

- 1:00 p.m. Vessel Tour

- 2:30 p.m. Adjourn