



Alaska Seafood Marketing Institute

INTERNATIONAL MARKETING COMMITTEE MEETING

October 22, 2015

10:00 am – 4:30 pm

Summit Hall - Egan Center, Room 4

Anchorage, Alaska

Call in number: 800-315-6338

Alternate call in number: +1-913-904-9376

Access code: 16585

10:00 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

10:15 a.m. REPORTS

- A. Chairman's Report and Comments
- B. Program Director Report and Comments

10:30 a.m. Salmon Market Situation (IMC Members give update/input)

- A. Report on U.K. Canned Salmon Promotions (FY15)
- B. Report on Japan Salmon Promotions (FY15)

11:10 a.m. CEU Presentation and Discussion

11:30 a.m. Brazil Presentation and Discussion

11:50 a.m. RFM Update (Susan Marks)

12:05 p.m. Lunch (provided)

1:00 p.m. SEU Presentation and Discussion

1:20 p.m. WEU Presentation and Discussion

1:40 p.m. NEU Presentation and Discussion

2:00 p.m. EEU Presentation and Discussion

2:20 p.m. Break

2:35 p.m. Japan Presentation and Discussion

2:55 p.m. China Presentation and Discussion

3:15 p.m. Questions for Operational Committees

3:45 p.m. Election of IMC Chairs

4:00 p.m. Species Updates (by IMC Members)

*As time allows. If there is not sufficient time this will be covered at the next meeting or via conference call.

4:30 p.m. Adjourn