



The Atlantic Canada Fish Farmers Association (ACFFA)  
is  
pleased to invite you to be part of the  
Atlantic Canada Delegation  
to the  
**2025 Pan Atlantic Aquaculture Mission to Norway**  
**and**  
**AquaNor**  
**August 14 to 22, 2025**

**February 20, 2025**

**Dear Invited Mission Delegate:**

The Atlantic Canada Fish Farmers Association, in partnership with the Atlantic Provinces, invites you to participate in the 2025 Pan Atlantic Canada Aquaculture Mission to Norway August 14 to 22, 2025.

Recruitment is now officially underway for Atlantic Canadian companies with a concentration in aquaculture.

The agenda for this Mission will focus our activities in Norway. The onsite visits planned in Norway (pre–Aqua Nor), will support a range of objectives ultimately intended to support the Atlantic Growth Strategy and enhance Atlantic Canada’s position as a globally competitive world leader in sustainable aquaculture. Tours and business networking events will be scheduled in Norway. Attendance at AquaNor 2025 in Trondheim, Norway August 19 – 21 is also included.

The goal is to have fifty (50) industry participants on this Mission from across the Atlantic region including finfish and feed producers, processors, and the service and support sectors. Interaction between all Mission participants will support key business relationship-building and knowledge transfer that will benefit everyone as we continue to build a vibrant and competitive aquaculture sector in Atlantic Canada.

AquaNor, held in Norway every two years, has been an important international venue for the aquaculture industry for over 37 years. Here the industry is introduced to all the novelties, products, services, and research and development projects of relevance to the industry. Exhibitors emphasize the unique opportunities that AquaNor provides for interaction with decision-makers and buyers representing the international aquaculture industry. Visitors find that AquaNor offers the best overview of products and services provided by the principal suppliers of the trade, making it a key biannual event for businesses seeking to increase their exports or learn about new technologies that can be imported to enhance production in Atlantic Canada.

**Eligibility Criteria:**

Experience has shown that organizations/individuals best suited to fully benefit from attending possess the following characteristics:

- Own a for profit, incorporated Canadian company
- Responsible for management or senior operations
- Have business plans that allow for simultaneous multiple market approaches
- Have existing international export activity within the company, technology ready for export, readiness for uptake of new technologies and/or ready for international cooperation activities
- Government representatives with oversight and/or interest in aquaculture technologies, advancement and innovation

**Delegate Services:**

As a delegate with this mission, you will receive:

- A pre-attendance orientation – what to expect and how to benefit
- In-country ground transportation services
- The pre-tradeshow hotel link for Alesund will be provided to delegates for individual confirmation and payment
- Visitor status at the Aqua Nor 2025 tradeshow
- Access to Canada booth space during tradeshow
- Access to unique onsite visit opportunities in Norway (currently focusing on technology innovation, processing and land-based technologies)

## AQUA NOR 2025 **PRELIMINARY** MISSION PROGRAMME

<u>AQUA NOR 2025</u>		<u>MISSION PROGRAMME</u>
<b>14 August Thursday</b>	<b>Depart Atlantic Canada for Ålesund, Norway</b>	Canada – Ålesund, Norway
<b>15 August Friday</b>	<b>Arrival Ålesund, Norway</b>  <b>Morning/Afternoon Arrivals</b>	<b>Hotel – Skandic Parken - Ålesund, Norway</b> <a href="https://www.scandichotels.com/hotels/norway/alesund/scandic-parken">https://www.scandichotels.com/hotels/norway/alesund/scandic-parken</a> <b>Evening Welcome Reception: Hosted by GATH – Global Aquaculture Tech Hub <a href="https://www.gath.no/members/">https://www.gath.no/members/</a></b>
<b>16 August Saturday</b>	<b>Ålesund, Norway</b>  ▪ <b>Visits to Salmon and Trout Facilities.</b>	<b>Hotel – Skandic Parken - Ålesund, Norway</b> <a href="https://www.scandichotels.com/hotels/norway/alesund/scandic-parken">https://www.scandichotels.com/hotels/norway/alesund/scandic-parken</a> <b>AquaGen Profunda <a href="https://aquagen.no/en/contact-us/profunda-orsta/">https://aquagen.no/en/contact-us/profunda-orsta/</a> Hofseth (<a href="https://www.hofseth.no">https://www.hofseth.no</a> Artec Aqua <a href="https://www.artec-aqua.no/en">https://www.artec-aqua.no/en</a></b>
<b>17 August Sunday</b>	<b>Ålesund, Norway</b>  ▪ <b>Visits to Aquaculture Equipment Suppliers, Processing Plant, Work Boat Provider.</b>	<b>Hotel – Skandic Parken - Ålesund, Norway</b> <a href="https://www.scandichotels.com/hotels/norway/alesund/scandic-parken">https://www.scandichotels.com/hotels/norway/alesund/scandic-parken</a> <b>MMC First Process <a href="https://www.mmcfirstprocess.com">https://www.mmcfirstprocess.com</a> Processing Facility (TBA) Intership: <a href="https://www.intership.no/front/">https://www.intership.no/front/</a> Dinner and Presentations - Brandal Museum: <a href="https://www.ishavsmuseet.no/welcome-to-the-arctic/">https://www.ishavsmuseet.no/welcome-to-the-arctic/</a></b>
<b>18 August Monday</b>	<b>Trondheim, Norway</b>  ▪ <b>Travel by Motorcoach via Atlantic Highway to Trondheim</b>	<b>Coach – Ålesund to Trondheim</b>  <b>Clarion Hotel:</b> <a href="https://www.strawberryhotels.com/hotels/norway/trondheim/clarion-hotel-trondheim/">https://www.strawberryhotels.com/hotels/norway/trondheim/clarion-hotel-trondheim/</a> <b>Skandic Lerkendal:</b> <a href="https://www.scandichotels.com/hotels/norway/trondheim/scandic-lerkendal">https://www.scandichotels.com/hotels/norway/trondheim/scandic-lerkendal</a>
<b>19 August Tuesday</b>	<b>Trondheim, Norway</b>  ▪ <b>Aqua Nor</b>	<b>Trondheim Norway</b>  <b>10:00 am – 5:00pm: Aqua Nor Trade Show</b> <b>The following link, <a href="https://AquaNor.no/en/practical-information-for-">https://AquaNor.no/en/practical-information-for-</a></b>

	Trade Show	<p><a href="https://Aqua Nor.no/en/practical-information-for-visitors/">visitors/</a>, provides practical information for our delegates including transportation, provided by the Aqua Nor show organizers, (both of our hotels have a pick up / drop off to and from the exhibition site), social events, hours, etc</p> <p>Trade Show Badges: All delegates to receive their Tradeshow badges via email.</p>
20 August Wednesday	<p>Trondheim, Norway</p> <ul style="list-style-type: none"> <li>▪ Aqua Nor Trade Show</li> <li>▪ Free Evening</li> </ul>	<p>Trondheim Norway</p> <p>10:00am – 5:00pm: Aqua Nor Trade Show</p> <p>The following link, <a href="https://Aqua Nor.no/en/practical-information-for-visitors/">https://Aqua Nor.no/en/practical-information-for-visitors/</a>, provides practical information for our delegates including transportation, provided by the Aqua Nor show organizers, (both of our hotels have a pick up / drop off to and from the exhibition site), social events, hours, etc</p>
21 August Thursday	<p>Trondheim, Norway</p> <ul style="list-style-type: none"> <li>▪ Aqua Nor Trade Show</li> <li>▪ Mission Conclusion, Delegation Cocktails and Photos.</li> </ul>	<p>Trondheim Norway</p> <p>10:00am – 5:00pm: Aqua Nor Trade Show</p> <p>The following link, <a href="https://Aqua Nor.no/en/practical-information-for-visitors/">https://Aqua Nor.no/en/practical-information-for-visitors/</a>, provides practical information for our delegates including transportation, provided by the Aqua Nor show organizers, (both of our hotels have a pick up / drop off to and from the exhibition site), social events, hours, etc</p> <p>6:00 pm: Clarion Hotel Rooftop Bar &amp; Restaurant: Mission Conclusion, Delegation Cocktails and Photos</p>
22 August Friday	<p>Depart Trondheim for Canada</p> <ul style="list-style-type: none"> <li>▪ Motorcoach to Airport</li> </ul>	<p>3:30 am: Coach – Transport Hotel to Airport (<b>Early Morning Departure</b>)</p>

**Estimated Delegate Costs:**

A **\$1100 + HST** non-refundable Mission registration fee per delegate – due upon receipt of application. In addition, delegates will be responsible for:

- Meals and incidentals
- **100%** of airfare and accommodations, estimated at \$5500.

**Note:** All registrants will be expected to make their own air travel arrangements.

**Mission Travel Funding:**

As an industry participant, you **MAY** be eligible for support from federal/provincial programs. We encourage you to contact your provincial aquaculture association and/or government representatives for assistance in identifying programs that may be available.

**Mission Support Services:**

ACFFA has retained the services of an experienced consulting group to work with the participating companies and design an industry relevant and successful mission to Norway. For specific information related to this mission please contact:

Andy Walsh  
Tel. (709)743-2639

Brian Rogers  
Tel. (902)497.5898

Mission support services will be provided by the Atlantic Canada Fish Farmers Association (ACFFA). ACFFA consultants will provide mission support services on the ground and coordinate the logistical requirements for the mission.

**Registration Process and Deadline:**

To register, please mail / fax / email your application with a non-refundable \$1100 (+HST) mission registration fee, no later than **March 31, 2025** to: [t.taylor@atlanticfishfarmers.com](mailto:t.taylor@atlanticfishfarmers.com) or fax to (506) 755-6237

Primary ACFFA contact for this Mission is:

Tobi Taylor, Operations Manager  
Atlantic Canada Fish Farmers Association  
226 Limekiln Road  
Letang, NB E5C 2A8  
Email: [t.taylor@atlanticfishfarmers.com](mailto:t.taylor@atlanticfishfarmers.com)  
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We are looking forward to your participation in this aquaculture mission!