



# 100% FISH ICELAND TRADE MISSION

## September 16-20, 2024

### BUILD NEW PARTNERSHIPS

Please join the Conference of Great Lakes St. Lawrence Governors & Premiers (GSGP) 100% fish trade mission to Reykjavik, Iceland from September 16-20, 2024. Each mission participant will receive a schedule of B2B meetings with companies and organizations involved in the Icelandic 100% fish sector and participate in the Fish Waste for Profit—100% Fish conference. Mission participants will also benefit from networking events and logistical support provided by GSGP.



### COSTS

Participation fee—group meals and meetings including ground transportation, logistical support: US\$500 per person, US\$250 for each additional organizational participant.

Conference registration—\$540

Additional costs—Market research & customized appointment setting services (quote available upon request).

**REGISTRATION DEADLINE**  
**JULY 15, 2024**



Recipient of the 2020 President's  
"E Award" for Export Service

### WHY ICELAND?

Iceland pioneered the 100% fish idea with the Icelandic cod. Sixty percent of the fish was once discarded. Today, more than 90% of the cod is being used. The value of the products made from each fish has increased from US\$12 to over US\$5,000. Iceland is now home to a robust community of entrepreneurs, equipment manufacturers and NGOs that are world leaders in developing and implementing 100% fish strategies.

[The Fish Waste for Profit—100% Fish conference](#) provides attendees with knowledge on how to maximize their return on investment from discarded parts of the catch which can be turned into high value products. The conference typically attracts delegates from more than a dozen countries. This is an ideal opportunity to network with companies looking to partner on 100% fish strategies.

### CONTACT

David Naftzger, Executive Director  
dnaftzger@gsgp.org  
+1-847-863-1679 [www.gsgp.org](http://www.gsgp.org)

[CLICK HERE FOR MORE INFORMATION](#)