**Invitation to the Friend of the Sea DAY – Zurich
15th of October 2010 9:00am-1:00pm**

**A meeting for retailers and caterers & Friend of the Sea:
Availability of seafood yielded by sustainable fisheries and aquaculture with international certification**

Executive Director of Friend of the Sea, Mr Paolo Bray would personally like to invite you to our Friend of the Sea day taking place on Friday the 15th of October from 9-13pm.

This event will take place in the **Restaurant Au Premier, in the railway main station, Zurich.** From 12:00 noon there will also be a free cocktail provided for those who would like to stay with us.

**How you can contribute to the protection of the oceans together with Friend of the Sea?**

World fishing captures have reached a maximum of approx. 90 million tons in 2000 and from then, due to overexploitation of main stocks, the resources have gradually reduced, compensated only in part by the increase of aquaculture fishing methods. Aquaculture itself, however, can also have an impact on the environment through the use of fishfeeds which come from the capture of marine fish species.

Recently both consumers and producers are becoming increasingly more aware of the danger of over-exploitation of fish resources and the potential environmental impact of fishing and aquaculture. Most of the World’s largest distribution companies have begun to implement purchasing strategies which favour sustainable seafood products deriving from environmental conservation initiatives.

The Friend of the Sea project is based on more than 20 years of experience in the certification of fisheries as it originates from the Earth Island Institute’s Dolphin-Safe Project – the precursor of all sustainable seafood certification schemes. By gaining certification and using the Friend of the Sea label your Company can assist actively and visibly the well being of the world’s oceans.

**Why participate?**

The meeting will allow participants to:

* Acquire the latest fishing and aquaculture market news
* Gain a knowledge of the environmental impact problems facing fishing production
* Gain a full understanding of how the Friend of the Sea project works and how to join
* Get to know the Swiss and International companies who already have Friend of the Sea certificated products

**Speakers**

**Mr Michel Steiner** – Purchasing Director, Manor, Basle

**Mr Stephen Cameron –** Director Scottish Shellfish Marketing Group, Scotland

**Mr Guilherme de Abreu Blanke** – Director - Noronha Pescados, Recife/Brazil

**Mr Thomas Schefer** – Sales Manager Seafood, DKSH Switzerland, Zurich

**Mr Daniel Christen** – Director, Lee Fish Europe AG, Baar/Zug

**Mr René Dörig** – Director, Dörig & Brandl AG, Schlieren/Zürich

**Mr Fabio Piccione** - Head of Trading Fredag

**Mr Alex Striberni** – Director, Covedis SA, Lausanne

**Mr Paolo Bray** – Founder & Executive Director of Friend of the Sea

**Mr Heinzpeter Studer -** Friend of the Sea Promoter Switzerland & Germany

Please confirm your participation to Rebecca Gledhill rebeccagledhill@friendofthesea.org at +39.025821511 or skype Rebecca-FOS by the 14th of October 2010 indicating the number of participants from your company and also indicating if you will be staying for the cocktail.

**For more information about how to arrive to the Restaurant Au Premier please see pdf attached.**

http://www.au-premier.ch/sites/index.php?id\_b=51

**To know more about Friend of the Sea check the institutional video:** <http://www.youtube.com/watch?v=68aSdFZwD3w>

Yours sincerely,
Executive Director - Mr Paolo Bray
**Friend of the Sea**
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