

Final GOED Exchange 2012 Agenda Released

The final agenda for the GOED Exchange 2012 conference has been released by GOED, the Global Organization for EPA and DHA Omega-3s. The conference, which takes place June 6-8 in Boston, MA, boasts a broad array of international speakers and wide-ranging topics from all segments of the omega-3 world.

A full agenda can be downloaded at www.goedexchange.com and speakers range from scientists and international NGO's to market experts and industry historians. Highlights include:

- The latest market research on omega-3 volumes and product introductions around the world
- Celebrated authors Dr. William Sears and Maria Bailey speaking on communicating with the consumer
- Cartoonist Tom Fishburne leading a hands-on workshop on how to spark innovation within your company
- A look at health claims and omega-3 intake recommendations around the world
- An in-depth look at sustainability issues and future omega-3 sources
- A session focused on China and its ever-evolving omega-3 market
- A lively discussion by former competitors Robert Orr of Ocean Nutrition Canada and Steve Dubin of Martek on the early days in the omega-3 business
- Fathers of omega-3s Bruce Holub, Nicolas Bazan and Peter Nichols sharing their stories of how it all began
- Out-of-the-box marketing solutions including speaking to millennials, detailing the omega-3 buying process and understanding consumer behavior through ethnographic research
- Innovative up-and-coming niche markets for omega-3s

According to GOED executive director Adam Ismail, "The conference is designed to bring in outside experts to address the challenges facing companies selling EPA and DHA omega-3 products. The caliber of speakers and diversity of topics will allow attendees to leave this conference feeling like they are truly on top of all that's important in the global omega-3 business."

"And in what we believe is a conference-first in the industry, we will be giving each attendee an Android tablet computer pre-loaded with all the conference materials," said Ismail. "This will enable everyone to have everything they need to know at their fingertips on-site and in the months to come after the conference is over."

For more information, visit www.goedexchange.com.