

Press Release

Bangkok, 24 May 2016

By Mr. Adolfo Valsecchi, Chairman of Tuna 2016 Conference

QUOTE

First of All, I wish to reconfirm how much I have been sincerely impressed by the tangible Progresses that, Thai Tuna Industry, driven by its Major Players, has been materializing during this last couple of Years within the Domains of both Tuna Business Sustainability and Social Accountability. This proves that Thai Tuna Industry should have had a clear Long Term Plan, developed Well in advance in order to be capable to transform so deeply and fast its Business Culture that already this Year we can appreciate in a Tangible Way. And this is a very good news for the Whole Tuna Category around the World

I am confident that such initial Progress will continue & consolidate properly within the next 2-4 Years in this way contributing to the overall positive Image that Both our Canned Tuna Product and our Tuna Business Category deserve at Full Title on the Global Consumer Markets.

In effect, all Most Structured Consumers Researches confirmed that the "Emotional Expectations" of Consumers for our Product are today Higher than what we are currently delivering. This Because Consumers recognize to Canned Tuna: good & delicate Taste, Identity of a Wild Fish (not farmed) Easy to serve, last minute solution for a tasty meal, price per value attractive.

But Consumers today, and more and more tomorrow, will select their Food alternatives expecting also full compliance vs emerging Ethical Values such as Sustainability, Traceability, Clear Labelling, Social Compliance.

For All above Reasons it is important for the Global Tuna Sector that Thai Tuna Industry, such an important Player on the Whole Markets, is today accelerating its "Best Practices" Process.

In Conclusion I believe that future perspectives for our business are Good, But we have to Challenge More ourselves focusing on Projects such:

*Responsible-Coordinated exploitation of the Resource DRIVEN by Science

* Improved Coordination & Team Work among: Fisheries Bio Research-Boats-Competent-Authorities-Plants

*Further improvement of Product Quality & Added Value Product Innovation.

*Cost Cutting via Technology Process Innovation

... And overall lets remind That:

1) To successfully improve our Industry Perf. & our Products we have to improve and develop our People

2) To drive in Sustainable Way our Business we have to manage responsibly our Fishing Effort on Global Base.

In Conclusion I perceive from this Conference a SHARED Fresh Air of ACTION-SELF CONTROL-OWNERSHIP of our FUTURE

In order to materialize such positive perceptions, let's MOVE to ACTION
let's start to work really Together, in the 4 Corners of the World..
DRIVING TOGETHER our Future!
