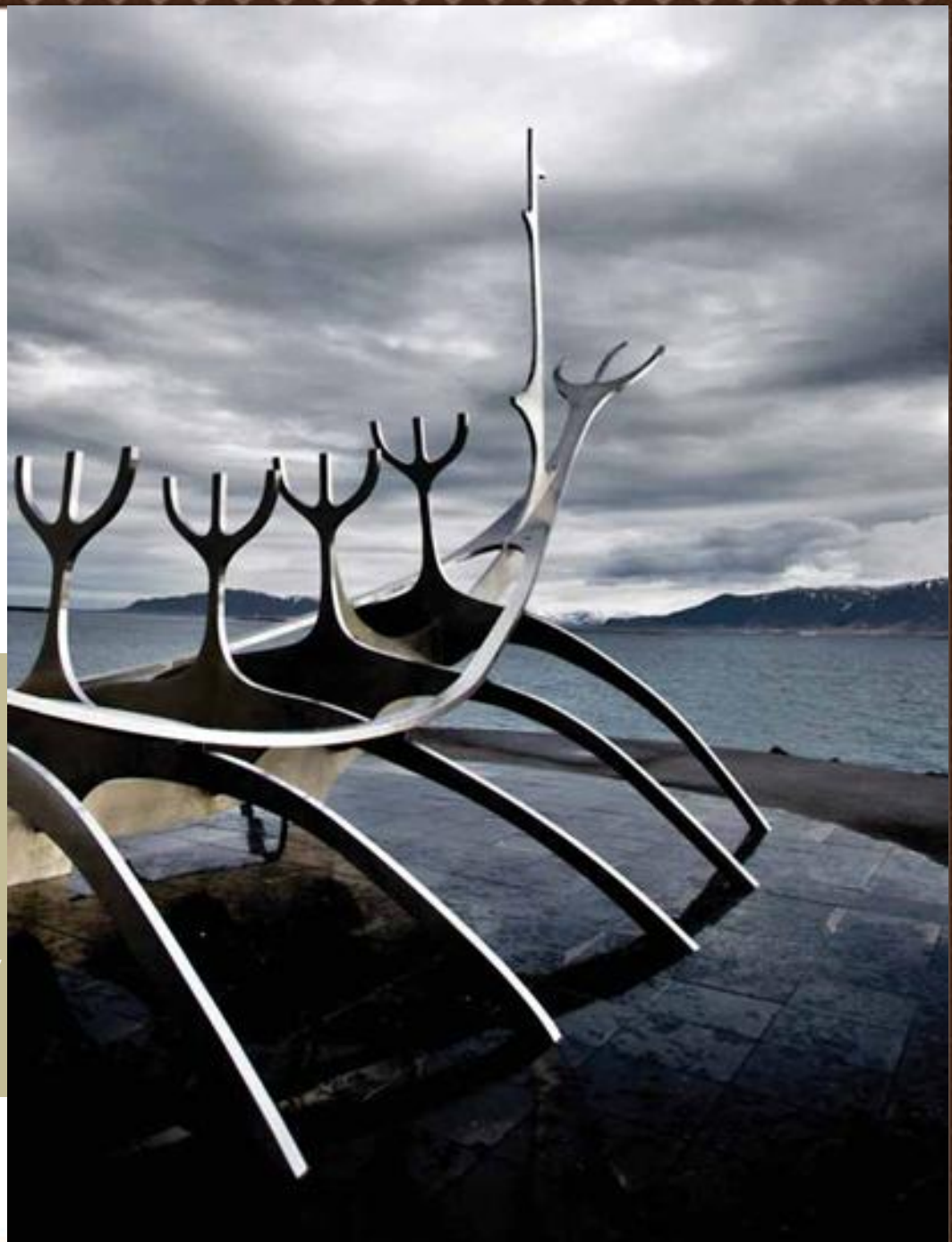


Executive Programme

FISKUR

Exploring Key Challenges in the Seafood Industry



Executive Programme

Exploring Key Challenges in the Seafood Industry

The Open University at RU, in cooperation with the Icelandic seafood industry, introduces a three-week programme which explores the key challenges facing the Seafood industry today.

The program will assist participants to master the innovative approaches required to adapt best practices to meet today's unprecedented investment challenges in the seafood industry, successfully manage through the current downturn, and emerge better equipped to thrive in the global economy in the long term.

The Program is composed of three main pillars:

1. Leadership Competencies
2. Strategy and Investment Decisions
3. Utilization of Natural Resources



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For Whom

Managers and specialists in the seafood industry who want to develop their leadership capabilities by increasing their understanding of fisheries and ocean science, economics and policy.



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Leadership Competencies

Successful companies realize that the competencies of their human resources are crucial sources of their competitive advantage. Maximizing this asset requires a good understanding of leadership skills and strategies to assess and enhance them.

Before the program starts, participants carry out self-assessment, including a 360-degree feedback evaluation. During the course, managers receive feedback on their leadership capabilities and personal leadership style. They are also guided in the design of practical plans for personal development and the use of team members to achieve strategic corporate goals.



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Strategy and Investment Decisions



Growing competition, increasing globalization, and rising consumer expectations have intensified the demand for organizations to provide exceptional service and enhance customer value on a continual basis.

Part two addresses among other things how the seafood industry can react to the global economic depression and financial difficulties. Moreover it gives an overview of the global seafood industry and explores markets and consumption with regard to production and quality. This part investigates the Icelandic seafood cluster.



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Utilisation of Natural Resources



The challenges in using and managing natural resources are immense. They include ensuring that resource utilization benefits both today's need and future generations' interests.

The key factors in responsible harvesting of marine resources are strong fisheries management and active control of fishing. The Directorate of Fisheries in Iceland will introduce how Icelandic laws and regulations on fisheries management and control, in all aspects of fishing, address this issue.



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Practical Information

Duration: 3 weeks

Available: In October 2009 - [see detailed programme](#)

In March 2010 - [see detailed programme](#)

In June 2010 - [see detailed programme](#)

For custom programme please contact Halldóra Hinriksdóttir, director Executive Education, see contact information below.

Place: Reykjavík University | Ofanleiti 2 | 103 Reykjavik | Iceland

Leisure: Evening and weekend events as well as excursions will be organised as an option for participants

Price: 5,100 EUR per person for academic programme, leisure and accomodation is not included.

Further

Information: www.ru.is/fiskur

Email: halldorah@ru.is

Phone: +354 599 6573



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Reykjavík University



Reykjavik University (RU) is Iceland's largest private university. RU is a vibrant international university located at the heart of Reykjavik, the capital of Iceland.

Our focus is on research, excellence in teaching, entrepreneurship, technology development and co-operation with the active business community. We educate students to become leaders in business, technology and society at large, starting new companies and creating jobs. Academic programmes at Reykjavik University are based on internationally recognised models, and are continually under review and improvement.



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Iceland



Iceland is a modern European economy with strong economic foundations in fisheries, natural renewable energy sources and human capital that will allow Iceland to overcome the economic difficulties it is going through, like so many other countries around the world.

Fish and fish products constitute around half of Iceland's exports of goods and are thus by far the most important industry. The continental shelf around Iceland, where the warm Gulf Stream and the cold nutrient currents from the Arctic meet, offers very favorable conditions for various kinds of marine life, and are rich fishing grounds. The fishing territory, which is Iceland's main natural resource, requires strict protection, and fish catches are tightly controlled. The main species are: cod, haddock, satire, redfish, herring and capelin.



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Iceland's population is around 313,000, of which the vast majority, or around 2/3, lives in the capital, Reykjavik, and surrounding areas. In environmental terms, Iceland is unique. Iceland is a large country (103,000 km²) but is sparsely populated, with only 3 persons per km² living mostly along the coast. The interior of the country contains stunning contrasts. It is largely an arctic desert, punctuated with mountains, glaciers, volcanoes and waterfalls. Most of the vegetation and agricultural areas are in the lowlands close to the coastline.



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