



Australian
Sustainable
Seaweed
Alliance



Deutsche Messe



2nd International Seaweed Conference Asia-Pacific

Seagrass

18 - 20 MARCH 2025
ADELAIDE, AUSTRALIA

Press Release

29 April 2024

With support of the Australian Sustainable Seaweed Alliance (ASSA) the organisers of the Seagrass Conferences launch first in-person Seagrass Asia-Pacific conference in Adelaide

The organisers of the Seagrass Conferences, DLG Benelux, are proud to announce that the first in-person event of Seagrass Asia-Pacific will be premiering in Adelaide from 18 - 20 March 2025. This marks a pivotal moment for the Seagrass Conferences expanding their borders and venturing into a new region, bringing together participants from the Asia-Pacific region within the seaweed value chain.

Seagrass Asia-Pacific was launched in 2023 as an online edition. More than 180 participants from 31 countries participated in the First International Seaweed Conference Asia-Pacific during two online conference days. The second edition will take place in the Adelaide Convention Centre from 19 - 20 March 2025. In addition, participants can join the site visit on 18 March 2025 to the South Australian Research and Development Institute (SARDI), an institution dedicated to increasing the productivity, adaptability, and economy of South Australia's primary industries, enabling sustainable use of natural resources, addressing agricultural barriers and providing applied solutions.

The Government of South Australia, along with its Team Adelaide partners *Business Events Adelaide* and Adelaide Convention Centre, are proud sponsors of Seagrass Asia-Pacific 2025.

Adelaide, renowned for its dynamic cultural scene, picturesque landscapes, and burgeoning innovation hub, provides an ideal setting for Seagrass Asia-Pacific 2025. Delegates will have the opportunity to immerse themselves in a city known for its commitment to sustainability and environmental stewardship, reflecting the core values of the seaweed industry.

Australia's southern coast has 1,500 species of seaweed, the second highest number in the world after Japan, with private and government investment in research and development leading to a fast-growing commercial seaweed industry.

As part of the launch of Transformations for a Sustainable Ocean Economy in December 2020, the Australian Government flagged the acceleration of seaweed aquaculture as a priority for the country's ongoing economic plan, and progress has continued.

Seagriculture Asia-Pacific 2025 is supported by ASSA (the Australian Sustainable Seaweed Alliance). ASSA's mission is to scale up environmentally responsible commercial farming of seaweed to provide food, feed and bioproducts. ASSA provides a coordinated voice to represent the Australian seaweed industry and to drive sustainable growth of the sector right across the country.

"I am delighted that Seagriculture Asia Pacific 2025, the first in person conference of its type in the Asia Pacific, is coming to Australia, and today's announcement is the result of months of hard work by both our teams working closely with a wide range of government, industry, and private sector stakeholders," said ASSA CEO Lindsay Hermes.

"ASSA looks forward to ongoing collaboration with key partners the Fisheries Research and Development Corporation (FRDC), the South Australian Research and Development Institute (SARDI), the Department of Primary Industries and Regions South Australia (PIRSA) and the Australian Department of Agriculture, Fisheries and Forestry (DAFF), our 11 ASSA members right around the country and other key stakeholders as we leverage this international opportunity to drive our high tech, high growth and highly sustainable Australian seaweed industry forward," Mr Hermes said.

The Australian Government committed \$8 million to the Developing Australia's Seaweed Farming Program to support investment in the Australian seaweed industry and scale up the production of seaweed as a livestock feed supplement to reduce methane emissions, including funding to support ASSA. The Program is being delivered by the FRDC and ASSA to plan and co-ordinate research and development, biosecurity and the development of a national hatchery network.

"DLG Benelux is proud to collaborate with ASSA, showing our dedication to fostering collaboration and growth within the seaweed industry. The decision to host an in-person event marks a significant step forward in establishing a robust foundation for the expansion and enhancement of the Seagriculture conference series. In addition, we are very pleased with the collaboration and support of Hannover Fairs Australia" said Kuno Jacobs, Managing Director of DLG Benelux. *"Our goal has always been to bring people together in the seaweed sector, and partnering with ASSA helps us achieve that goal even more effectively."*

Hannover Fairs Australia will act as official representative for DLG Benelux in Australia. Being part of Deutsche Messe AG and having operated in Australia since 2000, the company has a wealth of experience in running events of all shapes and sizes in a vast range of geographies. Hannover Fairs Australia and DLG work on existing partnerships within the region.

The Asia-Pacific region is a world leader in seaweed production with a rich history deeply intertwined with the cultivation and use of this marine resource. From traditional seaweed farming methods to state-of-the-art technology, the region offers delegates a wealth of knowledge and experience to explore. The Second International Seaweed Conference Asia-Pacific will provide participants from around the world with a unique platform to learn about the diverse seaweed industry in the region and understand innovative approaches that contribute to sustainable development.

The Seagrass conference has been successfully organized since 2012 and has built up a solid reputation as the leading conference for the seaweed industry. The addition of the Asia-Pacific edition complements the existing European and US conferences. By organizing Seagrass Asia-Pacific, the organizers aim to foster collaboration and knowledge exchange among industry professionals across Europe, North America, and the Asia-Pacific region, thus driving positive impacts on the industry and community.

Mark your calendars now for Seagrass Asia-Pacific 2025, taking place in Adelaide, Australia. Stay tuned for further updates and registration information on the conference website: www.seagrass-asiapacific.com.