



2014 ANNUAL CONFERENCE – VANCOUVER, CANADA

Monday 27 - Wednesday 29 October

Stress Testing - challenges for our industry



Sponsors



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President's invitation



Those members who attended our meeting in London at the beginning of May will have heard the excellent presentation from Luis Icochea, National Agrarian University "La Molina", Peru – a fascinating update on the potential of an El Niño event in South America this year. By the time we meet in Vancouver, we will know a lot more about the impact the El Niño event is likely to have for 2015. We have invited fishery scientists to present the latest information and, as the main opportunity in the calendar for the industry to meet, the IFFO annual conference will be the ideal time to hear how buyers, sellers and regulators are gearing themselves to cope with this natural phenomenon. As usual, the program also includes time for business meetings and interactive sessions so delegates can make the most of the time to listen, learn, debate and negotiate.

Events like El Niño may become more common as our climate changes and our theme this year is *"Stress Testing – challenges for our industry"*. The IFFO annual conference is a chance not only to do business but, while delegates are away from their busy desks, also to step back and consider the bigger picture. The conference will be an opportunity to discuss how resilient our industry is to change – what impact will ocean warming and acidification have on our fisheries, what is the competition from alternative feed ingredients, new technology and marine products and what is the view of regulators? The Chinese economy dominates the market but will it continue to grow and will new regulations create barriers to trade in favour of domestic production?

To ensure the conference addresses the key questions, we are inviting delegates to request specific discussion subjects prior to the event. These will then be collated and the most popular will form the basis for an interactive session supported by voting and feedback.

Vancouver, as well as being a beautiful waterside city, is also a centre for ocean studies and conservation. As an industry that has committed to responsible sourcing and has more volume of certified production than our competitors, Vancouver is an ideal venue to remind ourselves that our industry relies on a healthy ocean and that we have much to be proud of in protecting this resource.

We look forward to welcoming you in Vancouver.

Humberto Speziani
IFFO PRESIDENT



Conference programme



Time	Meeting/Function	Location	Participation Category
SUNDAY 26 OCTOBER			
16:00 – 18:00	Registration - for collection of documentation	Hotel Lobby	D
MONDAY 27 OCTOBER			
08:30 - 15:00	Registration - for collection of documentation	East Lobby, VCC	D
09:30 - 12:30	Opening Session *	East Exhibit Hall, VCC	B
15:00 - 17:15	Interactive Session *	East Exhibit Hall, VCC	B
19:00 - 21:00	Welcome Reception	Meet in the Lower Lobby	D
TUESDAY 28 OCTOBER			
09:30 - 12:30	Market Forum I *	East Exhibit Hall, VCC	A
09:30 - 13:00	Companions' Tour	Meet in the Lower Lobby	C
15:00 - 18:00	Workshop Session *	East Exhibit Hall, VCC	B
WEDNESDAY 29 OCTOBER			
09:30 - 10:45	Market Forum II *	East Exhibit Hall, VCC	A
11:15 - 12:30	Market Forum III (open session) *	East Exhibit Hall, VCC	B
15:00 - 17:45	Closing Session *	East Exhibit Hall, VCC	B
19:30 - 20:30	Cocktail Reception	Foyer of Ballroom C, West Building, VCC	D
20:30 - 01:00	Gala Dinner	Ballroom C, West Building, VCC	D
THURSDAY 30 OCTOBER			
10:00 - 13:00	Management Board	Gallery Boardroom	E

PARTICIPATION CATEGORY

- A Registered producer and premium associate members of IFFO only
- B All registered delegates
- C All registered companions
- D All registered delegates and companions
- E Members of the IFFO management board only

CONFERENCE LANGUAGE

The main language for the conference is English. Provision has been made for simultaneous interpretation into Spanish, Chinese and English for the main sessions and meetings as indicated by * in the conference programme.

Key Sessions

OPENING SESSION Monday 27 October, 09:30 - 12:30

- 09:30 - 09:40 **President's Address**
Humberto Speziani, IFFO President, Peru
- 09:40 - 10:00 **Welcome and Opening Remarks**
Andrew Mallison, Director General, IFFO, U.K.
- 10:00 - 10:30 **Sustainable aquaculture and capture fisheries management, a regulators perspective**
Éric Gilbert, Director General, Aquaculture Management Directorate, DFO, Canada
- 10:30 - 11:00 **Regulatory Challenges for the Marine Ingredients Industry**
Elena Conterno, Chairman of the Board, Sociedad Nacional de Pesqueria, Perú
- 11:00 - 11:20 *Coffee Break*
- 11:20 - 12:00 **Maintaining sources of responsible feed, a retailer's perspective**
Paul Uys, Retired Vice President, Sustainable Seafood, Loblaw Companies Limited, Canada
- 12:00 - 12:30 **Questions and Answers 1**
including an interactive 'Ask the Audience' opportunity

INTERACTIVE SESSION Monday 27 October, 15:00 - 17:15

- 15:00 - 15:40 **The Economic Environment: a General Panorama**
Jorge Quiroz, Economist, Jorge Quiroz C. & Consultores Asociados S.A., Chile
- 15:40 - 16:00 *Coffee Break*
- 16:00 - 16:40 **Diversification, the Opportunity for Marine Ingredients**
Richard Draves, Vice-President, Product Development Group, American Seafoods Group, U.S.A.
- 16:40 - 17:15 **What's Trending**
Panel discussion with invited industry experts

WORKSHOP SESSION Tuesday 28 October, 15:00 - 18:00

- 15:00 - 15:10 **Update on Technical issues including IFFO RS**
Dr Andrew Jackson, Technical Director, IFFO, U.K.
- 15:10 - 15:30 **Workshop 1 - Effective Hazard Analysis (HACCP) can save money and reputations for everyone in the value chain**
Anne Mette Onarheim, Quality Manager Raw Materials and Suppliers, Skretting, Norway
- 15:30 - 16:10 **Workshop 2 - Protein sources for a growing aquaculture industry**
Dr Albert Tacon, Technical Director, Aquatic Farms Ltd, U.S.A.
- 16:10 - 16:30 *Coffee Break*
- 16:30 - 17:20 **Workshop 3 - Sustainable management of small pelagic fisheries - the state of the science**
Dr Timothy Essington, Professor and Associate Director, University of Washington School of Aquatic and Fishery Sciences. U.S.A.
- 17:20 - 18:00 **Workshop 4 - Impacts of climate change and acidification on small pelagic fisheries**
Dr Ryan Rykaczewski, Assistant Professor, Dept of Biological Sciences, University of South Carolina, U.S.A.

MARKET FORUM III (Open) Wednesday 29 October, 11:15 - 12:30

- 11:15 - 11:50 **China Update**
Maggie Xu, China Director, IFFO, P.R. China
- 11:50 - 12:20 **Developments in the Omega 3 marketplace**
Adam Ismail, Executive Director, GOED Omega-3, U.S.A.
- 12:20 - 12:30 **Questions and Answers 2**
including an interactive 'Ask the Audience' opportunity

CLOSING SESSION Wednesday 29 October, 15:00 - 17:45

- 15:00 - 15:30 **Hydrolyzed Fish Peptides for Human Consumption Markets**
Michael Mussell, Chief Executive Officer, Bluewave Marine Ingredients, Peru
- 15:30 - 16:00 **India - prospects for fish and commodities in the next decade**
Merritt Cluff, Consultant to FAO, Italy
- 16:00 - 16:20 *Coffee Break*
- 16:20 - 17:00 **Securing responsible supply of marine oils**
Dr Dieter Letzelter, Head of Global Purchasing, DSM Nutritional Products Ltd, Switzerland
- 17:00 - 17:30 **Communicating in a crisis**
Jeremy Dunn, Executive Director, BC Salmon Farmers Association, Canada
- 17:30 - 17:45 **Concluding remarks**
Andrew Mallison, Director General, IFFO, U.K.

Speakers



Adam Ismail

Adam Ismail is Executive Director of the Global Organization for EPA and DHA Omega-3s, where he has overseen a seven-fold growth in its membership since 2007, the founding of an international learning consortium based at Purdue, overturning a ban on fish oil imports in Europe, and establishment of nutritional intake recommendations worldwide. Previously, he worked for Cargill in charge of commercialising their omega-3 food ingredient business and at Health Strategy Consulting and Health Business Partners on investment banking and strategy consulting projects.

Developments in the Omega 3 marketplace

The omega-3 market has undergone significant change during the past two years, which has already had impacted the supply of fish oil into the sector. Markets that once experienced high growth have begun to decline, new sources of EPA and DHA are being introduced with the goal of competing with fish oils, the informed consumer is demanding new information at speeds faster than industry has responded, and sensationalism in the media is having an impact on omega-3 demand. This presentation will give an update on the market and delve into how some of these risks can be managed.



Albert Tacon

Albert Tacon is Technical Director of Aquatic Farms Ltd and works as an independent consultant specializing in aquatic feeds and nutrition. He has over 35 years of professional experience in aquatic feeds and nutrition, including 14 years with the FAO, and over 225 scientific publications and one patent. He currently serves on the editorial board of several international journals and as scientific advisor to several international organizations and private companies.

Protein sources for a growing aquaculture industry

The fish and crustacean aquaculture sector is currently the largest consumer of fishmeal and fish oil, with the sector reportedly consuming 68% and 74% of total global fishmeal and fish oil production in 2012, respectively. Alternative protein sources which have successfully been used by the aquafeed sector as dietary fishmeal replacers (in conjunction with the necessary additional essential nutrients usually supplied by fishmeal) have included terrestrial animal byproduct meals, plant protein meals, and single cell protein meals. The paper discusses the relative merits and demerits of these fishmeal replacers, and the future long term role played by fishmeal within compound aquafeeds.



Speakers



Anne Mette Onarheim

Anne Mette is responsible for raw material and supplier quality in the global quality team of Skretting, the aquaculture part of Nutreco. She has 25 years of experience from R&D and quality in the fish feed business. Food safety and quality audits of global suppliers to Skretting are an important part of her responsibilities, and she has visited and audited fishmeal and oil production facilities in Europe, Asia and Americas. The most important aspect of the job as quality manager is to drive and assist the business and its suppliers in developing a culture of continuous improvement.

Effective Hazard Analysis (HACCP) can save money and reputations for everyone in the value chain

When an incident happens whether you think it is a crisis, or not, may depend on what information you have and how your customers perceive the consequences. Maybe it's not a food safety issue, but a big issue for your reputation? The legislation may seem very clear and confirm that you don't have a problem, but that was before the journalists had a look at it!

Costs associated with a food safety, or a reputational issue increase enormously as we move towards the consumer in the value chain. It may be difficult to have an overview of consequences for a customer or even the customer's customer. These are good reasons for doing a thorough risk analysis, extensive documentation and all doing our best to avoid any issues. And, when an issue arises, our experience is that communication and transparency are key!



Dieter Letzelter

Dieter is the Purchasing Director of DSM Nutritional Products. He has studied economics at the University of Mannheim and obtained a Ph.D from the University of Wales. He has worked in supply chain and commercial functions in the chemical industry in the last 25 years. For DSM he has built the global purchasing function of DSM Nutritional Products.

Securing responsible supply of marine oils

Omegas are important ingredients for human health. DSM and the other players in the industry have developed a significant market around this and continue to invest in its growth. Sourcing of marine oils for this market is a challenge. As a natural product the variability in the Marine Oil supply creates short term issues. In the longer term the industry needs to address the sustainability of marine oils. Sustainability includes several aspects: importance of sustainability (and certification) for consumers/retailers/NGOs, sustainable substitutes such as fermentative products, value for money compared to other health choices. How these topics are dealt with will shape the future of the industry.



Speakers



Elena Conterno

Current President of the National Fisheries Society and former Minister of Production, in Peru. Studies in Economics at Universidad del Pacífico (Peru) and Master in Public Administration at Harvard University (USA). Executive and public policy analyst with more than 10 years of work experience in the public sector and 8 in the international cooperation sector. She has led important reforms, has done extensive public policy analysis and consulting work and has produced more than 10 publications. She has dedicated much of her career to promoting dialogue among different actors and achieving change in the Peruvian public sector. Has been consultant of USAID, World Bank, IADB, PNUD and GIZ.

Regulatory Challenges for the Marine Ingredients Industry

The level of State intervention in the industry in comparison with others will be presented to then analyze key regulatory issues of the industry, such as global quotas, individual quotas, limitation of the fishing effort, restrictions in fishing areas, control and surveillance, among others. Each of these topics will be reviewed for the Peruvian fishmeal and fish oil industry, as well as the performance of the industry in Peru in recent years, to then consider the future challenges in relation to the analysis.



Éric Gilbert

Éric has worked in the aquaculture and capture fisheries sectors for more than 26 years. He holds an undergraduate degree in biology and a master's degree in Maritime Resources Management with a specialty in aquaculture economics. As Director General for Aquaculture Management, Mr. Gilbert is the head of the Directorate responsible for policy development and the regulatory management of aquaculture in Canada at the federal level. He has extensive experience in the conception and management of programs and policies designed to ensure sustainable aquaculture development in Canada.

Sustainable aquaculture and capture fisheries management, a regulators perspective

DFO's mandate is to foster sustainable aquaculture and capture fisheries through the maintenance of healthy and productive aquatic ecosystems. Canadians and others can be confident that Canada has a robust system and will continue to improve its management of fisheries and aquaculture operations to ensure seafood is sustainably produced. An overview of the current status and future prospects for the fisheries and aquaculture sectors in Canada will be presented along with a discussion from a regulators perspective of the key challenges that must be effectively addressed to ensure that the aquaculture and capture fisheries sectors in Canada and globally can continue to flourish and grow in a sustainable manner to meet the increasing global demand for seafood.



Speakers



Jeremy Dunn

Jeremy brings a wealth of experience in communications, strategic planning, issues management and stakeholder relations. Prior to joining the BCSFA, he served as Vice-President of Laura Balance Media Group where he successfully managed multiple integrated communications and engagement campaigns for clients ranging from the Forest Products Association of Canada to the Union of BC Municipalities. Among his professional highlights was leading the development and operation of the BC International Media Centre for the Winter Olympics in Vancouver. Jeremy's background in media relations comes from working on the other side as a broadcast reporter and host.

Communicating in a crisis

The past twenty years has seen an evolution in communications, transforming the way that companies communicate with their stakeholders. With information now widely accessible to both the public and media, via a host of web and social media portals, it has become critical for companies to respond swiftly and succinctly in a crisis. This presentation will focus on building and implementing a crisis management strategy, stakeholder mapping and engaging with the media. Industry examples will be pulled together to illustrate successes and failures, how to learn from mistakes and how it can be possible to turn a crisis into a communications success for your company.



Jorge Quiroz

Jorge Quiroz C.: Ph.D. in Economics, Duke University (1991) and B.A. in Economics, Universidad de Chile (1984). He is the main partner of Quiroz & Associates, consulting firm with extensive experience in the areas of applied economics and finance advising public and private organizations in the areas of regulation, international trade, economic litigation, econometric projections and M&A, among others. He is also a member of several Board of Directors in Chile.

The Economic Environment: A General Panorama

Jorge Quiroz will review the main trends and the most probable developments affecting the global economy. The main issues to be addressed are the persistence of the (so far) sustained recovery of the US economy; the extent to which the discouraging performance of the EU economy will continue into the future; the many questions surrounding the Japanese experiment; and the perspectives of the Chinese economy, one of the most crucial drivers of the global economy in the past few years. Implications of this general panorama will be drawn for the probable evolution of food demand and commodity prices. Special emphasis will be given to risk analysis including, in particular, international market disruptions (such as those stemming from the recent import restrictions imposed by Russia), exchange rate movements and their potential impact on commodity prices (such as the probable upward trend in the dollar), and supply and demand shocks coming from relevant international players like China.



Speakers



Merritt Cluff

Merritt graduated with a master's degree in economics from Queen's University in Canada. He held various positions in the Canadian Government, OECD and FAO. At FAO he helped to conceive the OECD-FAO Agricultural Outlook, which has become a standard reference for the global analysis of agricultural markets. Merritt recently coordinated the Outlook's special focus on China in 2013 and on India in 2014. Living in Rome, Merritt consults for both OECD and FAO on issues relevant to the evolution of global agricultural commodity markets and issues facing them.

India - prospects for fish and commodities in the next decade

India is the world's second largest in terms of population, but the largest in terms of number of farmers and agricultural land, and is the home of the largest number of food insecure people. Strong economic growth, combined with input, output and consumption subsidies have encouraged strong growth in the agriculture and fish sectors. The 2014 OECD-FAO Outlook anticipates that with continued strong growth India has the potential to significantly reduce poverty and food insecurity in the next decade. While remaining vegetarian, Indian diets will diversify, and foster growth in demand for fish and other sources of non-vegetal proteins. India is not likely to keep pace with Indonesia and will lose its position as the world's second largest fish producer.



Michael Mussell

Michael has 20+ years' experience in the South American seafood Industry. In 2010, Michael co-founded BlueWave Marine Ingredients, based on a patented technology process platform to produce hydrolyzed fish peptides. Prior to then, he had an 8 year tenure at Austral Group as the Chief Operating Officer. He also spent time with Pesquera Coloso and Crown Latin America in Chile. Michael has served as a Director of Peruvian National Fisheries Society (SNP). He also served as President of the Peruvian Fish Cannery Committee as well as 4 years on the advisory editorial board of the Peruvian National Fishing Magazine "Pesca Responsable".

Hydrolyzed Fish Peptides for Human Consumption Markets

- What are hydrolyzed fish proteins (FPi/FPc), why are they different? All Proteins can be hydrolyzed – and many applications in food and beverage markets exist today. We will focus on Fish in Human Nutrition applications. How are they different from current products and how to differentiate from other protein sources.
- Protein Trends. What can we learn from these trends?
- Specific Applications for FPi/FPc for Human Consumption: Malnutrition, Functional Ingredient, Functional foods, Sports Nutrition and Pharmaceutical.
- The Challenges Ahead: Consumer Acceptance, Production Process, Pricing, Regulatory.
- Are Fish Peptides the next "Omega 3" story in the Marine Ingredients/Nutraceutical space?



Speakers



Paul Uys

Paul is a retired executive with 40 years global retail experience specializing in brand creation, food product development and sourcing. During his 25 years at Loblaw Companies, Canada's largest supermarket, he headed the product development department, and in his latter days he spearheaded its sustainable seafood procurement initiative. After retiring from Loblaw, he has become Senior Director, External; The Food Institute, University of Guelph, Canada. He is also an advisor to WWF-Canada on strategic ocean industry matters.

Maintaining sources of responsible feed, a retailer's perspective

So far down the supply chain, distant from primary processing let alone raw material ingredient sourcing, and yet the front line to the customer, Grocery retailers are positioned uniquely and face distinct supply chain challenges. These challenges are heightened within the world of sustainable seafood and responsibly farmed aquaculture, the definition of which is evolving from purely environmental risks to social ones and requiring attention right through to feed ingredient sourcing. The presentation will explore the Canadian retail supply chain challenges and uncertainties, consumer perspectives on sustainability, and the use of certifications in managing risk.



Richard Draves

With a 30+ year career harvesting, processing, and selling Alaska Pollock products, Mr. Draves focus has most recently turned to non-traditional applications in his role as VP of Product Development for American Seafoods Group. Draves works with scientists and applications specialists around the world to discover and develop new processes, products, and markets that utilize the high quality raw materials supplied by American Seafoods fleet of catcher-processors.

Richard is a graduate of the University of Wisconsin, and holds a B.S. in Biology – Natural Resources Management. His at-sea experience spans fisheries in Alaska, Chile, and Argentina, processing various species into industrial seafood ingredients. He is a frequent speaker at Surimi industry functions around the world.

Diversification, the Opportunity for Marine Ingredients

Richard's presentation "Diversification, the Opportunity for Marine Ingredients" will delve into various aspects of producing seafood products at sea, the benefits and limitations involved, as well as describe his perspective on the future for marine ingredients produced from Alaska Pollock.



Speakers



Ryan Rykaczewski

Ryan Rykaczewski is an Assistant Professor of Marine Science and Biology at the University of South Carolina, USA. He earned his bachelor's degree in Marine Science and Biology from the University of Miami and his Ph.D. in Biological Oceanography from the Scripps Institution of Oceanography. Ryan is interested in understanding the physical and biogeochemical dynamics of upwelling systems and how these processes influence the productivity and distribution of small pelagic fish populations in response to climate change.

Impacts of climate change and acidification on small pelagic fisheries

Climate variability and change are now recognized as significant factors influencing populations of living marine resources. However, the responses of marine populations to future climate change and continued anthropogenic emissions of carbon dioxide remain uncertain. In the world's eastern boundary currents, climate-related changes in atmospheric winds, surface ocean temperature, density stratification of the water column, and ocean pH all may impact the productivity of planktivorous fishes and their prey. Here, we will discuss the range of mechanisms through which continuing climate change and variability will affect ecological processes in upwelling systems.



Timothy Essington

Tim Essington is a fisheries ecologist with an interest in marine food webs, fisheries management, and conservation. He received his B.S. in biology in 1991, a M.Sc. in Fish and Wildlife Conservation in 1995, and Ph.D. in Zoology in 1999. He has been a professor at the University of Washington School of Aquatic and Fishery Sciences since 2003, where he is presently the School's Associate Director and the Director of the UW Quantitative Ecology and Resource Management Graduate program.

Sustainable management of small pelagic fisheries - the state of the science

Forage fish provide benefits to both marine ecosystems and to humans. There has been a growing interest in developing and testing harvest policies that allow for sustainable use of this resource while protecting their unique ecological role. Here I review the methods, approaches, findings and recommendations that have emerged from two major initiatives that explored ecosystem-based management of forage fish. I will review the criticisms of this work, and present emerging new research that helps clarify the state of the science. Finally, I outline an agenda for advancing the science to support ecosystem based management of forage fish.



Social programme

WELCOME RECEPTION

Monday 27 October from 19:00 to 21:00



Let us welcome you to the Annual Conference 2014! You are invited to join us at the Vancouver Aquarium for what promises to be a memorable first evening in Vancouver. This will be a great opportunity to meet other delegates and catch up with old friends.

COMPANIONS' TOUR – Vancouver City Explorer

Tuesday 28 October from 09:30 to 13:00 (return time is approximate)



Discover the past and present as you explore the secret treasures of the city. You will embark on a tour of some of Vancouver's most famous attractions with the opportunity to discover the totem poles and lost lagoon at Stanley Park, visit the steam clock in Gas Town and explore the shopping mecca of Granville Island. Other sites to be visited on the tour include Coal Harbour, English Bay, Chinatown, and Kitsilano.

GALA DINNER

Wednesday 29 October from 19:30 to 01:00



Join us for a spectacular Gala Dinner, held at the Vancouver Convention Centre. We invite you to enjoy exceptional entertainment from your host country, Canada. You will enjoy pre-dinner cocktails and then take your seat for an evening of splendid cuisine. The party will continue into the small hours, so you can enjoy our last night in Vancouver.

... from nature



We supply process technology for the recycling of valuable proteins, minerals and oils from fish and meat



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... to nature



IFFO Conference App

This year we have an enhanced app for our conference. Besides having access to general information, full program details, maps and speaker biographies, the new features include:

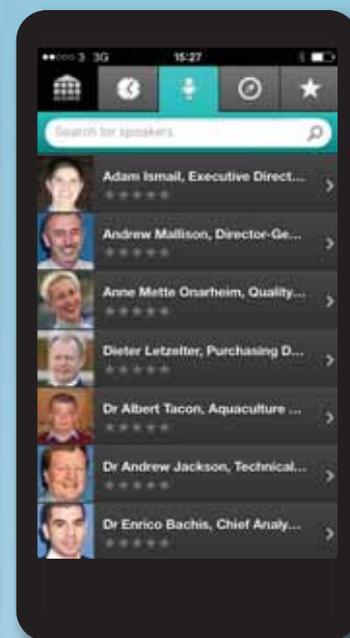
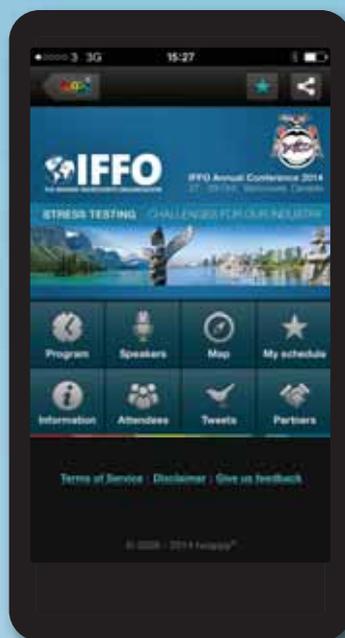
- The conference presentations (open sessions only)
- Send in-app messages to other registered delegates
- List of the delegates

How to login

An email invitation was sent to you prior to the conference, using the email address from your registration form. Only registered delegates will receive the email invitation and the app can only be accessed via a link in this email. To access the app, click on the link and follow the instructions. Then create your Username and Password and start exploring.



Alternatively scan this QR code or visit m.twoppy.com/iffovancouver2014 on your mobile, type in the email address that you registered with and the invitation email will be resent to you.



IFFO Events Website – www.iffoevents.com

The IFFO events website includes all the essential information for delegates, divided between the public and Delegates' Area. Each delegate received a unique username and password by email when registering for this event.

Public area:

- In-depth programme for the full three days
- Speaker information and presentation summaries
- Venue information
- Information about our sponsors

Delegates' Area:

- Delegates list with photos and contact information
- Conference presentations
- Yearbook of Statistics
- Photo area
- Audience voting (ARS) results

The conference presentations will also be available in the Members Area (IFFO members only) of www.iffonet.net.



CONTACT US

If you have any problems accessing either the app or the website then please contact the IFFO Secretariat by:

- Emailing secretariat@iffonet.net;
- calling extension 7622 via the hotel; or
- visiting our office in the hotel, which is the Atrium Boardroom, located on the Restaurant 'R' level.

Location

Vancouver

Set amid a backdrop of snow-flecked mountains, dripping rain forest, and sandy beaches, Vancouver is, as the tourist brochures say, "Spectacular by nature". Steadily earning accolades as one of the world's most liveable cities, Vancouver has it all: superb restaurants, world-class shopping, recreation to boggle the mind, and remarkable cultural diversity. It's no wonder that TV and film crews flock to this city of extremes. With the West Coast's busiest port, the fairest weather in Canada, and an open-door policy to anyone from someplace else, the city is no stranger to growth. As the ships slide in and out of port, so do the visitors, coming to ski and hike, enjoy the arts, eat fresh seafood, and soak up the surrounding beauty.

Vancouver is also one of the most ethnically and linguistically diverse cities in Canada with 52% of the population speaking a first language other than English. Enjoy the rich range cuisines of Asia, India, Italy and Greece and explore the Aboriginal origins of the city by visiting the Klahowya Village. Escape to nature and take a stroll through Stanley Park, the city's urban wilderness or enjoy a boat trip around the harbour. And after a busy day, linger over a glass of wine and a locally inspired meal, or unwind at one of Vancouver's unique spas. In the evening the city comes to life with nights at the Opera, Symphony and Ballet, or at the Rogers Arena with the city's Vancouver Canucks ice hockey team. Whatever you choose to do, Vancouver's wealth of cultural experiences is sure to impress.

The city was also named the Top Destination in Canada in TripAdvisor's 2012 Travelers' Choice awards, and was chosen as the world's "Most Liveable City" in 2010 by the Economist Intelligence Unit (EIU), a title it has been awarded eight times since 2002. Vancouver has been host to many international conferences and events, including the 2010 Winter Olympics and 2010 Winter Paralympics.

Climate

Vancouver in October is beautiful and green with an average high temperature for late October of 12°C falling to an average low of 8°C. October is one of the more rainy months of the year but snow is very unlikely, except on the mountaintops. Bring warm, waterproof clothing and an umbrella, and expect to see some spectacular fall foliage!