



GENEVA ENVIRONMENT NETWORK



RESEAU ENVIRONNEMENT DE GENEVE

The End of the Line Premiere Screening in Geneva

Friday, 25 September 2009, 18h30
Salle Ardit-Wilsdorf

"The End of the Line" is the first major documentary feature film revealing the impact of overfishing on our oceans. The film aims to bring the overfishing crisis to a wider audience and ask critical questions about what is really happening in our oceans and what can be done about it.

"The End of the Line" lays the responsibility squarely on consumers who innocently buy endangered fish, politicians who ignore the advice and pleas of scientists, fisher men who break quotas and fish illegally, and the global fishing industry that is slow to react to an impending disaster. The film also points to solutions that are simple and doable - networks of marine protected areas, well-managed fishing and sustainable seafood.

An important part of the solution is the reform of harmful fisheries subsidies. Here, the World Trade Organization (WTO) plays an important role: negotiations are currently underway to develop new rules on fisheries subsidies to reduce overfishing and save precious resources. UNEP, WWF and OCEANA support these efforts at the WTO.

18:30

Brief introduction by Christopher Bouvier, UNEP Director and Representative for Europe and State of Geneva Representative

18.35

Screening of Fisheries subsidies UNEP documentary

18.50

HE Guillermo Valles, Ambassador to the Permanent Mission of Uruguay and Chairman, WTO Negotiations on Rules

19.00

Screening of the 'End of the Line' film

20.00

Q&A moderated by WWF DG **James P. Leape**

Panel:

Charles Clover, author of 'End of the Line' book

HE Guillermo Valles, Ambassador to the Permanent Mission of Uruguay and Chairman, WTO Negotiations on Rules

Christopher Bouvier, UNEP Regional representative

Cocktail

For more information on UNEP work on fisheries subsidies please contact **UNEP's Economics and Trade Branch** (anja.moltke@unep.ch)

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