

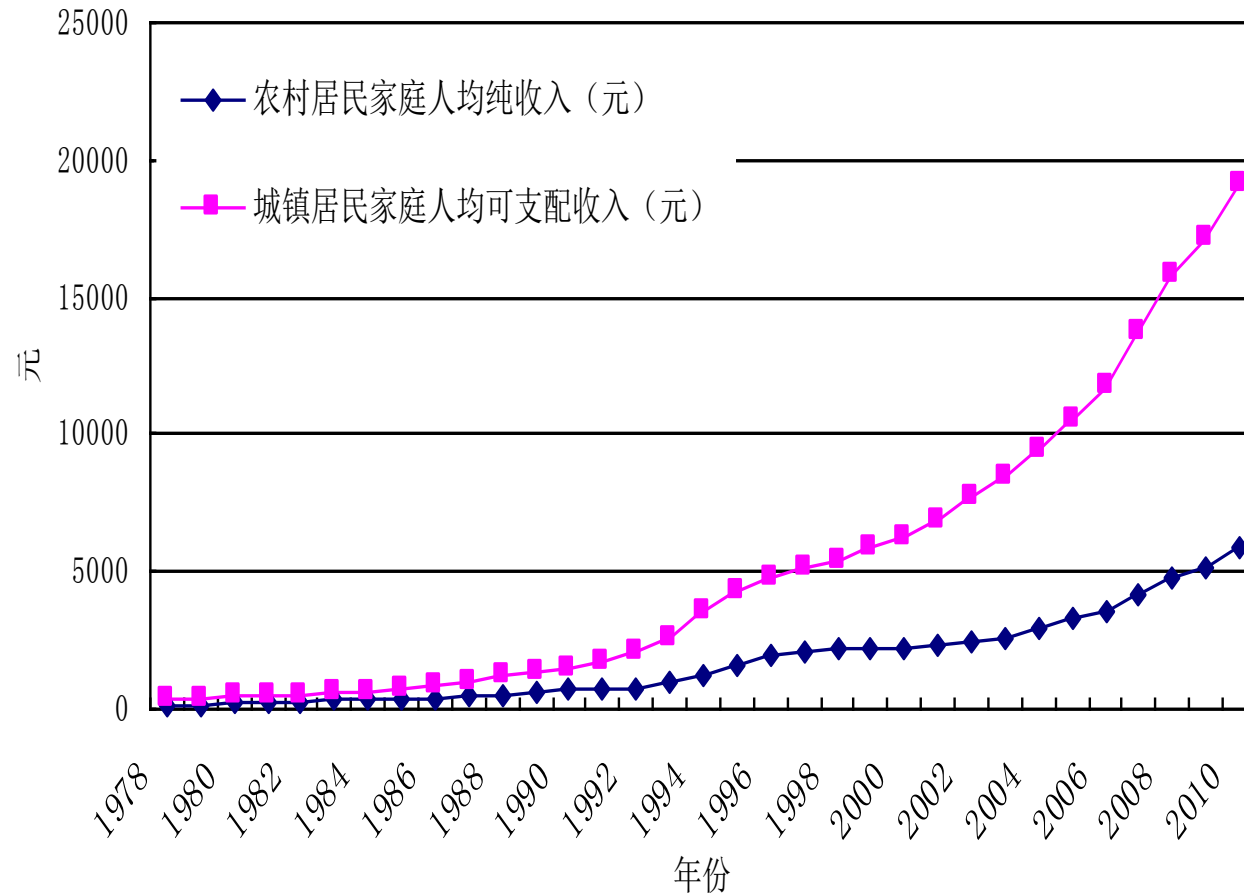
Utvikling i kinesisk sjømatkonsum

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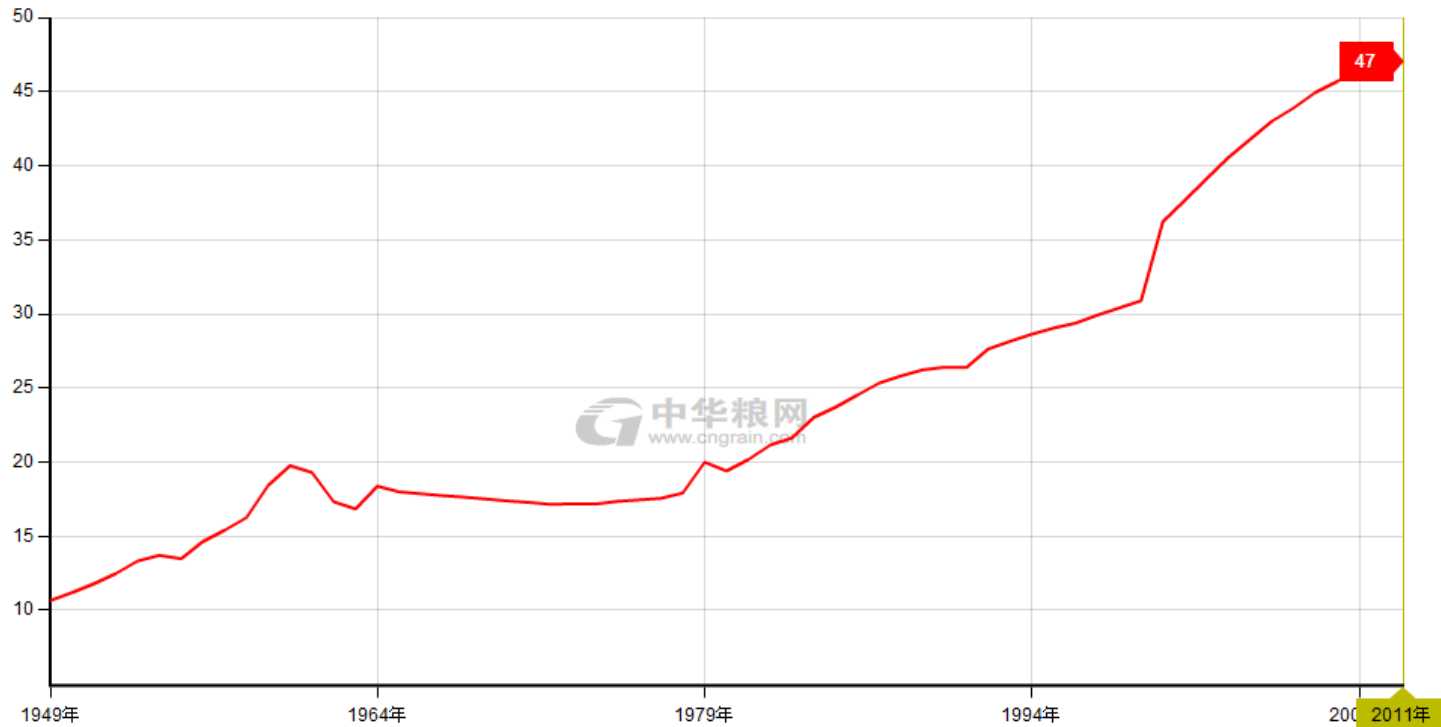


Growing Economy



Data source: Chinese Yearly Statistics

Urbanization Rate



Source: <http://datacenter.cngrain.com/IndexMacroEcoView.aspx?MId=11&IId=32>

Growing Restaurants

Star restaurants

	Total	Five Star		Four Star		Three Star		Second Star	
		Number	Growth Rate	Number	Growth Rate	Number	Growth Rate	Number	Growth Rate
2008	14099	432	-	1821	-	5732		5616	-
2009	14237	506	17%	1984	9%	5917	3%	5375	-4%
2010	13991	595	18%	2219	12%	6268	6%	4612	-14%

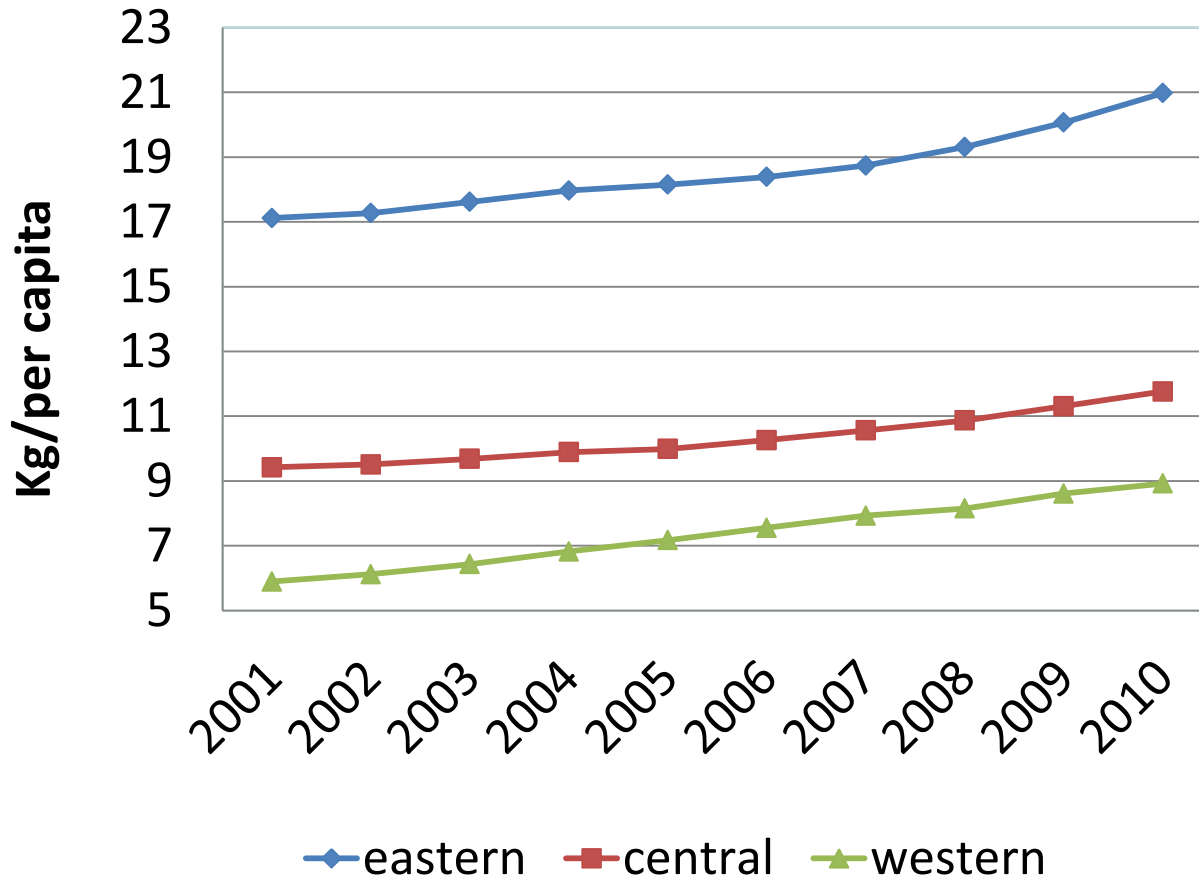
Chain restaurant

	Numbers	China		Numbers	Shanghai	
		Sales Values (billion)	Growth rate		Sales Values (billion)	Growth rate
2008	12561	80.7	-	1167	6.8	-
2009	13739	87.9	9%	1312	7.1	4%
2010	15333	95.5	9%	1773	10.4	46%

Data source: Chinese Yearly Economics and Chinese regional yearly economic statistics.

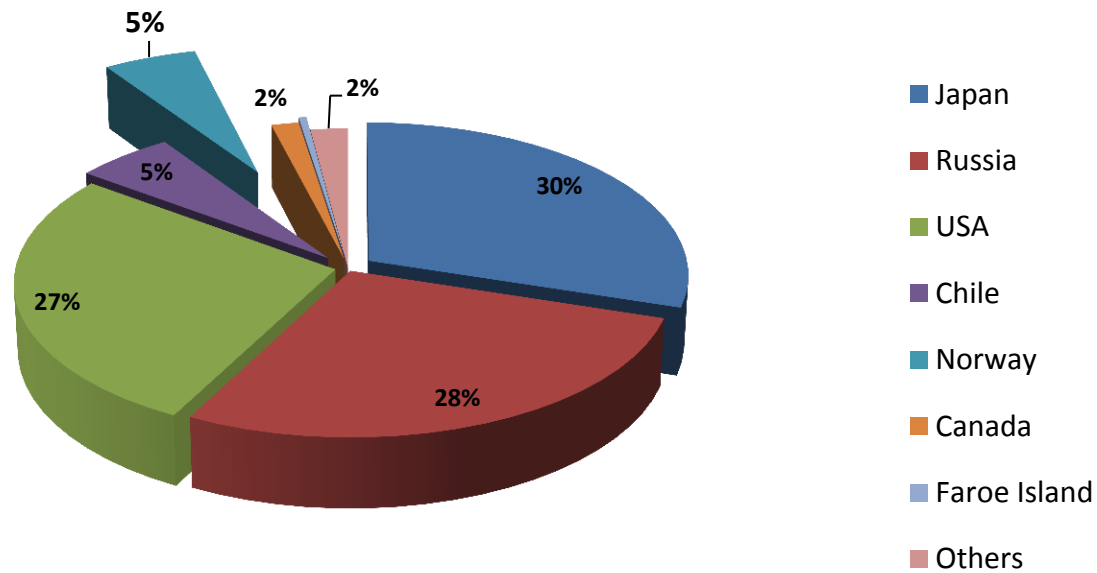


Consumption in Different Regions



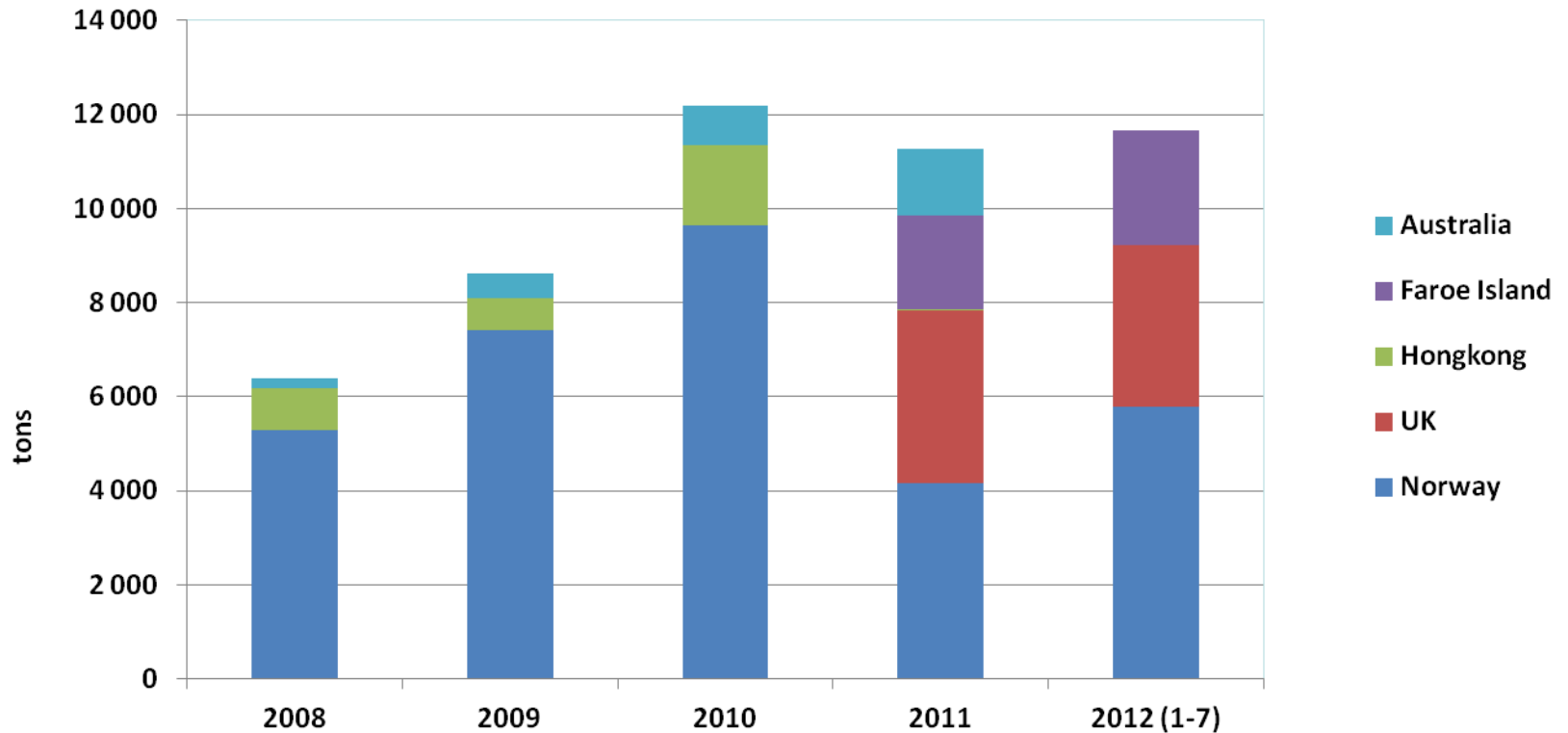
Data source: Chinese Yearly Statistics

Chinese Import of Salmon



Data source: Sjømatråd

Chinese Import of Fresh Salmon



Data source: Sjømatråd and Capia AS

Salmon Consumption



Salmon products in Chinese market

- Quality restaurant



price: 1000 NOK/kg

- Buffie



price: 400 NOK/kg

Salmon products in Chinese market

- Sushi QSR



price: 2-3 NOK/biter

- Sushi take-away



price: 1-2 NOK/ biter

Salmon products in Chinese market

- **Wholesale seafood market**



whole fish: 70-85 NOK/kg
block: 100 NOK/kg
head: 20-30 NOK/kg
skin and bone: 6 NOK/kg

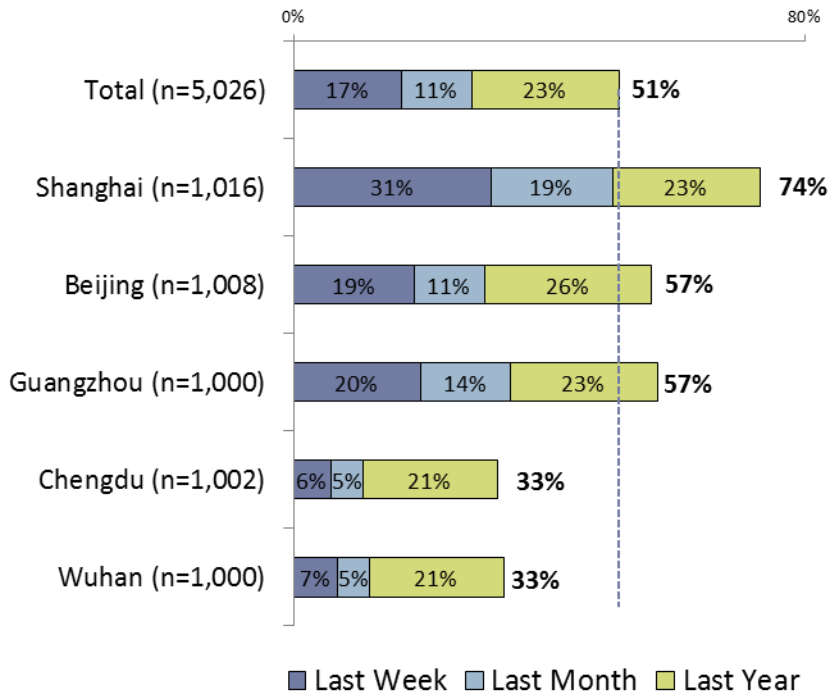
- **Supermarket**



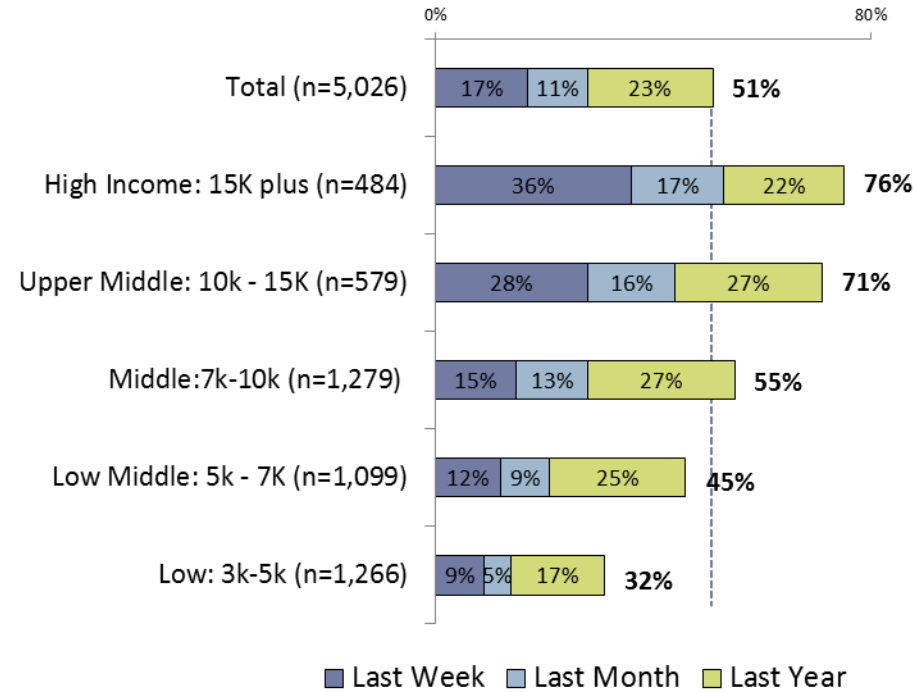
Sashimi: 200 NOK/kg
block: 150 NOK/kg
belly: 40 NOK/kg
head and tail: 40 NOK/kg
skin and bone: 40 NOK/kg

Penetration of Salmon

Last 12 month Salmon Usage by City



Last 12 month Salmon Usage by Income Group



Source: Sjømatråd



鮭 魚 餅

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我+三吻魚

挪威三文魚
美味 健康 安全

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寿司二級技術能手 刺身士二級技術能手



秋
明太鱼籽
 规格: 盒
36.80
 元
 推荐理由: 高蛋白低脂肪, 味道鲜美, 营养丰盛
 友情提示: 可直接食用



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 零售价 114.80
 规格 200g
 产地 挪威
 保质期 24h
 保质期 229.60

品名 三文鱼蝴蝶切片
 零售价 114.80
 规格 200g
 产地 挪威
 保质期 24h
 保质期 229.60

品名 三文鱼丁
 零售价 70.00
 规格 140g
 产地 挪威
 保质期 24h
 保质期 140.00

挪威三文鱼
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 来自冰岛的三文鱼

- 三文鱼排 41.39
- 特选大只三文鱼排 54.19
- 三文鱼排 47.90
- 特选大只三文鱼排 47.90
- 三文鱼排 37.65
- 特选大只三文鱼排 37.20
- 三文鱼排 37.20
- 特选大只三文鱼排 37.20
- 三文鱼排 31.23
- 三文鱼排 27.55
- 三文鱼刺身 30.77
- 三文鱼刺身 33.50
- 三文鱼排 27.55



2.80

3.80

4.80

三文鱼皮骨
23.95
47.90

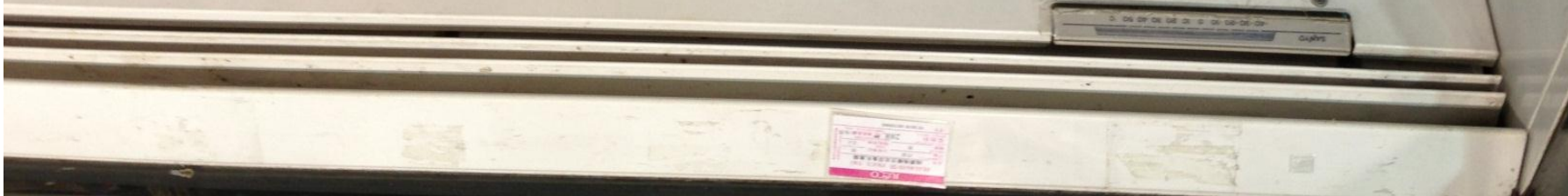
三文鱼头
23.95
47.90



特選

Supermarket in Qindao





Conclusion

- 1. There is a tremendously growing demand for fresh salmon.**
- 2. UK and faroe Islands begin to expland the Chinese market.**
- 3. It is necessary market stragety to differiate Norwegian salmon with Pacific salmon.**
- 4. It is needed to promte high quality Norwegian salmon and the good image of Nordic country in China.**

Thank You

