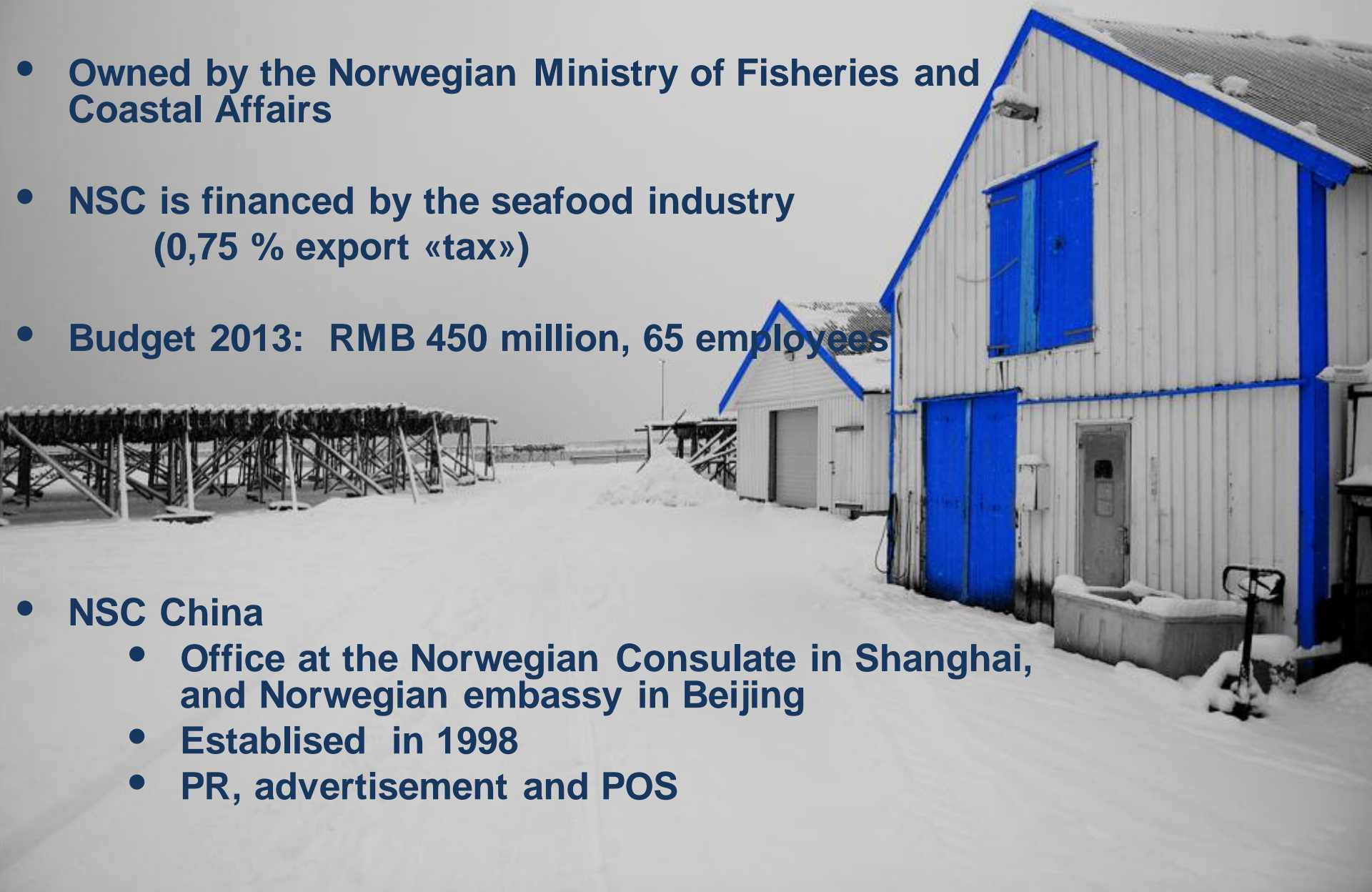




- Established in 1991
- Owned by the Norwegian Ministry of Fisheries and Coastal Affairs
- NSC is financed by the seafood industry (0,75 % export «tax»)
- Budget 2013: RMB 450 million, 65 employees
- NSC China
  - Office at the Norwegian Consulate in Shanghai, and Norwegian embassy in Beijing
  - Established in 1998
  - PR, advertisement and POS

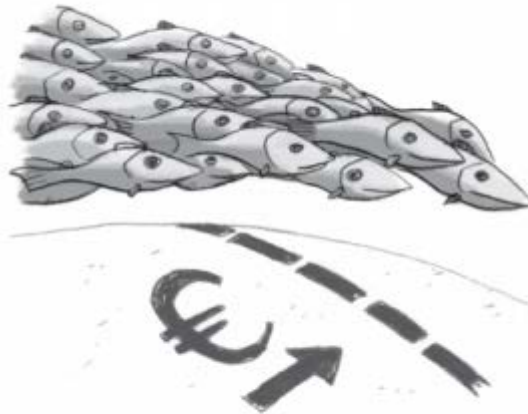


# NSC: AREAS OF OPERATION

## Marketing



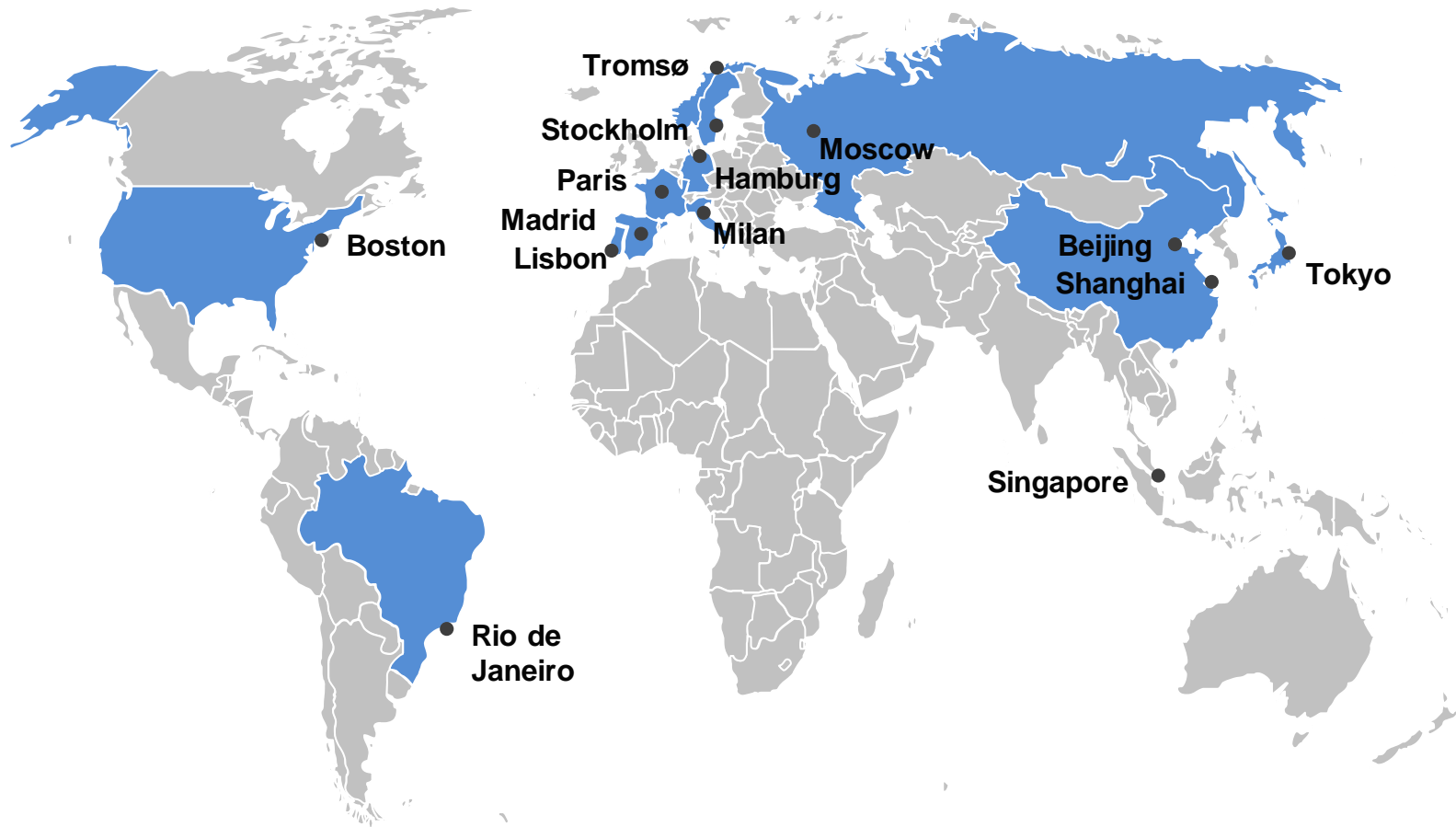
## Market information



## Communication



# NSC AROUND THE WORLD



***IS THERE A POTENTIAL FOR DOMESTIC  
CONSUMPTION OF NORWEGIAN WHITE FISH  
CONSUMPTION IN THE CHINESE MARKET?***

# ***SALMON AS AN EXAMPLE:***

---

# CUISINE

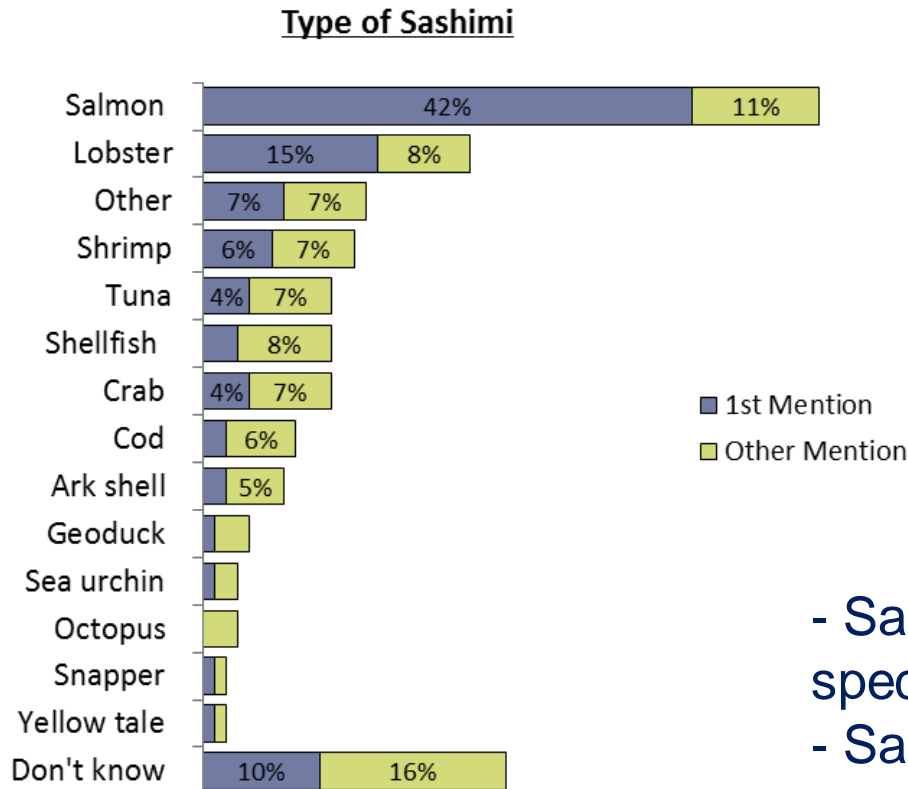
---

80 % + of salmon in China is consumed raw

Salmons role for consumers  
is within the Japanese cuisine

And Japanese cuisine is growing!

# STRENGTH WITHIN THE CUISINE

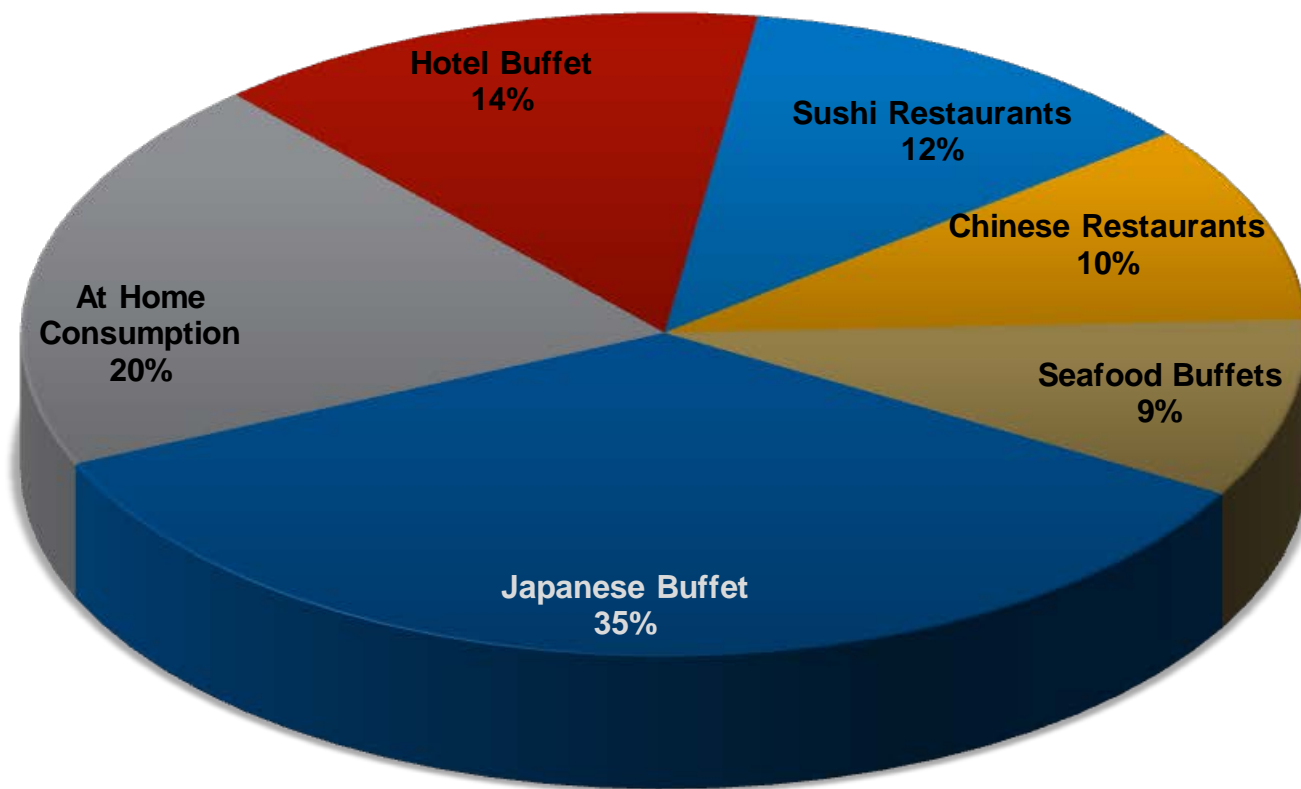


- Salmon is the most popular species for sashimi.
- Salmon is one of the less expensive seafood for sashimi.



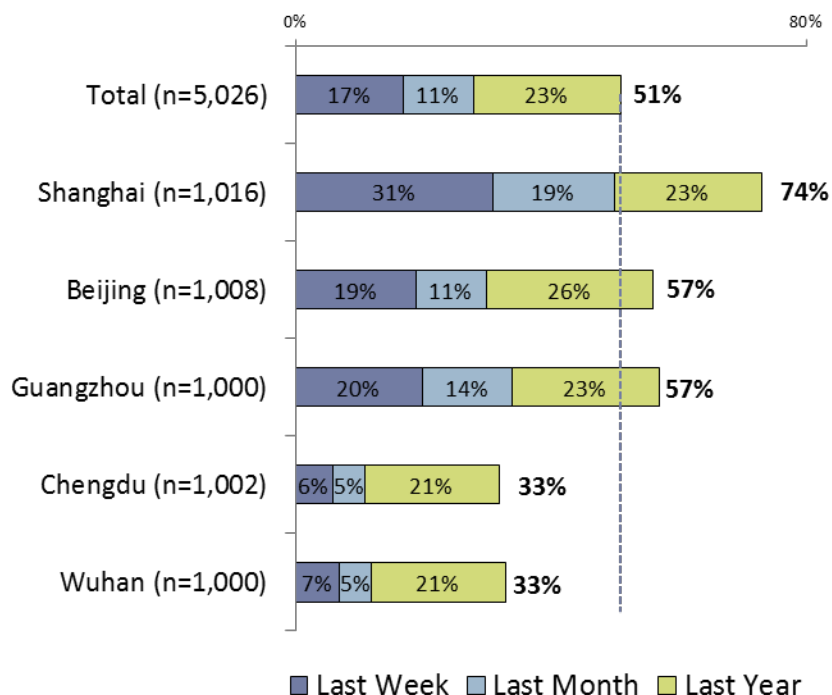
# CHANNELS

## Consumption channels

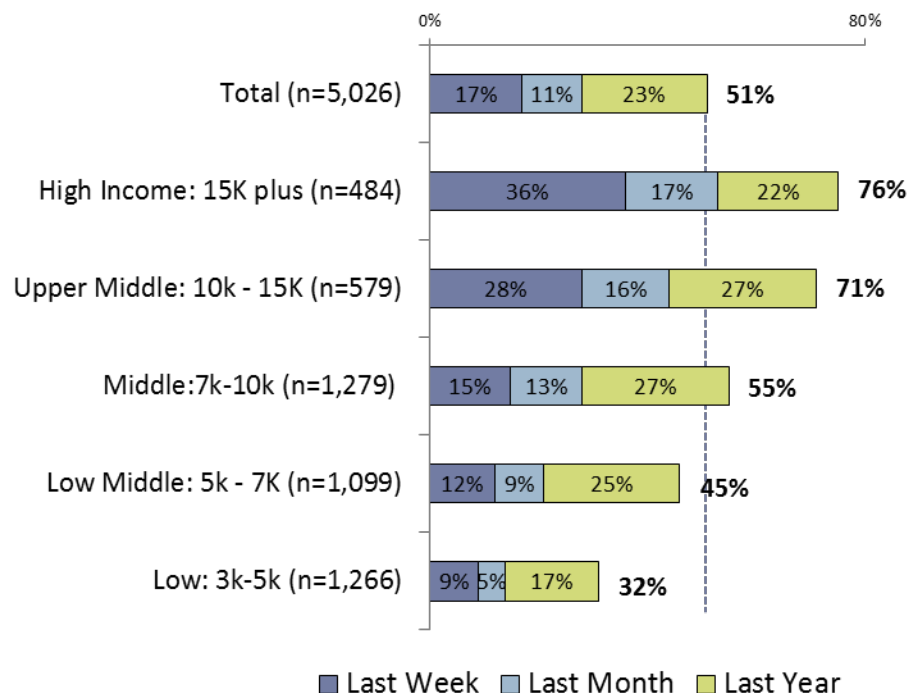


# PENETRATION OF SALMON

Last 12 month Salmon Usage by City



Last 12 month Salmon Usage by Income Group



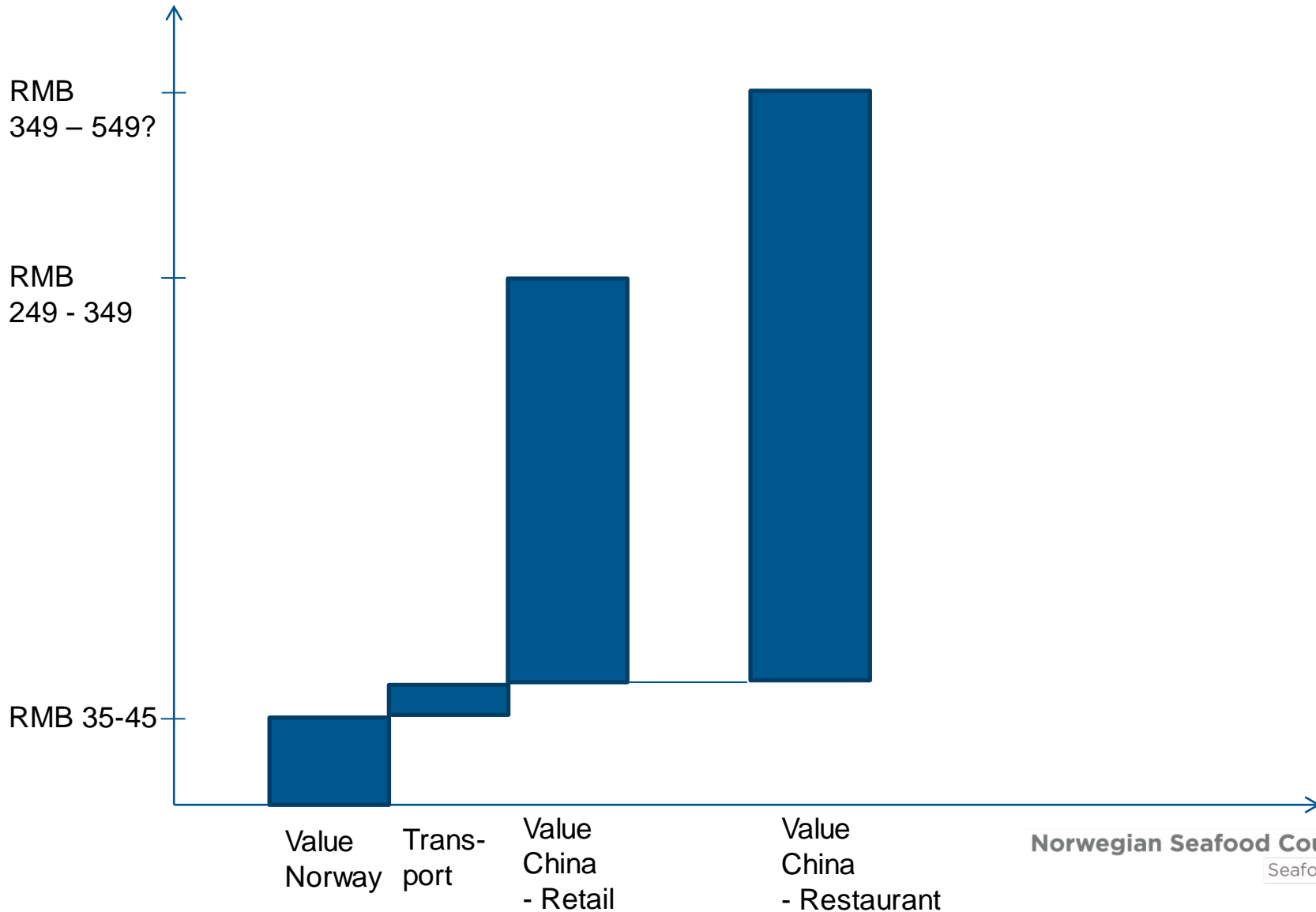
---

# SUMMARY SALMONS POSITION

---

- Japanese cuisine (+ 80 %)
  - Raw consumption
- Most popular among sashimi variants
  - and relative inexpensive (within the segment)
- Restaurant biggest channel (80 %)
- High income consumers
  - But the product is “*affordable luxury*”

# THE VALUE IS CREATED IN CHINA



# WHERE HAS NORWEGIAN WHITE FISH ITS COMPARATIVE ADVANTAGES?

- Cuisine?
  - Western, Chinese (which?), Japanese etc.
- Channel?
  - Retail and/or restaurants?
- Type of consumer?
  - Age, income etc?
- What is the product story within relevant cuisine and channel?
- Substituting current products, why is Norwegian white fish better than current product?
- High- end?
  - Low – medium – high, within segment
- How to prepare?
- Packaging?
- Value chain?
- Whole fish, fillets?
- Etc.

---

# CHINESE CONSUMERS

---



*We need to understand the Chinese consumers, their preferences, attitudes, and perceptions to build relevant market insights for Norwegian white fish.*





Norwegian Seafood Council

Seafood.no



Seafood from Norway.  
Raised in clear, cold water.

