

# Nigerian market Icelandic perspectiv

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# Lava Seafood

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- Retail company - commission merchant
- Acting in the best interests of producer and buyer alike
- All-in-one solution for the market



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# Dry fish Iceland

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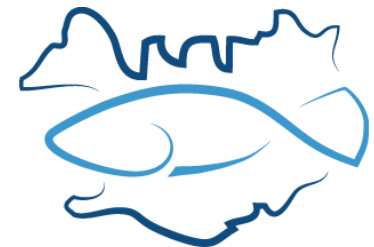
- Respect for the production process and the market
- Product quality enhancements
- Even production throughout the year
- Further emphasis placed on Nigerian market



# Nigeria Market



- ▶ Big and extensive market
- ▶ A great deal of competition for the public's money
- ▶ Increased quantity – increased competition
- ▶ Great opportunities in Nigerian market in the forthcoming years



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# Nigeria

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- Oil production makes up 70% of Nigeria 's revenue
- Low stability in Nigeria
- Delayed wage payments from the Government
- Upcoming presidential elections 14th of February 2015



# The Future



- Similar export quantity from Iceland in upcoming years
- Increased quantity from Norway
- Interesting market for many countries
- By cooperation and if we play our cards right, the future is bright!



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# Drying chamber



# Icelandic factory





# Nigeria Market



# Nigeria Market

