



- **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**



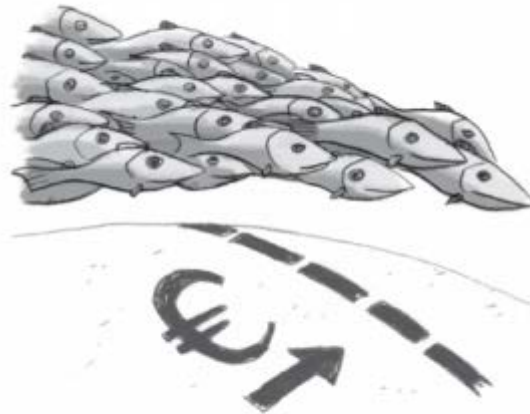
- **NSC China**
 - **Office at the Norwegian Consulate in Shanghai, and Norwegian embassy in Beijing**
 - **Established in 1998**
 - **PR, advertisement and POS**

NSC: AREAS OF OPERATION

Marketing



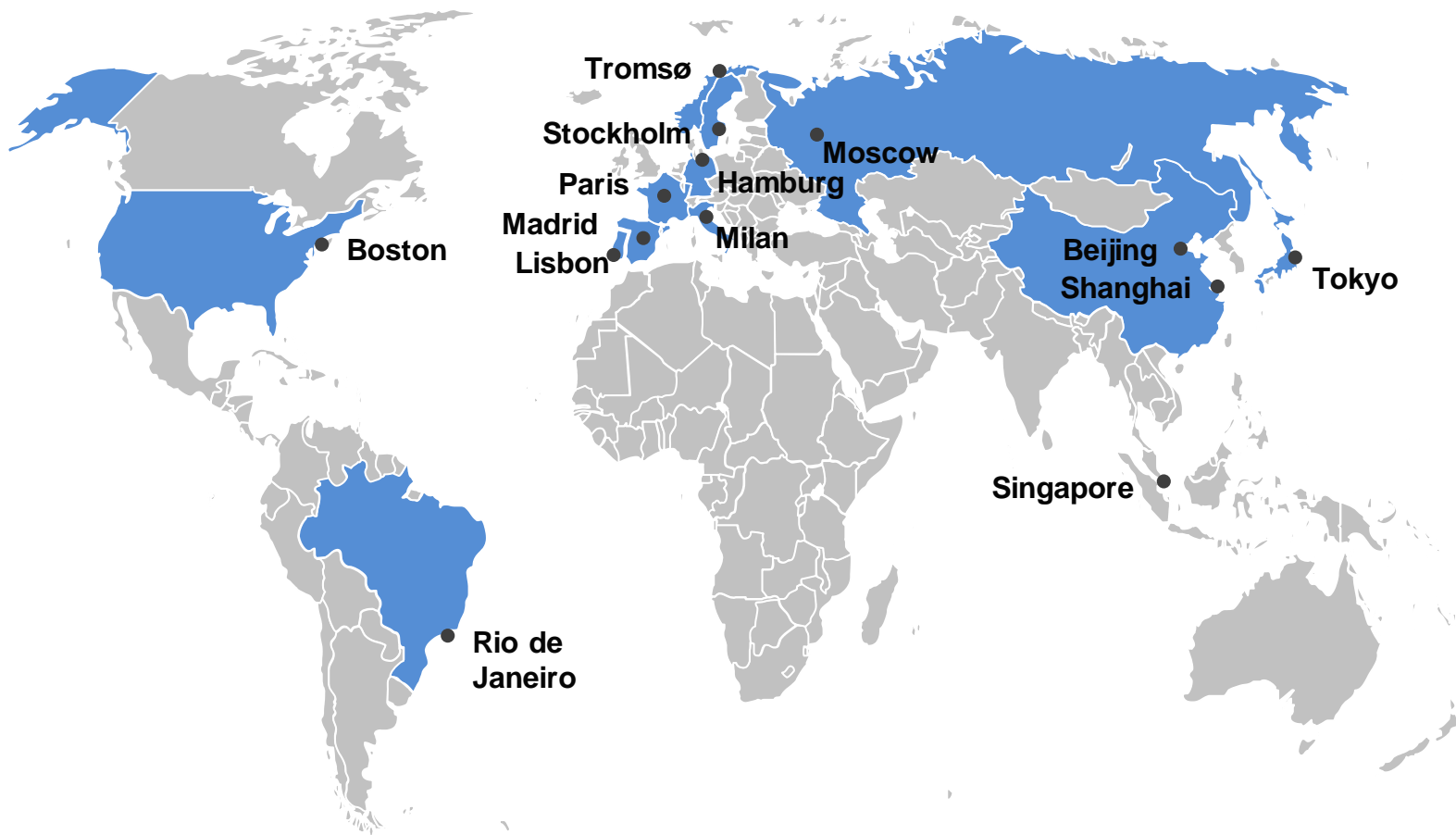
Market information



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:

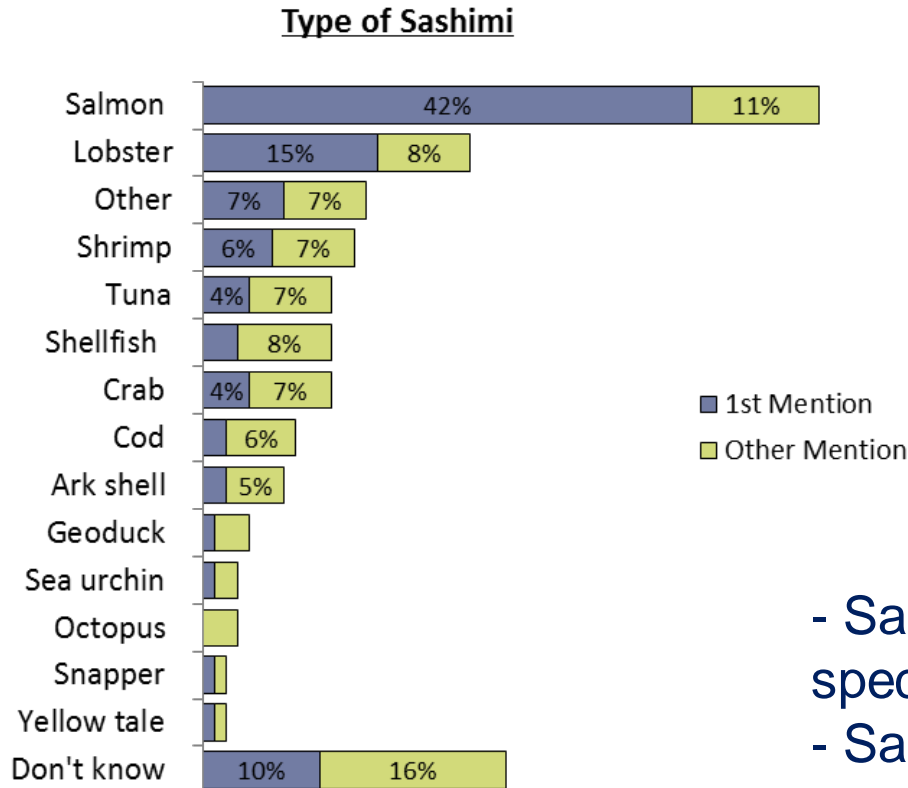
CUISINE

80 % + of salmon in China is consumed raw

Salmons role for consumers
is within the Japanese cuisine

And Japanese cuisine is growing!

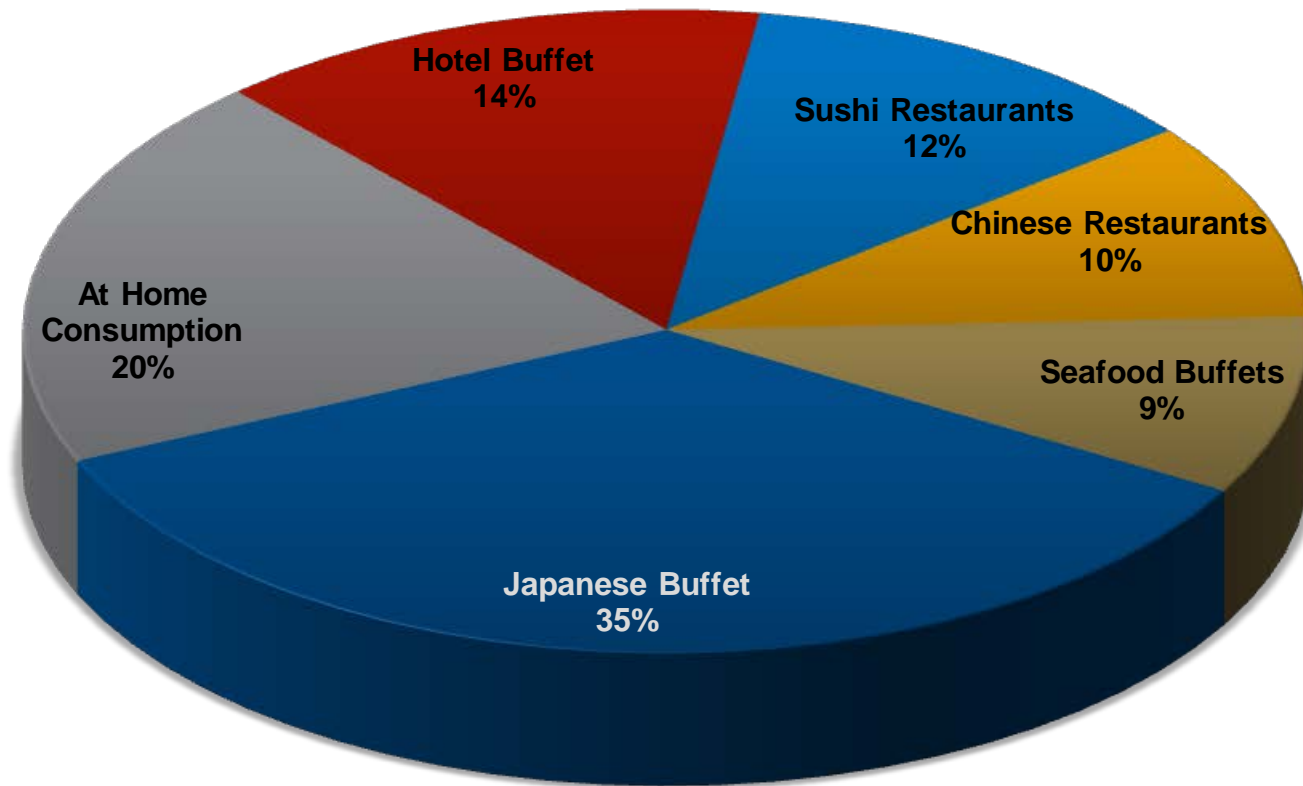
STRENGTH WITHIN THE CUISINE



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

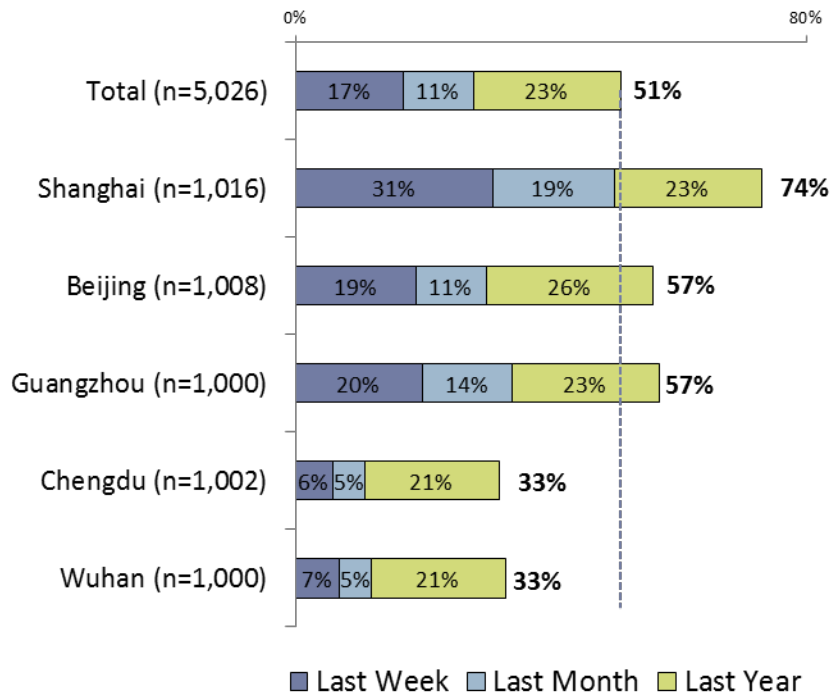
CHANNELS

Consumption channels

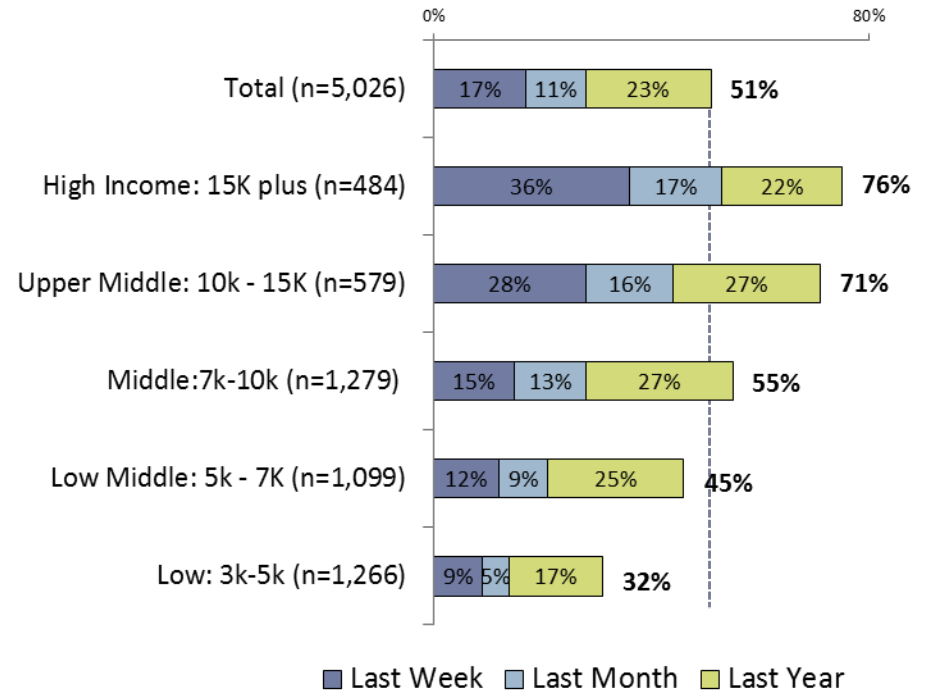


PENETRATION OF SALMON

Last 12 month Salmon Usage by City



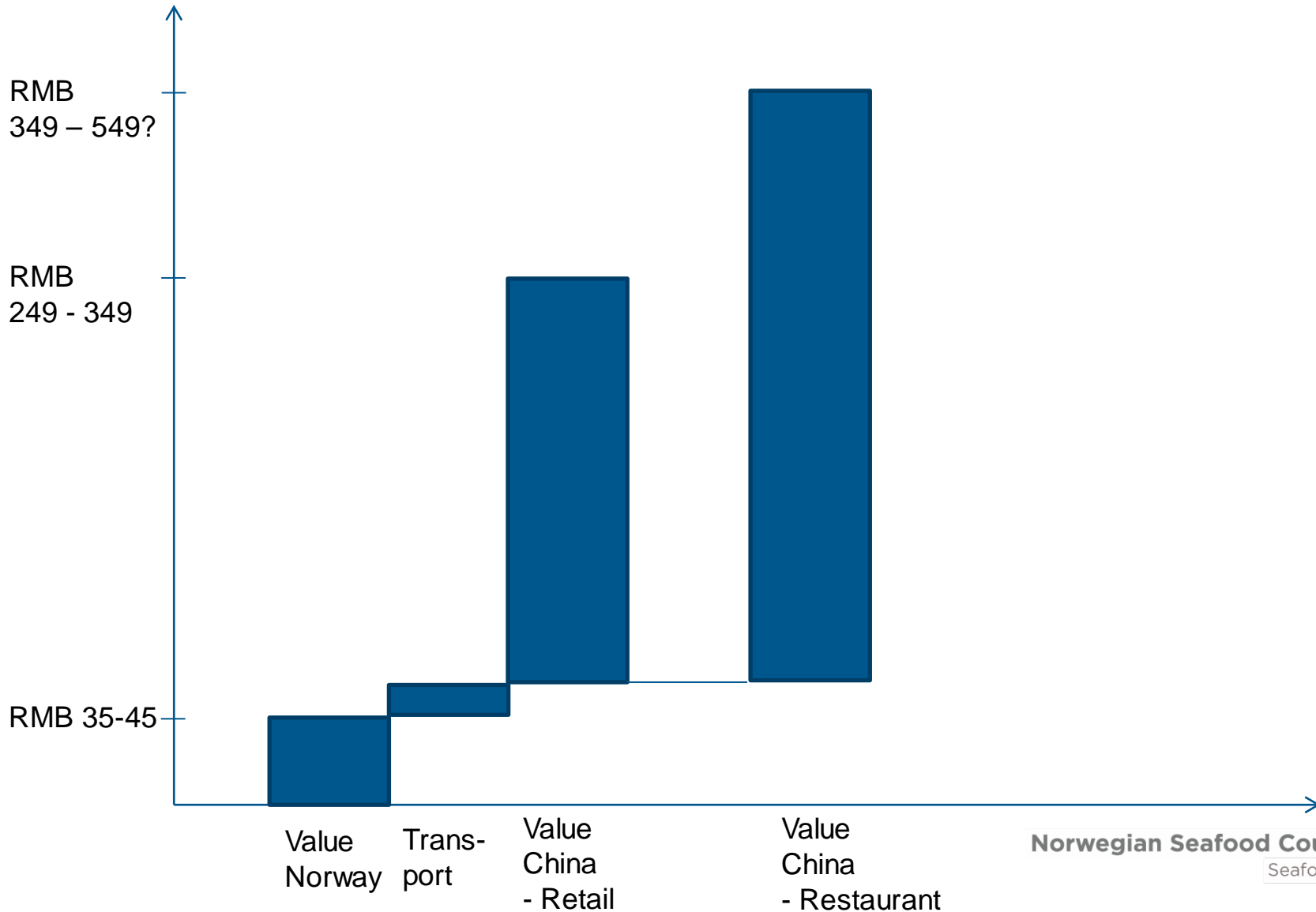
Last 12 month Salmon Usage by Income Group



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.

