

Nigerian market Icelandic perspectiv

Presentation by Kristmann Pálmason



LAVASEAFOOD

Laxatungu 79 | 270 Mosfellsbaer | Iceland

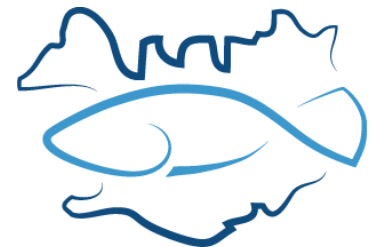
+354 527 7740 | +354 897 1085 | lavaseafood@lavaseafood.is



Lava Seafood



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



LAVASEAFOOD

Dry fish Iceland

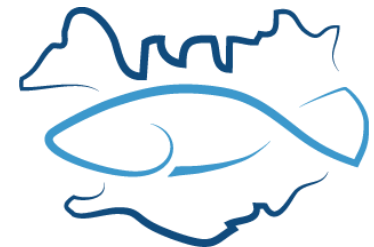
- Respect for the production process and the market
- Product quality enhancements
- Even production throughout the year
- Further emphasis placed on Nigerian market



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



LAVASEAFOOD

Nigeria

- 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!



LAVASEAFOOD

Drying chamber



Icelandic factory



Nigeria Market



Nigeria Market

