



“Fra plog til merd.....”



Nye Kverneland Klepp "lokal patriotisk galskap"?

Macro trends

oceana

Consolidated and “glo-cal” industry

Fewer & larger companies; Economic of Scale

More “centralised” decision processes

Focusing on the entire Value chain

Larger production entities

Offshore & Onshore

Sustainability, ethics and environment

Traceability and documentation to end market

Integrated operations

Availability and quality of steering information and solutions

Knowledge based production

Automated steering, information flow and knowledge sharing

...some few observations or questions....



Cyclic business challenges demands new commercial models in the value chain ? Too "Short sighted"? Stop and go!

"Total cost of ownership"..... considered or ignored?

New demands to the industry need investments in technology; only a cost or an opportunity....?

The financial performance of suppliers of technology are not sustainable over time?

Further consolidation necessary.....

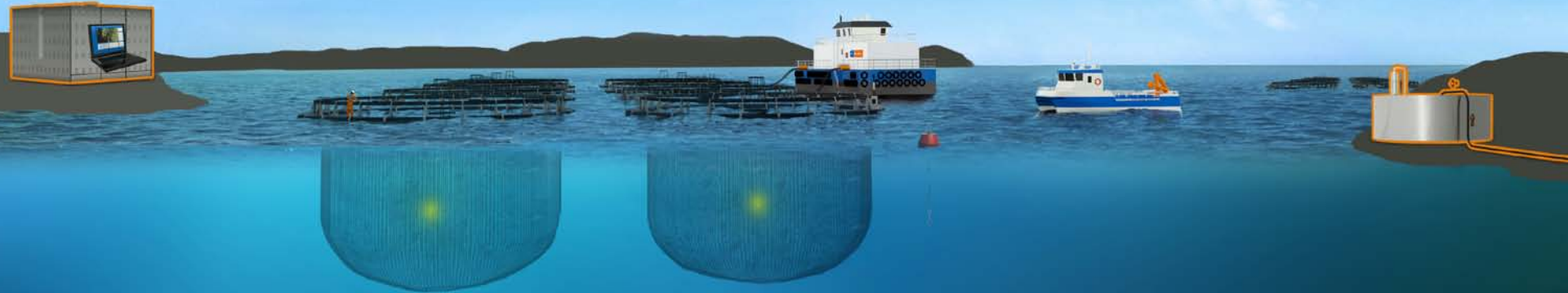
Continue to invest in "people and technology" to keep our competitive edge as an "aquaculture cluster"

**“Happy”
challenger and
an alternative!**



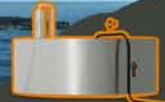
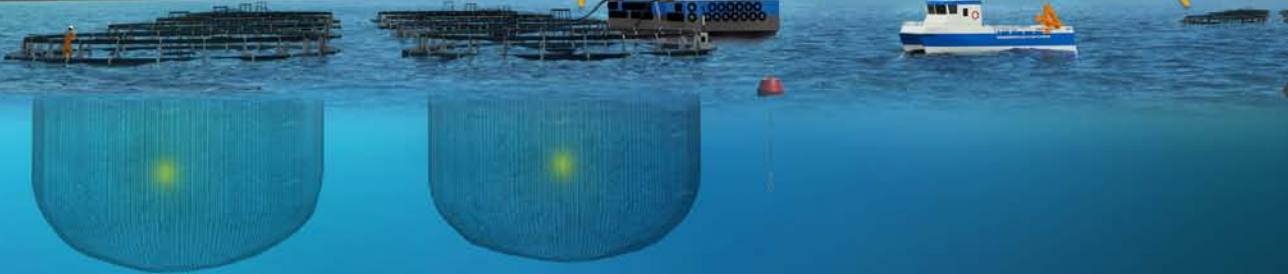


.....Ocea's has over the last years developed an attractive portfolio of products and aquaculture solutions.....



Aquaculture solutions

....innovative
real-time and remote solutions
launched this year



Aquaculture solutions

Takk for oppmerksomheten!

