



- **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**

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# NSC: AREAS OF OPERATION

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**Marketing**



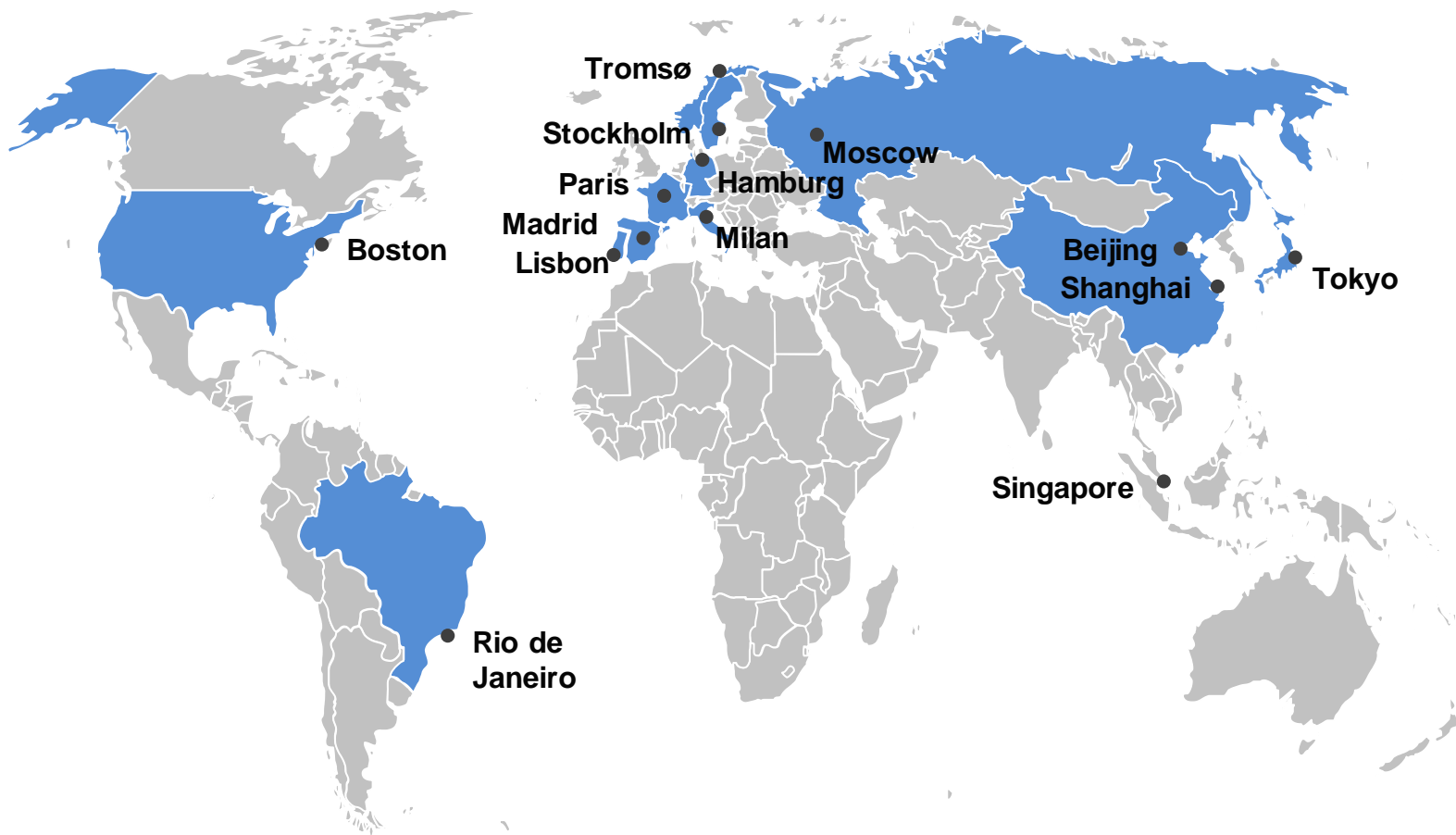
**Market information**



**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:***

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# CUISINE

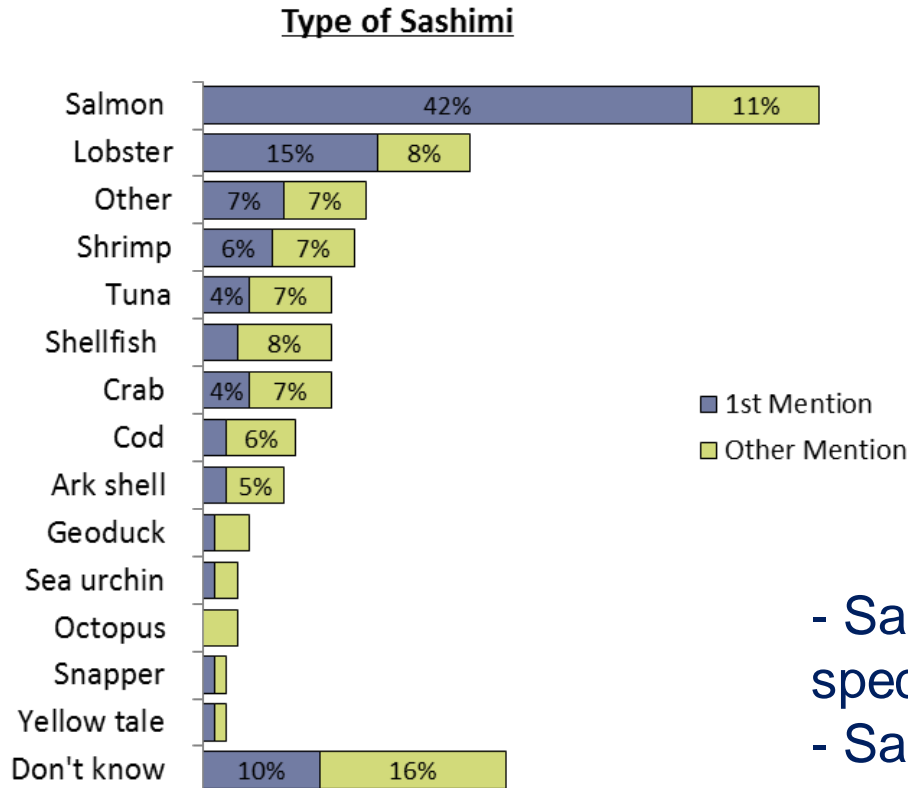
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80 % + of salmon in China is consumed raw

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.

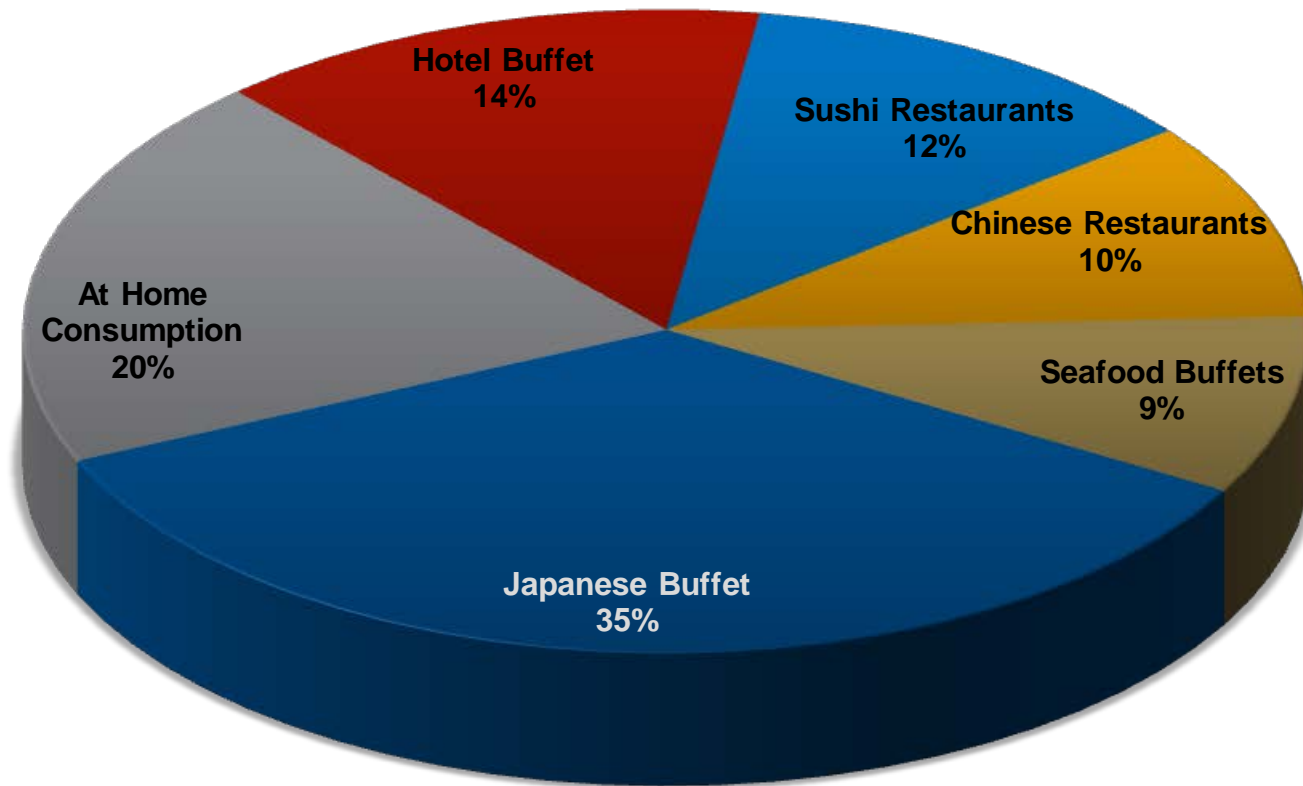


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# CHANNELS

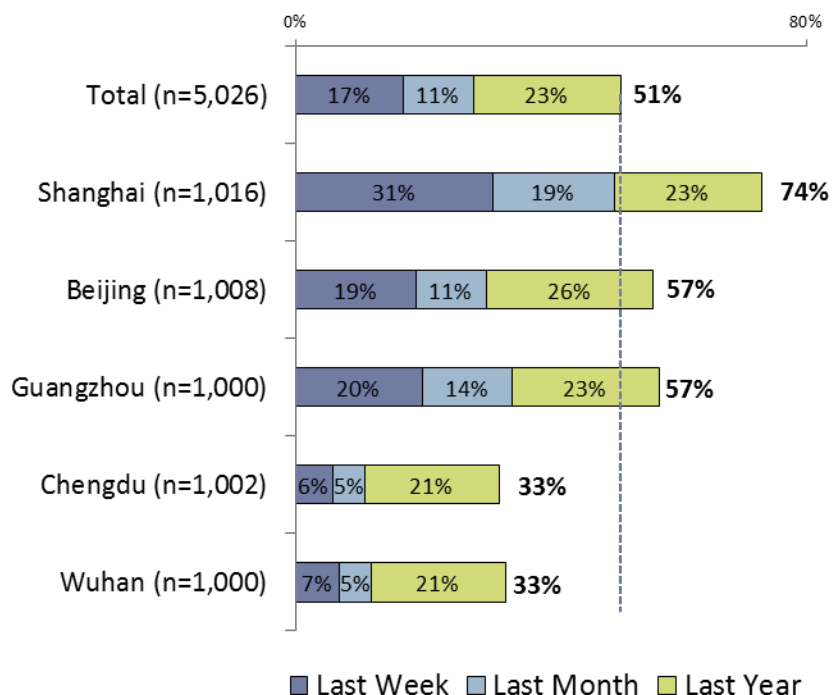
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## Consumption channels

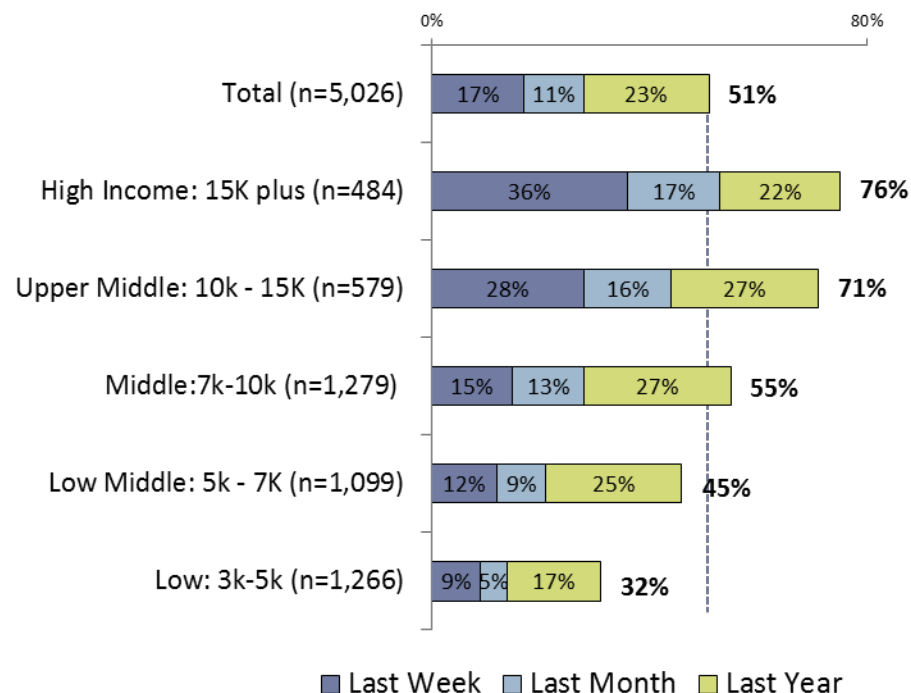


# PENETRATION OF SALMON

**Last 12 month Salmon Usage by City**



**Last 12 month Salmon Usage by Income Group**



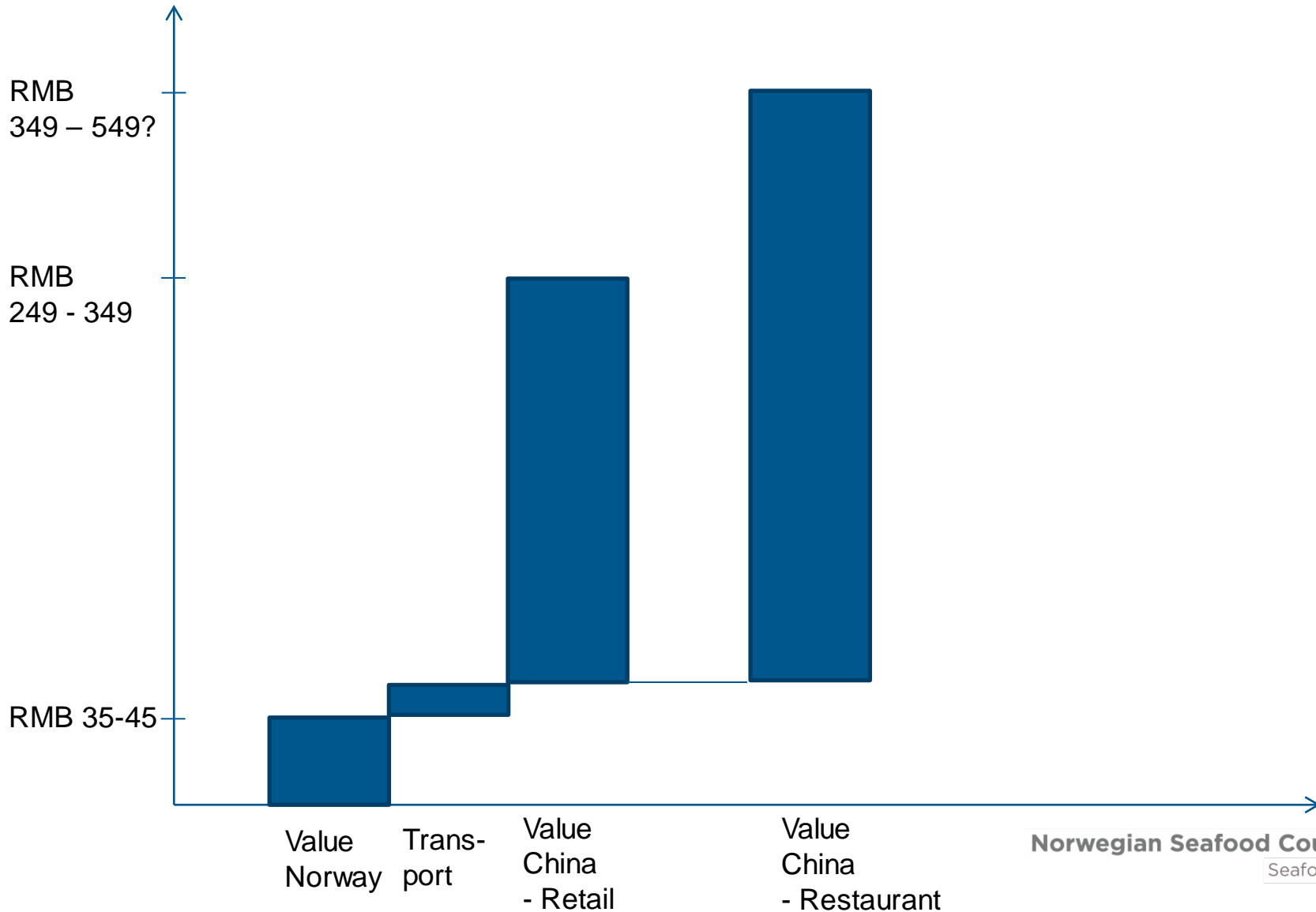
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# SUMMARY SALMONS POSITION

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- 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



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# WHERE HAS NORWEGIAN WHITE FISH ITS COMPARATIVE ADVANTAGES?

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- 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.

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# CHINESE CONSUMERS

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*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.

