

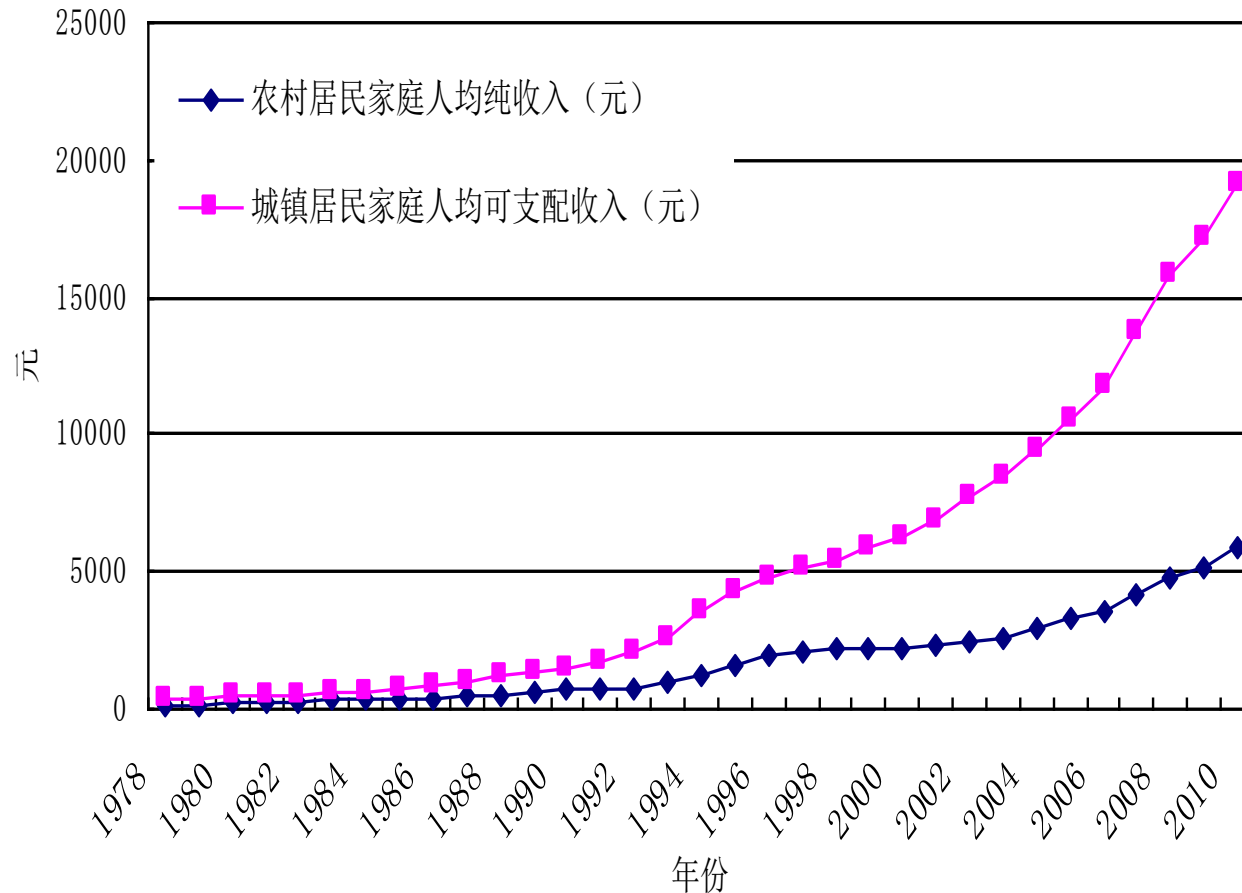
Utvikling i kinesisk sjømatkonsum

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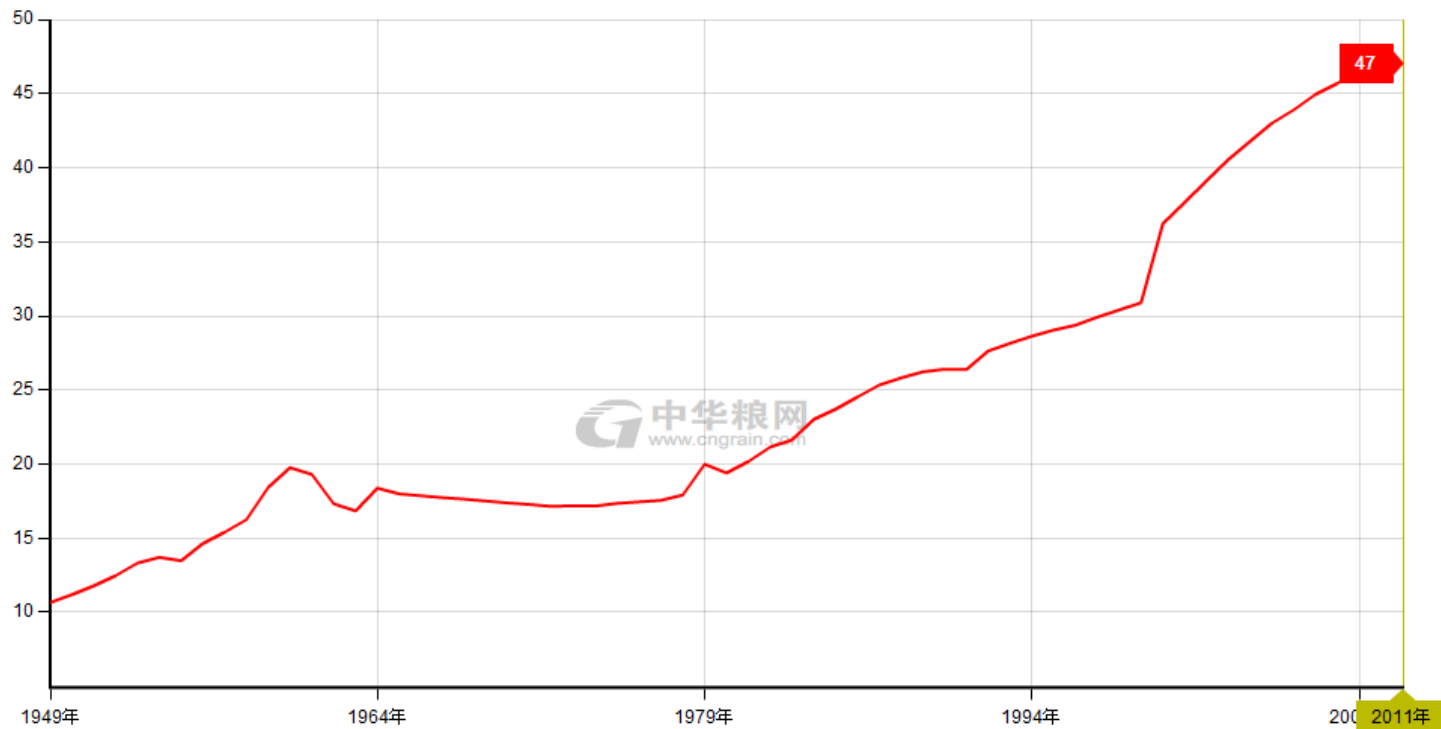


Growing Economy



Data source: Chinese Yearly Statistics

Urbanization Rate



Source: <http://datacenter.cngrain.com/IndexMacroEcoView.aspx?MId=11&IId=32>

Growing Restaurants

Star restaurants

| | Total | Five Star | | Four Star | | Three Star | | Second Star | |
|------|-------|-----------|-------------|-----------|-------------|------------|-------------|-------------|-------------|
| | | Number | Growth Rate | Number | Growth Rate | Number | Growth Rate | Number | Growth Rate |
| 2008 | 14099 | 432 | - | 1821 | - | 5732 | | 5616 | - |
| 2009 | 14237 | 506 | 17% | 1984 | 9% | 5917 | 3% | 5375 | -4% |
| 2010 | 13991 | 595 | 18% | 2219 | 12% | 6268 | 6% | 4612 | -14% |

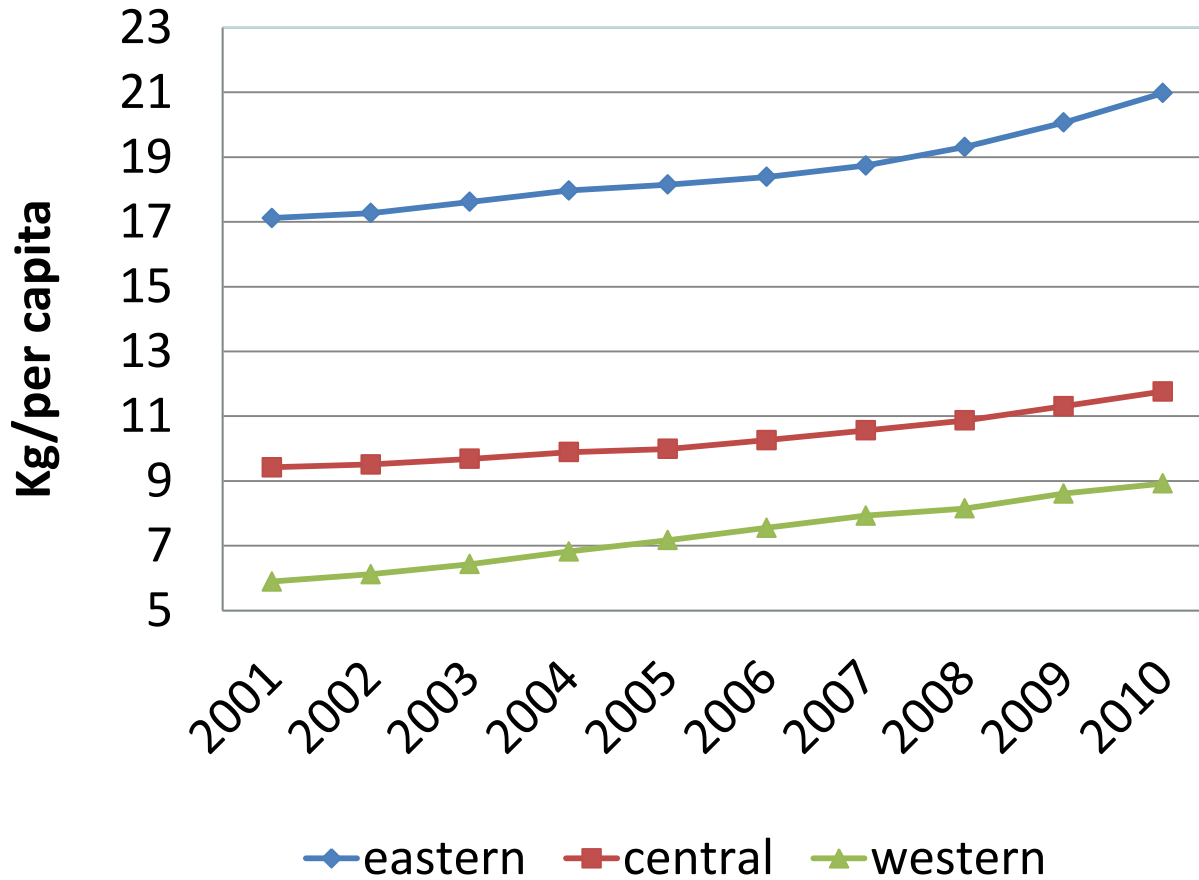
Chain restaurant

| | Numbers | China | | Numbers | Shanghai | |
|------|---------|------------------------|-------------|---------|------------------------|-------------|
| | | Sales Values (billion) | Growth rate | | Sales Values (billion) | Growth rate |
| 2008 | 12561 | 80.7 | - | 1167 | 6.8 | - |
| 2009 | 13739 | 87.9 | 9% | 1312 | 7.1 | 4% |
| 2010 | 15333 | 95.5 | 9% | 1773 | 10.4 | 46% |

Data source: Chinese Yearly Economics and Chinese regional yearly economic statistics.

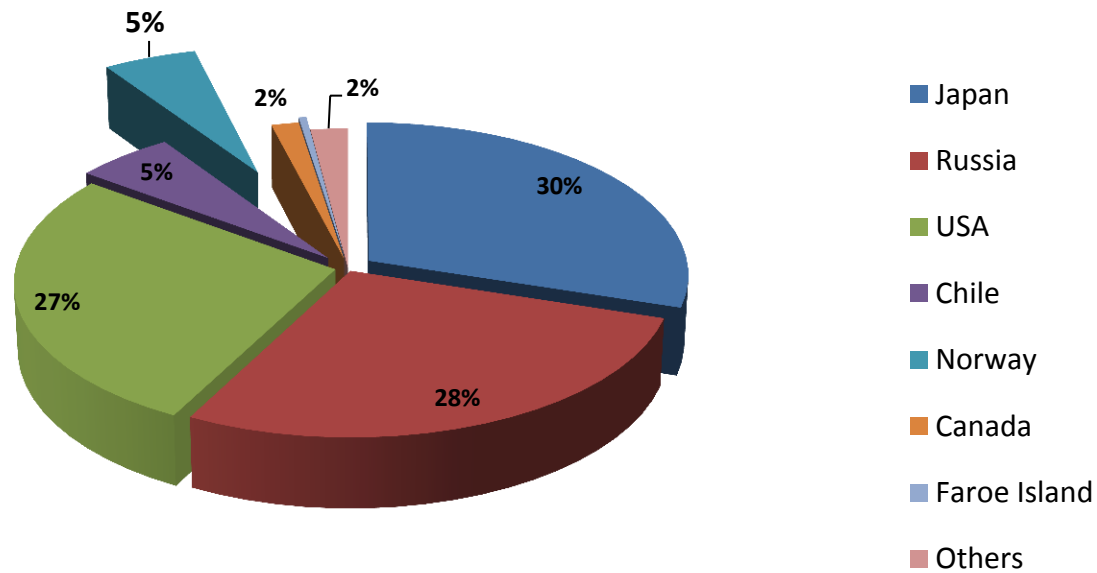


Consumption in Different Regions



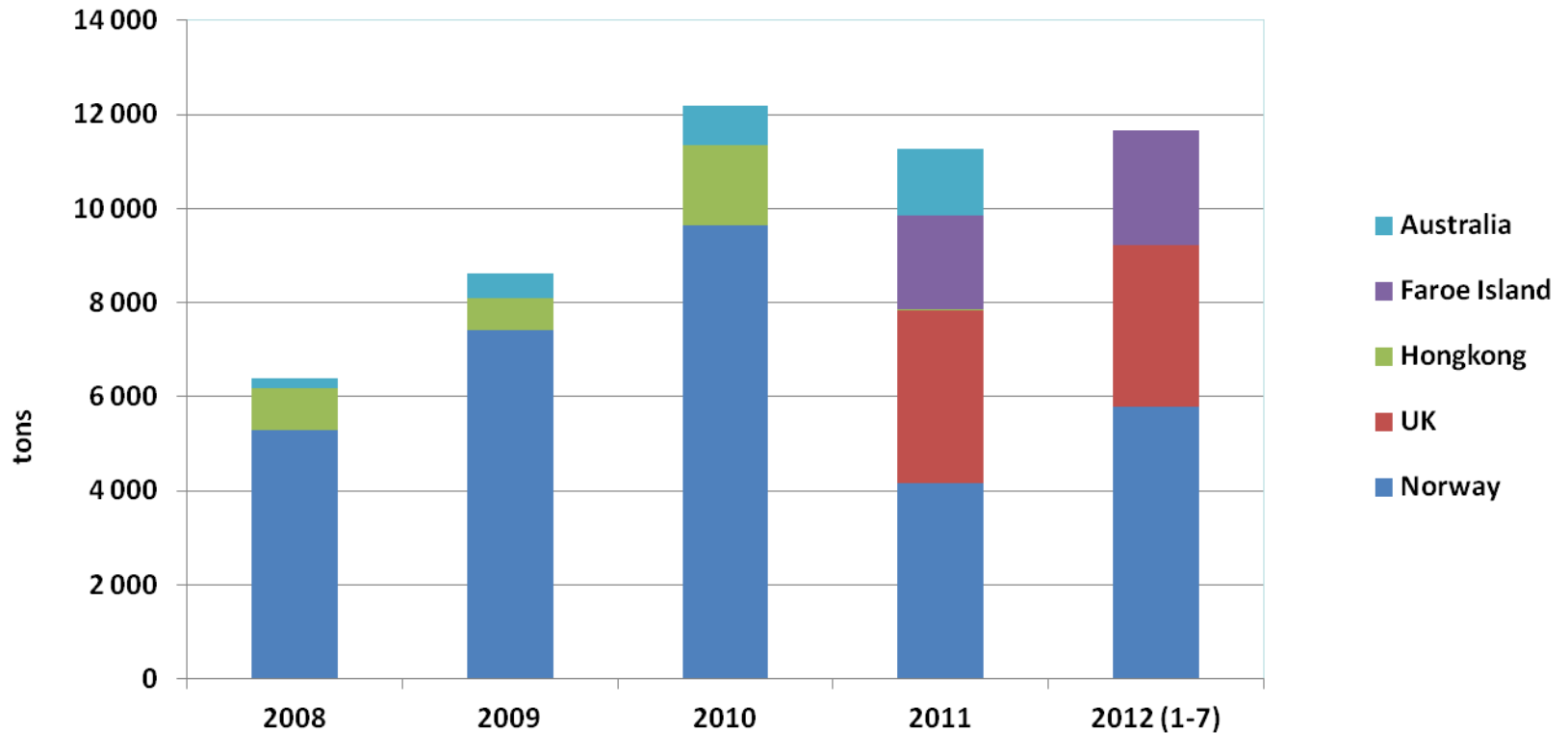
Data source: Chinese Yearly Statistics

Chinese Import of Salmon



Data source: Sjømatråd

Chinese Import of Fresh Salmon



Data source: Sjømatråd and Capia AS

Salmon Consumption



Salmon products in Chinese market

- Quality restaurant



price: 1000 NOK/kg

- Buffie



price: 400 NOK/kg

Salmon products in Chinese market

- Sushi QSR



price: 2-3 NOK/biter

- Sushi take-away



price: 1-2 NOK/ biter

Salmon products in Chinese market

- Wholesale seafood market



whole fish: 70-85 NOK/kg
block: 100 NOK/kg
head: 20-30 NOK/kg
skin and bone: 6 NOK/kg

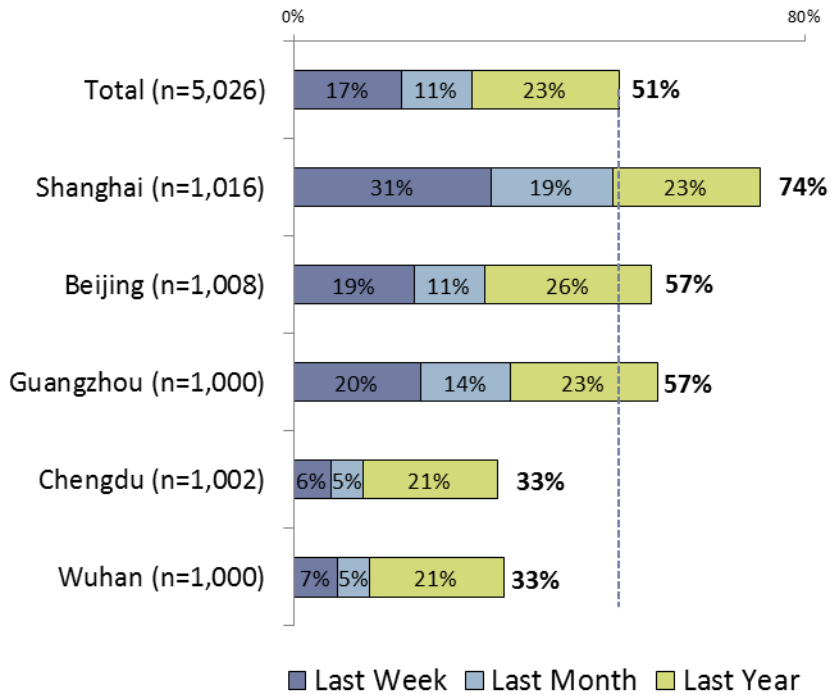
- Supermarket



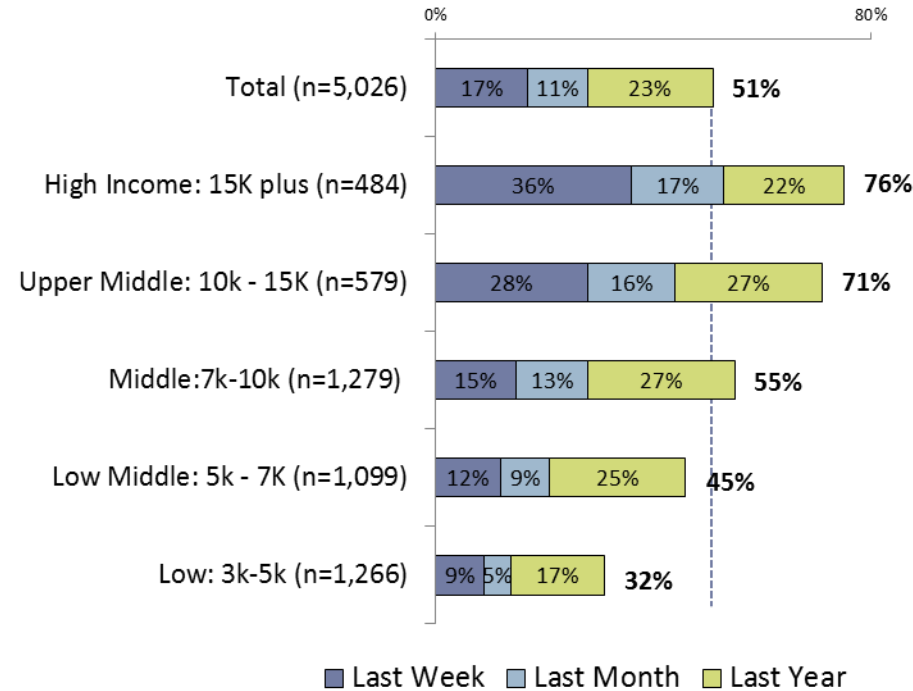
Sashimi: 200 NOK/kg
block: 150 NOK/kg
belly: 40 NOK/kg
head and tail: 40 NOK/kg
skin and bone: 40 NOK/kg

Penetration of Salmon

Last 12 month Salmon Usage by City



Last 12 month Salmon Usage by Income Group



Source: Sjømatråd



鮭 魚 餅

鮭 魚 餅

我+三吻魚

挪威三文魚

美味 健康 安全 時尚

我+三吻魚

挪威三文魚

美味 健康 安全 時尚

我+三吻魚

挪威三文魚

美味 健康 安全

NORGE

NORGE

魚 餅

USCO

魚 餅

寿司二級技術能手 刺身士二級技術能手



秋
明太鱼籽
 规格: 盒
36.80
 元
 推荐理由: 高蛋白低脂肪, 味道鲜美, 营养丰富
 友情提示: 可直接食用



挪威三文鱼

www.我爱三文鱼.com

来自冰冷纯净的挪威



品名 三文鱼刺身
零售价 114.80
数量 1
合计 114.80
229.60

品名 三文鱼蝴蝶切片
零售价 114.80
数量 1
合计 114.80
229.60

品名 三文鱼丁
零售价 70.00
数量 1
合计 70.00
140.00

挪威三文鱼
NORGE
来自冰岛的挪威三文鱼

- 三文鱼刺身 (Salmon Sashimi)
- 三文鱼蝴蝶切片 (Salmon Butterfly Slices)
- 三文鱼丁 (Salmon Diced)
- 特选大粒三文鱼 (Special Large Salmon)
- 三文鱼排 (Salmon Steaks)



2.80

3.80

4.80

三文鱼皮骨
23.95
47.90

三文鱼头
23.95
47.90



特選

Supermarket in Qindao





Price tag: 00 00 20 00

Conclusion

- 1. There is a tremendously growing demand for fresh salmon.**
- 2. UK and faroe Islands begin to expland the Chinese market.**
- 3. It is necessary market stragety to differiate Norwegian salmon with Pacific salmon.**
- 4. It is needed to promte high quality Norwegian salmon and the good image of Nordic country in China.**

Thank You

