

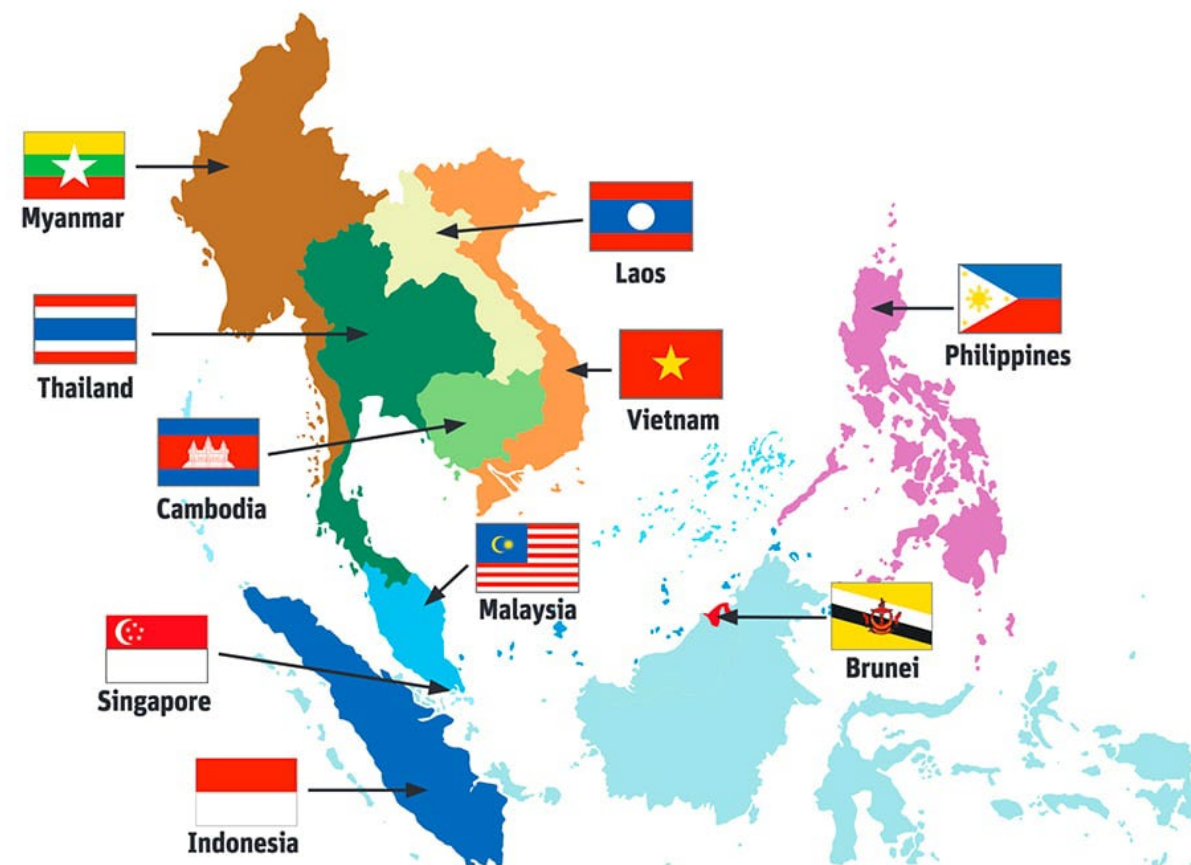
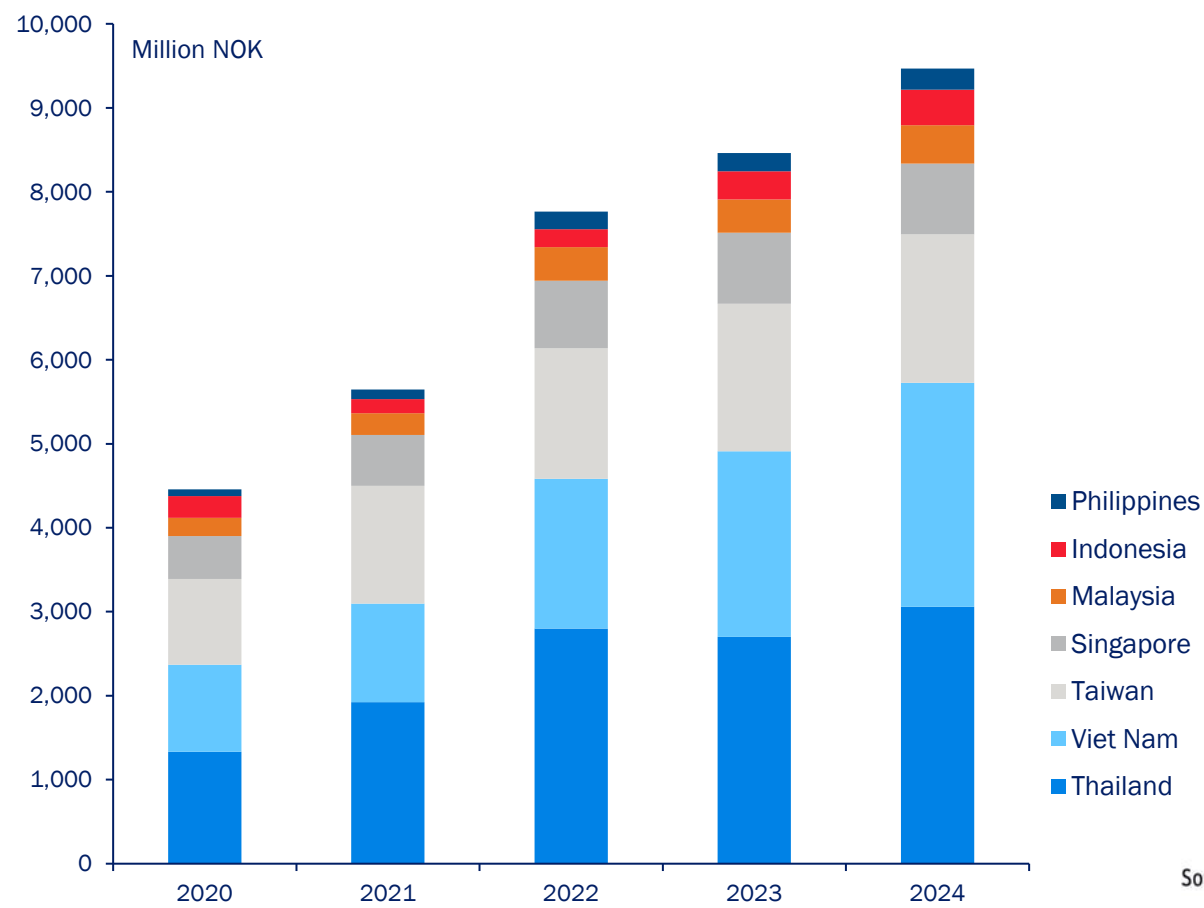


2025 Vietnam



Norwegian seafood exports Southeast Asia 2024

172,000 tons NOK 9,5 mrd. i 2024, USD 834 million +23%
112,5% increase in value 2020-2024, average yearly growth 21%



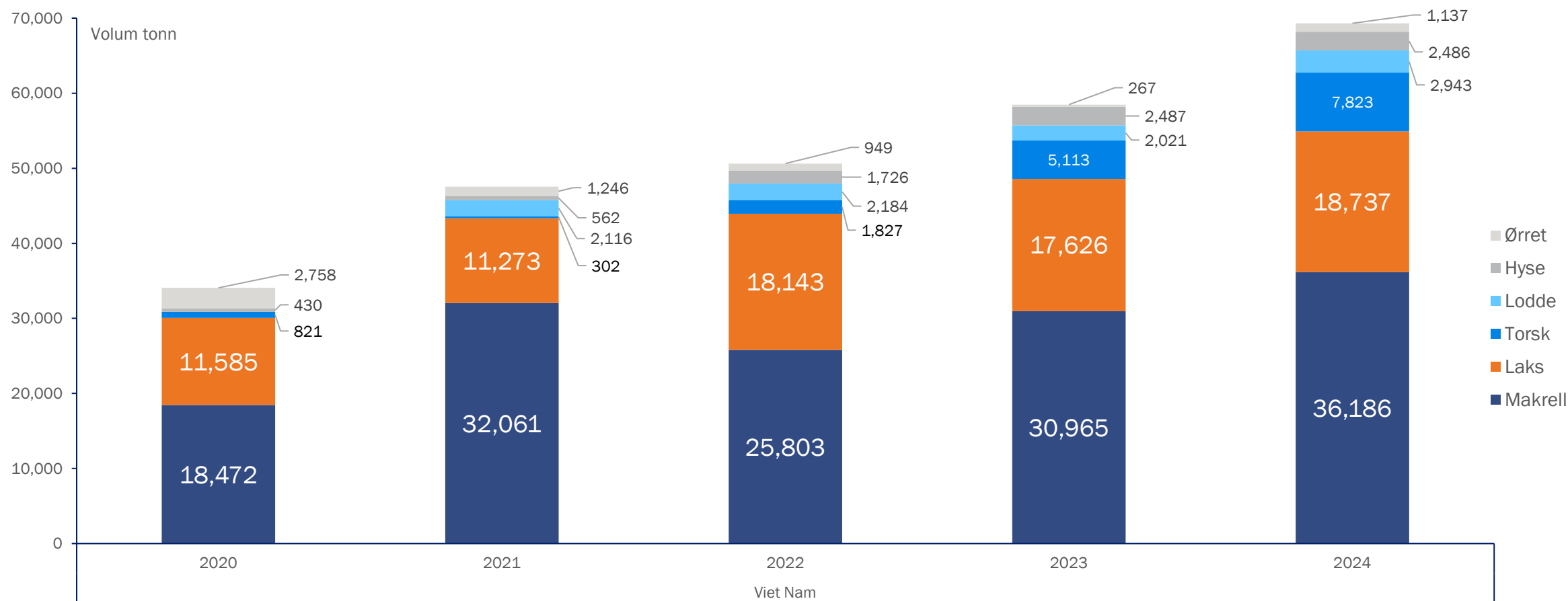
Source: ASEAN | GETTY IMAGES/WP graphic

Market status Vietnam

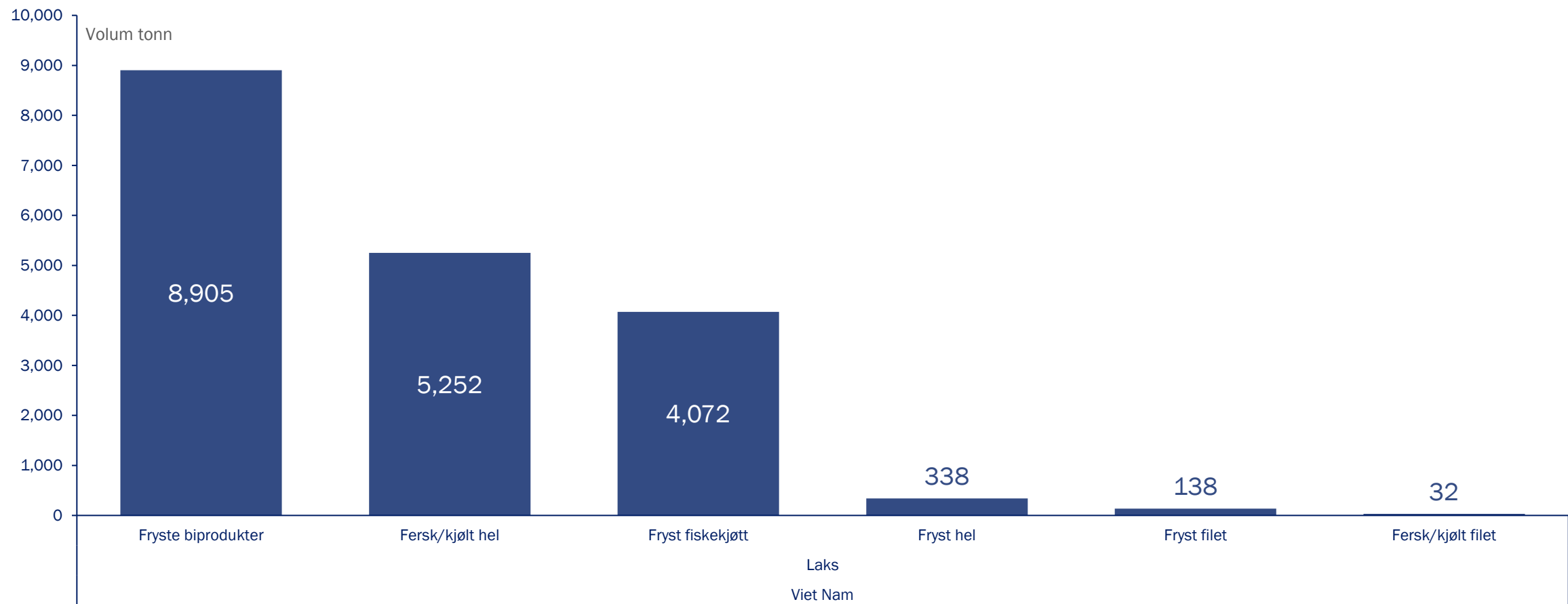
- 10% tariffs whole og 15% on filet fresh/frozen
- Australia and Chile freetrade
- Salmon fish market around 24 000 tons
- Norway marketshare salmon 79%
- Norwegian salmon awareness 41%, Japan 47%
- Seafood from Norway logo awareness 79%
- Erling Braut Haaland recognition 78%
- Frozen salmon bi products well established
- GDP expected to grow 32% to 2030



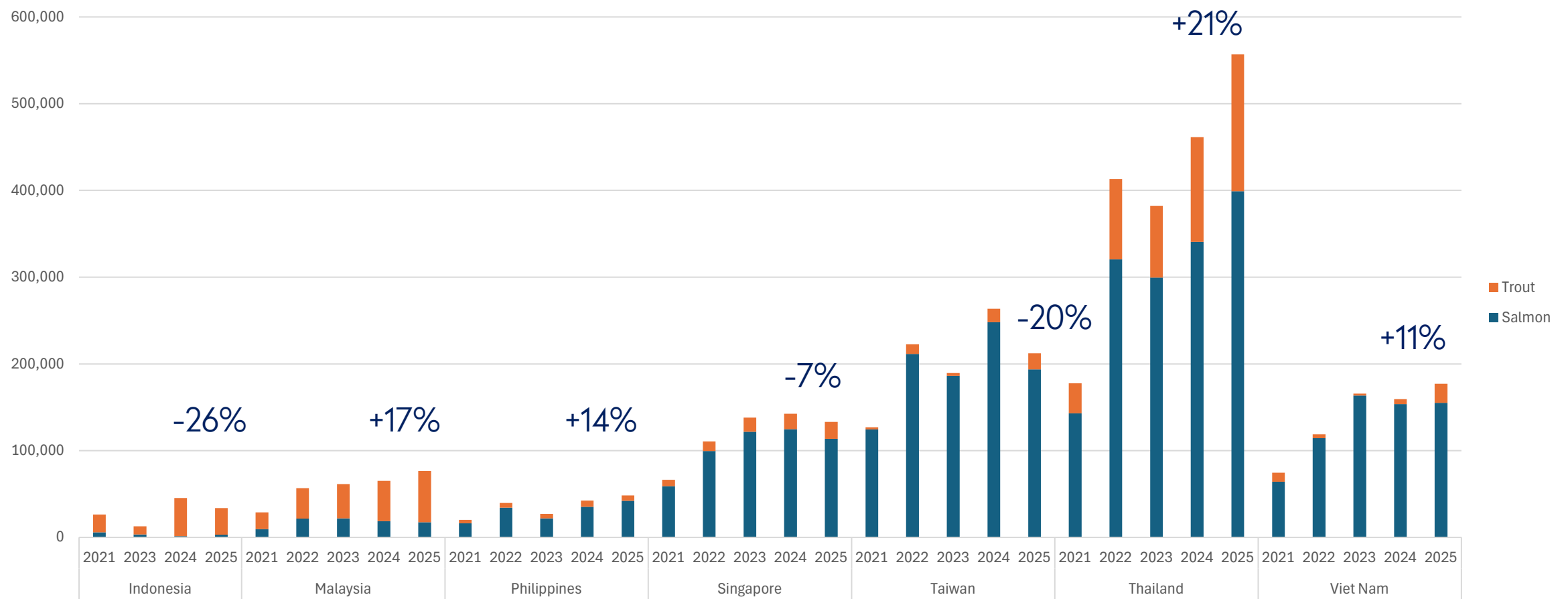
Norwegian seafood exports to Vietnam 2020-2024, volume



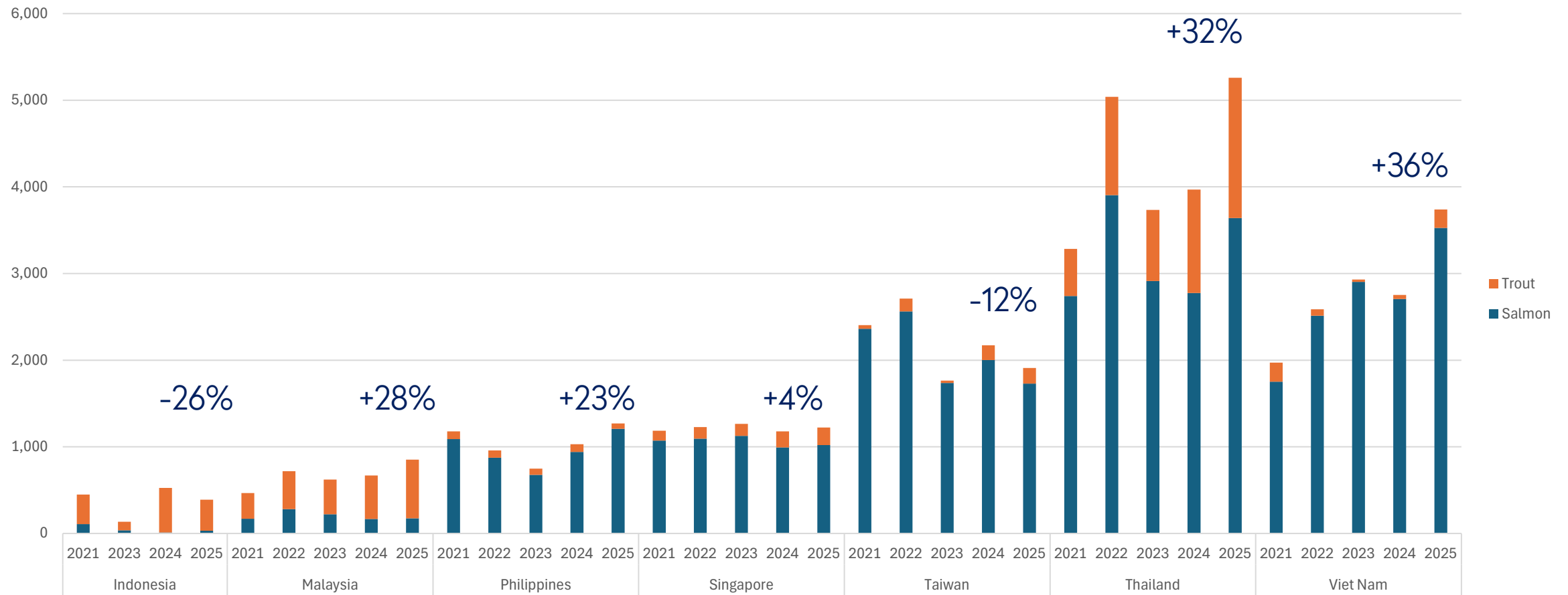
Vietnam: Norwegian salmon exports by product 2024



Norwegian export salmon and trout Jan-Feb, value



Norwegian export salmon and trout Jan-Feb, volume



OBJECTIVES

Increase awareness of the Seafood from Norway (SFN) trademark and its association with **origin, quality and sustainability**.



One



Two



Three

Establish Norwegian seafood as a staple in both **home-cooking and dining-out** scenarios.

Position Norwegian salmon and shellfish as **high-quality, healthy, versatile, and sustainable** seafood options in Viet Nam.

TARGET GROUP B2C

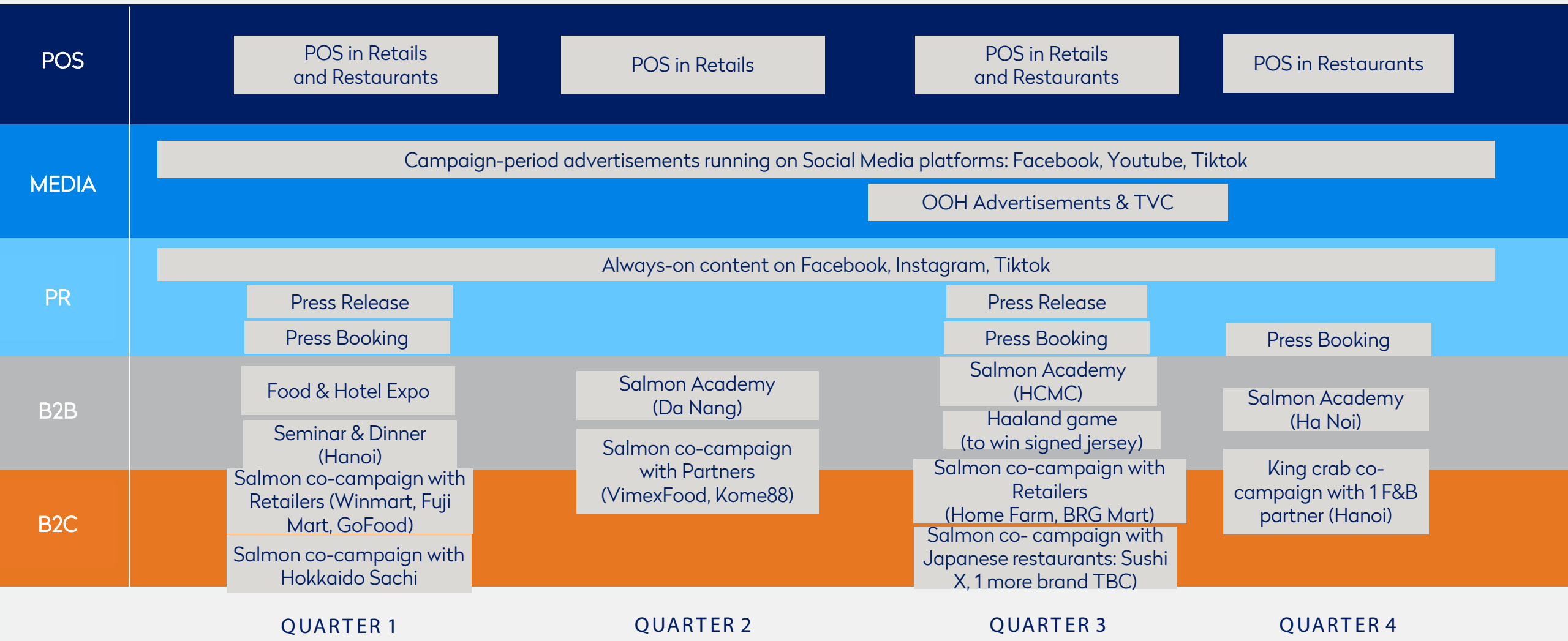


- 1 Aged 20 - 49
Millennial generation
- 2 Predominantly living in Hanoi
and Ho Chi Minh City
- 3 The education level is from university
- 4 Income level is from 23,500,000 VND/month
and above
- 5 Young or Established families or can also be
dual income households
- 6 Enjoy salmon from home-cooked dished or via
restaurants especially Japanese-style
restaurants.
- 7 Consume seafood 2–3 times a month or more,
prefer quality over quantity.

MASTER TIMELINE & ACTIVITIES



2025 MASTER TIMELINE



Q1 Activities Vietnam



Food Hotel Expo March 18 – 20, Hanoi

- 72 sqm stand with 9 Norwegian exporters.
- Norwegian seafood seminar and dinner with invitation to Vietnamese partners.



Japanese restaurant promotion March 15 – April 15, Hanoi & HCMC

- Collaborate with high-end Japanese restaurant on a pilot campaign to promote Norwegian salmon.
- Take advantage of Haaland image to trigger consumers interest and participation in activities.
- Hanoi 3, HCM 11 restaurants.



Media & PR

- Distribute quarterly Press Release
- SoMe content running throughout the campaign period
- SoMe Ads focusing on the origin of Norwegian salmon and its use on Japanese sushi/sashimi.

Q2 Activities Vietnam



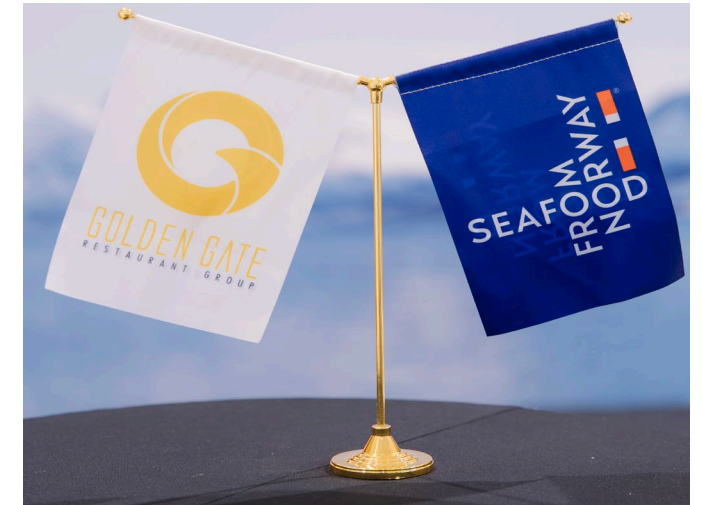
Campaign in retail

- Execute salmon promotional/POS campaign with all retail partners
- Provide POS and communication supports with promotional scheme to boost consumers interest and encourage purchasing.



Salmon Academy–Danang Apr 24 & 25

- Organize the first ever Salmon Academy in Da Nang by order from Winmart, Central Retail.
- Included in the big Salmon Campaign, boost awareness among consumers in the central Viet Nam.



Media and PR

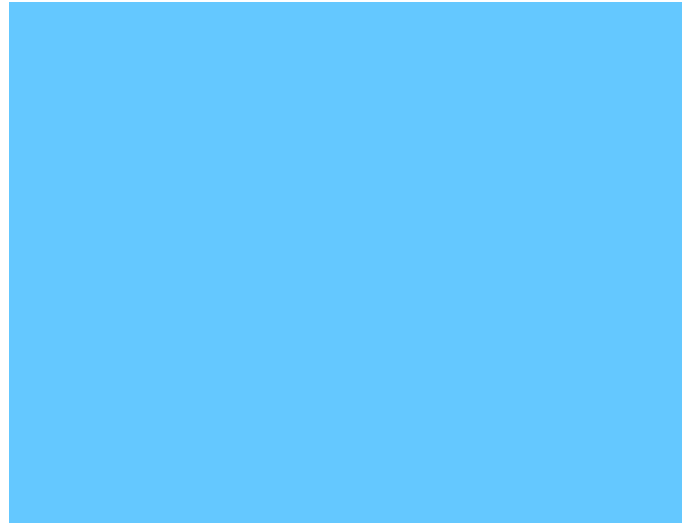
- Distribute quarterly Press Release
- SoMe content running throughout the campaign period
- OOH to raise awareness

Q3 Activities – Vietnam



Campaign in Foodservice

- Salmon campaign with F&B partner (Japanese restaurant chains) to increase the awareness of Norwegian salmon.
- Execute a Haaland game interacting with Haaland figure and Norwegian seafood dishes to win a signed jersey and balls from Erling Haaland.



Salmon Academy – Ho Chi Minh

- Norwegian Salmon Academy in HCMC, incorporating more partners' seafood professionals to join.

Media & PR

- Press Release
- SoMe content running throughout the campaign period.
- OOH Ads and TVC Ads focusing on raising awareness about the origin of Norwegian salmon and its use on Japanese sushi/sashimi.

HAALAND SIGNED JERSEY GAME

During the Salmon campaign at F&B partners in Viet Nam in September, incorporating Haaland game with attractive prizes:

- A grand prize of the Haaland signed jersey.
- 10 signed balls from Haaland.

Expected Outcome:

- More than 500 participants across the campaign
- Raising awareness on the origin of Norwegian salmon, the use of Norwegian salmon in Japanese sushi/sashimi and the role of Norwegian seafood ambassador Erling Haaland.

Est. budget: 70K USD



01

CHECK-IN

Customers check-in (photos/videos) with Norwegian seafood dishes and/or Haaland die-cut at PARTNERS, upload on SoMe with message on the use of Norwegian salmon in sushi/sashimi and related hashtags.

02

PARTICIPATION

Customers officially participate in the game by copy the link of their check-in post to the comment section of the official post about the Haaland game on Seafood from Vietnam fanpage.

03

EVALUATION

10 customers will with the highest numbers of reactions will receive signed balls. NSC to choose 01 customer with the most valuable content to reward the Haaland signed jersey.

04

REWARD

NSC and the restaurants chain that have served winner to organize a reward ceremony to give the Haaland jersey.

Q4 Activities Vietnam



Campaign King Crab and Brown Crab

- Campaign in Ha Noi with restaurants, to increase consumers awareness on Norwegian origin of King crab and its exceptional qualities.



Salmon Academy – Hanoi

- Continue to organize Norwegian Salmon Academy in Ha Noi for local businesses' seafood professionals.



Media & PR

- Press Release
- SoMe content running throughout the campaign period
- SoMe Ads focusing on raising awareness about the origin of Norwegian king crab and its high-quality values.



Seafood Academy

Event Description: Organize at least 2 sessions per quarter for suppliers and their clients for them to learn more about Norwegian aquaculture, food safety and how to cook/handle Norwegian Seafood correctly. This will focus on all species – Salmon, Fjord Trout and Saba.

Period: Throughout 2025

Target Group: B2B

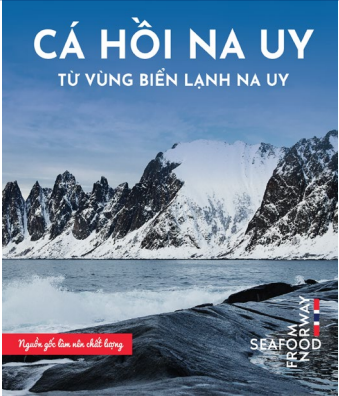
Desired Outcome: Recognition of SFN origin mark, Norwegian origin and NSC as seafood expert

**** Only for partners who have signed Seafood from Norway license agreement ****

POSMs- Vietnam



Wobblers
15 x 15 mm

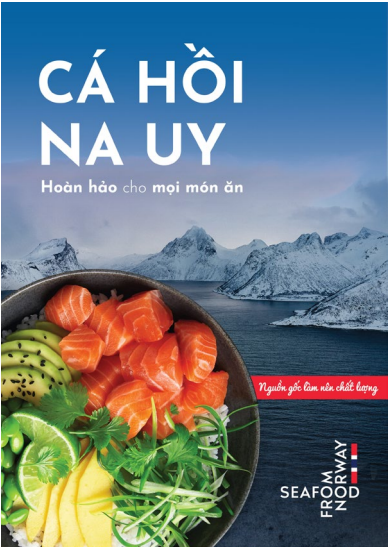


Flags
18 x 25cm

Mini flags
2 x 3cm



Stickers
4cm



Hanging posters
60 x 40cm

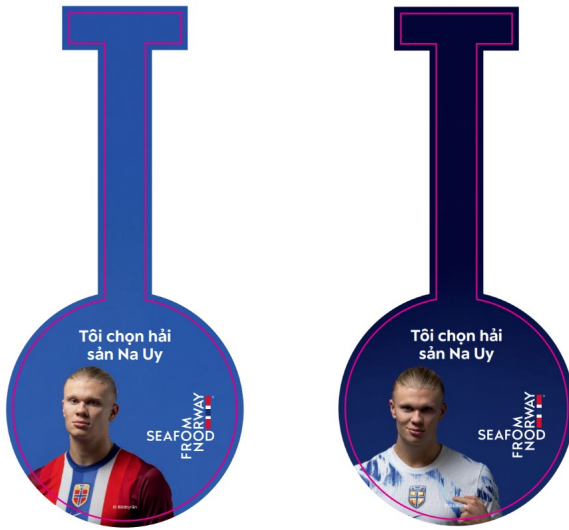


A4 Poster/ A5 Table tent card
H297 x W210 (mm)



Display Ad
H480 x W320 (mm)

Haaland POS- Vietnam



Hanging tags



Stickers H40 x W40mm



Digital POS
300 x 250 px



Display Ad
1000 x 300 px



Roll up
H2000 x W850mm

Reports Vietnam

Retail report Vietnam – 10 stores Ho Chi Minh

Market study Pelagic Fish Oct 2024

Market Study Vietnam Shellfish May 2025

<https://www.seafood.no/markedsinnsikt/rapporter/>

NORGES SJØMATRÅD

Proudly representing
Seafood from Norway

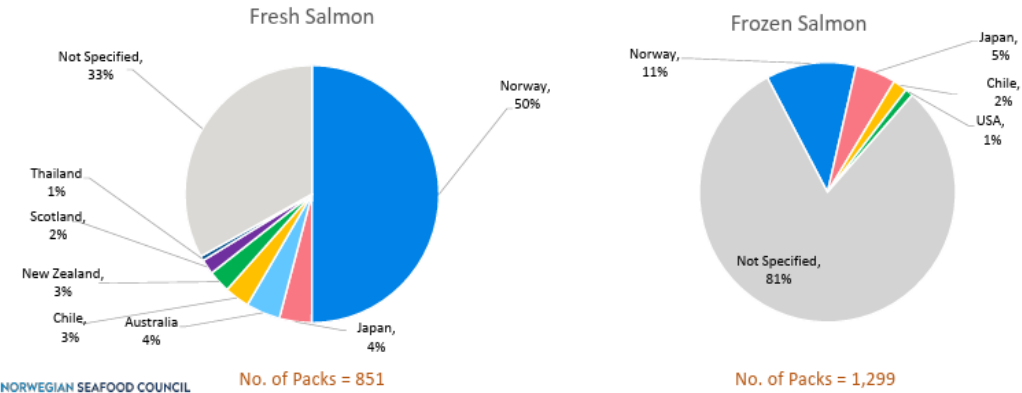
Report for Norwegian Seafood retail mapping study

Provided by: Cascade Asia.

December 2024

Seafood in Selected Retail

- Overall, there are approximately 2,833 packs of salmon in the 12 stores visited in Bangkok.
- Out of the total number of 2,833 packs, 851 are fresh salmon (30%), 331 packs are smoked salmon (12%), 1,299 packs are frozen salmon (46%), and the remaining 352 packs (12%) are other salmon products such as salmon roe and salmon skin snack.
- Out of the total number of 851 packs of fresh salmon, 50% are from Norway, 1% are from Thailand, 2% are from Scotland, 3% are from New Zealand, 4% are from Australia, 4% are from Japan, 3% are from Chile, and 33% are from not specified origin.
- Out of the total number of 1,299 packs of frozen salmon, 11% are from Norway, the remaining ones are from Japan, Chile, the United States, and not specified origin.



Fresh Salmon Products in Selected Retail

Product	Fresh salmon				
	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter	Fresh salmon counter
Store	Gourmet Market	Tops Central Ladprao	Villa Market	MaxValu	Foodland
Store Type	High-end Supermarket	High-end Supermarket	High-end Supermarket	Mid-end Supermarket	High-end Supermarket
Consumption mode	For fresh consumption	For fresh consumption	For fresh consumption	For fresh consumption	For fresh consumption
Country of origin	Norway	Norway	Norway	Norway	Australia
Processor	The Mall Group Co. Ltd.	Central Food Retail Co. Ltd.	Villa Market JP Co. Ltd.	AEON (Thailand) Co. Ltd.	Foodland Supermarket Co. Ltd.
Price and weight	(2,390 THB/kg)	(1,390 THB/kg)	(1,690 THB/kg)	(1,790 THB/kg)	(1,400 THB/kg)
Price in NOK	781.05 NOK/kg	454.25 NOK/kg	552.29 NOK/kg	584.97 NOK/kg	457.52 NOK/kg

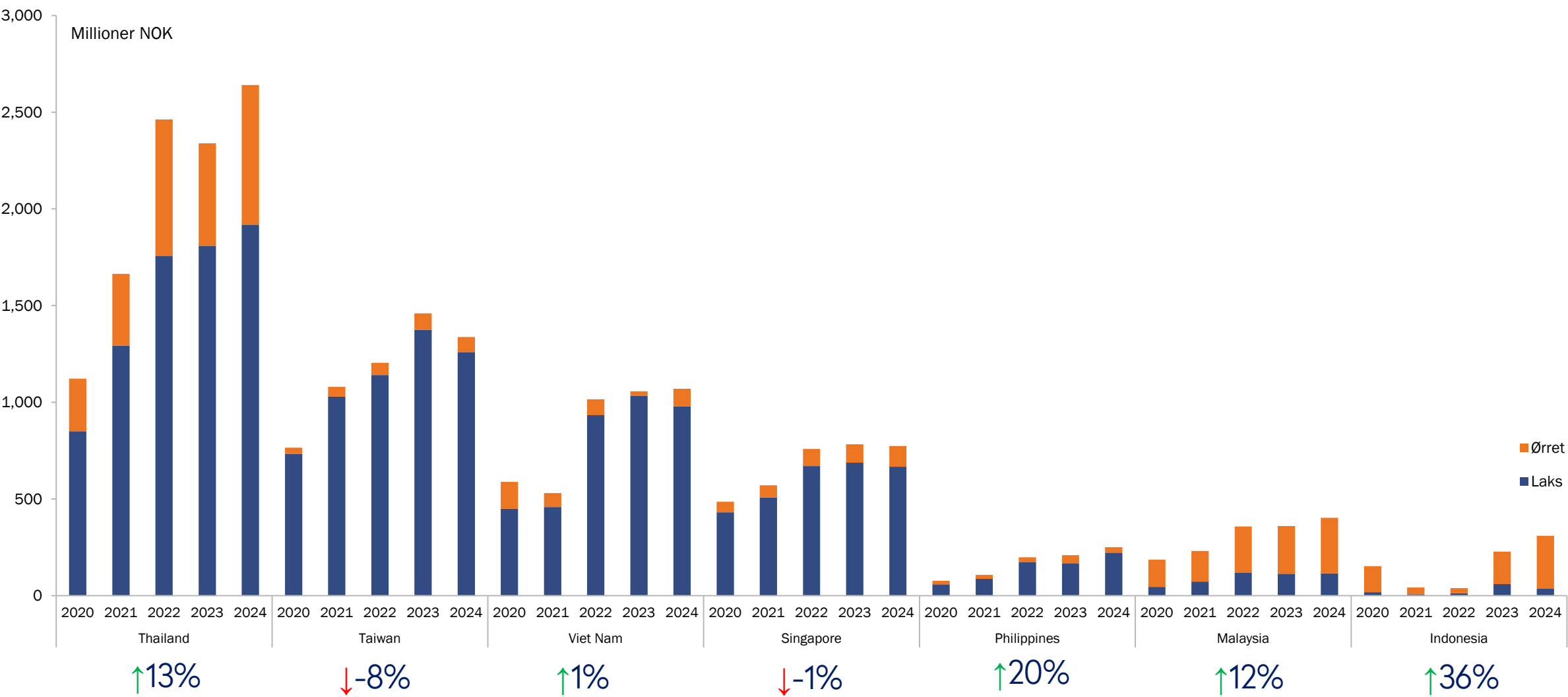
NORWEGIAN SEAFOOD COUNCIL

Exchange rate (Dec 17th): 1 NOK = 3.06 THB

2025 Taiwan



Norwegian export salmon and trout 2024, value





Taiwan Salmon Market

- Salmon market in Taiwan is around 27,000 MT. Fresh salmon share: 15,200MT (83%). Norway marketshare is 73%.
- Frozen salmon decline: Dropped from 9,700 MT in 2020 to 3,200 MT in 2024, largely replaced by Coho salmon.
- Fresh sales: Retail 70%, Horeca 30%.
- Norwegian Salmon awareness of 61%, Japan 36%, Canada 24%, Chile 16%, Alaska/USA 15%.
- Tariffs: Fresh whole 10%, frozen whole 15%, fresh fillets 24%, frozen filets 15%.
- Growing preference for portion cuts: Retailers are increasing boneless portion cuts, despite 45-60% higher price than steak cuts.
- Younger consumers favor convenience, driving demand for ready-to-eat sushi and sashimi

Market study Taiwan salmon and mackerel February 2025

<https://www.seafood.no/markedsinnsikt/rapporter/>



Taiwan Mackerel Market

- Norwegian mackerel is well-known amongst industry players. Many processors and wholesalers will demand Norwegian mackerel only. Domestic catches declining, with smaller fish sizes.
- Consumption of mackerel 18,000MT – 66% of supply (12,000MT), primarily Atlantic was imported.
- Norway marketshare 88%. Norwegian Mackerel awareness of 30%, Japan 59%, Taiwan 37%.
- Distribution: Horeca (50%), Retail (35%), Wet Markets(10%), E-commerce (5%).
- Japanese restaurants account for an estimated 60% of the sales in Horeca followed by Bento houses 20% and Set Meal Restaurants 15%.
- Tariffs: Frozen whole 25%, frozen fillets 30%.
- Health benefits of mackerel is well known and spread amongst consumers.

Market study Taiwan salmon and mackerel February 2025

<https://www.seafood.no/markedsinnsikt/rapporter/>

What Objectives to Meet

Key Objective 1:

Increase awareness and preference of Norwegian Seafood compared to other origin.

- Salmon: Maintain unaided awareness at 60% (2030: 60%)
- Mackerel: Maintain unaided awareness at 30% (2030: 35%)

Key Objective 2:

Increase branding of origin in HORECA / Retail.
Increase recall above 32%.

Key Objective 3:

Increase value for the Norwegian seafood industry and our partners in the market. Above 70%



Project Timeline

	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Digital Media Branding	All year-round exposure											
Food Panda								Media Display				
Learn Eating								Media Exposure Package				
Display Competition				Mia C'bon								
Store Manager						Carrefour (Once a month)						
In-store Activity					Lucky draw			Giveaways				
Seafood Academy						B2B						
Japanese Restaurant Tie-in									TBC			
Local Release								First		Second		
Press Conference								Japanese restaurant				
Seafood Seminar											Seminar	

Upcoming activities Taiwan

2025



Co-Campaigns with Retailers:

- Salmon in-store campaign and lucky draws with quiz in more than 340 stores nationwide during Apr – Jun
- Norwegian Seafood in-store campaign together with store manager competition during Aug-Oct in 60+ carrefour hyper stores nationwide

Digital Media Exposure:

- On-going exposure in social media to increase awareness for Norwegian Seafood
- Aug 15 – 31 and Sep 15 – 30
 - Media visibility on **Food Panda** to promote Norwegian products
 - Infographic promotions on **Learn Eating** highlighting benefits of Norwegian seafood

Seafood Academy:

Seafood Academy for our retail partners and VIP customers to be held in June. Purpose is to educate participants on Norwegian aquaculture and the right way to handle and cook Norwegian seafood.

Upcoming activities Taiwan

2025



Press Briefing:

Press Briefing to announce our partnership with the Japanese restaurant in August. The announcement will include the export and import numbers together with exciting campaign with the restaurant promoting both Norwegian Salmon and Norwegian Mackerel.



Japanese Restaurant Tie-in:

- To promote both Norwegian Salmon and Norwegian Mackerel with B2C engaging quiz and activities in August.
- The goal is to educate consumers that most of the salmon and mackerel used in Japanese restaurants are from Norway.
- Taiwan has more than 10 000 Japanese restaurants.



Seafood Seminar and Lunch

In November, we plan to host a Norwegian Seafood Seminar and lunch for the stakeholders, importers and local partners. The aim is to reconnect with partners and be the source for them to connect.

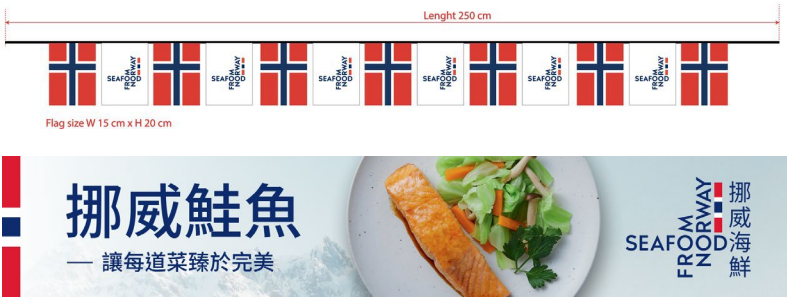
Point of sales material and Giveaways



Shopping Bags



Sticky Notes



Point of sales materials
SFN sticker, Hanging flags, Banners, Posters, Wobblers, Roll ups

Haaland POS

Posters



Sticker



Ice Sign



Wobbler



Standeer
Haaland actual size



Retail reports Taiwan

- Retail Report Taiwan – 10 stores Taipei
- Market study Taiwan salmon and mackerel February 2025

<https://www.seafood.no/markedsinnsikt/rapporter/>

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Salmon Market in Taiwan 2025

Updated: February 2025

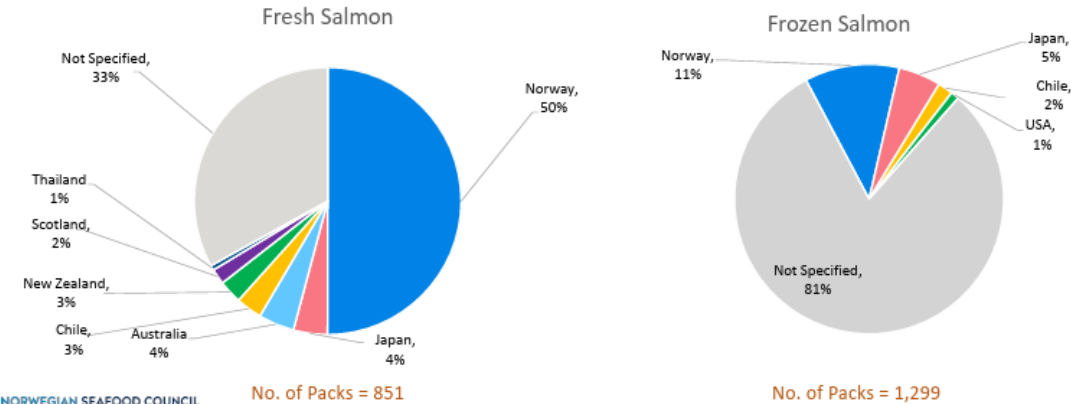
空運即時 新鮮即食
最新鮮的鮭魚來自挪威

產地決定品質

SEAFOOD
FROM
NORWAY
挪威海鮮

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NORWEGIAN SEAFOOD COUNCIL

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Information

- Markedsplans 2025-2030 (require log in)
<https://en.seafood.no/countrypages/southeast-asia/>
- Webinars (Norwegian)
<https://www.seafood.no/aktuelt/webinarer-fra-markedene/>

NORGES SJØMATRÅD [Markedsføring](#) Kontakt oss English Søk Registrer deg eller logg inn Meny

Markedsplaner

På denne siden finner du våre artsstrategier og markedsplaner for 2025 til 2030 fordelt på ulike arter. For å se markedsplanene må du være logget inn.

Artsstrategier 2025-2030 Ny versjon fra 27. november 2024. Norges sjømatråds artsstrategier er basert på innsikt og utarbeidet...		Laks og ørret	
Hvitfisk		Konvensjonelle produkter	
Pelagiske arter		Skalldyr	



Happy New Year 2025!

2024 proved to be another year of growth for our region. The Norwegian seafood export to SEA and Taiwan increased to Nok 9,4 billion, up 12% compared to 2023.

My first six months as NSC's Regional Director for SEA have been incredible. Highlights include: Norwegian Seafood Thai taste campaign exploring regional cuisines with record results, seafood academies, and retail and restaurant promotions in multiple markets featuring top influencers, mackerel academy for media, exhibitions across three

NORWEGIAN
SEAFOOD COUNCIL

Proudly representing

SEAFOOD
FROM
NORWAY

The Norwegian flag is positioned vertically to the right of the text 'FROM NORWAY'. It consists of three horizontal stripes of red, white, and blue.