

# New Market Initiatives

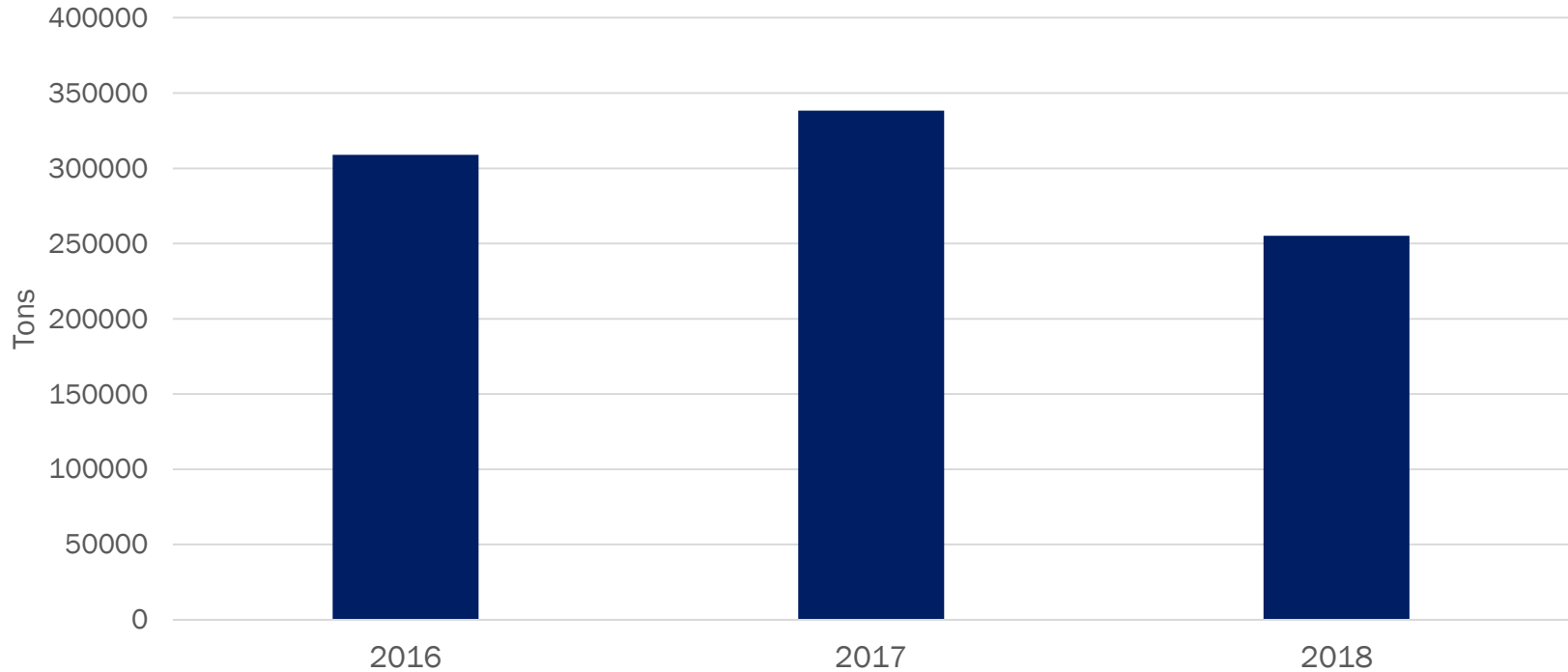
NSC, Director Market Insight and Market Access, Tom-Jørgen Gangsø



# Origin matters



# Norway exports 98% of its mackerel



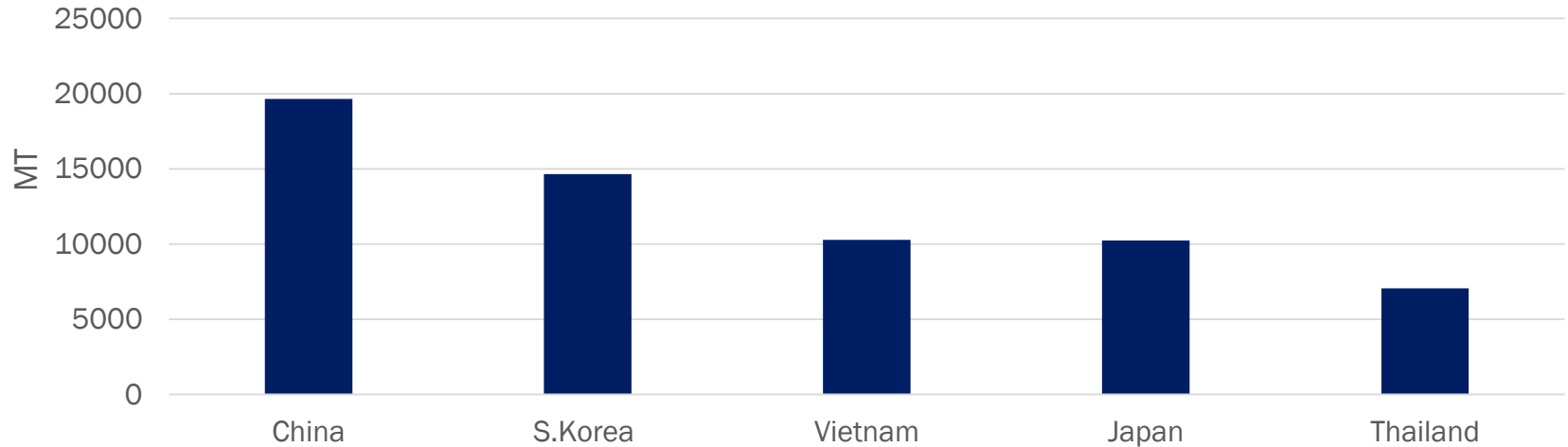
Source: NSC

Norway exports large volumes of mackerel to the world, but Asia is the most important region



# China is the largest export market for mackerel so far this year

YTD 2019 Mackerel Export from Norway





SEAFOOD  
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