

NORWEGIAN PELAGIC IN CHINA: NEW MARKET OPPORTUNITIES

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PELAGIA™

Pelagia – in short



No. 1 pelagic fish supplier in the world

Handling 1.4 mill tons of pelagic fish annually

Operating 24 factories in 4 countries.

Human consumption and fishmeal/oil

- *Utilizing 100% of the fish*

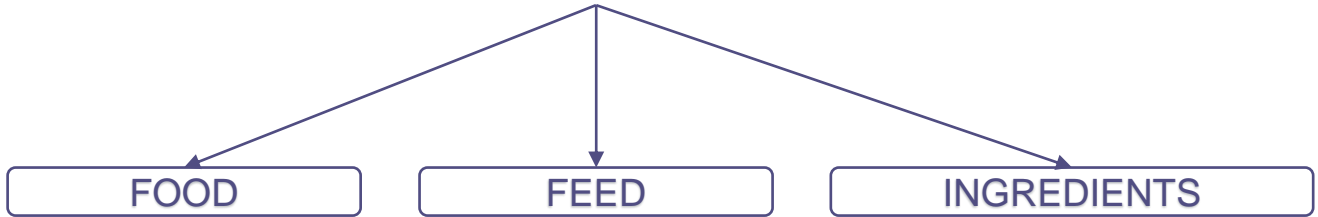
Exporting products to 55 countries worldwide



Main business areas



PELAGIA



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ELEVATING THE POSITION OF NORWEGIAN MACKEREL IN THE CHINA MARKET



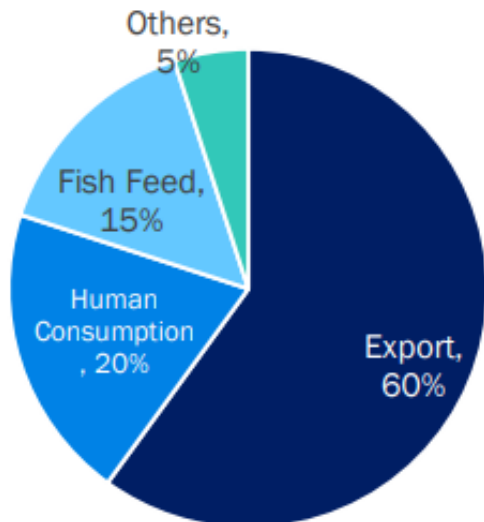
Norwegian mackerel is superfood



China is a big mackerel market

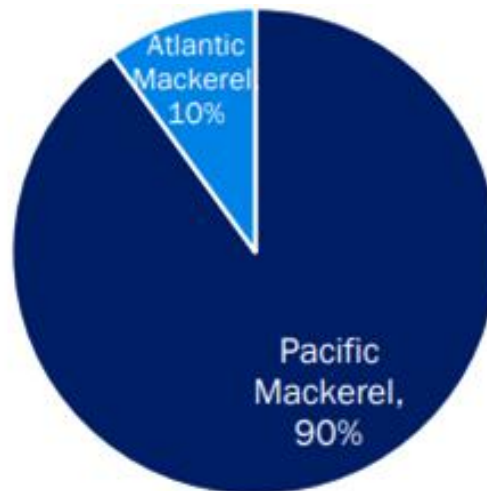


Chinese Mackerel Usage (2018)



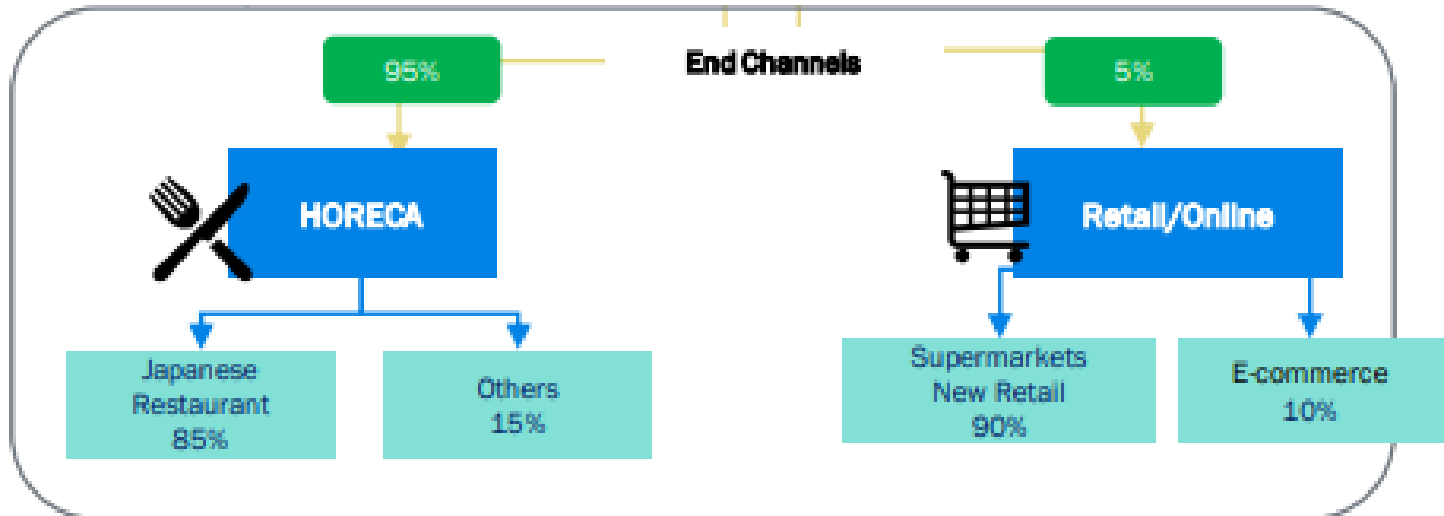
Total Catch: 480,000 MT

Consumption by Mackerel Type



Est. Consumption (2018): 115,000 MT

Market channels for Atlantic mackerel



On the positive side

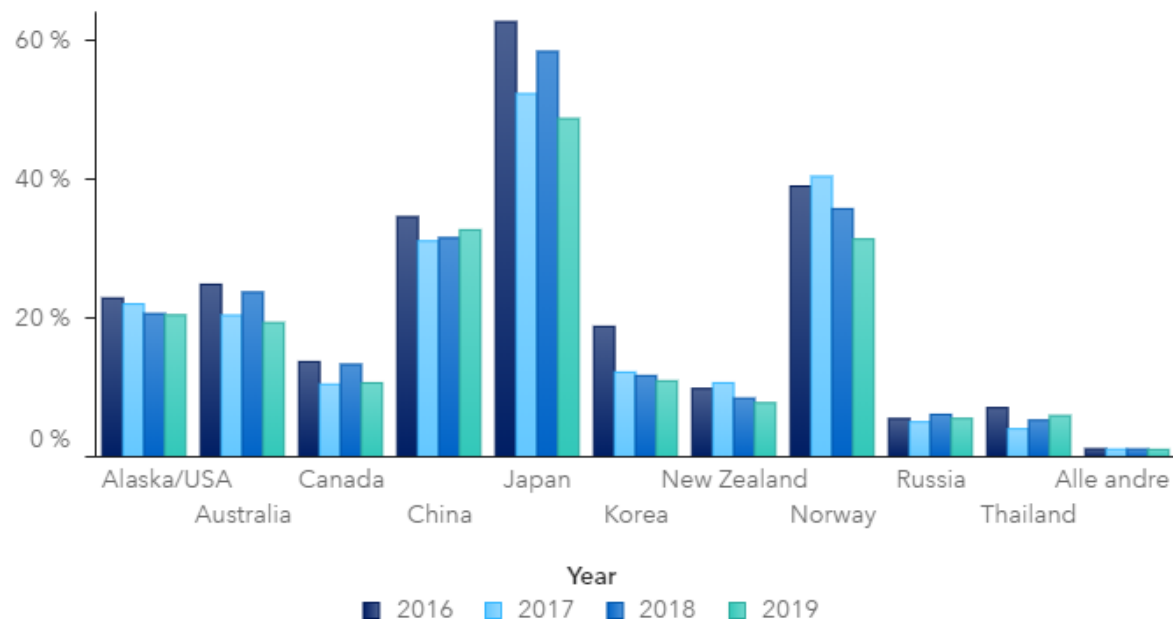


- Huge market with increasing consumer awareness
- Norwegian origin
- Wild fish caught in cold clean waters
- Premium catch period, best natural quality
- Superfood, high level of nutritional value and omega-3
- Strict management system from catch to market ensuring sustainability, food safety and traceability
- World's best know-how and technology

Norway is a seafood nation to Chinese consumers



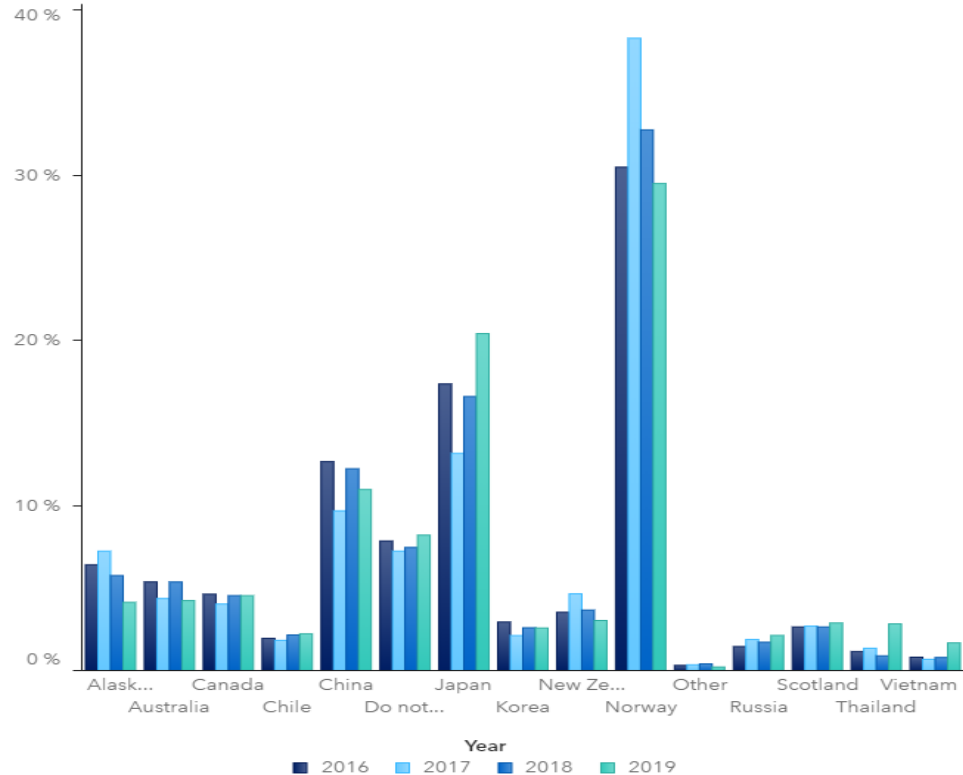
Q3: Which country do you associate with fish/seafood? (open question)



Norway is most preferred origin for mackerel



Q7: Which is your preferred country of origin when you buy (species)? (Single question)



Source: Norwegian Seafood Council

On the down side

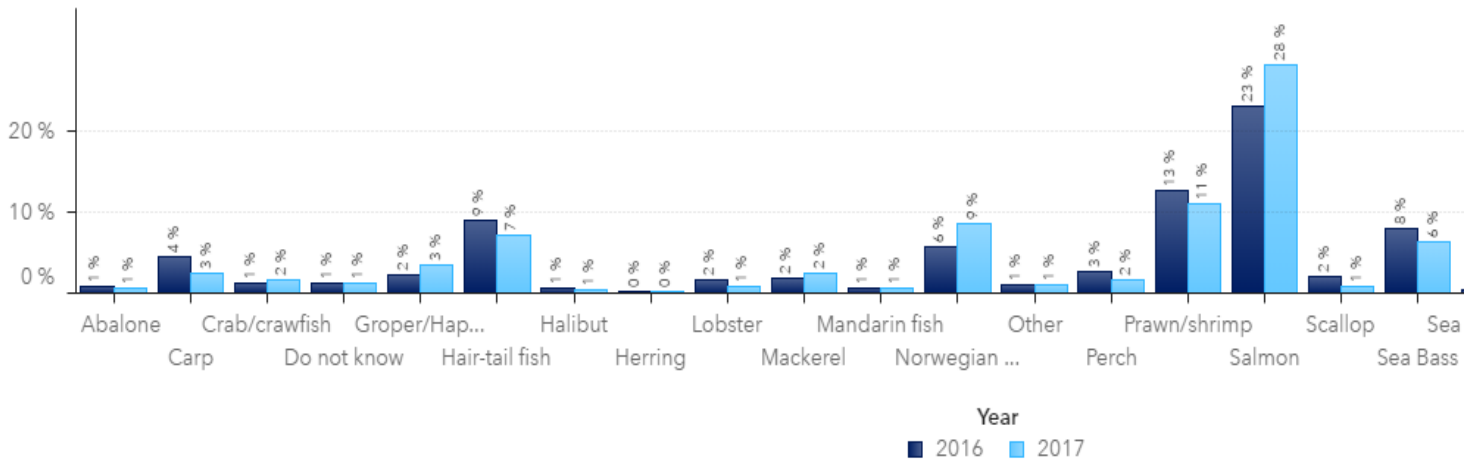


- Mackerel in general has bad reputation and low consideration in China due to low quality of domestic products
- Low price of local mackerel
- Lack of product knowledge about Norwegian mackerel in the value chain, B2B and B2C
- No clear position of Norwegian mackerel
- Strong association to Japanese food, not local cuisine, which is restricting use and consumption
- Price sensitivity and strong competition
- Lack of Free Trade Agreement between China and Norway

Mackerel has low preference



Q10: What type of fish/seafood do you normally prefer for your weekday dinner? (Single question)



How to succeed in China?



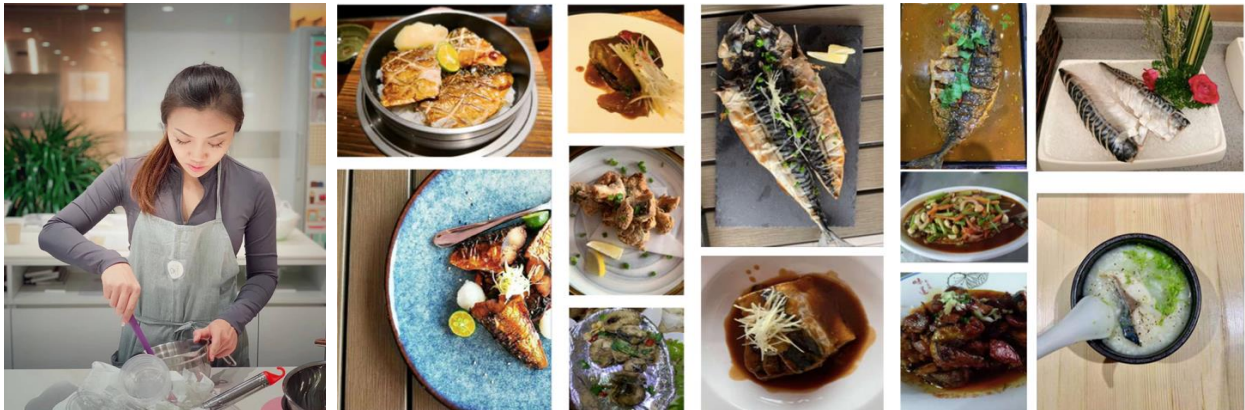
- Differentiate Norwegian mackerel from other based on origin, unique product, industry features and a great story
- Create clear position for Norwegian mackerel through information and education of the value chain
- Targeted and focused approach based on market insights with the right partners
- Country of origin labeling
- Free market access



Our efforts in the Chinese market



- Partnership with Cofco since 2018 to promote and sell Norwegian mackerel in China
- Online and offline, multiple channels and platforms
- Value-added products for ease and inspiration
- Instructional and inspirational online cooking videos
- Tasting events





Thank You!

Your pelagic partner

www.pelagia.com

