



China market - 2023

For Bergen 2 May 2023

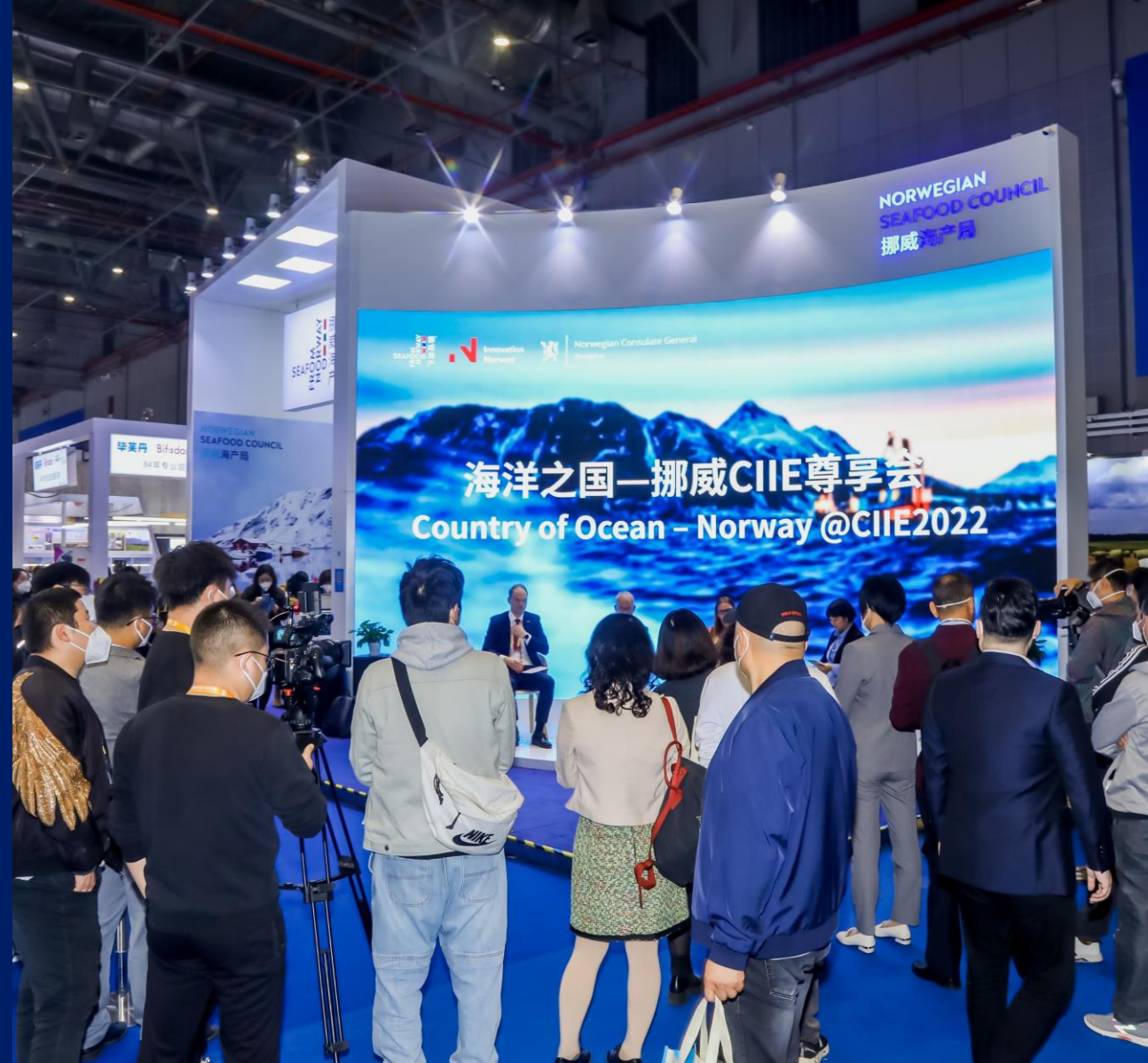


Agenda

- China – overall status
- China seafood import 2022
- Norway – China trade
- NSC in China
- Activities in the market
- Where to join
- Market access

China – status

- ☐ Economic recovery
- ☐ Decoupling or derisking
- ☐ Numbers vs reality

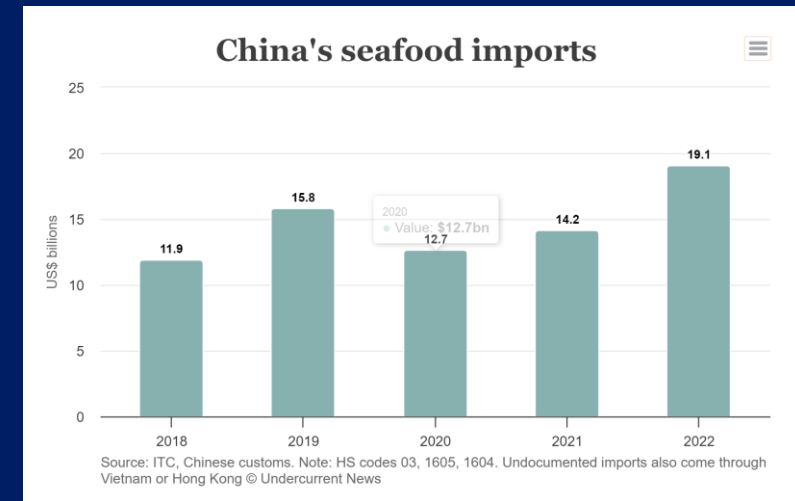


China – Seafood imports 2022

❑ Record year 2022 – 19,1 Bln USD

❑ Norway 7th largest

❑ Strongest growth in cold water prawns



China's top-10 seafood imports, 2022				
	Value (\$m)	Volume (metric tons)	Change in value y-o-y	Change in volume y-o-y
Frozen warmwater shrimp	5,650	873,789	53%	43%
Crabs, live fresh or chilled	1,300	74,597	6%	7%
Frozen fish, whole, n.e.s.	968	467,203	43%	26%
Rock lobster, live fresh or chilled	892	16,932	43%	57%
Frozen squid and cuttlefish	892	302,107	-10%	-31%
Frozen Alaska pollock, whole	805	598,180	74%	56%
Atlantic salmon, whole, fresh or chilled	737	49,018	26%	-8%
Frozen cod, whole	732	152,118	49%	6%
Lobster homarus, live fresh or chilled	614	23,341	-10%	-9%
Frozen coldwater shrimp	543	72,075	108%	69%

Source: ITC, Undercurrent News

China – snapshot & opportunity seafood 2030

ECONOMY

- China generates 18% of global GDP
- China household consumption is 38 % of GDP
- Largest consumer market measured on PPP basis

CONSUMER

- 2030 projected 400 million upper- and middle-class households
- 70 % of Chinese consumers buying online
- World's largest e-commerce market

SEAFOOD

- World's largest seafood and aquatic food market
- 2022 Imported 4 19 million MT of seafood worth 19,1 Bln USD.
- Supply gap of 6 – 18 Mln seafood of seafood estimated in 2030

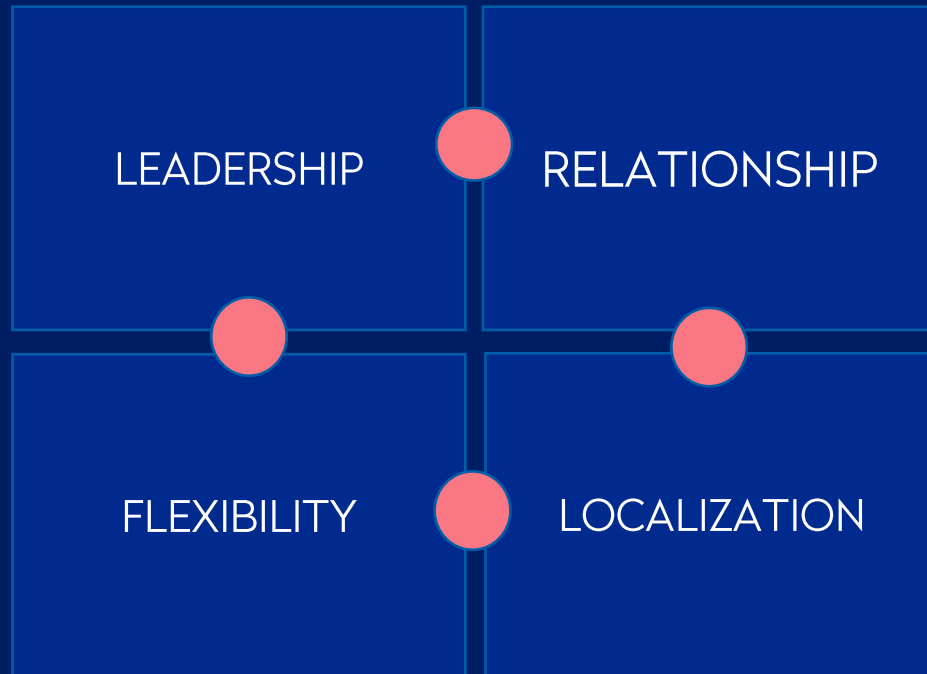
GROWTH

DEMAND

PRODUCT

OPPORTUNITY FOR NORWEGIAN SEAFOOD

The strategic foundation for NSC in China

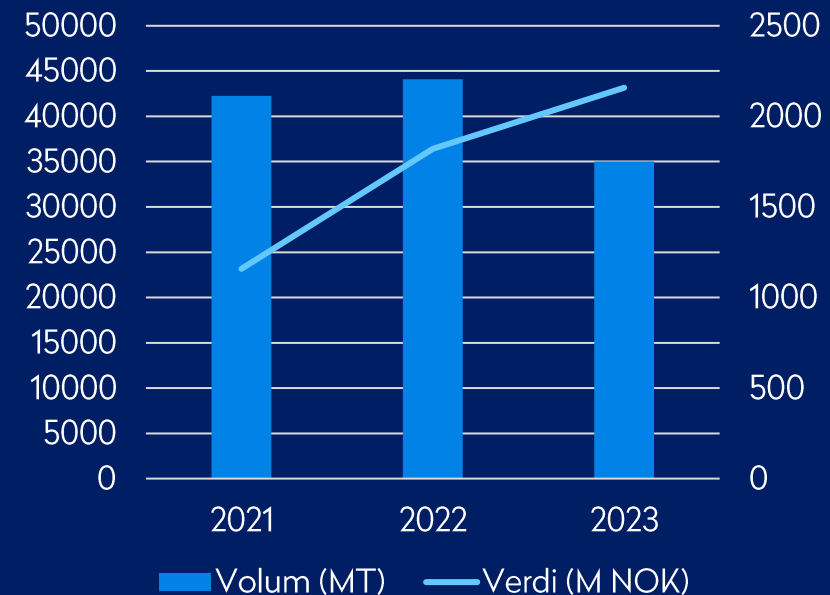


- ❖ Increase the value of Norwegian seafood
- ❖ Create best platform for exporters to build business in China

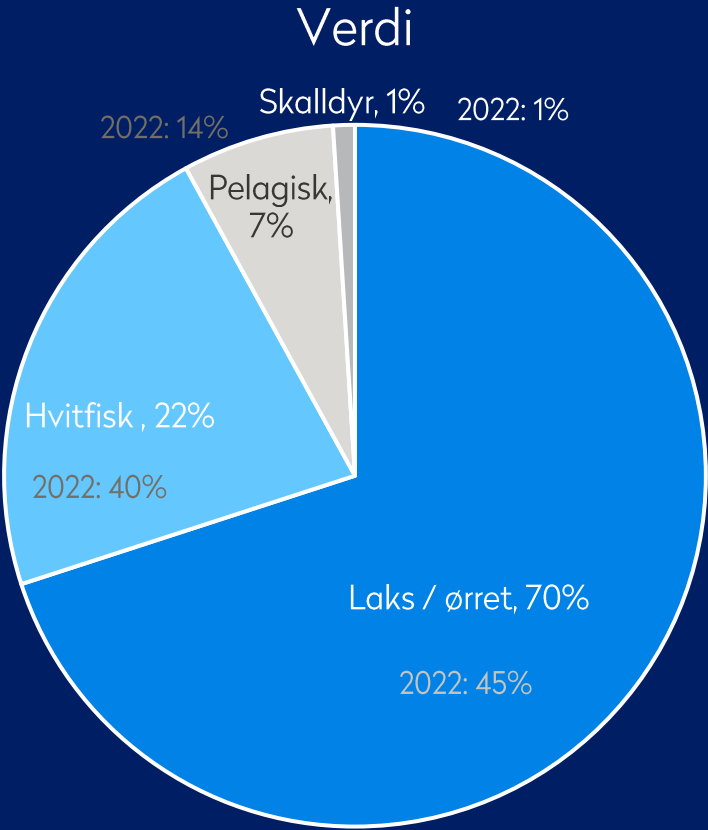
Norwegian seafood exports to China Q1 2023

	2023 Q1	vs 2022 Q1	vs 2021 Q1
Vol (MT)	35 022	-21%	-17%
Val (M NOK)	2 158	+18%	+86%

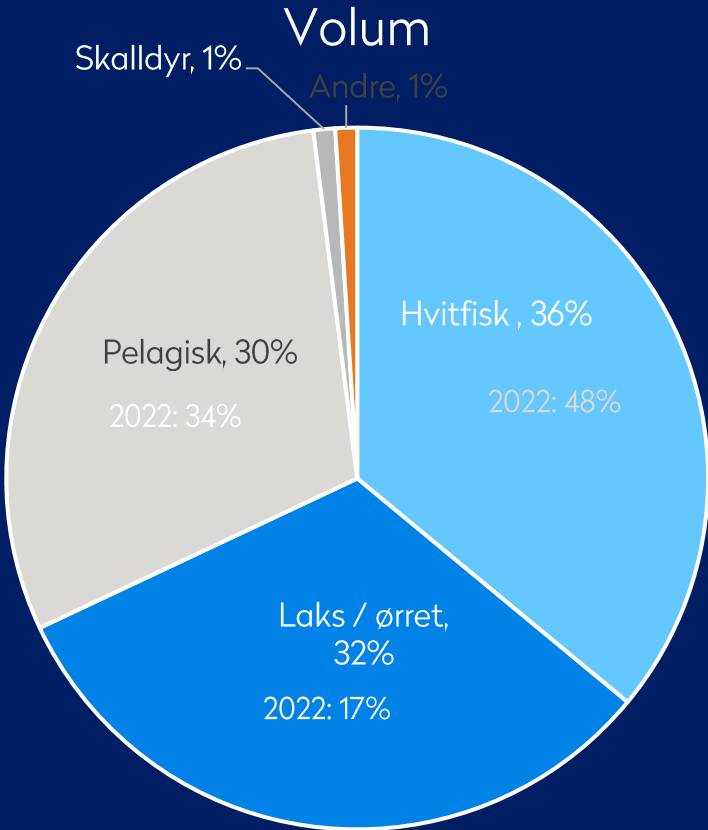
- ❑ Record quarter in value
- ❑ Salmon key value driver (68%)
- ❑ Volume decrease for cod and mackerel



Breakdown Q1 vs 2022 Q1



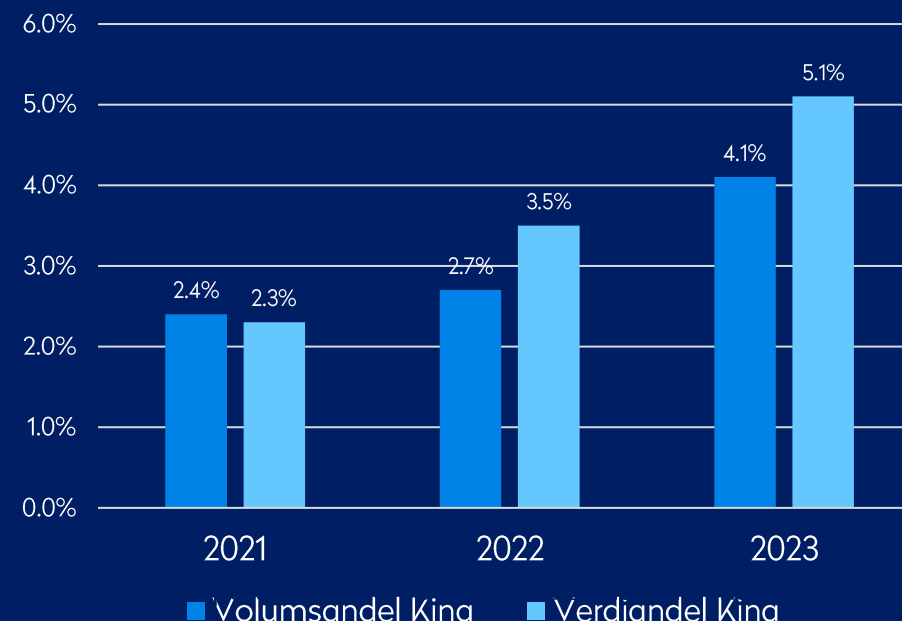
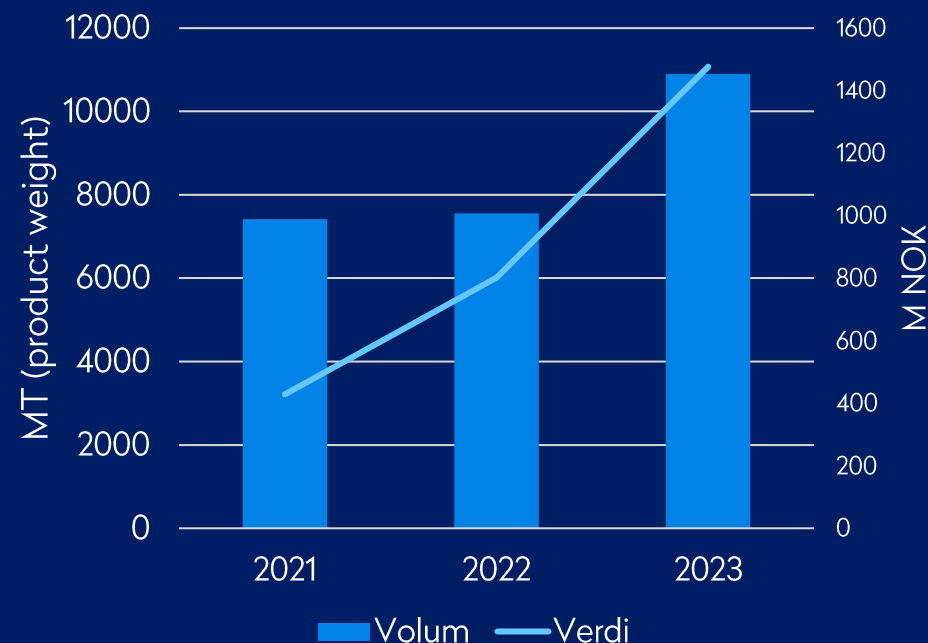
Verdi: 2 158 Million NOK ↑18%
2022: 1 821 Million NOK



Volum: 35 022 MT ↓21%
2022: 44 084 MT

Norwegian salmon to Q1 for 2021-2023

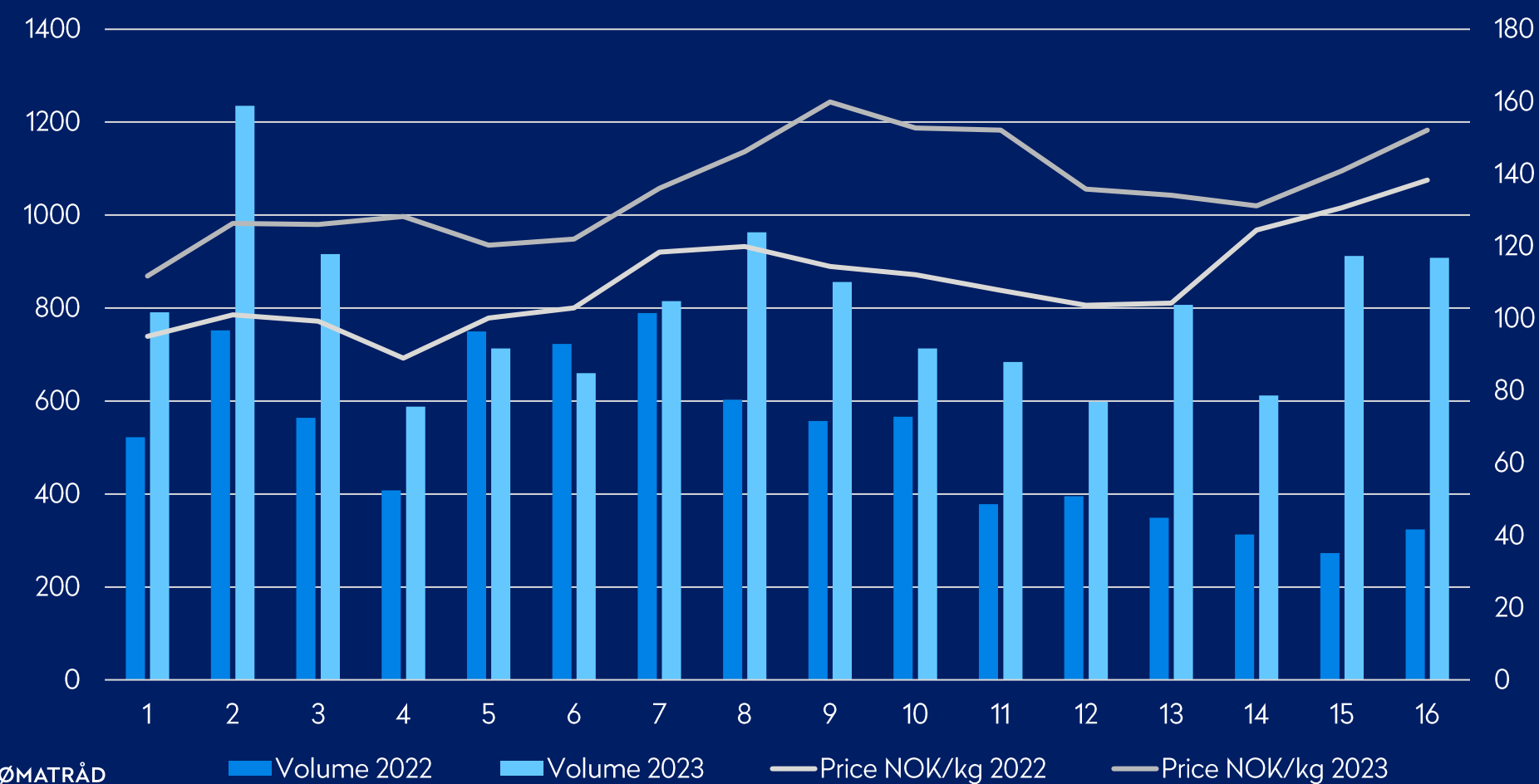
	2023	vs 2022	vs 2021
Volum (MT)	10 899	+44%	+47%
Verdi (M NOK)	1 476	+84%	+245%



- China reopening, CNY + high prices driving records
- 95% whole fresh, 2% fresh fillets, 3% frozen fillets.
- Value share to China of total Norwegian export of salmon is 5% in Q1, a double from Q 2021

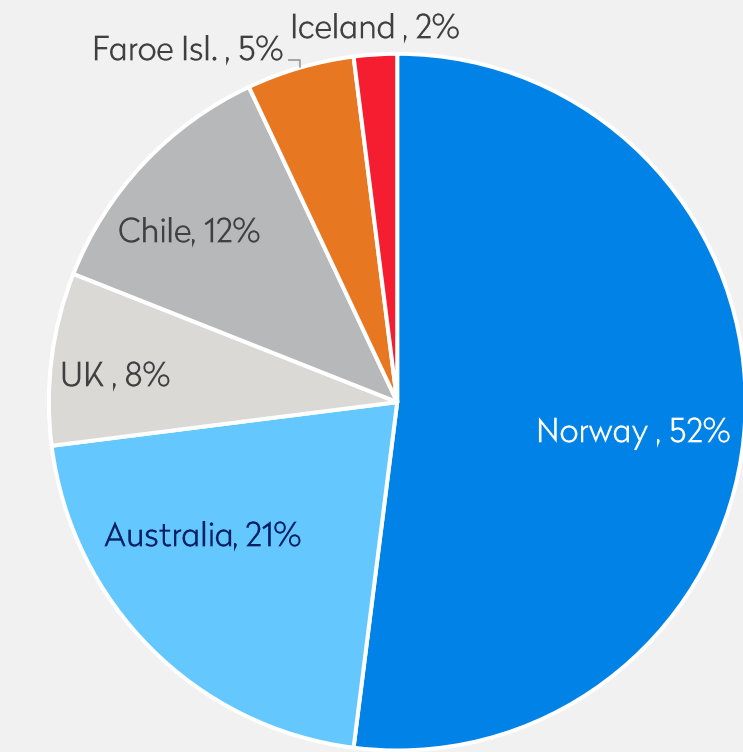
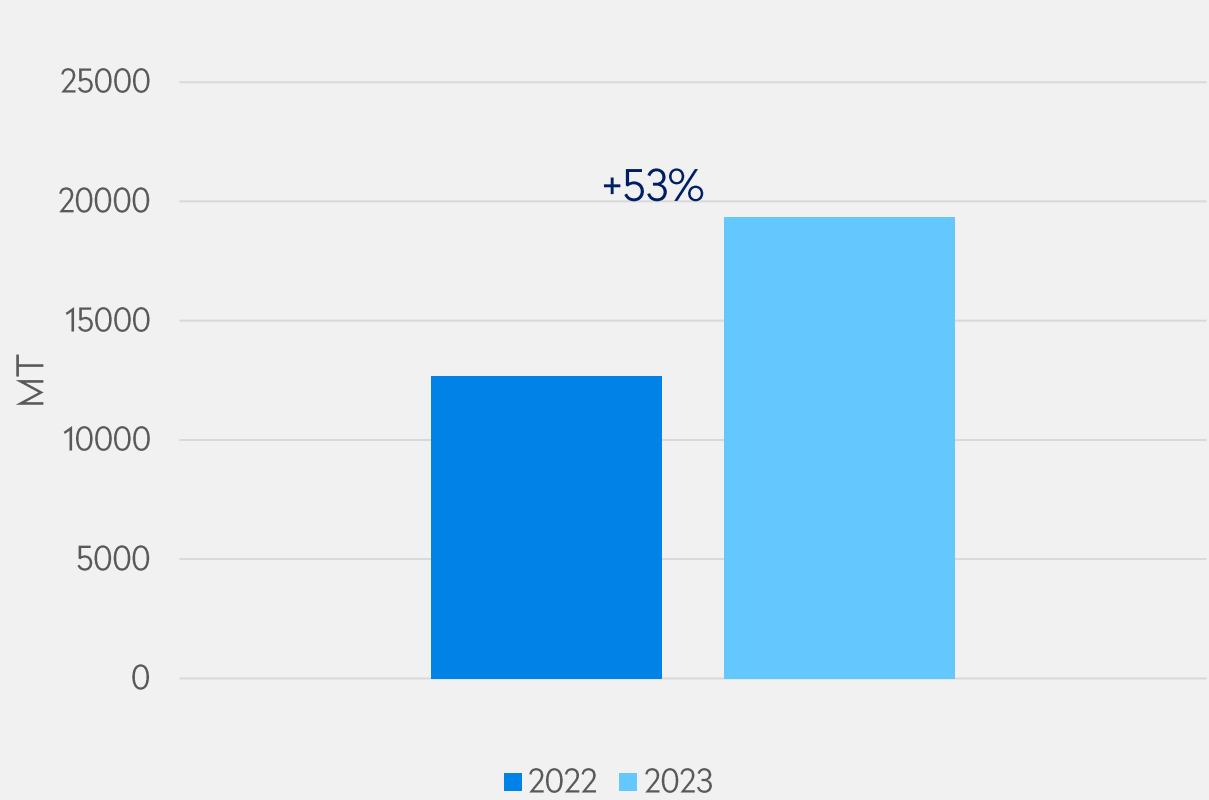
Export of Norwegian whole fresh salmon to China week 1-16

Weeks 1-16	2022	2023	2023 vs 2022
Volume (MT)	8 266	12 772	+ 55%
Value (M NOK)	896	1 739	+ 94%



Import: Fresh Salmon 2022/2023 (Q1)

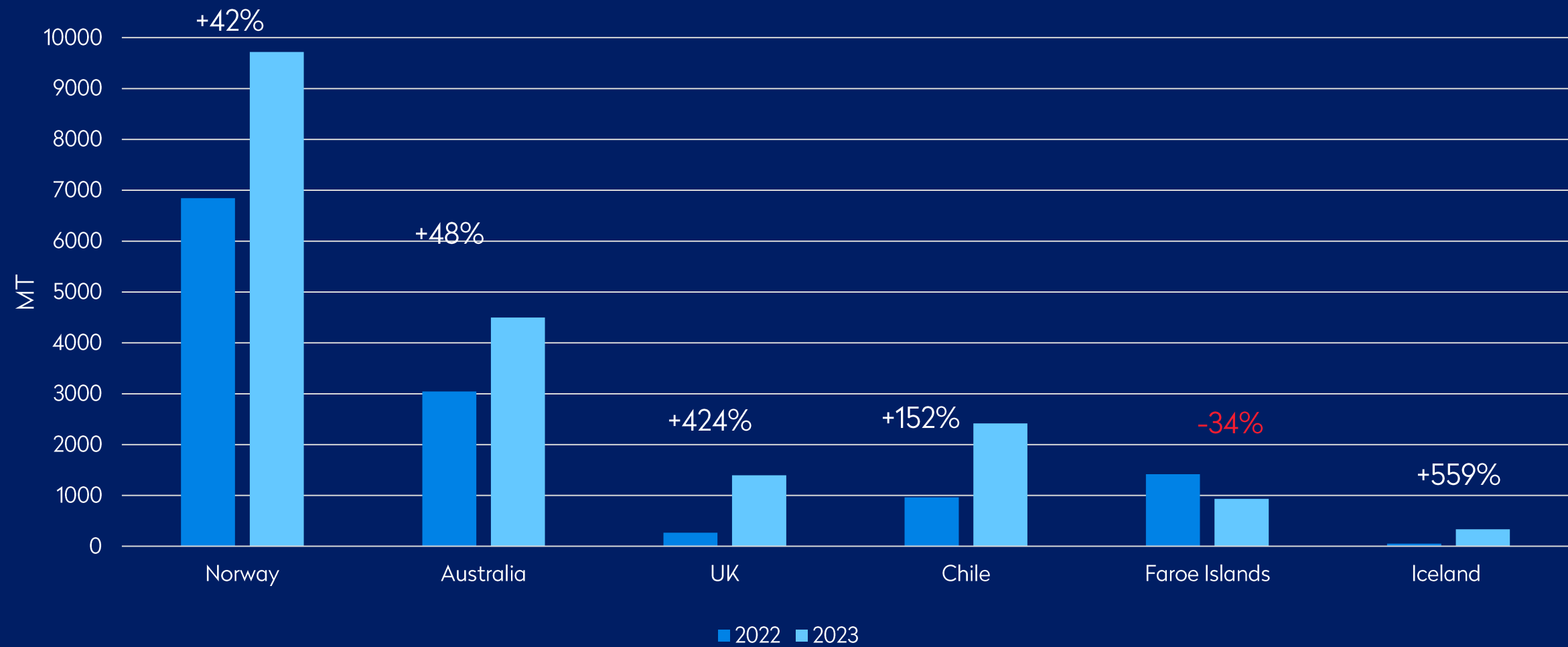
- Fresh salmon import increased by **53% YoY** in Q1 2023.
- Import value Q1 2023 of 297 Mln USD, increase 57% YoY
- Norway is the largest supplier accounting for **52% in 2023** (55% in 2022 for the same period).



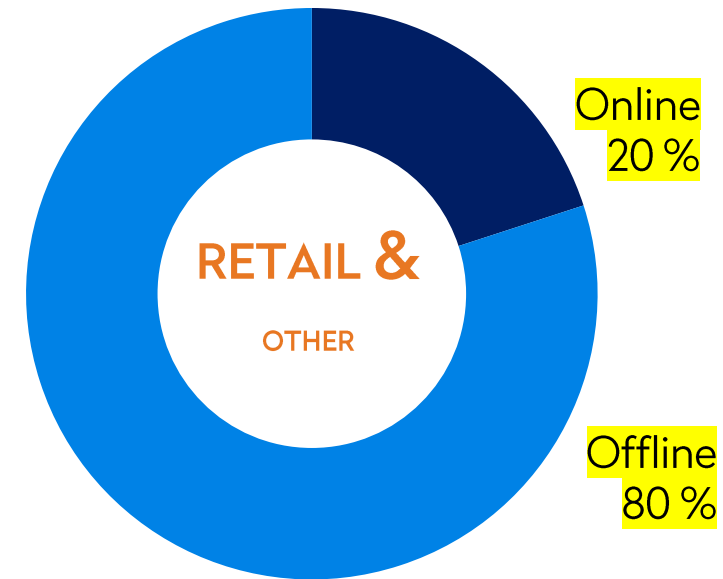
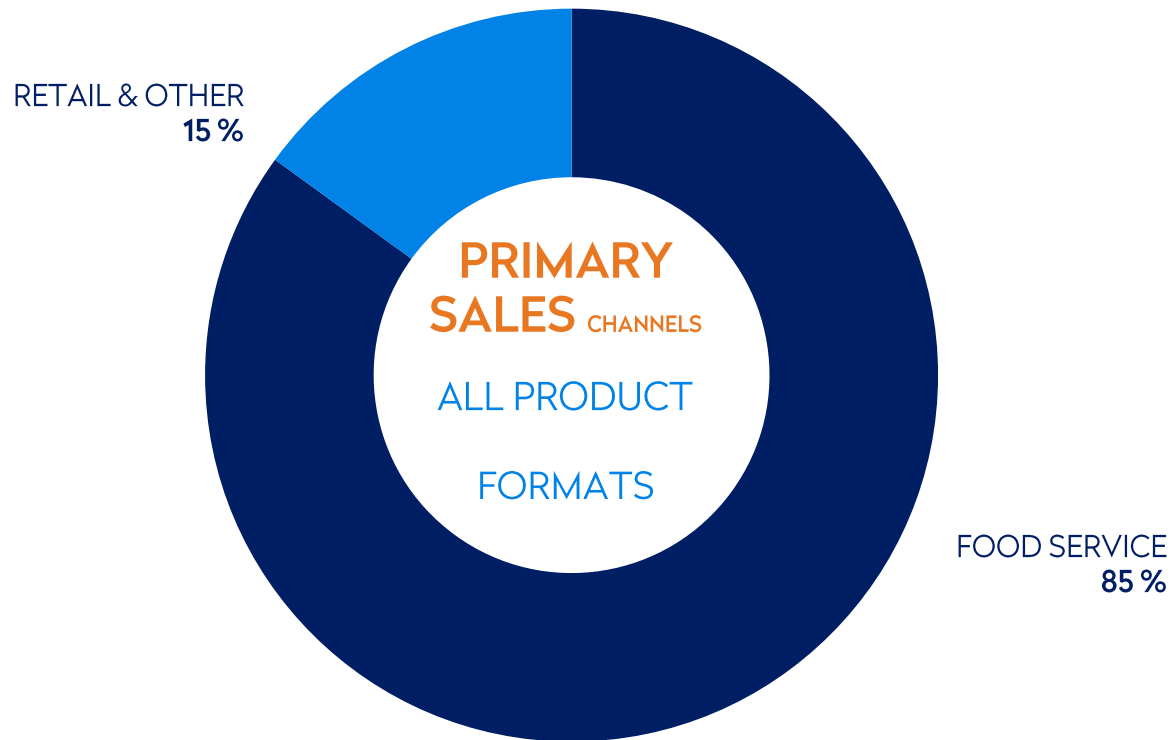
Volume 2023 (Q1): 19 345 MT

Source: China Customs

Import: Fresh salmon China import (Q1)



Sales channels fresh salmon

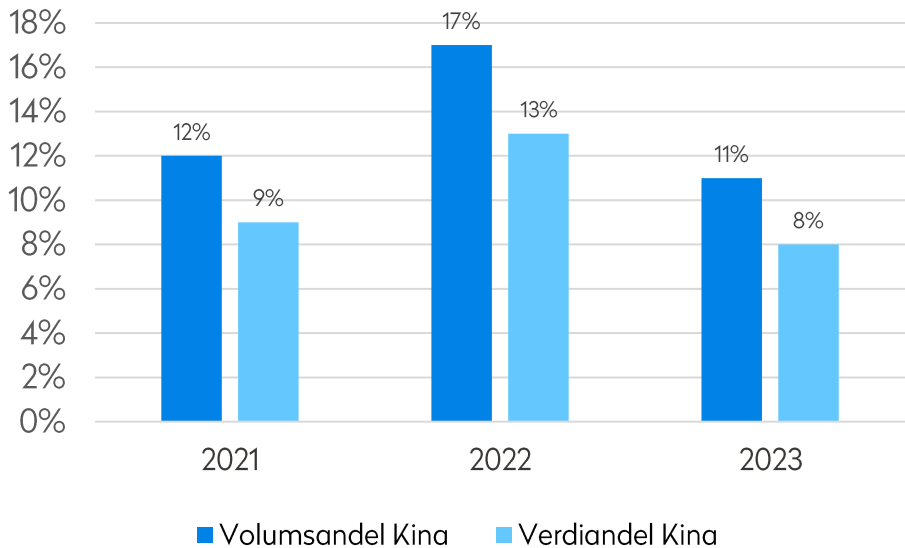
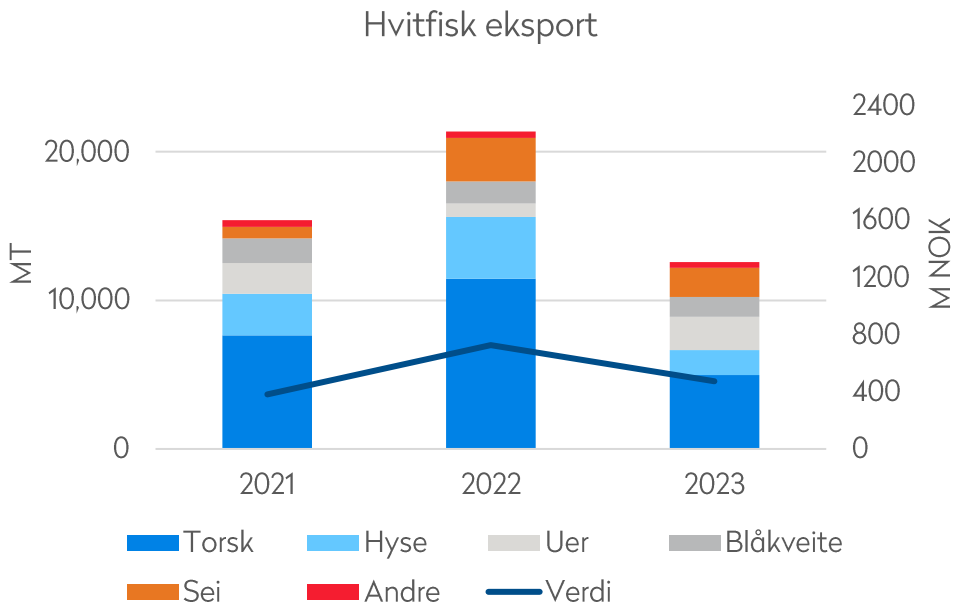


Key information

- Food service is still the key channel for fresh salmon consumption and chefs prefer big size salmon (6+ kg). However, retail share has grown in recent years.
- Consumers purchase fresh salmon from retailers both for raw consumption (enjoyment) and heat treatment (healthy and convenient diet) at home. Consumers tend to choose retailers that focus on fresh food or imported food when buying fresh salmon. China is leading in buying seafood online.
- Origin branding closer decision making moments among consumers is more suitable in online and offline retails.

Hvitfisk til Kina Q1 for 2021-2023

	2023	vs 2022	vs 2021
Volum (MT)	12 592	-41%	-19%
Verdi (M NOK)	474	-35%	+24%

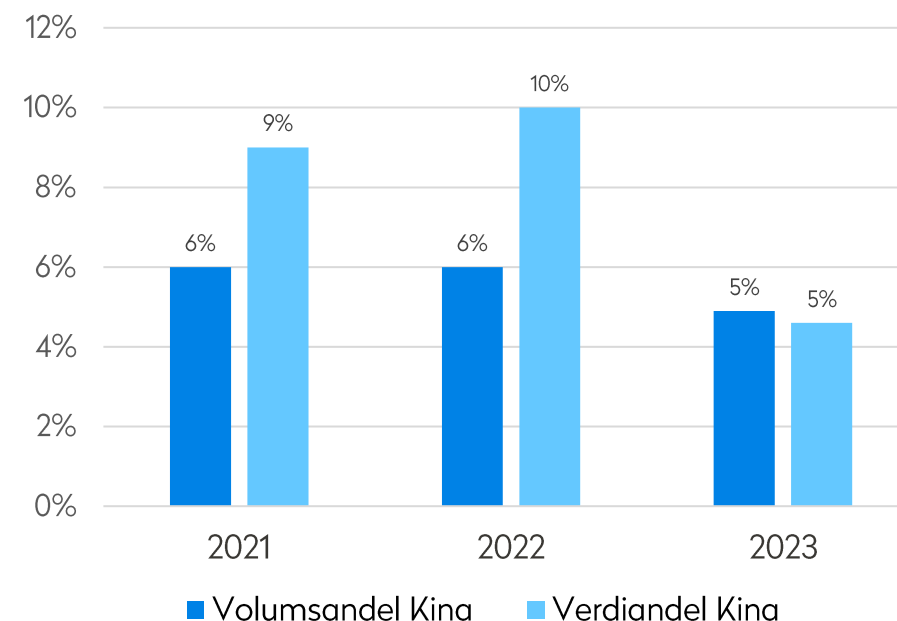
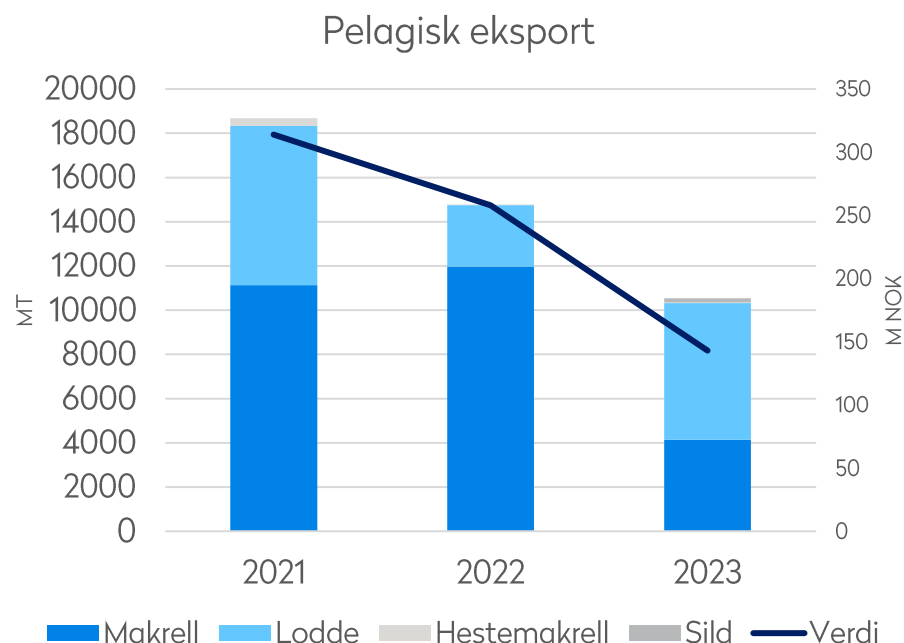


Total norsk hvitfisk eksport vs. Eksport av norsk hvitfisk andel til Kina i verdi og volum

- Eksport av hvitfisk til Kina er i all hovedsak for bearbeiding og for re-eksport.
- Det er hovedsakelig tilbakegang i torsk som drar ned volum og verdi i forhold til samme periode i fjor. Flere faktorer ligger til grunn. Totalimport til Kina av all frossen torsk i jan-feb har gått ned med 25% i forhold til samme periode i fjor. Det gir også en tendens til at prosessering foregår i land som Vietnam. For norsk torsk, og varestrøm, så har også eksport til Storbritannia økt.

Pelagisk fisk til Kina Q1 for 2021-2023

	2023	vs 2022	vs 2021
Volum (MT)	10 538	-29%	-44%
Verdi (M NOK)	143	-45%	-55%

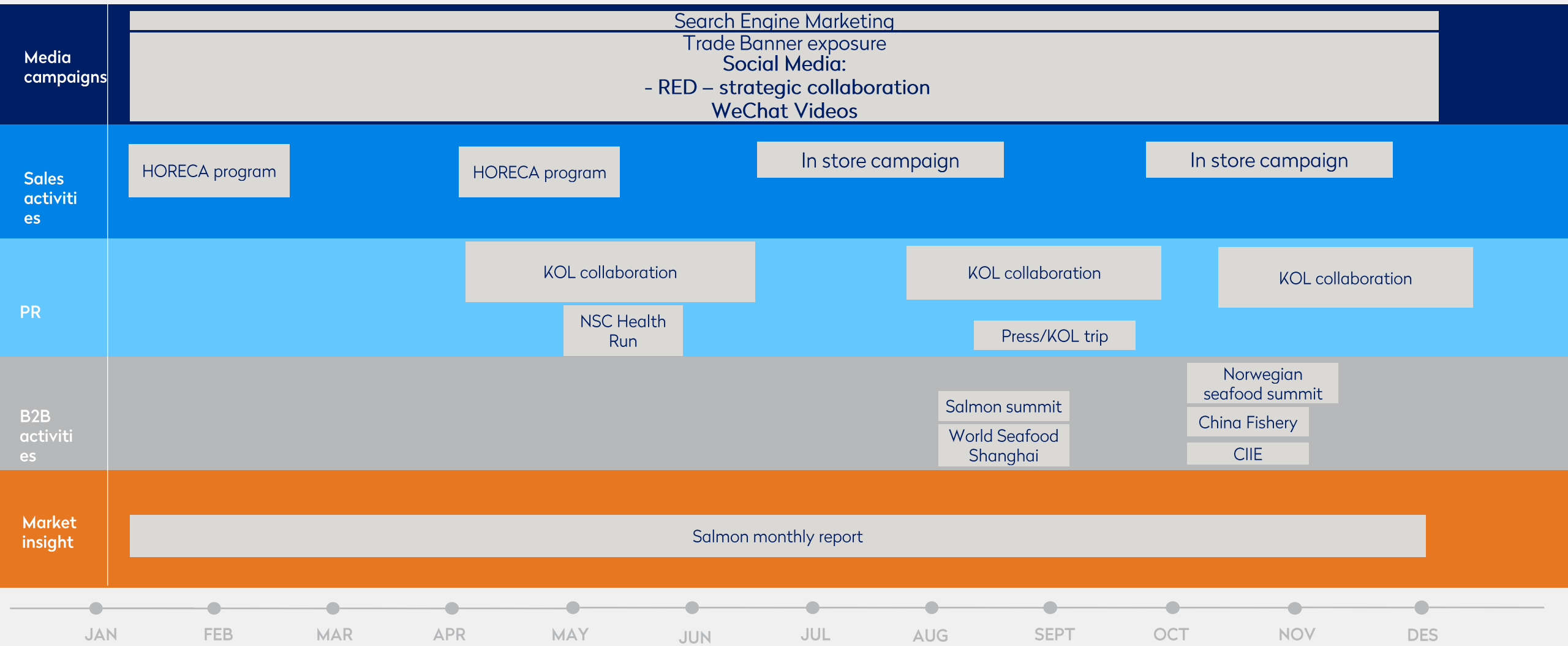


Total norsk pelagisk eksport vs. Eksport av norsk pelagisk andel til Kina i verdi og volum

- Eksport av pelagisk fisk til Kina er i all hovedsak for bearbeiding og for re-eksport, først og fremst makrell
- Makrell har sett en markant nedgang til Kina i forhold til samme periode i fjor, ved at noe produkt blant annet har gått direkte til Japan.
- Lodde har hatt en økning som balanserer totalt bildet noe.

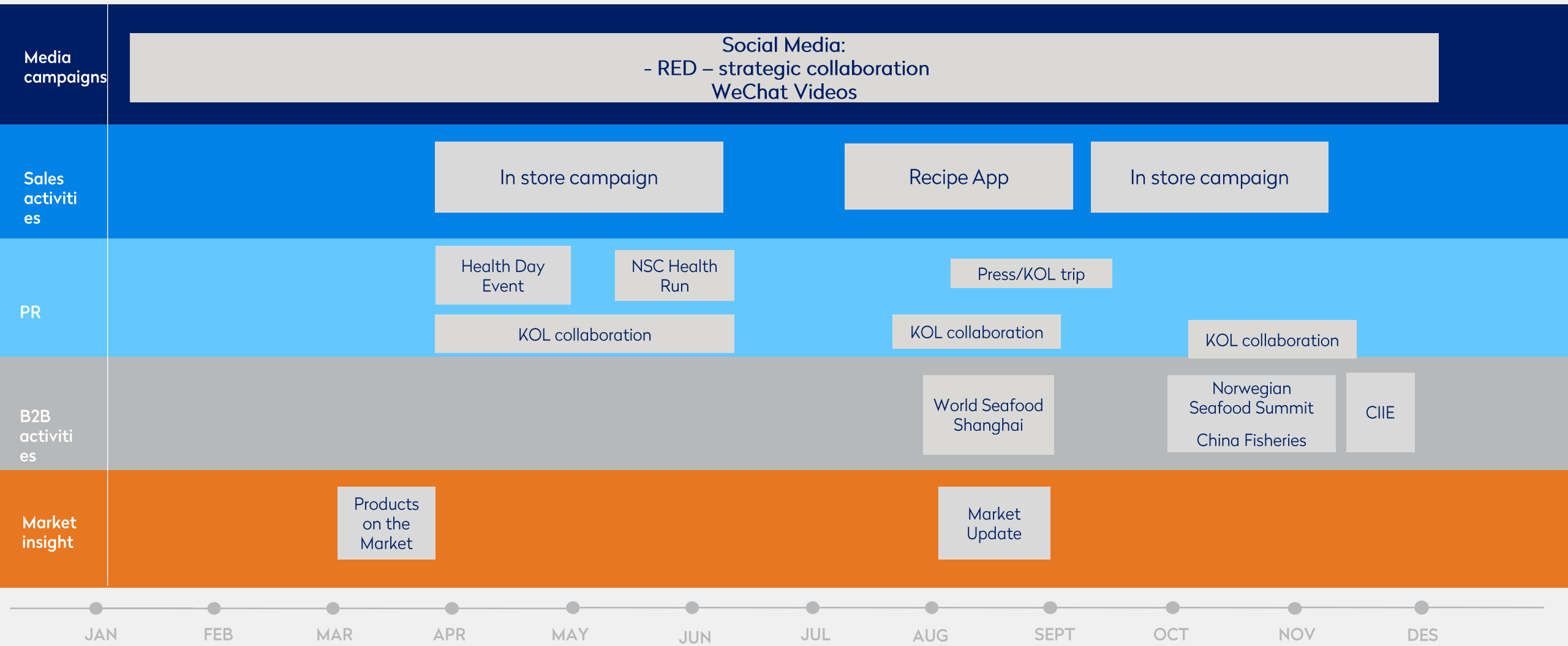
Timeline

Market activities – Salmon



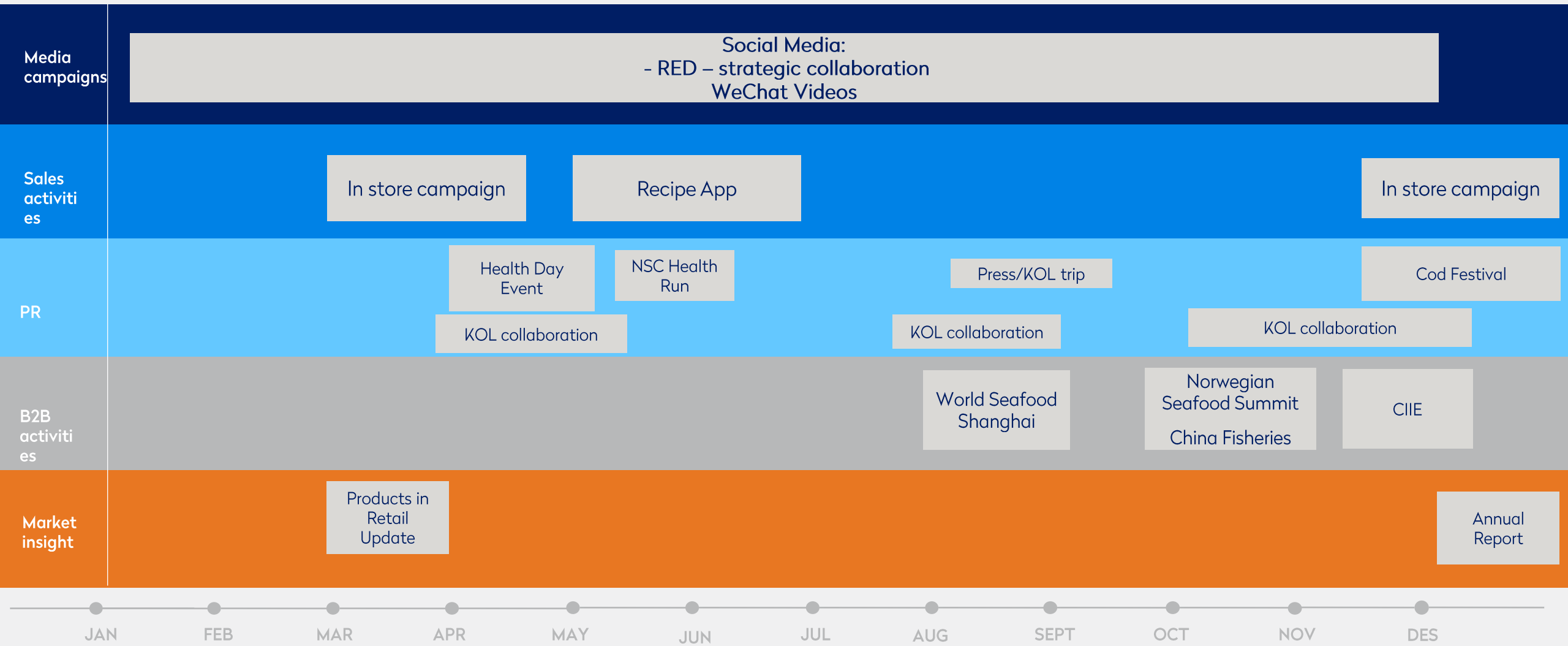
Timeline

Market activities – Mackerel



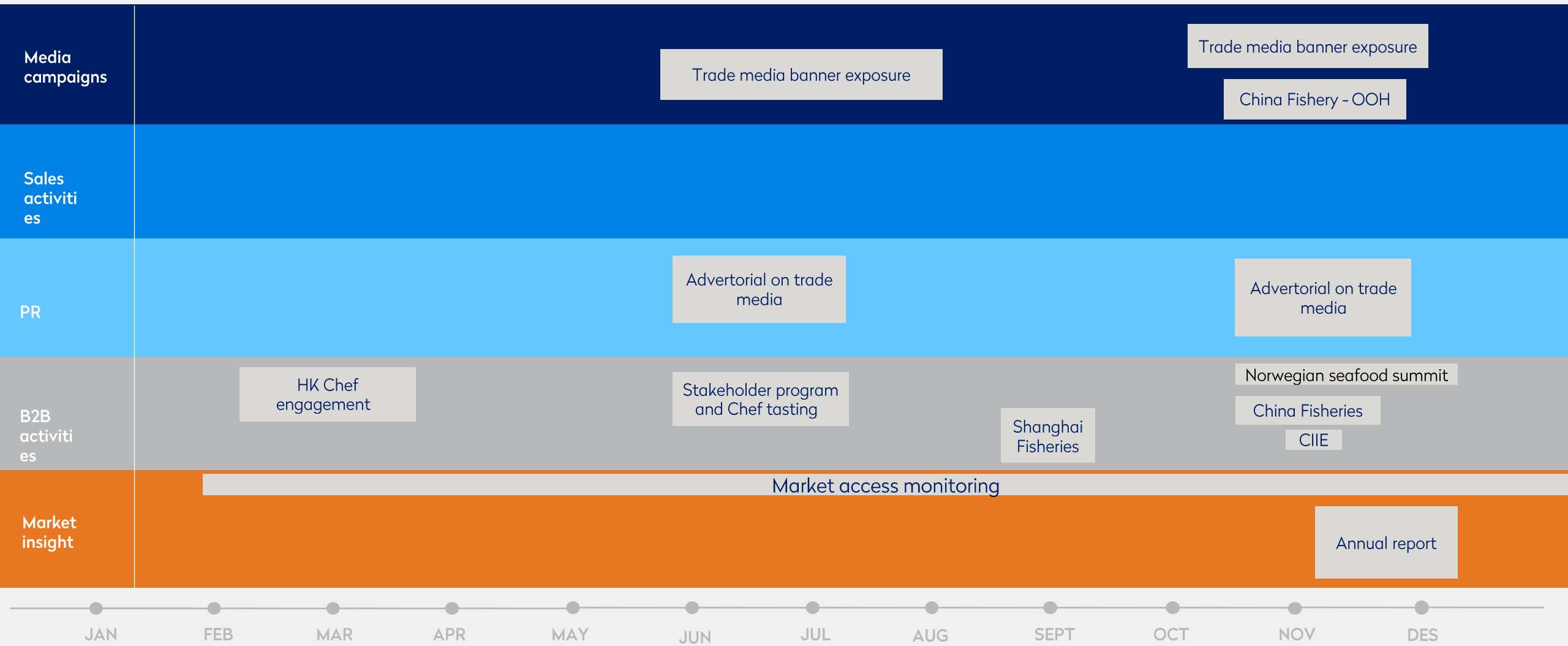
Timeline

Market activities - Cod



Timeline

Market activities - Shellfish



SEAFood
FROM NORDWAY
挪威海产

Selected activities H1

RED

WeChat

Banner ads and search engine marketing

Jan: Disney



Feb: Cod Festival



Feb: TV Guangdong



Mar: HK Shellfish



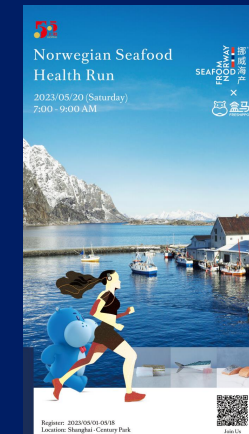
Apr: World Health Day



Apr: Hema Kick-off



May: Health Run



May: KOL coop

Jun: Shellfish GZ

Jun: Retail BHG

Jun: Genki Sushi

Highlight on new projects and trends



50 周年
SEAFARM NORWAY 挪威海产
FROD 产
X
盒马 FRESHIPPO

Norwegian Seafood Health Run

2023/05/20 (Saturday)
7:00 - 9:00 AM

Register: 2023/05/01-05/18
Location: Shanghai · Century Park

Join Us

Selected activities H2

RED

WeChat

Banner ads and search engine marketing

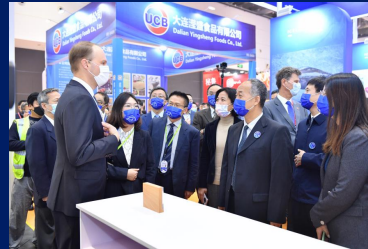
Aug: WSS



Sept: Press trip



Oct: CFSE



Nov: CIIE



Travel to China 2023 – Industry events

- ❑ World Seafood Shanghai 23 – 25 Aug
- ❑ China Fisheries & Seafood Expo 25 – 27 Oct
- ❑ China International Import Expo (CIIE) 5 – 10 Nov



A few last words on China...

- ❑ Thank you to you exporters
- ❑ Commitment and hard work
- ❑ Think long-term - but expect short-term challenges
- ❑ Call me

NORGES
SJØMATRÅD