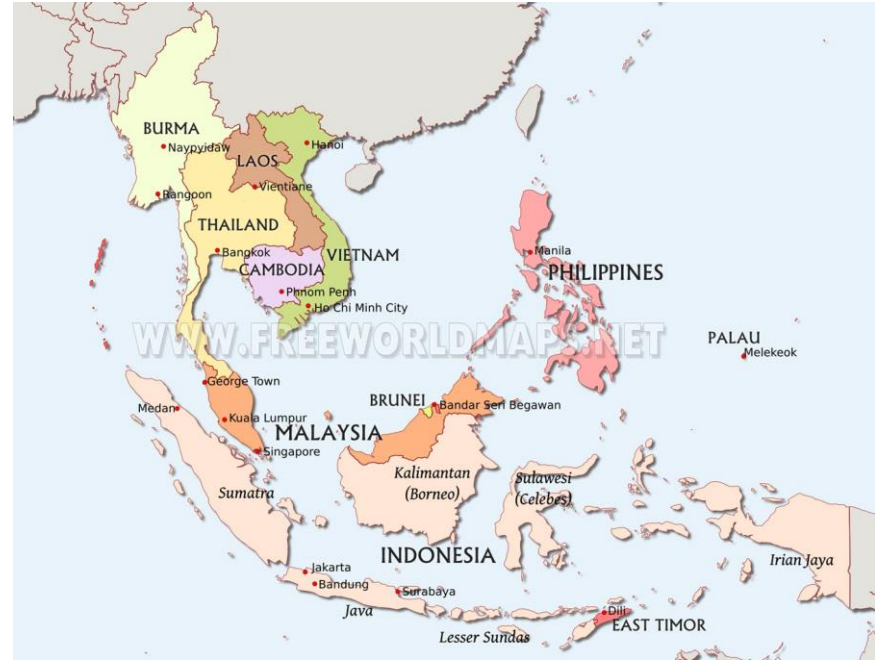


Webinar Sørøst-Asia 07.06.2018

Jon Erik Steenslid Director SEA

Hva er egentlig Sørøst-Asia?

- 11 stater
- Totalt 650 mill. innbyggere
- Høy grad av urbanisering
- Høyest befolkning- og konsum vekst i verden
- Befolkning er ung og «up and coming»
- 70% av konsumvekst fra økt forbruk og 30% fra økt befolkning til 2030
- Høyt sjømatkonsum 25-50 kg/pers
- Høy betalingsvilje for sjømat
- Avhengig av import av sjømat
- STORE ULIKHETER

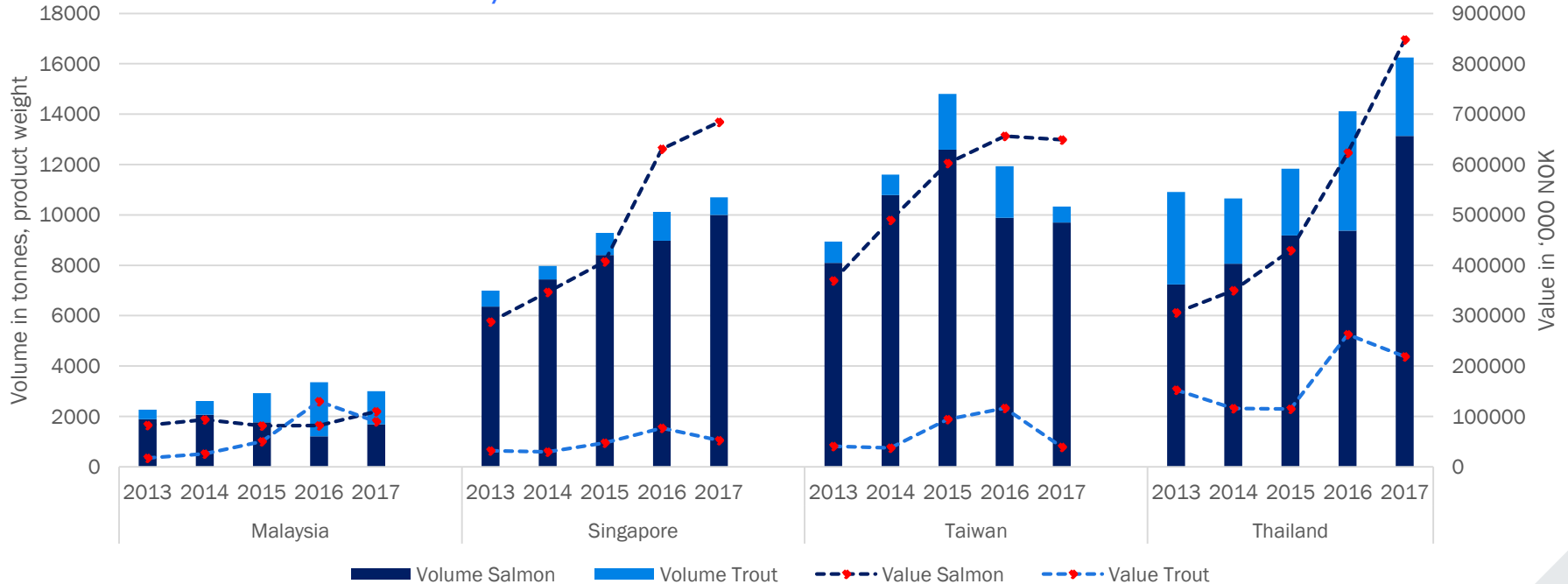


Våre markeder i Sørøst-Asia

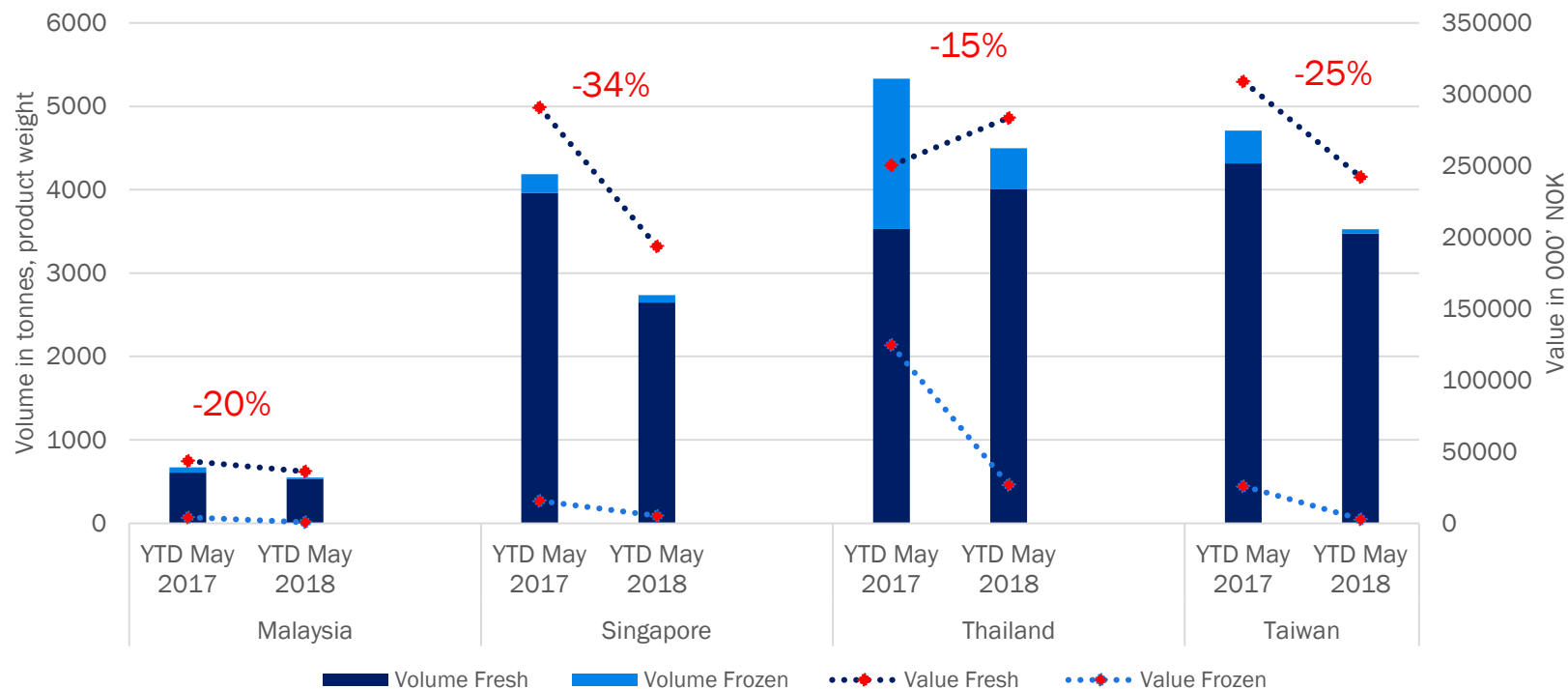
Land	Befolkning Tot/hovedstad	Urbanitet	Snittalder	GDP (usd)	sjømatkonsum
Thailand	69/10 mill	53%	38 år	7'/4%	25 kg
Taiwan	24/7,5 mill	78%	40 år	25'/3%	30 kg
Malaysia	32/7,5 mill	76%	28 år	10'/4,2%	55 kg
Singapore	6/6 mill	100%	40 år	58'/2%	25 kg

Norwegian export of salmon and trout

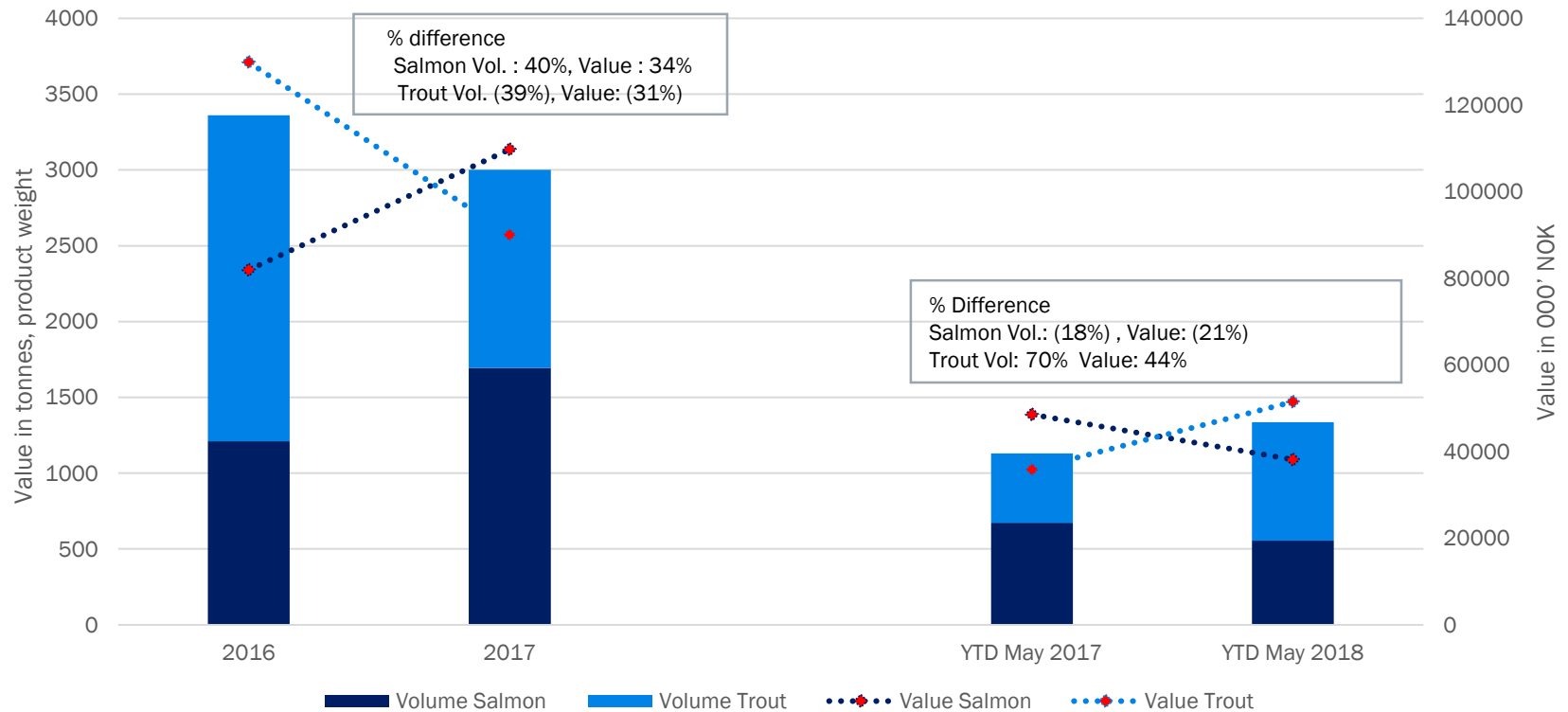
2017: salmon 35000 tons/trout 6000 tons



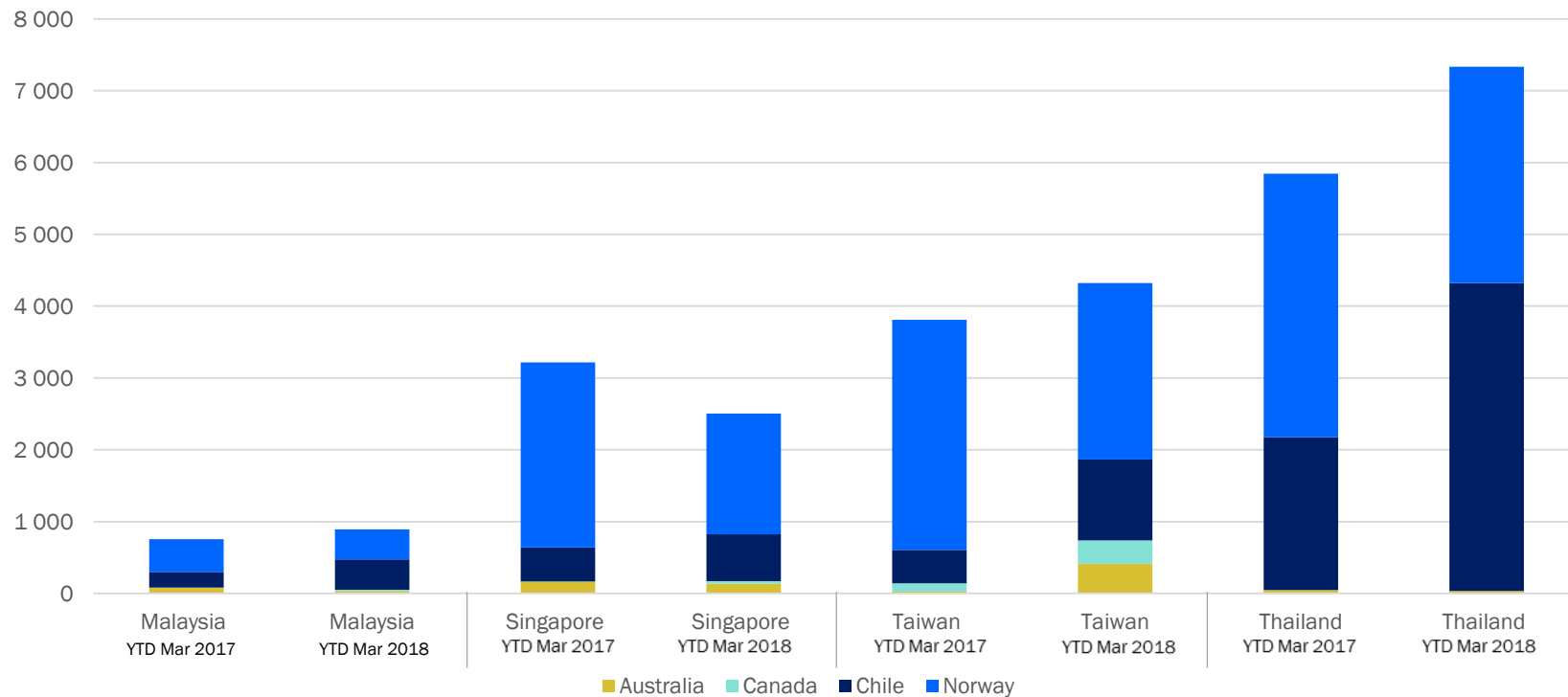
Norwegian Export of Salmon to S.E.A YTD May 2017 & 2018 – Fresh and Frozen



Norwegian Export of Salmon and Trout to Malaysia

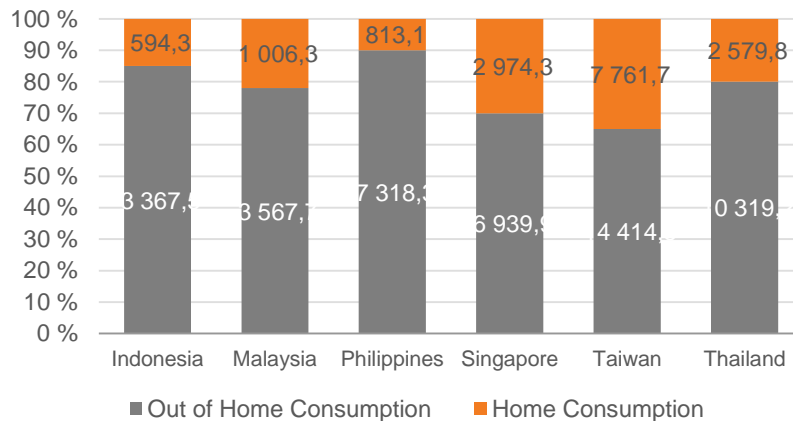


Norge taper andeler i voksende markeder!

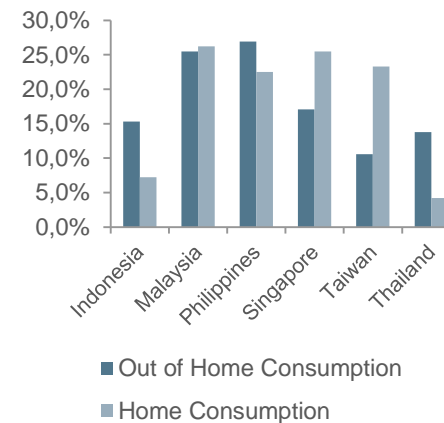


OUT-OF-HOME VS. HOME CONSUMPTION

Out-of-home vs. Home Consumption Market Share, 2014 (% Per Tonne WFE)

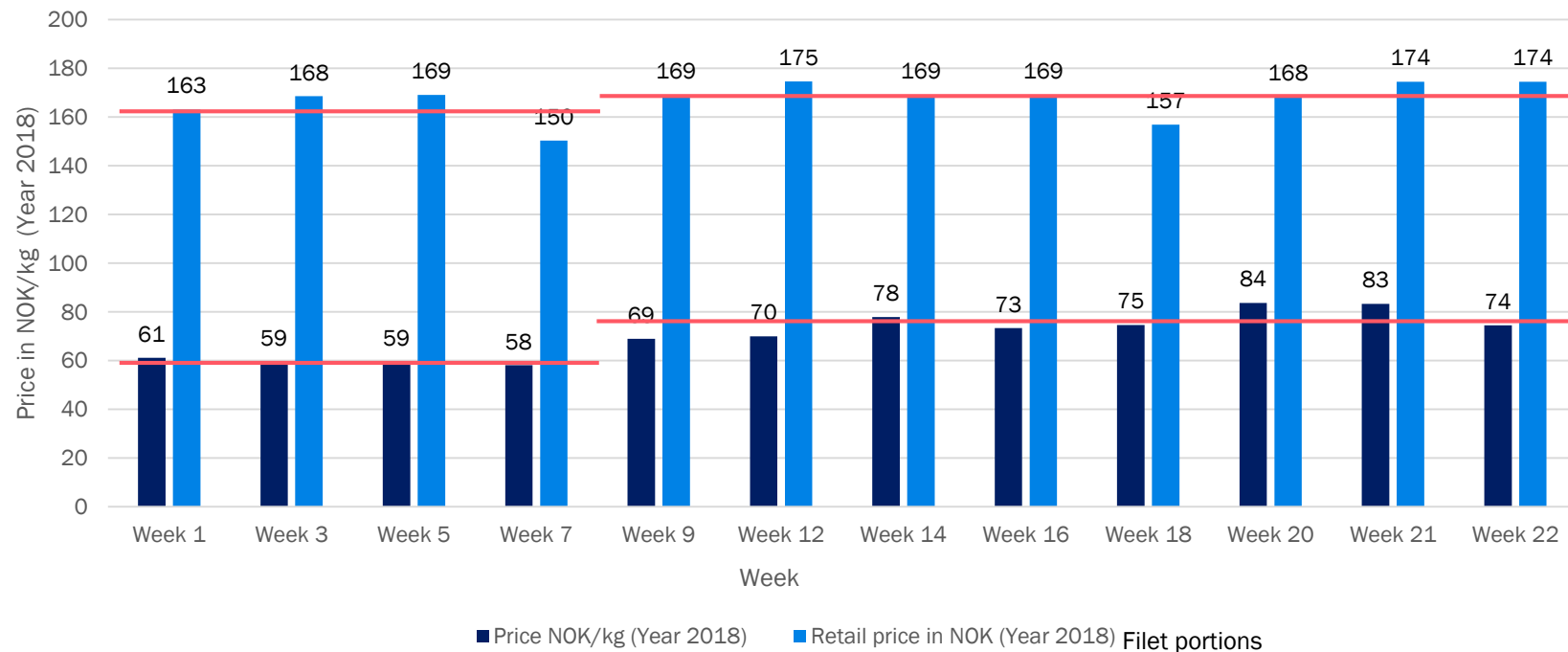


Out-of-home vs Home Consumption Growth, 2011-2014 (CAGR%)

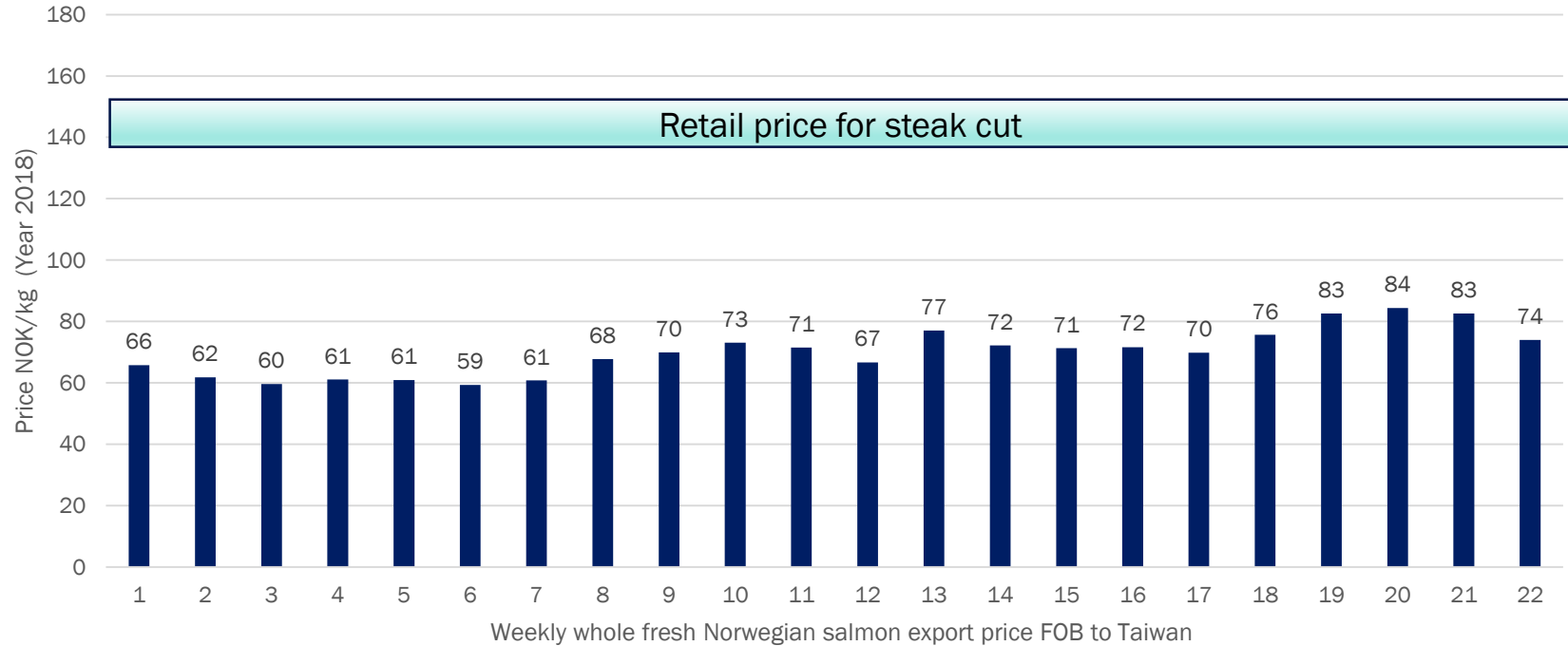


- **Salmon is considered a luxurious commodity and it is usually purchased by urban consumers with higher incomes.** Price factors restrict the development of the salmon market.
- Consumption trends revealed that **out-of-home consumption remains the most popular channel** for salmon consumption. Consumers prefer consuming salmon in foodservice outlets where it is either prepared for raw consumption or cooked using special preparation methods.
- While out-of-home consumption continues to dominate the consumption market share, **home consumption is gaining momentum amongst countries such as Malaysia, Singapore and Taiwan**, which registered home consumption CAGR of 26.2%, 25.5% and 23.3%, respectively. The same three countries garnered out-of-home consumption CAGR of 25.5%, 17.1% and 10.6%, respectively.
- An important development for salmon consumption was **an initiative by local retailers to educate consumers and promote salmon as an alternative to fish products consumed daily** – an effort which ultimately helped jump-start the marketability of salmon as a product that can complement local delicacies.

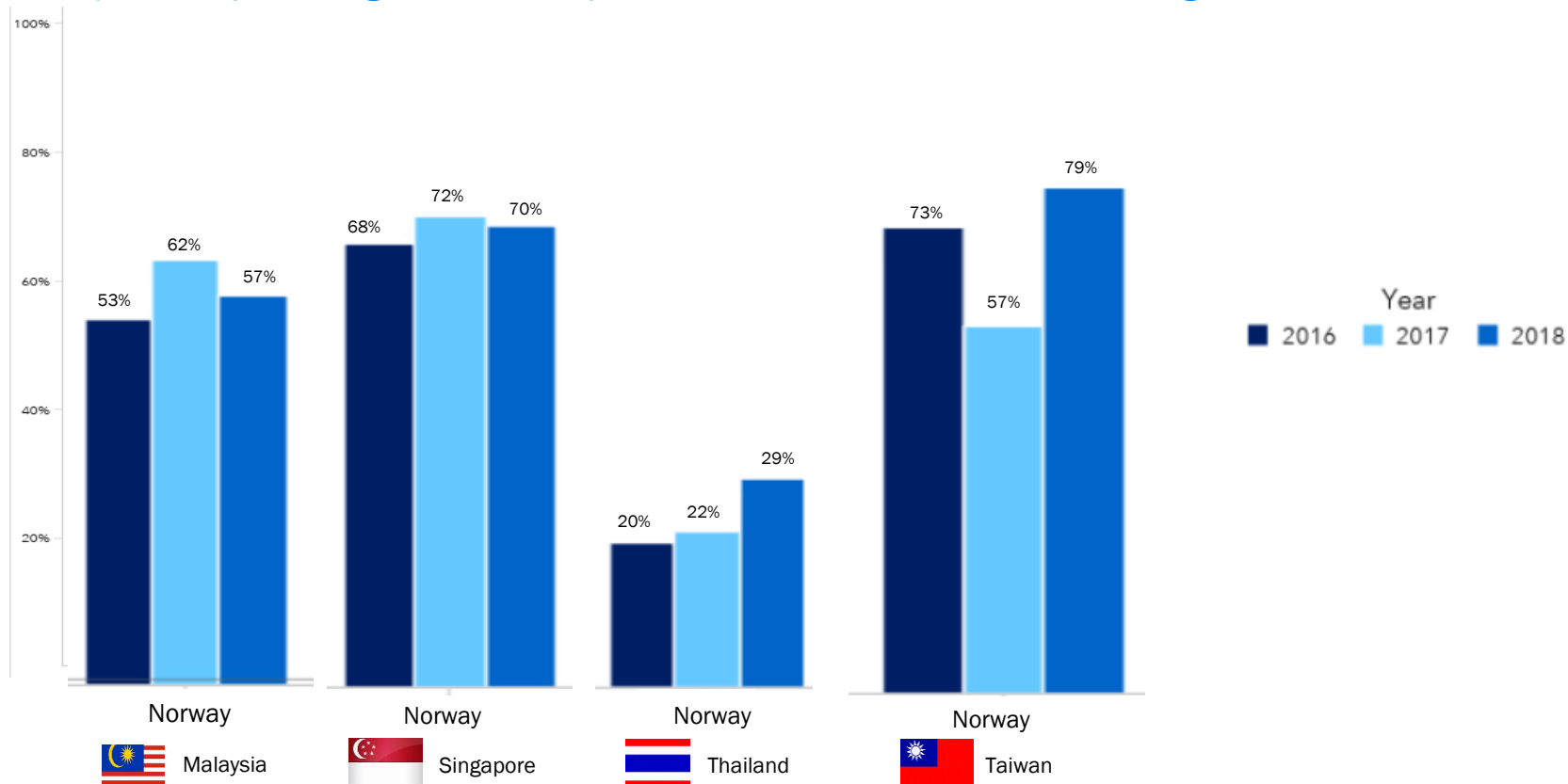
Singapore retail – innkjøpspris øker mye mer enn utsalgspris



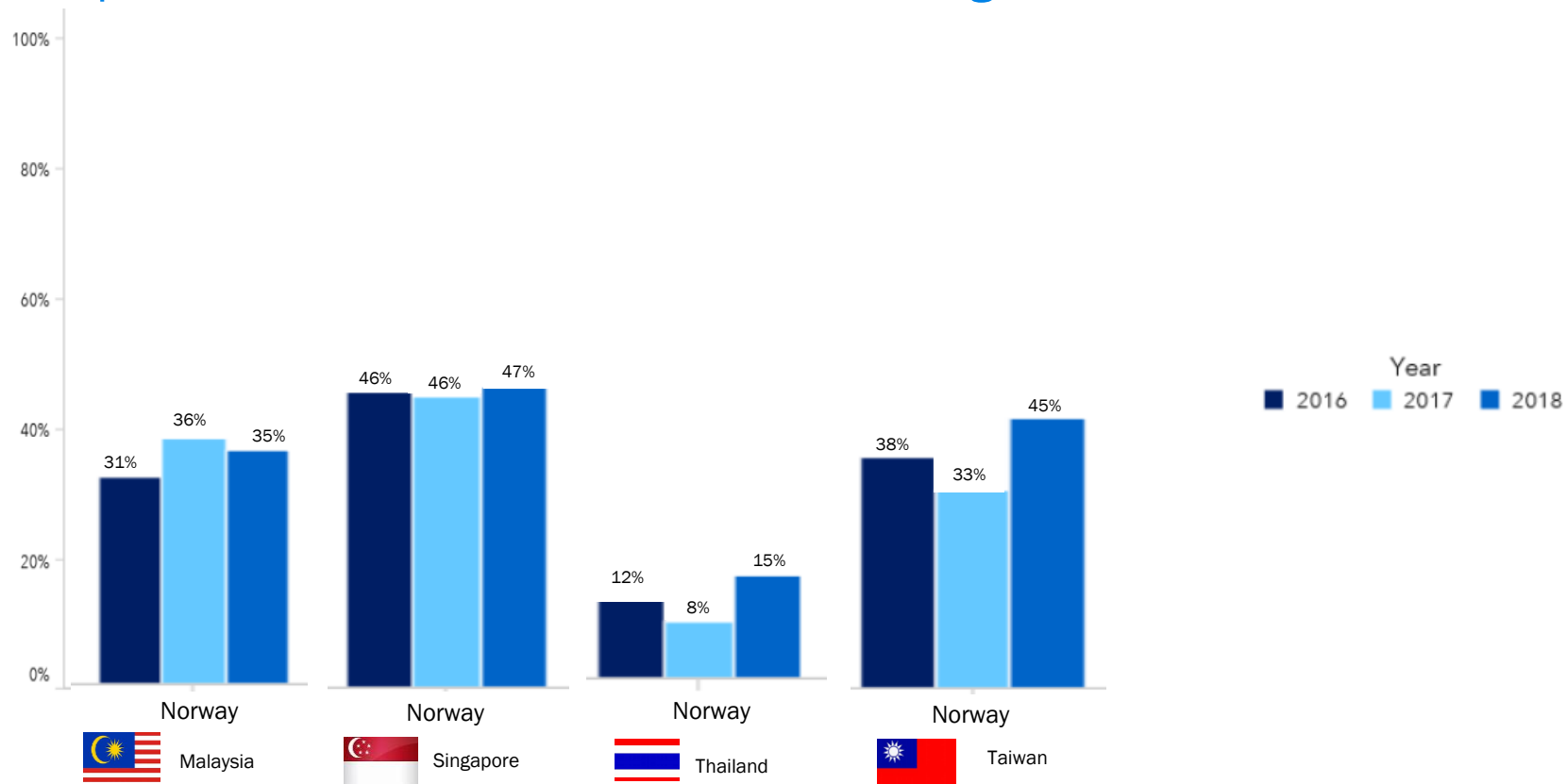
Økende råvarekostnad – stabile salgspriser i Taiwan



Økt kjennskap til Norge som lakseproduserende land i to av våre viktigste markeder



Økt preferanse for norsk laks i to av våre viktigste markeder

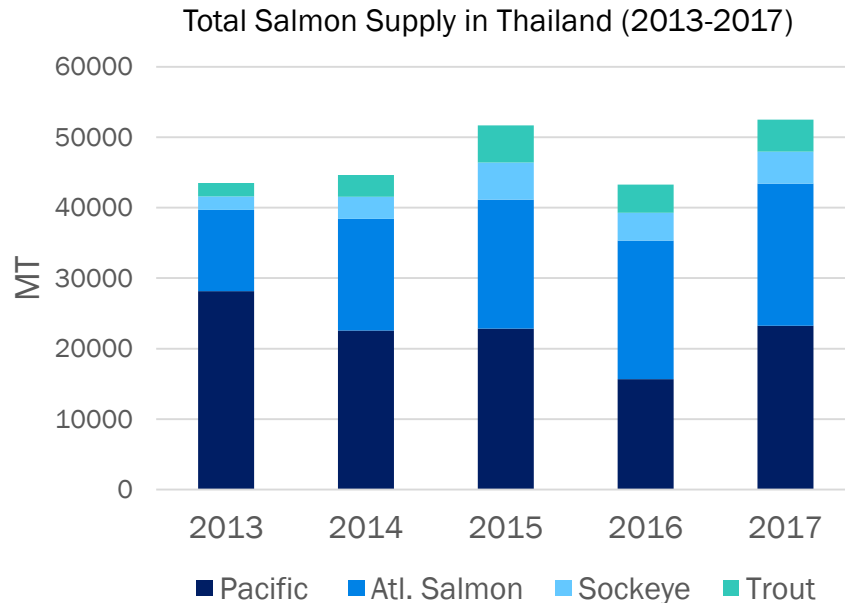


Ny markedsrapport for laks og ørret i Thailand

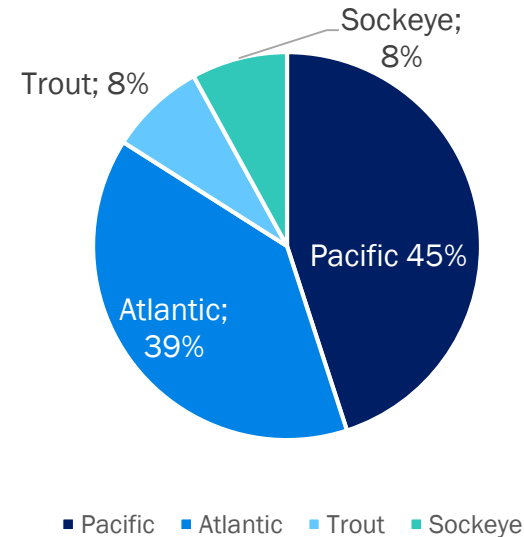


Atlantic Salmon accounted for the 2nd largest volume among Salmonoid

- Salmonoid (all salmon species) supply has been fairly flat in the past five years (with a drop in 2016 due to low volume of Pacific salmon).
- Pacific (coho, chum) and Atlantic salmon account for 84%.



Breakdown by Salmon Species (2017)



Total Volume (2017): 51,953 MT

Thailand is a large processor and re-exporter of salmon products

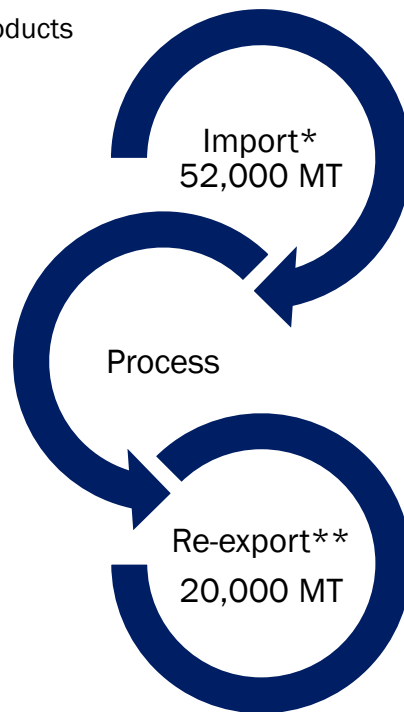
- Pacific salmon are primarily processed to can products and flakes.



Salmon Flakes



Salmon Cans



- Atlantic salmon are mainly processed to portion cuts (small slices) and sushi slices.
- Japan is a large buyer of processed Atlantic Salmon products from Thailand.

Atlantic Salmon Products

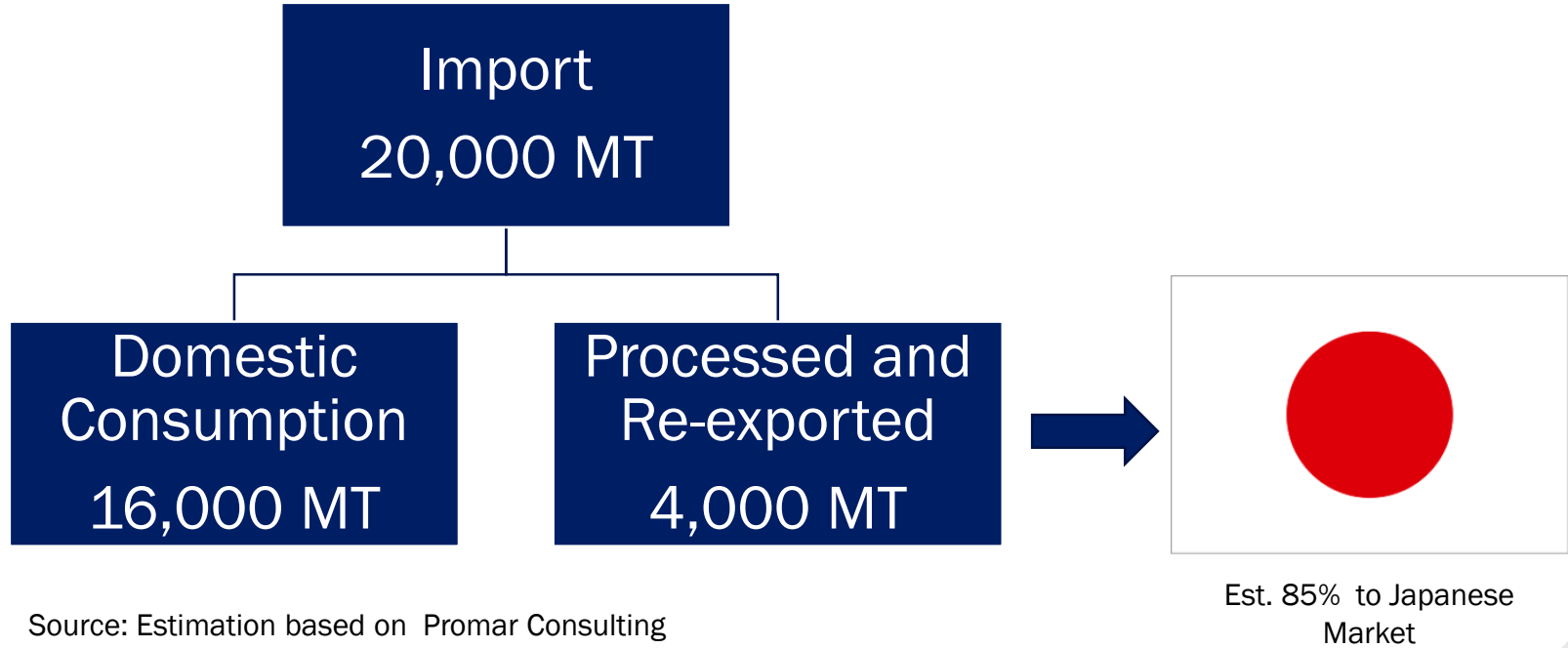


Portion Cuts
(Used in Rice Ball)



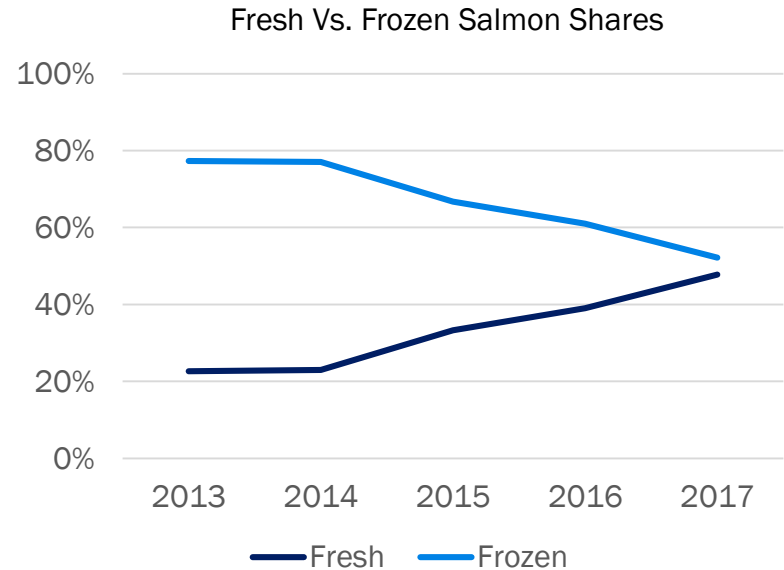
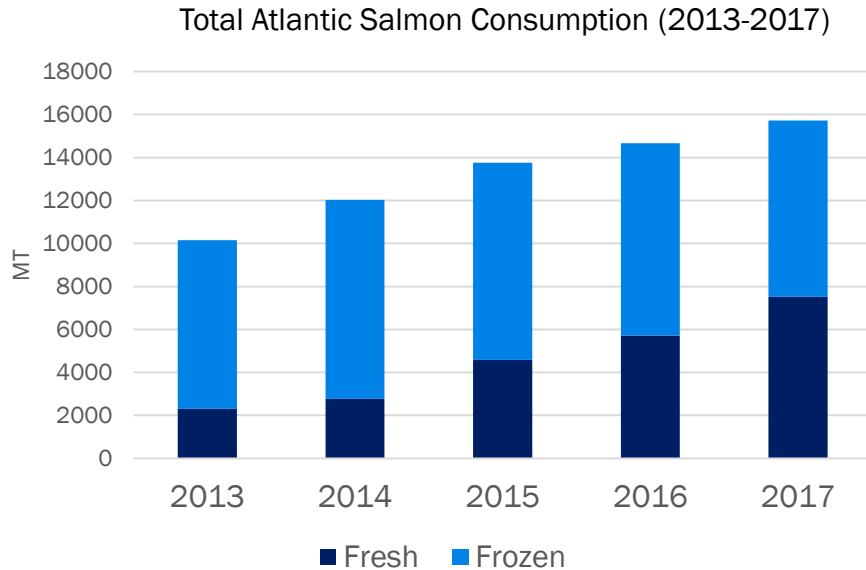
Sushi Slices

Approximately 20% of the imported Atlantic salmon were processed and re-exported



Atlantic Salmon Consumption: The market has moved from frozen salmon to fresh salmon since 2014

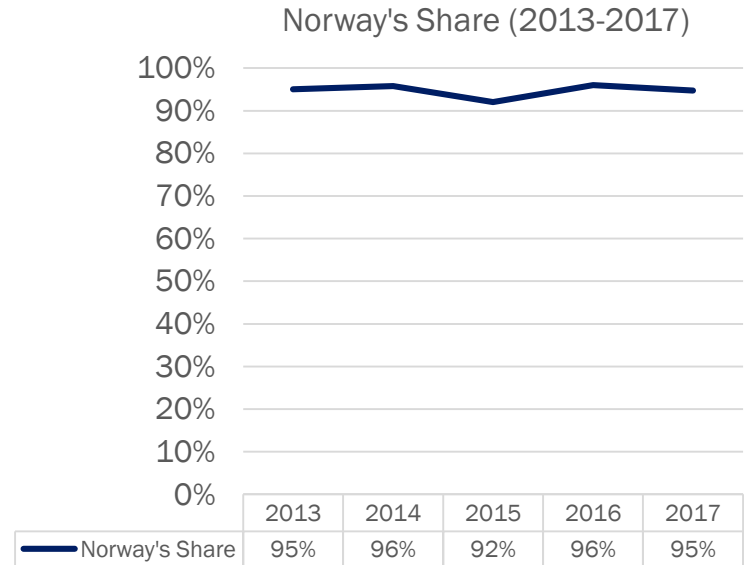
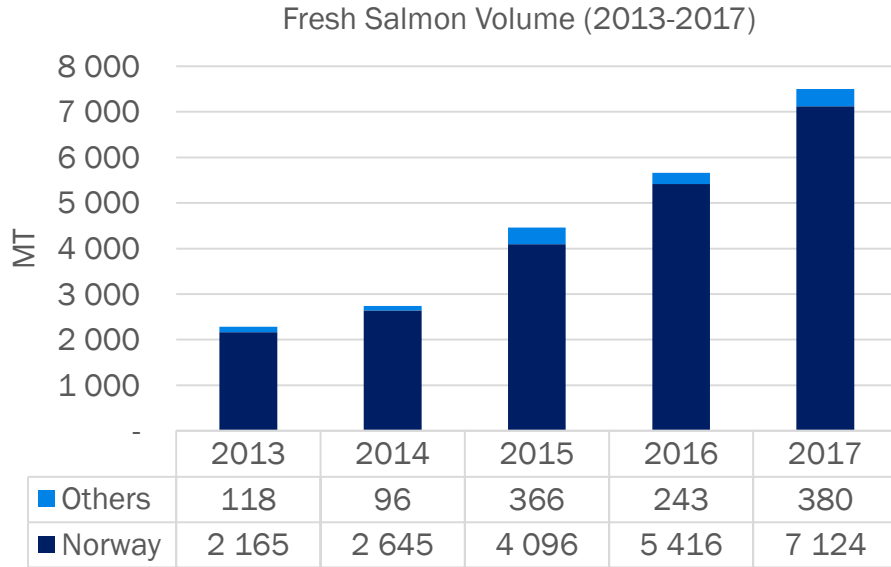
- Atlantic salmon consumption has increased significantly in the past five years (55% increase).



Source: The Customs Department of the Kingdom of Thailand

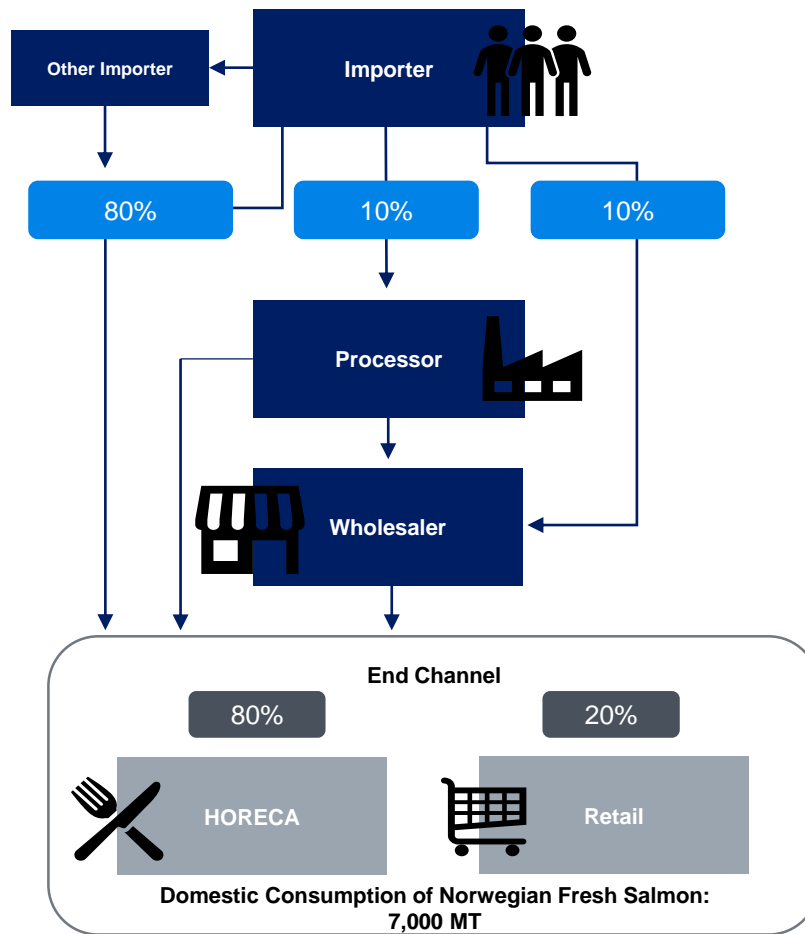
Fresh Salmon Volume has more than tripled from 2013 to 2017

- Norway has shifted from a frozen salmon supplier to fresh.
- For fresh salmon, Norway is the dominant supplier - 1) first in the market 2) good reputation for quality 3) consistent/stable supply



Fresh Norwegian Atlantic Salmon

- ◆ Many importers have processing capability, hence it is very common for importers to sell directly to the end channel
- ◆ Wholesalers are more active when fresh salmon are sold in the suburb regions (in Bangkok, importers could deliver)

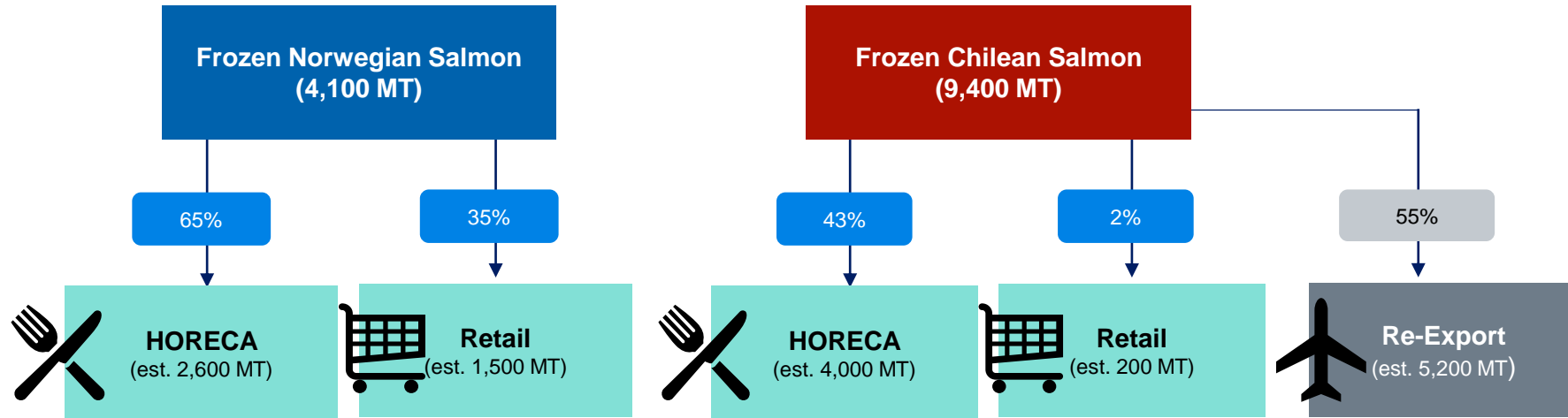


Source: Promar Consulting

Salmon Market in Thailand, 2018 THAIFEX

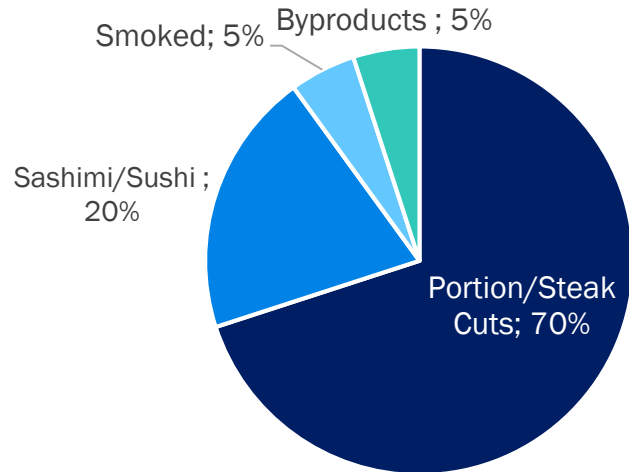
Frozen Salmon Distribution

- A large portion of Chilean salmon are processed and exported to Japan.



Atlantic Salmon Sales in Retail – Portion and Steak Cuts are the most popular

- Older consumers prefer portion and steak cuts, they are still not used to eating raw salmon.

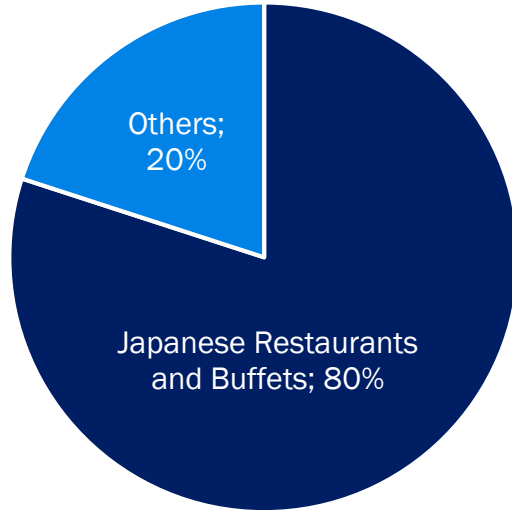


Estimates based on large supermarket chains

Customer Group	Type of Salmon	Reason
Young Generation	Sashimi Sushi	Trendy Refreshing Taste
Older Generation	Portion Steak Cuts	“Fish should be cooked”

In HORECA, Japanese restaurants and buffets are the main drivers

In restaurants, salmon are primarily consumed raw - as sushi and sashimi



In all-you-can-eat buffets

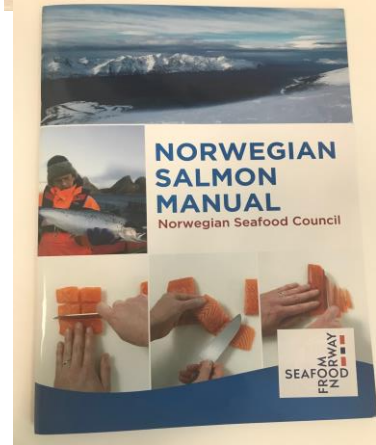


Salmon is the most popular fish for sashimi/sushi in all-you-can eat buffets.

Våre budsjetter for Sørøst-Asia 2018

Land/marked	Laks budsjett	Ørret Budsjett	Totalt
Thailand	3.500.000	750.000	4.250.000
Taiwan	2.500.000	0	2.500.000
Malaysia	1.000.000	1.250.000	2.250.000
Singapore	1.000.000	0	1.000.000
Total	8.000.000	2.000.000	10.000.000

Markedsaktiviteter



Oppsummering

- ◆ Vi har mistet markedsandeler pga høye priser
- ◆ Økende konsum av laks med unntak av Singapore
- ◆ Norsk laks mest kjent og foretrukket
- ◆ Vi tar tilbake markedsandeler ved lavere og mer stabil pris

- ◆ MEN – vi mister lojalitet og anseelse i verdikjeden pga store prissvingninger og usikkerhet

NORGES
SJØMATRÅD

Takk for idag!