

NORGES SJØMATRÅD

Clipfish in Africa Lisbon 08.02.19

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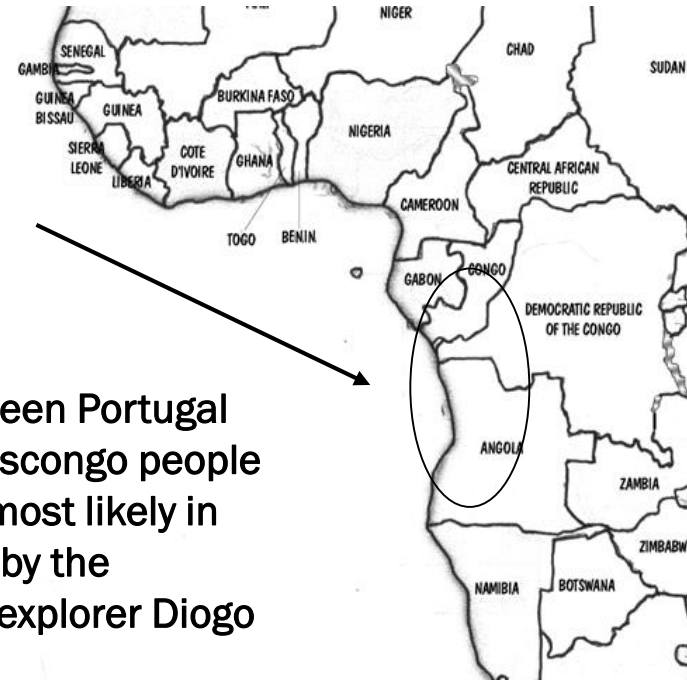


Agenda

1. Export statistics from Norway
2. Markets
3. How is clipfish sold in Africa
4. Trends
5. Future for clipfish in Africa



Background for clipfish in Africa



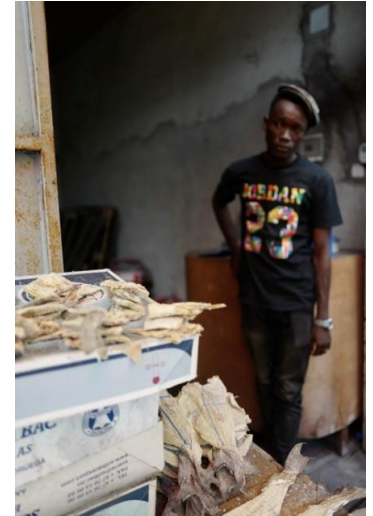
Trade between Portugal and the Bascongo people started in most likely in the 1480s by the Portugese explorer Diogo Cao

CLIPFISH – export from Norway



	Value 1000 NOK			Volume in ton		
	2016	2017	2018	2016	2017	2018
Total	370 598	395 724	484 257	11 248	13 802	19 245
Congo-Brazzaville	241 324	204 623	216 555	7 337	7 209	8 674
Congo - DRC	74 592	97 069	129 991	2 439	3 562	5 369
Angola	26 419	61 874	102 548	756	2 216	4 280
Gabon	14 465	14 847	15 088	425	475	450
Ekvatorial-Guinea	5 183	2 526	4 604	136	81	162
South-Africa	7 191	9 687	10 084	128	167	154
Namibia			2 056			81
Nigeria	997	4 628	3 136	14	80	72
Benin			193			3
Mauritius		470			13	
Rwanda	427			12		

CLIPFISH – export to Congo



Saithe

CLIPFISH – export to Gabon



Tusk

CLIPFISH – export to Angola – traditionnaly Cod



Cod

CLIPFISH – export to Angola



Saithe

CLIPFISH – marketing in Africa



CLIPFISH in AFRICA – local competition



Clipfish trends in Africa

- More clipfish will be sold in retail
- Less clipfish from cod and more from saithe
- The market for soaked clipfish is increasing
- Larger saithe has potential in Africa
 - likely to replace some of the cod
- Potential in new markets



Potential for 2019

- ♦ Saithe – we expect the volume to remain high, hopefully with higher prices than last year (saithe quota remains high)
 - ♦ Congo - same as 2018
 - ♦ DRC - potential for increase if political stable
 - ♦ Angola - potential
 - ♦ New markets - potential





Thank you for your attention

