

The logo for Lerøy, featuring the word "LERØY" in white, bold, sans-serif capital letters. The letters are contained within a dark blue rectangular box. A white, curved line sweeps around the top and right sides of the box, partially overlapping the text.

China Seafood Summit 中国海产峰会

Qingdao, October 31st, 2017

青岛 2017年10月31日

FRODE H. MIKKELSEN

HEAD OF VAP

深加工产品经理





LERØY

Agenda 议题

Why China?
为什么选择中国？

Why products from
Norway?
为什么选择挪威的产品？

Business opportunities
商业机会



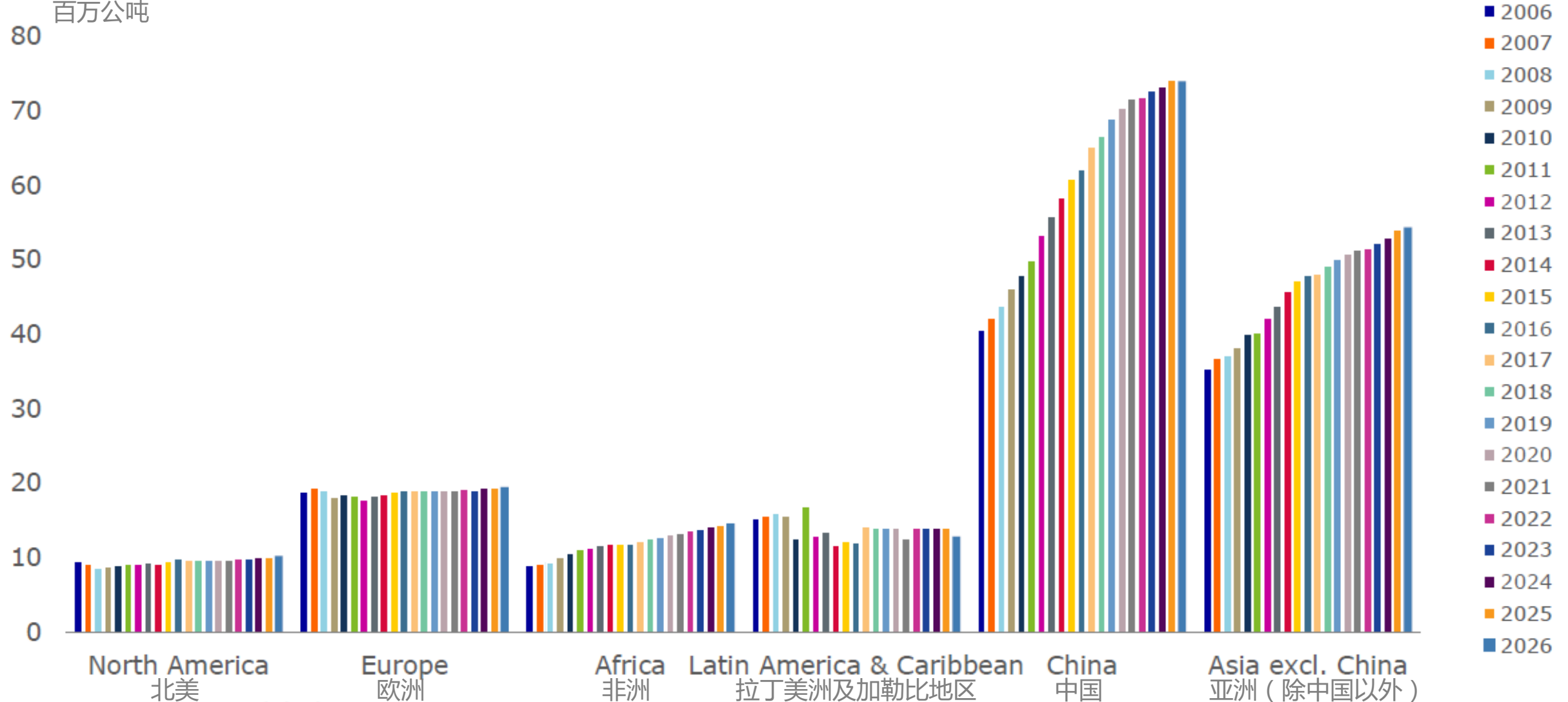
China has a high seafood consumption

Estimated 44 kg per person - forecasted to reach 50 kg in 2026

中国的海产品消费水平较高

人均约44千克/年，2026年预计将达到50千克/年

Million tonnes
百万公吨



Source: OECD-FAO, Rabobank 2017



In fact - China is the leading seafood exporter globally

事实上，中国是全球领先的海产品出口国



Surprisingly positive net trade position of China in seafood


中国在海产品行业的净贸易额令人瞩目

- Currently the net trade position in seafood products China is positive, by approximately \$10 BLN
目前，海产品方面的净贸易额达到了约+100亿
- China does not have a positive net trade position for any other protein, both animal or vegetable sourced, making seafood a remarkable exception
在其他蛋白质产品方面（包括动物与蔬菜），中国的净贸易额均为负，唯独海产品不同凡响

There are increasing constraints on the supply side in China
中国在供给方面的制约越来越大


while the drivers on the demand side accelerate import demand
而需求方面的增长增加了对进口的需求

Domestic supply dynamics



产品成本因素
Production cost drivers


1. Higher cost of labour / lower labour availability
劳动工资增高/可用劳动力减少
2. Disease / pollution pressure in aquaculture
疾病/污染对水产业的压力



环境法规
Environmental regulations


1. Decommissioning of inland and coastal fleets
废弃内陆和沿海船舶
2. Limiting aquaculture close to urban areas
对市区周边的水产业进行限制

Import demand dynamics



进口需求因素
Import demand drivers

1. Income growth and strong currency
收入增长，货币坚挺
2. Distrust of locally produced seafood (due to pollution and scandals)
不信任当地海产品（由于污染与负面新闻）



进口更便利
Import enablers

1. On-line seafood trade
在线海产品贸易
2. Improving logistical infrastructure / urbanisation
提高物流基础设施/城市化



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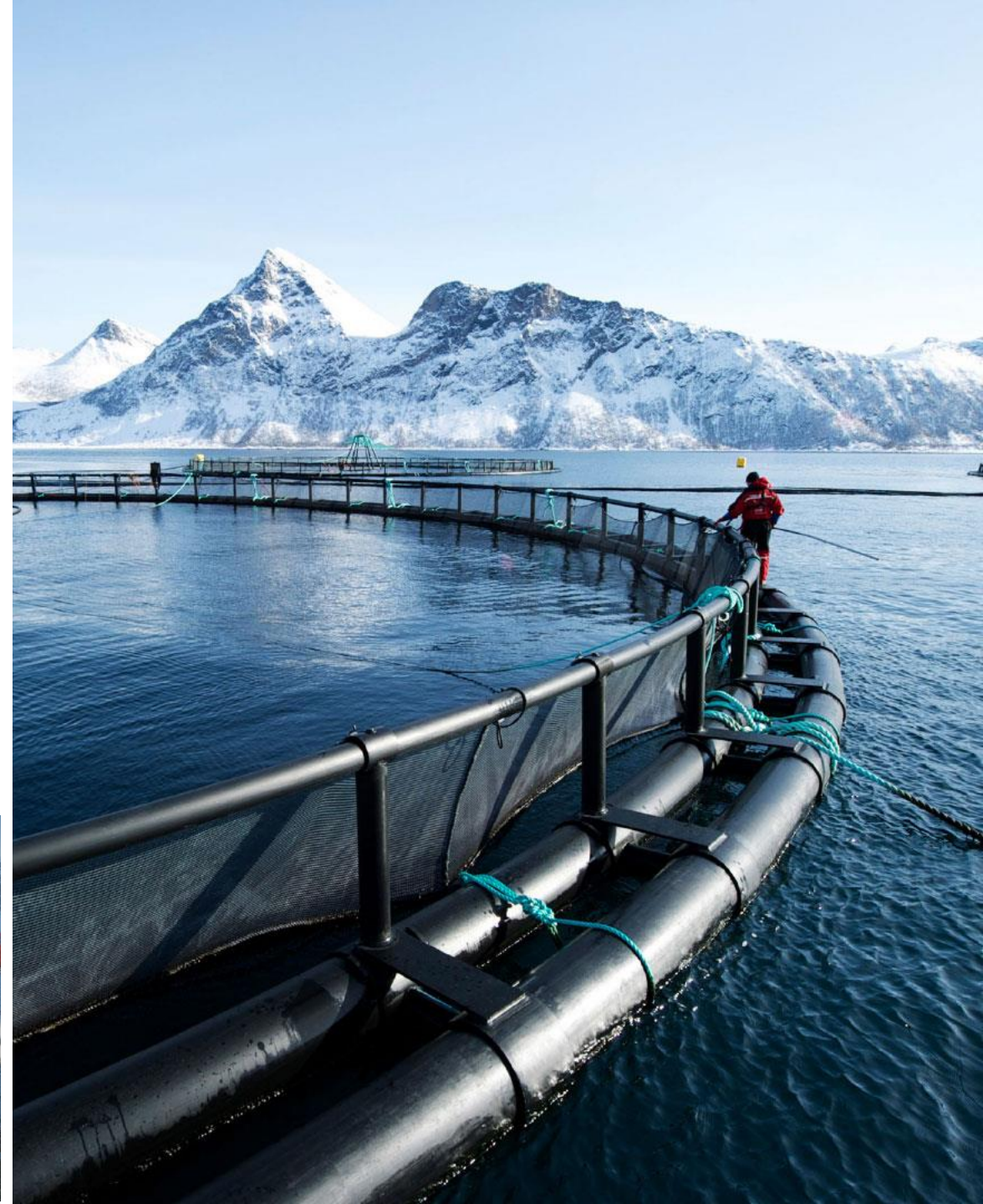
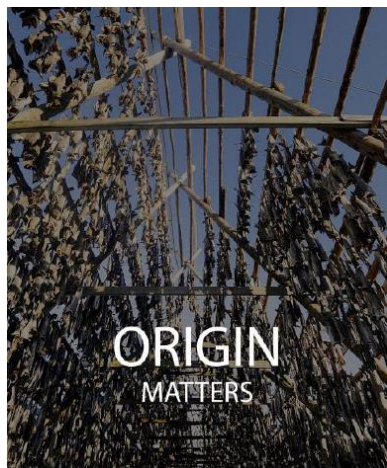
Business opportunities
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LERØY

Why products from Norway 为什么选择挪威的产品

- The unique combination of nature, culture and management gives Norwegian seafood a world-class position in terms of quality, tradition and sustainability
- 自然、文化和管理上的独特组合使得挪威海产具有世界一流的质量、传统与可持续性
- Norwegian Salmon and Norwegian Arctic Cod gives health and nutrition benefits
- 挪威三文鱼和挪威北极鳕鱼有益健康、富含营养

SEA FROM
FROM NORWAY
NORWAY

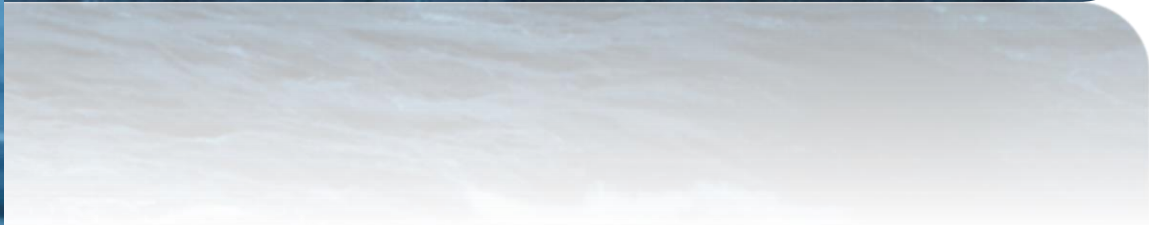




PURE ARCTIC TASTE 纯净北极口感

Norway
挪威

North pole
北极





LEROY



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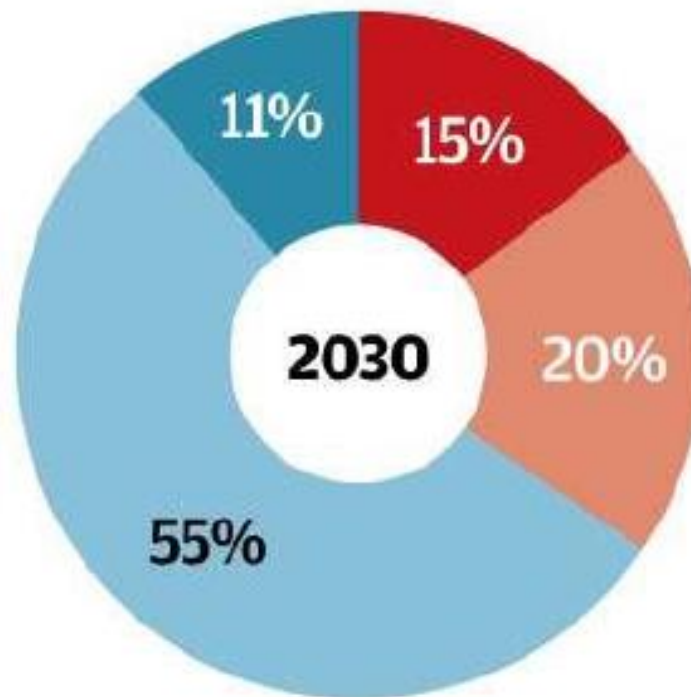
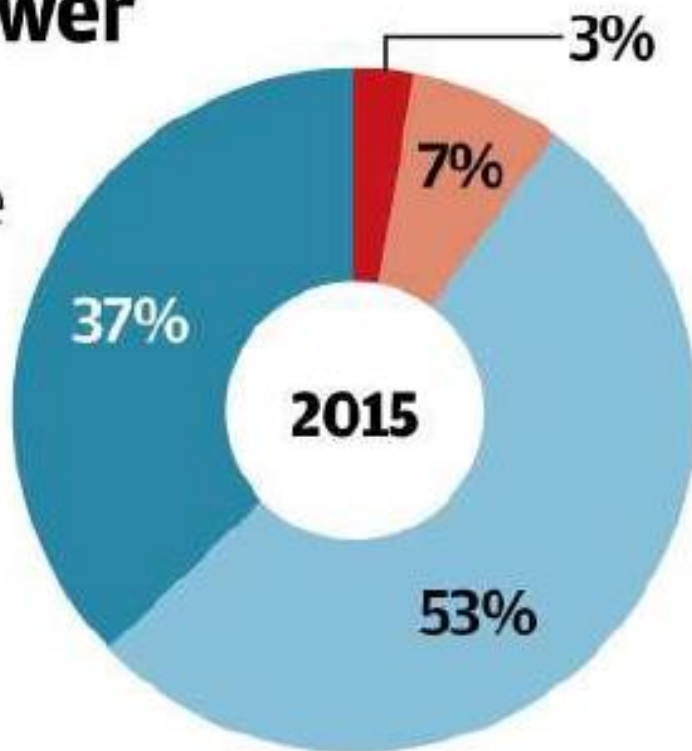
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消费能力 Spending power

人均每年可支配收入（各阶层人口百分比，2015年数据）

Per capita annual disposable income (% of population, 2015 prices)

- 高产阶级 High income
- 上层中产阶级 Upper middle
- 下层中产阶级 Lower middle
- 低产阶级 Low



Source: The Economist Intelligence Unit

*Rounding errors apply

SCMP

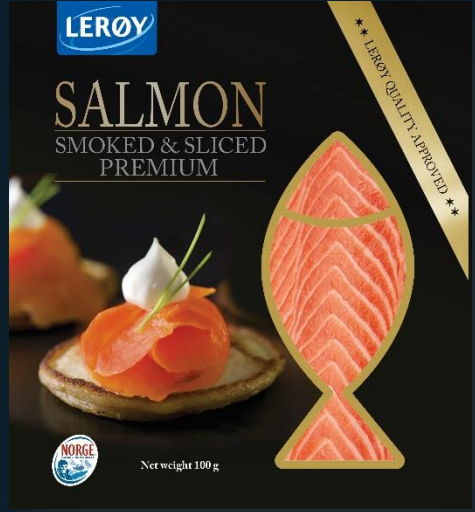


WILD CAUGHT, RAISED,
PROCESSED AND
PACKED IN NORWAY

野生捕捞、养殖、加工、包
装，尽在挪威



LERØY



The logo for Lerøyr, featuring the word "LERØY" in white, uppercase letters with a stylized blue swoosh underneath, set against a dark blue square background.

LERØY

A vertical image showing a vibrant green aurora borealis over a range of snow-capped mountains. The scene is reflected in a calm body of water below, creating a symmetrical effect. The sky is dark with visible stars.

Who is Lerøyr
莱瑞水产集团

LERØY



LERØY

挪威海产先锋

The Norwegian
Seafood Pioneer

SINCE 1899

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