

A top-down photograph of a seafood dish. In the center is a white ceramic bowl containing several pieces of grilled salmon, garnished with sliced green onions. To the right of the bowl is a small grey ceramic dish filled with a vibrant green herb sauce. The entire dish is set against a background of two whole, fresh salmon fish lying on a grey, pebbly surface. The text 'Norwegian Seafood Seminar Kuala Lumpur' is overlaid in large white font across the center of the image.

Norwegian Seafood Seminar Kuala Lumpur

7. October 2022 / Asbjørn Warvik Rørtveit





Agenda

- Introduction by Norwegian Seafood Council, Asbjørn Warvik Rørtveit, Director South-East Asia
- Welcome by Norwegian Ambassador to Malaysia H.E. Morten Paulsen
- Norwegian exporters view of Market situation by Norwell, Joanne Oo, Sales Manager
- Malaysian Importers view of Market situation by C-food Portions, Lynn Goh, General Manager
- Challenges, Distribution and Way ahead? By Yu Fish (SalMar), Kee Yang Woon, Managing Director
- Global production and demand, Norwegian Seafood Council, Paul Aandahl, Seafood Analyst
- Panel Q&A



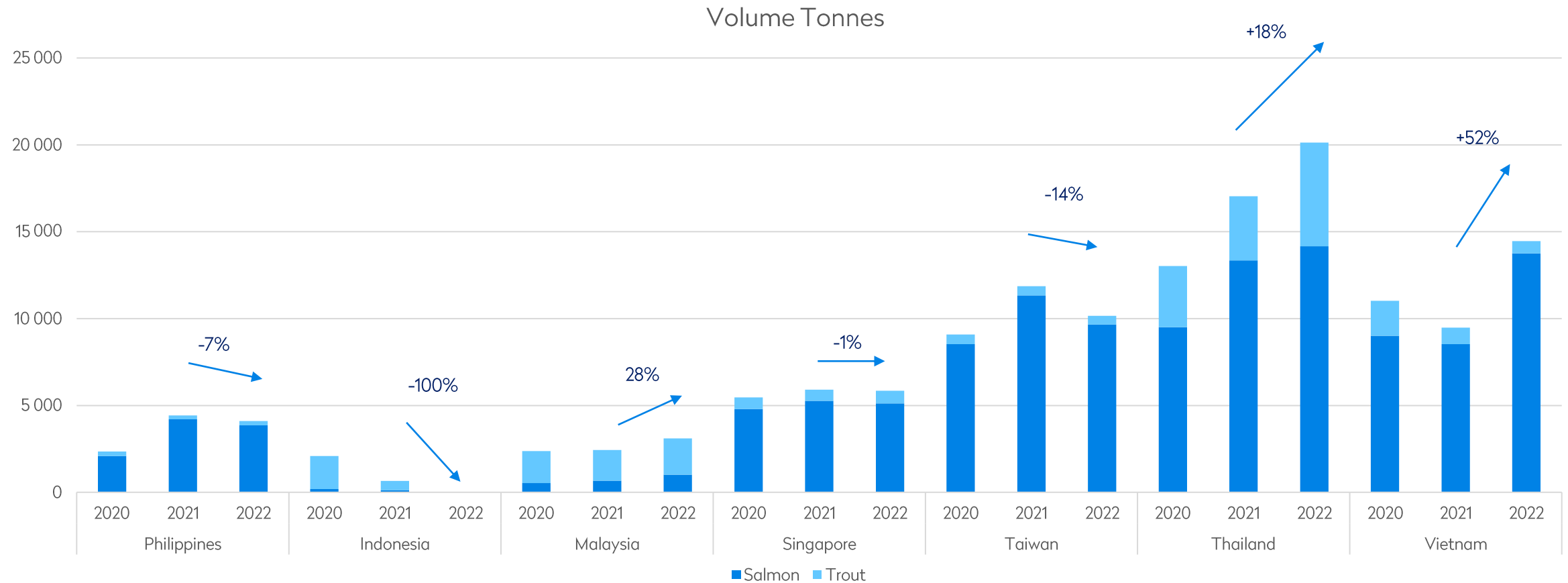
South-East Asia, September 2022

Asbjørn Warvik Rørtveit, Director South-East Asia Norwegian Seafood Council

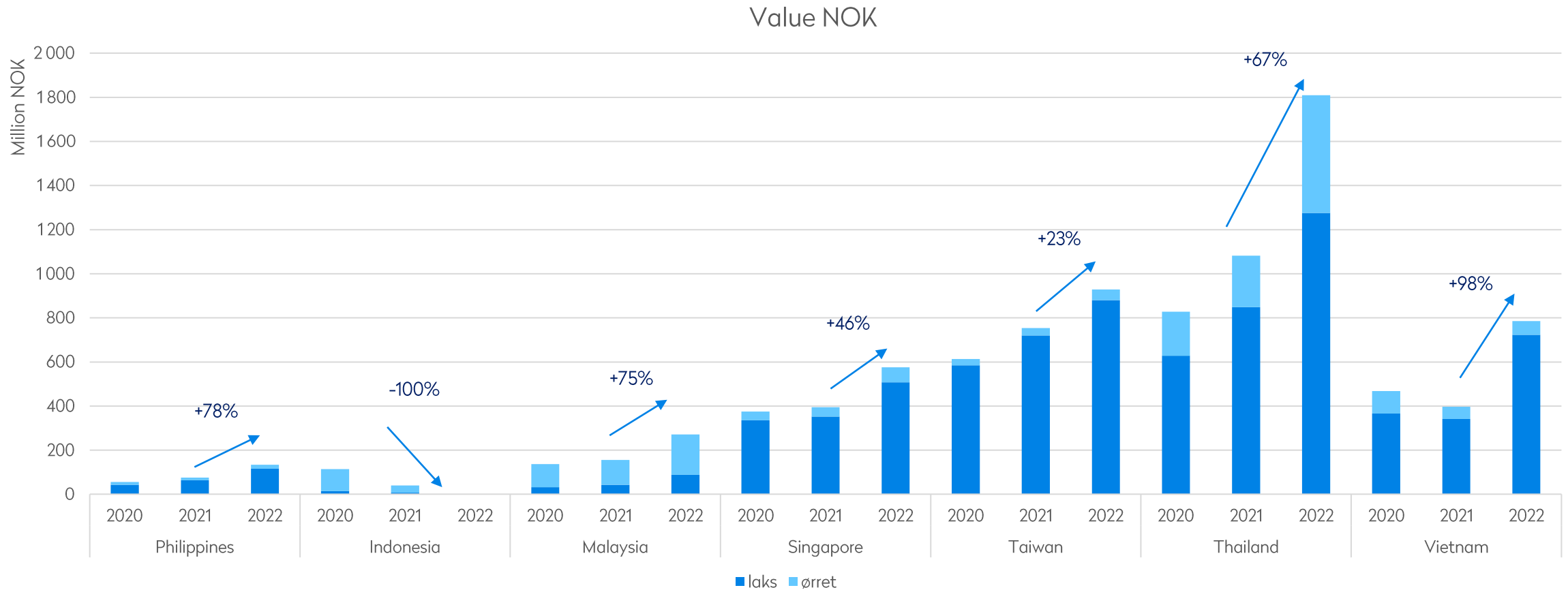
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NORWAY

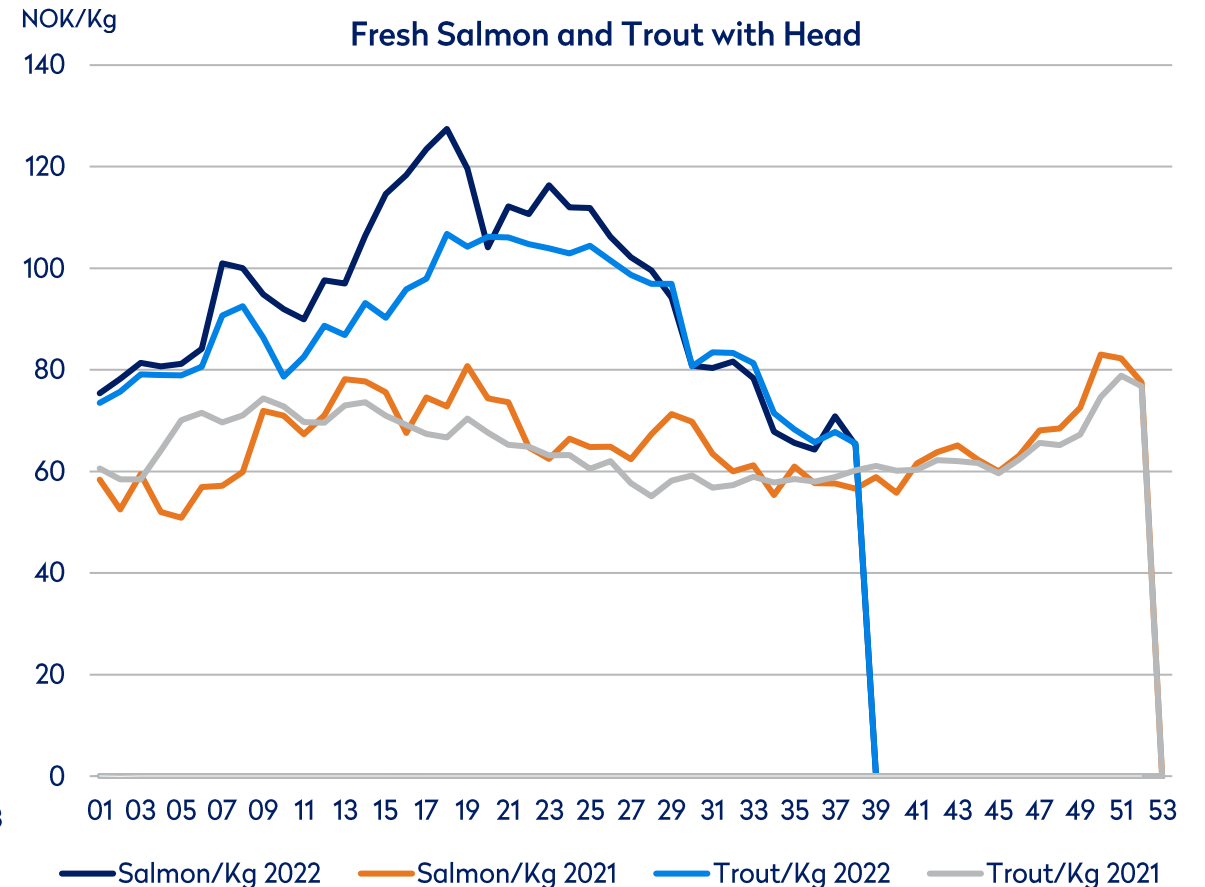
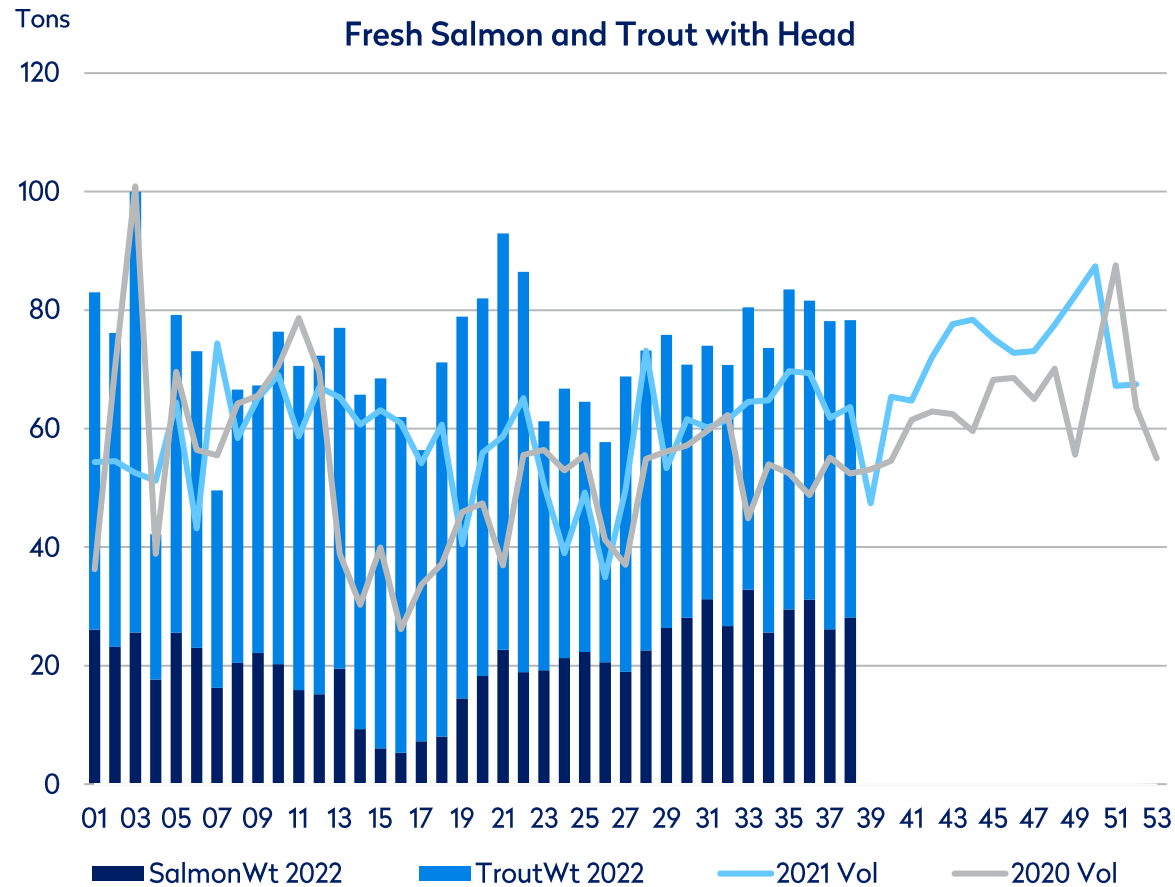
Total Export of Salmon and Fjord Trout to South-East Asia January - September, 2022, Volume +12%, Value +55%



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Export to Malaysia 2022 – W38





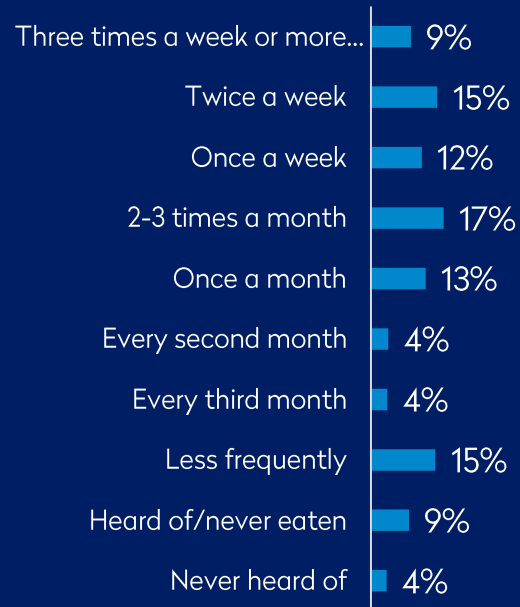
Consumer tracking

2022-02, Malaysia

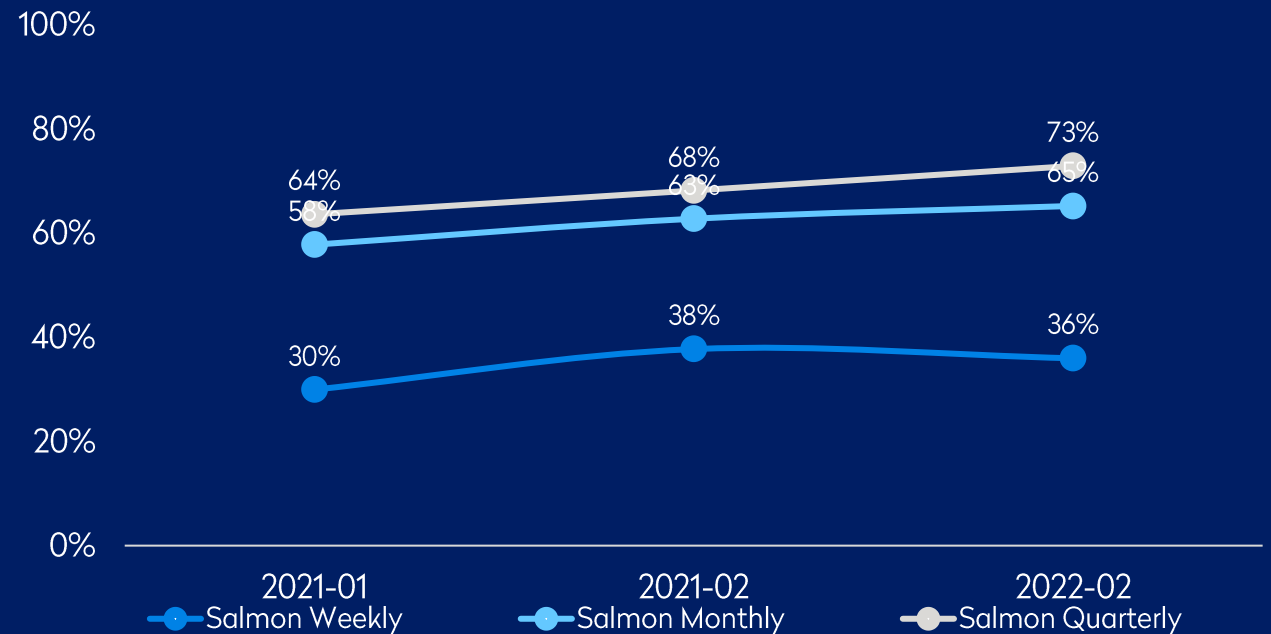
Frequency of eating types of fish/seafood in total (all meals at home and out of home)

Salmon

Current wave



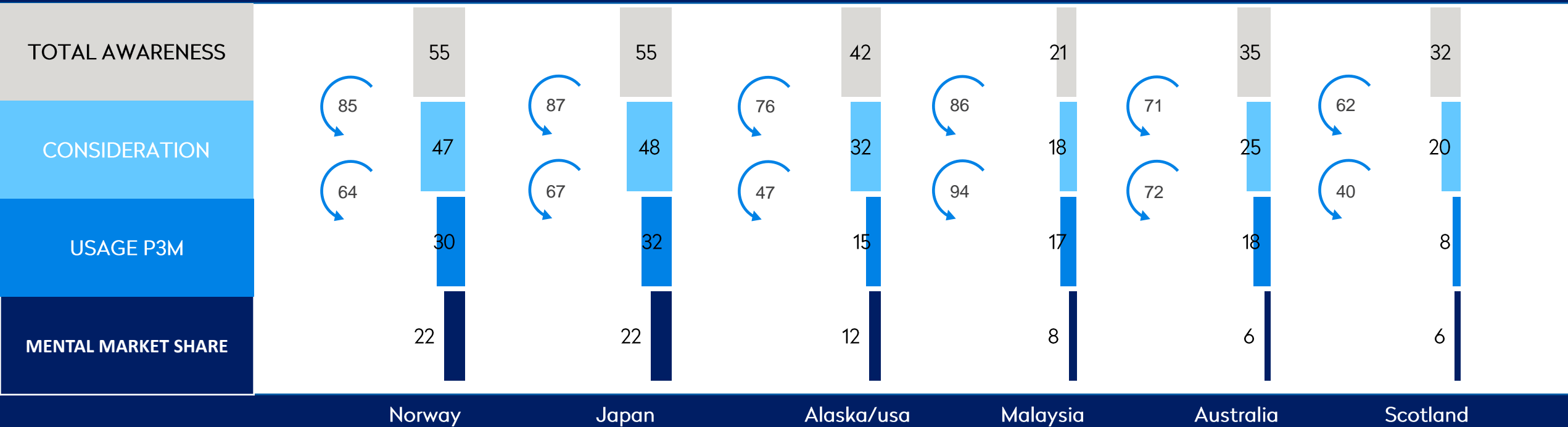
Timeline



Question: How often do you eat the following types of fish/seafood (all meals at home and out of home)?

Base Total: 500

Brand funnel Salmon



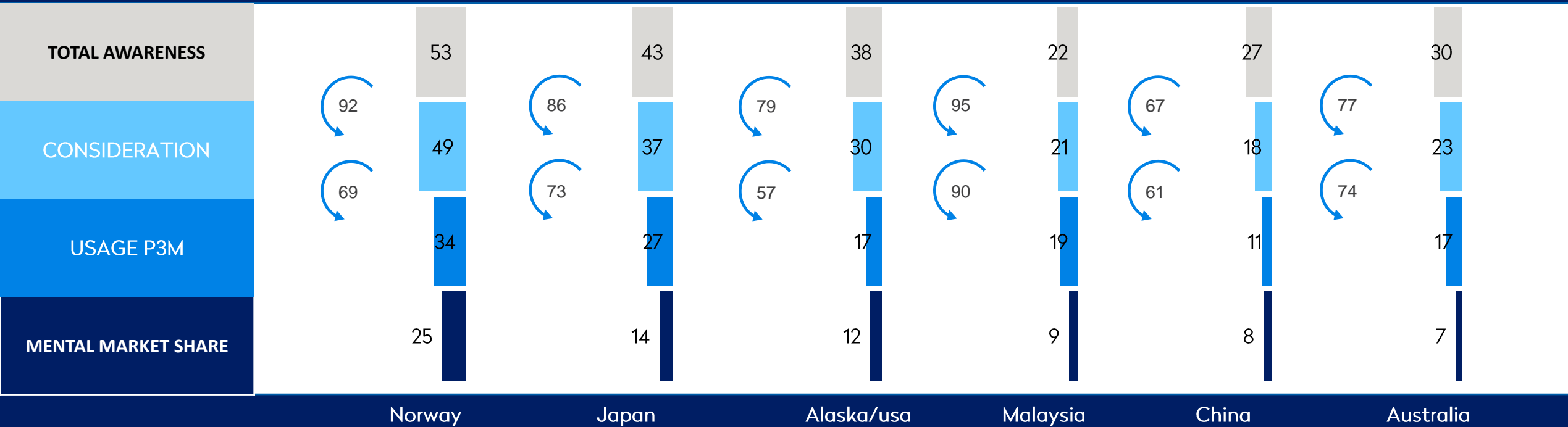
Base Total Salmon: 365

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2022-02, Malaysia



Brand funnel Fjord trout



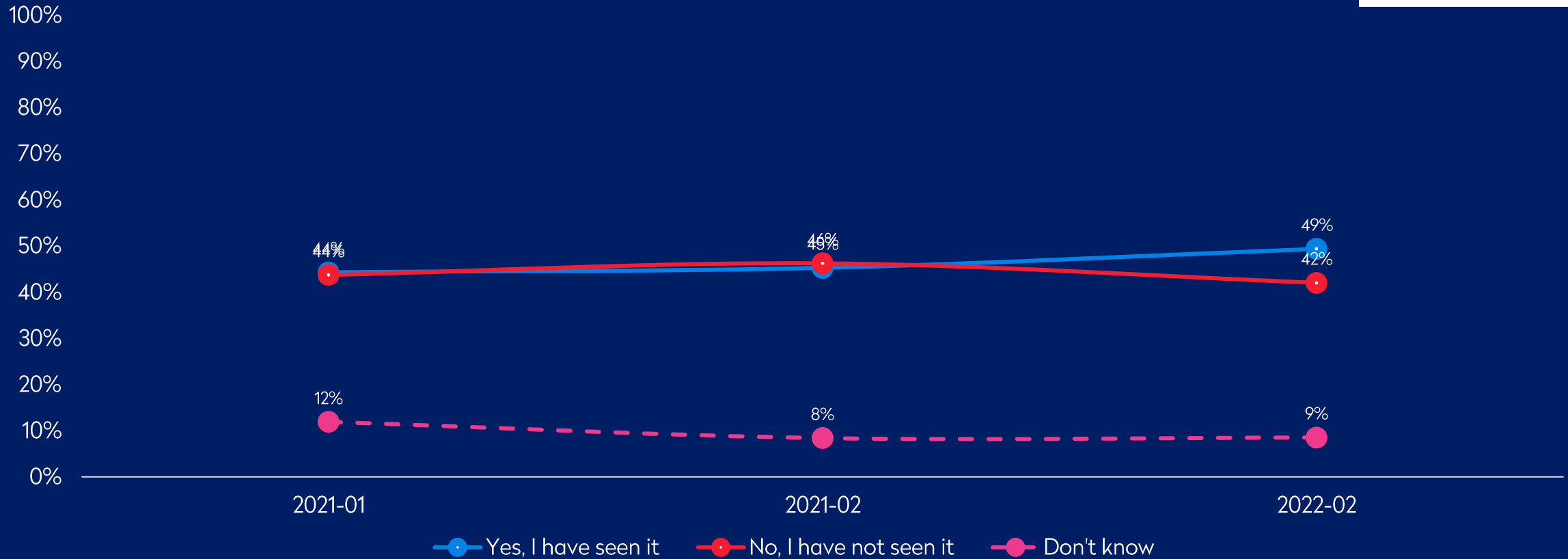
Base Total Fjordtrout: 282

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2022-02, Malaysia



Awareness of logo



Question: Can you remember having seen this logo?

Base Total: 500

NORWEGIAN SEAFOOD COUNCIL

2022-02, Malaysia

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Proudly representing

FROM
SEAFOOD
NORWAY
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