



Norwegian Seafood Seminar 2022





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

Introduction by Norwegian Seafood Council



Asbjørn Warvik Rørtveit

Director of South-East Asia, Norwegian Seafood Council

Asbjørn (AB) oversees all regional activities in the South-East Asia including Thailand, Taiwan, Malaysia and Singapore starting from August 2019. He has an extensive background in Marketing and Market insights from 11 years at the NSC. Starting from 2009, he joined the Norwegian Seafood Council as Project Manager. Over the following years, he became Consumer Market Analyst in 2010, and the Director of Market Insight and Market Access in 2015. Asbjørn holds a doctoral degree (PhD.) in Marketing specialising in Consumer Behavior from The Arctic University of Norway.

Welcome by Norwegian Ambassador to Malaysia



H.E. Ambassador Morten Paulsen
Royal Norwegian Embassy

H.E. Morten Paulsen was appointed Ambassador to Malaysia and Brunei in 2021. He started his diplomatic career in 1991 and have since then hold several positions within the Ministry of Foreign Affairs. Before he was appointed ambassador, he worked as Director for Oceans and Private Sector Development. Prior to this he has been Consul General in both Texas and Germany. Morten has a Master in Business and Economics, from Norwegian School of Economics and Business Administration.

Norwegian exporters view of Market situation by Norwell



Joanne Oo
Sales Manager, Norwell

Joanne started her career as a Trade Advisor at Innovation Norway, the commercial section of the Royal Norwegian Embassy back in 2012. While there, she has worked with companies across industries including those in IT, healthcare and fish health. In 2013, she started her role as the agency responsible for Norwegian Seafood Council in Malaysia, handling marketing and promotions activities, media and stakeholder relations as well as crisis management communication. Since January 2021, she assumed the role of sales manager at Norwell AS, a middle sized Norwegian salmon exporter company, developing markets in Asia, Middle East and South Africa. She was also previously attached to the Federation of Malaysian Manufacturers, a renowned chamber of commerce in Malaysia.

Malaysian Importers view of Market situation by C-food Portions



Lynn Goh
General Manager, C-Food Portions

In her early career as a project architect, Lynn has always an obsession with staying organised and enhancing life experiences. She made a pivot from design consultancy to joining the FMCG industry and has not looked back since. Her obsession has led down into the food supply chain by keeping workflows organised and enhancing communication between teams. To 'communicate and execute with integrity' is at the very core of any role she assumes - As we THINK, we become, as we SPEAK, we create, we DO the work.

Challenges, Distribution and Way ahead? By Yu Fish (SalMar)



Woon Kee Yang
Managing Director, Yu Fish

Woon Kee Yang is the Managing Director of Yu Fish based in Singapore. He previously worked with Stolt Sea Farm and Marine Harvest as the Regional Sales and Purchasing Manager for Asia and has 25 years of international trade experience in the industry. Woon is married with two children. Yu Fish was established more than 16 years ago after the mergers and acquisition years of 2004 between the largest aquaculture companies in the world. The company collaborates with like-minded companies to fulfil the markets' needs and growth, profitably and sustainably, through knowledge, innovation and differentiation

- What has been the biggest challenges lately?
- How have the local distribution in Southeast Asia developed?
- How do you think the market will develop going forward?

Global production and demand by Norwegian Seafood Council



Paul Aandahl
Seafood Analyst, Norwegian Seafood Council

Paul has worked at the Norwegian Seafood Council since 1994 as a Market Analyst. For the past 15 years, he has had salmon and trout as his area of responsibility. In his daily work, he monitors the global salmon fish market. Before he started at the University, he had experience in both fisheries, aquaculture and seafood processing. Paul has a master's degree in Fishery science from the University of Tromsø.

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