

NORWEGIAN SEAFOOD COUNCIL

Adding value with market insight and marketing,
explained with the collaborative activities in the
Japanese market

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Norwegian state ownership

- The state's direct ownership comprises the companies where the state's ownership is managed directly by a ministry.
- The framework for the state's exercise of ownership has remained unchanged since the early 2000s. Certain key elements have been of importance:
 - The division of roles between the owner, the board and the general manager set out in company law.
 - Generally recognized principles and standards for corporate governance.
 - The state's authority as owner is exercised through the general meeting.
 - Competent boards of directors.
 - A clear distinction between the state's role as owner and its other roles.
 - Fair competition between companies with and without a state ownership interest.
- More information: <https://www.regjeringen.no/contentassets/44ee372146f44a3eb70fc0872a5e395c/en-gb/pdfs/stm201920200008000engpdfs.pdf>



The Norwegian state's ownership of the Norwegian Seafood Council

- The state owns 100 per cent of Norwegian Seafood Council.
- The rationale for the state's ownership of Norwegian Seafood Council is to facilitate funding of activities intended to contribute to increasing demand for and knowledge about Norwegian seafood.
- The state's goal as owner is to maximize the export value of Norwegian seafood.
- The company is financed through a statutory market fee on all export of Norwegian fish and seafood. The export fee is regulated by the Ministry of Trade and Fisheries in the Fisheries Export Act.



NSC Governance structure

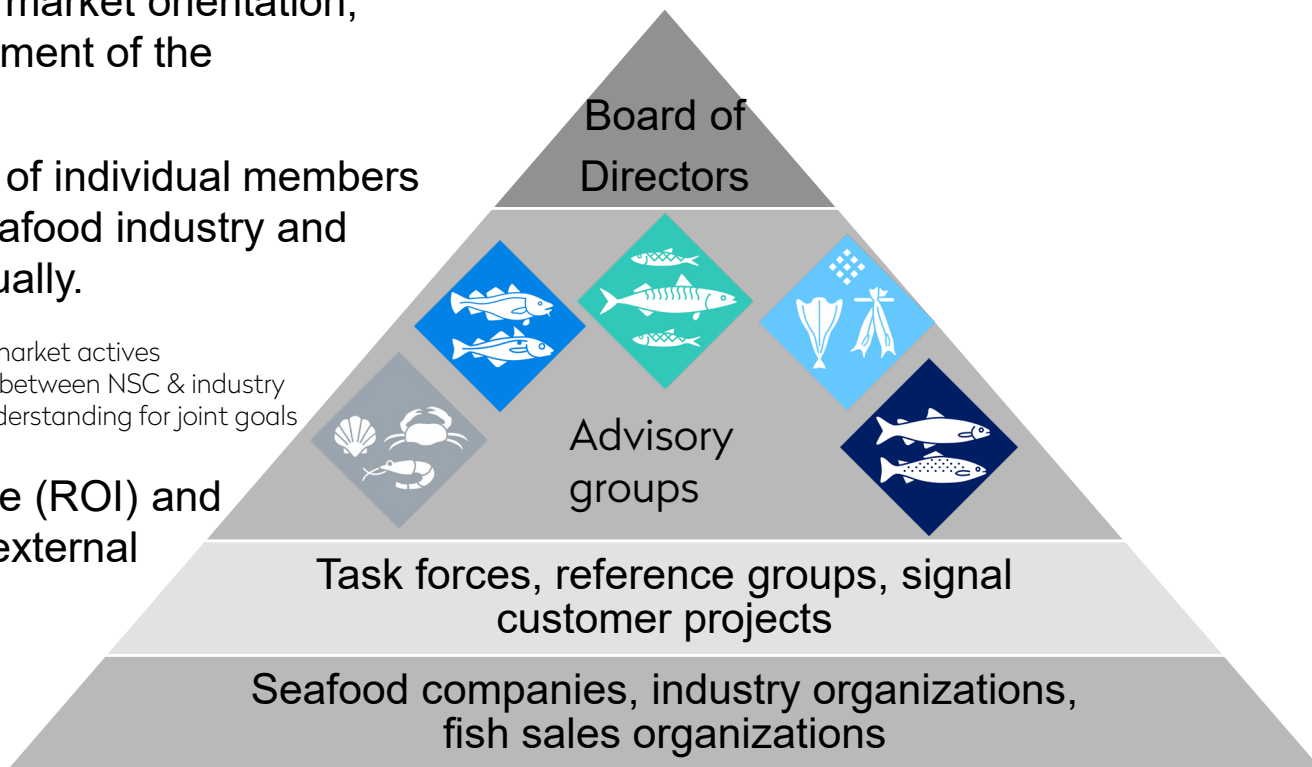


Norwegian Ministry of Trade,
Industry and Fisheries

- The Board ensures that NSCs activities contribute to either enhanced profitability, market orientation, reputation or further development of the Norwegian seafood industry.
- The advisory groups consist of individual members from different parts of the seafood industry and meets two to four times annually.

Provides input on strategic direction and market activities
Ensures an effective communication flow between NSC & industry
Enhances affiliation, collaboration and understanding for joint goals

- NSC evaluates performance (ROI) and industry satisfaction using external parties/agencies.



Norwegian Embassy

About the Norwegian Seafood Council

The Norwegian Seafood Council works on behalf of, and together with, the Norwegian fisheries and aquaculture industry and their local partners.

Market Insight



Marketing



Communication



- The NSC adds value through providing market insights, developing new and established markets, market access and managing communication efforts in selected markets around the world.
- NSC is the approval authority for Norwegian seafood exporters.
- The company was founded in 1991. Norwegian Seafood Council's head office is located in Tromsø.
- At year-end 2019, the company had 70 employees and a book equity of NOK 285 million. The operating revenues for 2019 amounted to NOK 400 million.

Creating a platform that facilitates internationalization



- The “Seafood from Norway”- trademark provides synergy effects for Norwegian seafood globally
- Standardized materials that the local value chain and partners can customize for use in the market
- Presence with the Norwegian industry and local partners at important expos, such as Japan International Seafood and Technology Expo (JISTE)

Market insight as key to successful export strategy

- Collaborating for an “Market-in approach”
- Shared market insight resources provides information needed for important market decisions and for creating targeted marketing activities
- Adding value by providing access to a vast seafood data base with export statistic, value chain analysis, retail data, and consumer insight. **All digital and accessible online for our partners.**

The screenshot shows the 'en.seafood.no/market-insight/' website. The header features the Norwegian Seafood Council logo and navigation links for 'Norwegian', 'Search', 'My page', and a 'Menu' button. The main banner image shows two people sitting on a pier looking at a city skyline across the water. Below the banner, the 'Market insight' title is followed by a note: 'The NSC database is restricted for Norwegian exporters and industry. For further information or enquiries, please contact us at insight@seafood.no.' The 'Statistics' section has tabs for 'Statistics' and 'Country Reports'. Under 'Statistics', there are sub-tabs for 'Salmon and trout', 'Whitefish', 'Pelagic', 'Shellfish', and 'Seafood total'. The 'Salmon and trout' sub-tab is active, displaying a grid of six data categories: 'Weekly and daily statistics' (Norwegian salmon exports for the previous week), 'Monthly statistics' (Norwegian salmon exports for the previous week), 'Global trade' (Global flow of salmon products), 'European consumption of salmon' (Panel data from European markets), 'Consumer Insights' (The seafood councils yearly seafood survey), and 'Company reports' (Reports customized for your company). Each category is represented by a text box and a corresponding icon. The 'Related content' section at the bottom includes a 'Reports' box with a description of authenticated user reports, a stack of books, and an 'Open reports' box with an open book.

Case example from Japan

- An example of how Norwegian Seafood creates value in Japan is the mackerel trade where Norwegian raw material is inspected by Japanese companies in Norway, before its exported to Japan for local processing. This creates jobs and local value in Ibaraki, Choshi and other coastal areas of Japan.
- This strong collaboration is longstanding and unique and there is value added on each step in the supply chain, also by market insight and marketing, ensuring stable supply to the consumer in Japan.
- This partnership would be further strengthened through an economic partnership agreement to ensure the future growth of the value chains in both Japan and Norway.



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