

ThaiFex 2018

Norwegian Participants



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Origin Matters

Norway is cold. Very cold. But while this may create some challenges for humans, our fish thrive. The unique combination of Norway's cold climate and crystal clear waters lends Norwegian fish its superior quality and the unmistakable taste prized by chefs and seafood connoisseurs the world over.

Norway — the seafood nation



ThaiFex 2018 Participants

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Norwegian Seafood Council

The Norwegian Seafood Council works together with the Norwegian fisheries and aquaculture industry to develop markets for Norwegian seafood.

The Norwegian Seafood Council (NSC) aims to increase the value of Norwegian seafood resources. We do this through market insights, market development, market risk management and reputational risk management in select markets around the world.

Our head office is located in Tromsø, Norway, and we own representatives in 12 markets abroad including Japan, Singapore and China in Asia

The Norwegian seafood industry finances the activities of the Council through fees levied on all exports of Norwegian seafood.

NSC is a public company owned by the Ministry of Trade, Industry and Fisheries. The Ministry of Trade, Industry and Fisheries appoints the board of directors for NSC for a two-year period.

NSC is the approval authority for Norwegian seafood exporters. The Council also acts as an advisor for the Ministry of Trade, Industry and Fisheries in affairs concerning seafood exports and trade.

Our activities focus on three main areas: Marketing, Market Insight and Communication and market risk management

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Alliance Seafood AS

From Catch to Table

We offer Pure Fresh Norwegian Seafood from Cold Arctic Waters.

Alliance Seafood is the sales organisation for several coastal longliner vessels, which deliver fresh catch two times per week throughout the whole year. This gives us a unique position to supply high quality fresh airborne seafood from the cold Arctic waters as well as frozen whole fish and value added products (VAP):

- ◆ Arctic Cod Head on, gutted
 - Fillets
 - Loins
- ◆ Ocean Catfish
- ◆ Haddock
- ◆ Redfish
- ◆ Salmon
- ◆ Trout

We also deliver value added products in vacuum pack, skinpack and IQF for retail and the food service segment.

Our experienced team works with high integrity and in close contact with the markets and our valued customers. We always strive to provide the best and innovative solutions for a global market.

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Bravo Seafood

Bravo Seafood was founded in 2008. The company supplies fresh and frozen salmon and trout, whole or processed, with a volume of around 20,000 tonnes per year. Bravo Seafood delivers fresh Norwegian salmon to customers in Asia and Europe several times per week. The Asian market is a key market for Bravo Seafood.

Bravo Seafood is an independent sales company that aims to be the most cost-effective sales organisation for salmon and trout in Norway. Consequently, the company can offer the most competitive terms to ensure profitability for our customers.

Core values for Bravo Seafood are:

- ◆ Availability
- ◆ Commitment
- ◆ Expertise

Bravo Seafood seeks to fulfil such values as a company every single day. Suppliers and customers benefit in such ways as still being able to contact us after 4 pm on a Friday afternoon. Bravo Seafood staff are available when needed all the way until the fish is delivered – regardless of the time of day.

Bravo Seafood works closely with suppliers and carriers to make sure delivery takes place at the right time and to the right destination. The company is Global G.A.P. certified, which ensures safe and traceable seafood to its customers and responsible production in relation to animal welfare, environment, employees and society.

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Representatives

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Coast Seafood

Expect Excellence

Coast is a global seafood company, exporting worldwide. Our ambition is to challenge our surroundings, 360 degrees, to create value all the way from the producers of raw materials to the consumers.

Coast was founded in 1994. We export 90,000 tonnes of seafood annually, to 65 markets. With more than 400 customers globally, we are building new markets for Norwegian seafood continuously. Our turnover in 2017 was NOK 4.3 million. The Coast head office is located in Måløy and we also have offices in Bergen and Haugesund, Boston and Dubai.

In order to ensure quality and healthy products, food safety is essential to us; tracing, fish welfare and sustainable production. We own and operate two state of the art processing facilities – one for processing and smokehouse for Salmon and Trout, the other for processing pelagic fish. We deliver fresh, frozen, and value added (VAP) seafood products:

- ◆ Fjord Trout
- ◆ Salmon
- ◆ Cod
- ◆ Haddock
- ◆ Pollock
- ◆ Herring
- ◆ Mackerel

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Representatives

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Global Fish

Global Fish AS was established in Måløy in 1989. Headquarters today is in Ålesund. The company has since it was established focused on pelagic fish as:

- ◆ Mackerel/ Saba (Latin name: Scomber Scombrus)
- ◆ Horsemackerel (Latin name: Trachurus Trachurus)
- ◆ Capelin (Latin name: Mallotus Villosus)
- ◆ Herring (Latin name: Clupea Harengus)

These species are still the core business of the company. We have our own production facility and from 2018, Global Fish will open a new plant with production capacity of about 1,050 mt per day. The new plant will be situated close to the fishing grounds.

We are proud to be able to offer excellent quality seafood worldwide.

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Lerøy Seafood Group

Lerøy Seafood AS is part of Lerøy Seafood Group ASA, the largest overall seafood supplier and exporter in Norway. The company's roots can be traced back to 1899 when Ole Mikkelsen Lerøen started selling fish at the local fish market in Bergen. Today, Lerøy Seafood Group ASA is one of the world's largest producers of Atlantic salmon, Fjord trout and whitefish from Norway and expect to export 350,000 metric tonnes of seafood in 2018.

The vision is "Lerøy in every kitchen" and every day Lerøy Seafood supplies 5 million meals of seafood to over 70 markets worldwide. This includes a wide range of species and products such as fresh, frozen and processed products including smoked, marinated and breaded products.

Lerøy Seafood have a global network which includes subsidiaries in Sweden, Finland, France, Spain, Portugal, Denmark, the Netherlands, Turkey, China, Japan and the USA. This also include 22 processing facilities located in Europe. In total Lerøy Seafood Group has 3,900 employees from more than 25 nations.

Besides a leading position in today's aquaculture industry, Lerøy has through its history continuously been working with a wide variety of seafood products from Norway. With the acquisitions of Havfisk and Norway Seafoods in 2016, the position in the white fish sector is considerably strengthened and the group now controls a fully integrated value chain both for the farming and the white fish sector. This ensures traceability and food safety of approx. 3,000 products and gives a good platform for developing and implementing best practice and new solutions through the whole value chain.

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Mills

Mills AS is a privately owned company with roots going back to 1885. Our core business is production, sales and marketing of branded consumer goods under our brands Mills, Delikat and Vita heartfelt goodness, to both retail and food service.

The Agra Group, which Mills is part of, has 10 factories in 4 counties and produces approx. 100.000 tons of goods annually. All our production sites are ISO certified. Turnover last year was equal to EUR 300 million and we export to more than 15 countries around the world.

Mills Kaviar:

- ◆ represents a range of tasty, convenient and healthy spreads, containing a natural source of Omega-3.
- ◆ is available in 4 different flavours – Original, Extra smoked, Lightly smoked and Mild & Creamy.
- ◆ is packaged in a sealed aluminium tube, ideal for preserving the good quality and securing the food safety.
- ◆ is made from wild catches of Norwegian Cod, caught in the clear waters along the Norwegian coastline.

Delikat Herring:

- ◆ Delikat Herring is rich in Omega-3 fatty acids, increasingly recognised as an important part of your diet.
- ◆ The good taste comes from the selected raw materials used, as in Delikat Herring only freshly caught is marinated along with freshly cut onions. Delikat Herring contains only MSC approved wild catches.
- ◆ Available in a wide range of flavours: Chili, Pepper, Pickled, Tomato sauce, Mustard sauce, Onion, Cream sauce... and many more tasty flavours.

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Representative: Mr. Terje Tobiassen
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Nils Williksen

We provide fresh and frozen farmed Atlantic salmon. We take pride in tailoring deliveries to the needs of our customers, providing quality and service to enable long lasting business relationship to evolve. Nils Williksen exports quality salmon worldwide.

Ideal Location

Located on Vikna, an archipelago off the Coast of Trøndelag, Nils Williksen is placed at the heart of one of the most prosperous areas for fisheries and aquaculture in Norway. We consider the clean environment in which we operate as a competitive advantage. The location is ideal for farming salmon, ensuring good growth – from cold, clear waters.

Quality Salmon

Nils Williksen has long traditions in serving demanding customers in the international market. Our mission is to be the first choice of selected customers, providing high quality fresh and frozen salmon in lasting business relationships.

We work constantly towards improving our performance in all steps of the production and handling until the products reach the customer. Nils Williksen offers full traceability and stringent fish welfare procedures.

Main products

- ◆ Fresh Atlantic Salmon, gutted and head-on
- ◆ Whole frozen, Atlantic Salmon head-on
- ◆ Filets on requests

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Sales Director

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Nordlaks

Nordlaks is a family-owned and fully integrated aquaculture group, producing Norwegian Salmon and Fjord trout in top modern facilities in Northern Norway. Our strict control throughout the entire production chain ensures top quality and traceability. Nordlaks is located in Vesterålen, far north of the Arctic Circle. The scenery is cold, wild, clean and breathtakingly beautiful, and the conditions for fish farming ideal.

Nordlaks supplies a wide range of unique products. Among our specialties are high quality frozen brands like IceBerg™ and our superior quality salmon oil SALfresh®.

Products

- ◆ Fresh salmon Gutted/head-on
- ◆ Fresh trout Gutted/head-on
- ◆ IceBerg™ Superior pre-rigor whole frozen salmon and fjord trout
- ◆ IQF-frozen Salmon fillets and salmon portions
- ◆ Salmon fillets Fresh or frozen
- ◆ Belly lists, trimmings, backbones etc.
- ◆ SALfresh® Extra Virgin and SALfresh® Refined

Noble Harvest AS is a Nordlaks partner working exclusively with our salmon oil. SALfresh® is available as winterized or fully refined salmon oil with no smell or taste of fish. The oil can replace other fat used in baking, dressings, and in a variety of other food dishes. Using fish oil in cooking, we can contribute to the world's increasing demand for more sustainable and healthy raw materials.

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Norwell

Norwell is a medium-sized exporter of Norwegian fish, established in 1996. We are owned approximately 70 percent by farmers and 30 percent by key personnel.

We are a link between the farmers and their market, and vice versa. We ensure that farmers can sell their fish, efficiently and without hassle, at the right price. At the other end, we provide the customer with a stable supply of fish of the quality they expect – also at the right price.

Norwell is more than a trader. We contribute to value creation and an integrated approach in the value chain. We have extensive market knowledge and experience, quality farmers on our team, and a lot of experience and expertise when it comes to salmon production.

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Ocean Quality

Ocean Quality is the integrated sales organisation of the salmon farmers Bremnes Seashore AS and Grieg Seafood ASA. Our owner farmers have a long tradition in seafood and salmon farming, and Ocean Quality are fully committed to providing high quality salmon and service from:

- ◆ Bremnes Seashore (H-82)
- ◆ Grieg Seafood Rogaland (R-114)
- ◆ Grieg Seafood Finnmark (F-480)
- ◆ Grieg Seafood Hjaltland at Shetland (SA019 EC)
- ◆ Grieg Seafood in British Columbia at the west coast of Canada

Our Norwegian salmon farms have a total production capacity of approximately 90,000 metric tonnes of salmon and trout per year. Grieg Seafood British Columbia processes approximately 20,000 tonnes. Grieg Seafood Hjaltland processes between 20,000 and 30,000 tonnes of gutted salmon and around 3,000 tonnes of fillets and other value added salmon products each year.

Ocean Quality has been in operation since November 2010. The sales company's main office is located in Bergen, Norway, while three regional offices operate at Bømlo on the south west coast of Norway, in Lerwick in the Shetlands and in British Columbia at the west coast of Canada.

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Ocean Supreme

Ocean Supreme AS is a Norwegian seafood company specializing in serving customers with fresh airborne "Sashimi-Quality" salmon and trout.

The company was established in Aalesund, on the western coast of Norway, in 2003 in co-operation with Alsaker Fjordbruk AS (H-111), which is one of the leading Atlantic salmon farming companies in Southern Norway. We offer fresh salmon and trout from selected medium-sized farmers in Norway, and we have full traceability on our products.

The founders and employees of Ocean Supreme AS have long experience in integrating farming, processing and logistics, key factors for stable weekly deliveries of fresh airborne "Sashimi-Quality" salmon and trout. Japan is still the main market for Ocean Supreme AS but we are steadily growing into other markets in Asia, Africa and North America. Each week Ocean Supreme AS is now supplying fresh airborne "Sashimi-Quality" salmon and trout to more than 30 destinations worldwide.

With our focus on logistics, temperature control and service to customers all over the world, we want to live up to the slogan «Distance is nothing. Time is everything!»

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Seaborn AS

Seaborn AS was founded in 2001 by a number of family-owned enterprises with extensive experience and a long-standing tradition in fish farming dating back several generations. Our fish farmers are located in 46 locations along the coast of Western Norway and in the Lofoten islands. The company has become a major distributor of Norwegian salmon and Norwegian fjord trout. We offer a rational, integrated sales organisation that focuses on efficiency and economies of scale.

Our owners produce salmon and trout. They represent the whole value chain from broodstock and roe, via hatching, fry and smolt to marine growers of the highest quality. Satisfied customers are the key to Seaborn's ability to compete in a tough market.

Our vision is that: Seaborn shall be the fish farmers' own sales company.

The company's mission is to be the bridge (link) between production in Norway and the global market for salmon and trout.

Our core values:

- ◆ **Dedication** - Being the best: in meeting requirements and exceeding expectations
- ◆ **Integrity** - Earning trust: from everyone we interact with
- ◆ **Dynamics** - Creating energy: leading to effective action and innovation

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Sekkingstad AS

Sekkingstad AS is a family owned company, established in 1923. Together with our subsidiary in Denmark, Skagerak Salmon, we offer a full range of salmon and trout products. We export our products to countries worldwide and we have our main markets in Europe and Asia. Total volume of whole salmon exceeds 55,000 MT. We have available capacity at both our processing plants and are able to increase volumes of whole salmon and value added products.

At Skagerak Salmon, Denmark, we have a state of the art processing plant. We produce high quality value added products, and can do a big variety of packaging including private label.

In mid-August 2018, we will launch our new concept for harvesting salmon – “The Hav Line method”. A big vessel will harvest directly at the fish farm, and the fish will be chilled and transported directly to Denmark. Capacity is 1,000 MT per load. Many benefits for the salmon, the consumer and the environment. It will be a **game changer**. Visit us to learn more.

Products from Norway plant

- ◆ Whole Atlantic Salmon
- ◆ Whole Salmon Trout
- ◆ Fillets
- ◆ Pre-rigor fillets
- ◆ Bi-products

Products from Denmark plant

- ◆ Fillets
- ◆ Loins
- ◆ Portions
- ◆ Flavoured portions
- ◆ Steaks
- ◆ Bi-products

Sekkingstad AS

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Skagerak Salmon A/S

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Sales Director VAP
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SANTAVAR

The Country of Origin mark "Seafood from Norway" is a symbol of origin and quality for all Norwegian seafood, sustainably farmed or wildcaught in our cold, clear waters. With the new label of origin we want to portray what is unique about Norway, and give associations to the rough climate and nature in which our seafood is raised.

Origin matters



**NORWEGIAN
SEAFOOD
COUNCIL**

