

# ThaiFex 2019

Norwegian Participants

SEA FROM  
NORWAY  
NOD

# 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 2019 Participants

Norwegian Seafood Council .....	5
Alliance Seafood.....	6
Bravo Seafood.....	7
Coast Seafood .....	8
Coldwater Prawns.....	9
Global Sales AS.....	11
Lerøy Seafood Group.....	12
Mills .....	13
Nordic Halibut.....	14
Nordlaks .....	15
Norsk Sjømat AS.....	17
Norwell .....	18
Ocean Supreme.....	19
Pelagia .....	20
Seafood Norway .....	21





## **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 have our own representatives in 12 markets abroad, including Japan, Singapore and China in Asia. In 2019, we are relocating the regional office for Southeast Asia from Singapore to Bangkok due to the importance of the Thai market for Norwegian seafood exports.

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

A: Stortorget 1, P. O. Box 6176, NO-9291 Tromsø, Norway

T: +47 77 60 33 33

[www.seafood.no](http://www.seafood.no)

Representative: Mr. Asbjørn Warwik Rørtveit  
Director Southeast Asia

[awr@seafood.no](mailto:awr@seafood.no)

+47 926 89 108



## Alliance Seafood

### 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
- ◆ Farmed Salmon
- ◆ Farmed 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.

A: P. O. Box 5, NO-6701 Måløy, Norway

T: +47 57 84 99 50

E: [sales@allianceseafood.no](mailto:sales@allianceseafood.no)

[www.allianceseafood.no](http://www.allianceseafood.no)

Representative: Mr. Jon Ove Stokke  
Partner & marketing Director



## 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.

A: Strandgata 15-17, NO-6900 Florø, Norway

T: +47 57 00 93 00

[www.bravoseafood.no](http://www.bravoseafood.no)

Representatives

Ms. Qiao Chen | Ms. Sunniva Geithus

Sales Director Asia | Sales Manager Asia

[qiao@bravoseafood.no](mailto:qiao@bravoseafood.no) | [sunniva@bravoseafood.no](mailto:sunniva@bravoseafood.no)



## 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.

Both the seafood industry and our markets are undergoing rapid changes. Sustainable value creation depends on the expertise and flexibility of those who are in the middle, between the producer and the global market. Coast is in the middle.

Our customers see us as:

**Reliable** – Because we build long-term relationships based on professional expertise and integrity. **Visionary** – Because we are able to think innovatively, from a solid base of experience. **Agile** – Because of our ability to see both the whole and what it takes to tie it all together. This in turn, is what creates added value for all parties involved.

We deliver fresh, frozen, and value added (VAP) seafood products:

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

A: P. O. Box 130, NO-6701 Måløy, Norway

T: +47 57 85 37 00

[www.coast.no](http://www.coast.no)

Representatives

Mr. Bjørn Tommy Apneseth | Mr. Geir Christensen | Mr. Arne Stalheim  
Team Manager Sales Overseas Market | Sales Manager Frozen Products |  
Sales Manager VAP Products

[bjorn@coast.no](mailto:bjorn@coast.no) | [geir@coast.no](mailto:geir@coast.no) | [as@coast.no](mailto:as@coast.no)





## Coldwater Prawns

One of the world's purest products. Caught in the world's cleanest waters. Following the world's strictest environmental standards. Caught in the deep cold, clean waters of the Arctic, our Norwegian prawns are of a quality and purity that makes them simply the best.

Our roots go back to 2007, when three former competitors in the prawns industry decided to join forces and form Coldwater Prawns of Norway. Little did we know that the results would see discerning customers around the world enjoying our Norwegian prawns of superlative quality.

From our head office in Ålesund, and our production facilities in Senjahopen, we take pride in our unwavering commitment to excellence. Adhering to the very highest possible standards has not only helped us become Norway's largest exporter of coldwater prawns, we are also the only supplier in the world to deliver 100 percent, Norwegian coldwater prawns. Individually quick frozen, with full MSC (Marine Stewardship Council), FOS (Friends of the Sea) and KRAV certifications.

A: Keiser Wilhelmsgate 23, NO-6003 Ålesund, Norway

T: +47 70 11 55 00

[www.prawnsfnorway.no](http://www.prawnsfnorway.no)

Representatives:

Mr. Knut Helge Vestre | Mr. Trond Gulbrandsen

CEO | Sales Manager Asia

[knut@prawnsfnorway.no](mailto:knut@prawnsfnorway.no) | [trond@prawnsfnorway.no](mailto:trond@prawnsfnorway.no)





## Global Sales AS

Global Sales AS is the sales - & marketing company for Global Fish AS, Lofoten Viking AS and Nergard AS. The companies have a long history in the pelagic industry in Norway. Our core business is pelagic and white fish products as:

- ◆ Mackerel/ Saba (Latin name: Scomber scombrus)
- ◆ Horsemackerel (Latin name: Trachurus trachurus)
- ◆ Capelin (Latin name: Mallotus villosus)
- ◆ Herring (Latin name: Clupea harengus)
- ◆ Cod (Latin; Gadus morhua)
- ◆ Haddock (Latin; Melanogrammus aeglefinus)
- ◆ Greenland halibut (Latin; Reihardius hippoglossoides)
- ◆ Redfish (Latin; Sebastes norvegicus)
- ◆ Saithe (Latin; Pollachius virens)
- ◆ and by-products of cod such as heads, backbones, roe, etc.

We are proud to be able to offer you excellent fish from the North Atlantic

A: Keiser Wilhelmsgt 24/26, NO-6003 Ålesund, Norway  
T: +47 916 96 000

Representative: Mr. Alexander Langoe  
Senior Sales Manager  
[alex@globafish.no](mailto:alex@globafish.no)



## Lerøy Seafood Group

Lerøy Seafood Group ASA is the largest seafood supplier and exporter in Norway offering a full range of seafood products. The company's roots can be traced back to 1899.

Today Lerøy is one of the world's largest producers of farmed Atlantic salmon and farmed Fjord Trout. The company is also one of Europe's largest operators within the wild catch of whitefish where it operates 9 modern trawlers and cooperates with a vast number privately owned coastal vessels delivering white fish to the company's packing stations and processing factories.

Lerøy is operating processing factories in Norway and in Europe providing a wide range of high-quality products to more than 70 countries around the world.

- ◆ Fresh and frozen Salmon and Fjord Trout (whole, fillets portions)
- ◆ Fresh and frozen White fish products (whole, fillets, portions)
- ◆ Smoked Salmon and Fjord Trout
- ◆ Sushi
- ◆ Shellfish

Lerøy controls a fully integrated value chain both for the farmed and wild fish. This ensures traceability and food safety of our products and gives a good platform for developing and implementing best practice and new solutions through the whole value chain.

In total Lerøy exported more than 350,000 metric tonnes of seafood in 2018.

A: Thormøhlens Gate 51 B, P.O. Box 7600, N-5020 Bergen, Norway

T: +47 55 21 36 50

F: +47 55 21 36 32

[www.leroyseafood.com](http://www.leroyseafood.com)

Representatives:

Mr. Hans Petter Vestre | Ms. Butsarin Phoosriphong | Ms. Juliana Guyu

Airborne Seafood Division: Team Manager | Sales Manager | Key Account China

[hpv@leroy.no](mailto:hpv@leroy.no) | [buph@leroy.no](mailto:buph@leroy.no) | [juliana.guyu@leroy.no](mailto:juliana.guyu@leroy.no)



## 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.

A: P. O. Box 4644 Sofienberg, NO-0506 Oslo, Norway

T: +47 22 80 86 00

[www.mills.no](http://www.mills.no)

Representative: Mr. Terje Tobiassen

Director of Sales

[terje.tobiassen@mills.no](mailto:terje.tobiassen@mills.no)



**NORDIC HALIBUT**

## **Nordic Halibut**

Nordic Halibut is the brand name for exclusive, fresh Atlantic Halibut (*Hippoglossus Hippoglossus*) on ice, but it is also the name of the company that produces it.

We are based on the west coast of Norway and have full control of the production line from roe to fish of harvestable size. Our halibut is available fresh on ice all year round in sizes and quality that do not depend on seasonal changes.

Nordic Halibut believes in aquaculture that secures a future for many generations to come. Our desire is to have a positive impact on the environment, local communities, and the health and culinary choices of our customers. Our passion is to raise a fish that brings variety to dinner tables with a focus on fish welfare and sustainability. Our vision is to provide our customers with superior quality halibut. Key Account Manager

A: Hendnesveien 124, NO-6533 Averøy, Norway

T: +47 930 22 790

[www.nordichalibut.no](http://www.nordichalibut.no)

Representative

Inga Mölder

Key Account Manager

[inga.moelder@nordichalibut.no](mailto:inga.moelder@nordichalibut.no)



## Nordlaks

Nordlaks was founded in 1989, and is a fully integrated company producing, processing and selling high quality Atlantic salmon and rainbow trout world-wide. The headquarters are situated in Stokmarknes, northern Norway, as is the state of the art harvesting- and processing plant. Our production facilities are our own, both at sea and on shore. This control over the entire value chain, from ova to finished product, brings us to the forefront regarding traceability, hygiene and quality assurance.

The driving power of Nordlaks is the region we live and work in. Nordlaks was born in Stokmarknes, and from here we have developed our family-owned aquaculture company. Today we are an integrated company with ownership in roe production, we carry our own smolt production, we have a wellboat company, post-harvest processing and filet factory, we are refining by-products and do sales and marketing of our own fish. Nordlaks also operates two aquaculture exhibition/education facilities.

### Products

- ◆ Fresh salmon and trout gutted/head-on
- ◆ IceBerg™ Superior pre-rigor whole frozen salmon and rainbow trout
- ◆ IQF-frozen salmon fillets and salmon portions
- ◆ Salmon fillets, fresh or frozen
- ◆ Belly lists, trimmings, backbones etc.

### IceBerg™ Freezing Technology

Pre-rigor Superior whole salmon and Rainbow Trout, as well as our IQF frozen fillets and portions, are frozen individually and efficiently at very low temperatures. The extremely rapid freezing of the pre-rigor salmon hinders the formation of complex ice crystals in the muscle tissue of the fish, thus giving very limited moisture loss when thawed. The IceBerg™ salmon quality and the IQF frozen fillets features a superior fresh product regarding taste, aroma, colours, looks and texture.

A: P. O. Box 224, NO-8455 Stokmarknes, Norway

T: +47 76 11 81 00

[www.eng.nordlaks.no](http://www.eng.nordlaks.no)

Representative: Mr. Tor Steinsbu

Senior Sales Manager

[tor.steinsbu@nordlaks.no](mailto:tor.steinsbu@nordlaks.no)





## Norsk Sjømat AS

Norsk Sjømat AS is a leading Norwegian processor of salmon and trout, located in Stranda, Norway. For over two decades, our focus has been on providing our customers with healthy, delicious salmon and trout products made from sustainably farmed fish. Our well established reputation and high focus on customer satisfaction have allowed us to remain one of Europe's top salmon manufacturers.

Norsk Sjømat AS provides a wide range of great tasting treats from salmon bred in the fresh, clean and unpolluted Norwegian Fjords and coastal seawaters. Our assortment of favourites includes fillet, fillet portions, smoked salmon and gravlax. It's not just another meal; it's a culinary adventure.

The production facilities of Norsk Sjømat AS have the following approvals and certifications: BRC, HACCP, Debio, Global Gap, ASC and meet Kosher requirements.

Norsk Sjømat AS offers adaptive packaging solutions, and you can choose from Norsk Sjømat Group's brands or your own private label.

A: Svemorka, NO-6200 Stranda, Norway

T: +47 70 26 88 80

F: +47 70 26 88 90

[www.norsksjomat.no](http://www.norsksjomat.no)

Representatives

Ms. Isabell Lied | Mr. Jarle Myking

Sales Manager | General Manager

[il@norsksjomat.no](mailto:il@norsksjomat.no) | [jm@norsksjomat.no](mailto:jm@norsksjomat.no)



## 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.

A: Fugleskjæret 8, NO-6900 Florø, Norway

T: +47 57 75 20 00

[www.norwell.no](http://www.norwell.no)

Representative: Mr. Ole Bernt Solheim

Head of Sales and Marketing

[ole@norwell.no](mailto:ole@norwell.no)



## 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!»

A: P. O. Box 5091, Larsgaarden, NO-6021 Ålesund, Norway

T: +47 70 10 75 00

F: +47 70 10 75 01

[www.ocean-supreme.no](http://www.ocean-supreme.no)

Representative: Mr. Odd Frode Roaldsnes

Sales Director

[odd@ocean-supreme.com](mailto:odd@ocean-supreme.com)



## Pelagia

Pelagia AS was established in 1922 in the southern part of Norway and has from that time grown to be one of the world's leading producers of pelagic fish. With operations in four countries in Europe, Pelagia now has in total 24 factories producing for the segments Food, Feed, and Health. From our main office in Bergen, Norway, we export our products to more than 50 different countries.

Our products are mainly round frozen, fillets and roe from

- ◆ Atlantic mackerel (Scomber Scombrus)
- ◆ Atlantic Herring (Clupea Harengus)
- ◆ Capelin (Mallotus Villosus)
- ◆ Horse Mackerel (Trachurus Trachurus)

Pelagia uses 100% of the fish. Waist from our fillet production becomes valued marine protein and oil from our Feed and Health division.

Our guiding values are to be **Dynamic** to manage constant changes, having an **Innovative** mind-set, have **Ownership** to our business, use **Direct** communication and hand on mentality and create **Trust** in all our relations.

Our Vision is to be Number One global provider of high-quality marine products.

After all: Its all about the fish.

A: P.O. Box 444, NO-5805 Bergen, Norway

T: +47 57 84 44 00

M: +47 93 41 34 39

[www.pelagia.com](http://www.pelagia.com)

Representative:

Mr. Erik Alvaer

Sales Manager

[ea@pelagia.com](mailto:ea@pelagia.com)





## Seafood Norway

### Let`s do business together

Seafood Norway wants to be a leader in selling Norwegian seafood worldwide. Today, Norwegian seafood is exported to all continents, and is considered by many to be the cleanest seafood in the world, with the very best quality.

Our specialty is smoked fresh seafood - has never been frozen - delivered in small quantity, directly to your customers if you wish. 1 box, 5 bags, 10 bags? - Every day, every week, every month? You decide, we deliver.

### Private label?

We produce packaging according to your wishes.

We also deliver frozen, and value added seafood products:

- ◆ Fjord Trout
- ◆ Salmon
- ◆ Cod
- ◆ Haddock
- ◆ Pollock
- ◆ Herring
- ◆ Mackerel
- ◆ Omega3 oil

A: Headoffice; Seafoodnorway AS, Geilan 6, NO-7300 Orkanger, Norway

T: +47 922 59 225

E: [post@seafoodnorway.no](mailto:post@seafoodnorway.no)

[www.seafoodnorway.no](http://www.seafoodnorway.no)

[www.seafoodnorway.no/healthcare](http://www.seafoodnorway.no/healthcare)

Representatives

Mr. Morten Jakobsen | Mr. Frank Ottersen | Miss Usa Ngamwong

Head of Thailand, Vietnam and China | Sales Director (TH) | Marketing Manager (TH)

[mj@seafoodnorway.no](mailto:mj@seafoodnorway.no) | [frank@seafoodnorway.no](mailto:frank@seafoodnorway.no) | [usa@seafoodnorway.no](mailto:usa@seafoodnorway.no)



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**

