



Aquaculture offers large potential in South America

AQUACULTURE: Overview and Opportunities BRAZIL/CHILE/PERU

20/APRIL/2017

THE SOUTH AMERICAN REGION DIFFERS BOTH IN BUSINESS CULTURE AND LEVEL OF DEVELOPMENT OF ITS DIFFERENT MARKETS.

BRAZIL - Market Status

- promising market in aquaculture in the near future - growth of 8% per year in the last decade:
 - tilapia production is expected to increase 10% a year surpassing 490 000 tonnes by 2020- Brazil would become 4th largest producer in the world.
 - tambaqui production is projected to surpass 330 000 tonnes by 2020.
- on growing demand for consumption of fish encouraged by the Brazilian government.
- future increase in demand and supply for fisheries are mainly related to increases in the aquaculture activity and imports - due to stable fishing activities.

Opportunities for suppliers of both services and equipment for aquaculture in Brazil will increase. To monitor the market is very important in order to guarantee a prominent position as trusted partner.

CHILE - Market Status

- consolidated market for aquaculture. Together with Norway, Chile is among the top ten most important aquaculture producers in the world.
- aquaculture based on salmon, trout and mussels.
- among the main development prospects for aquaculture up to 2030 is the production developments connected with the **diversification process with native species.**

Sustainable aquaculture is the focus of recent discussions among industry players.

PERU - Market Status

- well developed capture fisheries sector - but growing aquaculture activities - industry could represent 15% of fisheries GDP.
- farmed output still relatively limited in terms of volume, however Peru shows the highest growth rate among the ten most important aquaculture producers of Latin America and the Caribbean.
- Aquaculture production has risen from approx. 6 600 ton in the year 2000 to over 115 000 ton in 2014.

“One of the most attractive aspects of the Peruvian aquaculture industry is that we are

starting from a very low base and there is a very high ceiling. There is a lot of room to grow,” says the president of the Fisheries and Aquaculture Committee of the National Society of Industries.

WHAT'S NEXT? 2017-2018 PLANNED ACTIVITIES IN Rio de Janeiro

BRAZIL

The Norwegian Brazilian Aquaculture Summit

- first edition of an intended annual summit that shall bring together the Norwegian and Brazilian key industry, research and government players for discussions and seminars on how to form a future sustainable aquaculture industry in Brazil.

Sustainable Fisheries Management Seminar 2017

- Seminar that will focus on Clean Technology Solutions and Sustainable Growth. It shall bring together Norwegian and Brazilian industry players and R&D representatives.

BRAZIL + CHILE + PERU

Global Growth Marine Program

- Is your company willing to learn through a practical example how to prepare and plan international market entry and learn about the differences in the South American Market? You should consider to join the program.

It is an offer to Norwegian SMEs with technology, competence and services aimed at the marine market with the ability and willingness to go internationally.

Market Report - Aquaculture: Brazil, Chile and Peru

- IN Rio de Janeiro has launched a very informative report containing *A General Overview and Investments Opportunities for Aquaculture in Brazil, Chile and Peru.*

If interested contact us and we will be more than glad to send you the report.

NORWAY

AquaNor 2017 - Delegations from South America

IN Rio de Janeiro expects to have groups of industry and government representatives from Peru and Argentina visiting AquaNor.

If your company would be interested to know more details of these delegations and its members, take contact with us.

CHILE

AquaSur 2018

If your company is planning to visit Chile during AquaSur 2018 please let IN Rio de Janeiro know about it. IN will make sure that you are included on planned activities for the period.

Be updated on our activities:

<https://www.facebook.com/inbrazil/>

IN Rio de Janeiro - Contacts:

Stein-Gunnar Bondevik - Director

Mobile: +55 21 9993 00 061 / +47 9740 8801

Email: stein-gunnar.bondevik@innovasjonnorge.no

Renata Prado - Senior Project Manager

Mobile: +55 21 9931 23 613

Email: renata.prado@innovasjonnorge.no

<https://www.facebook.com/inbrazil/>