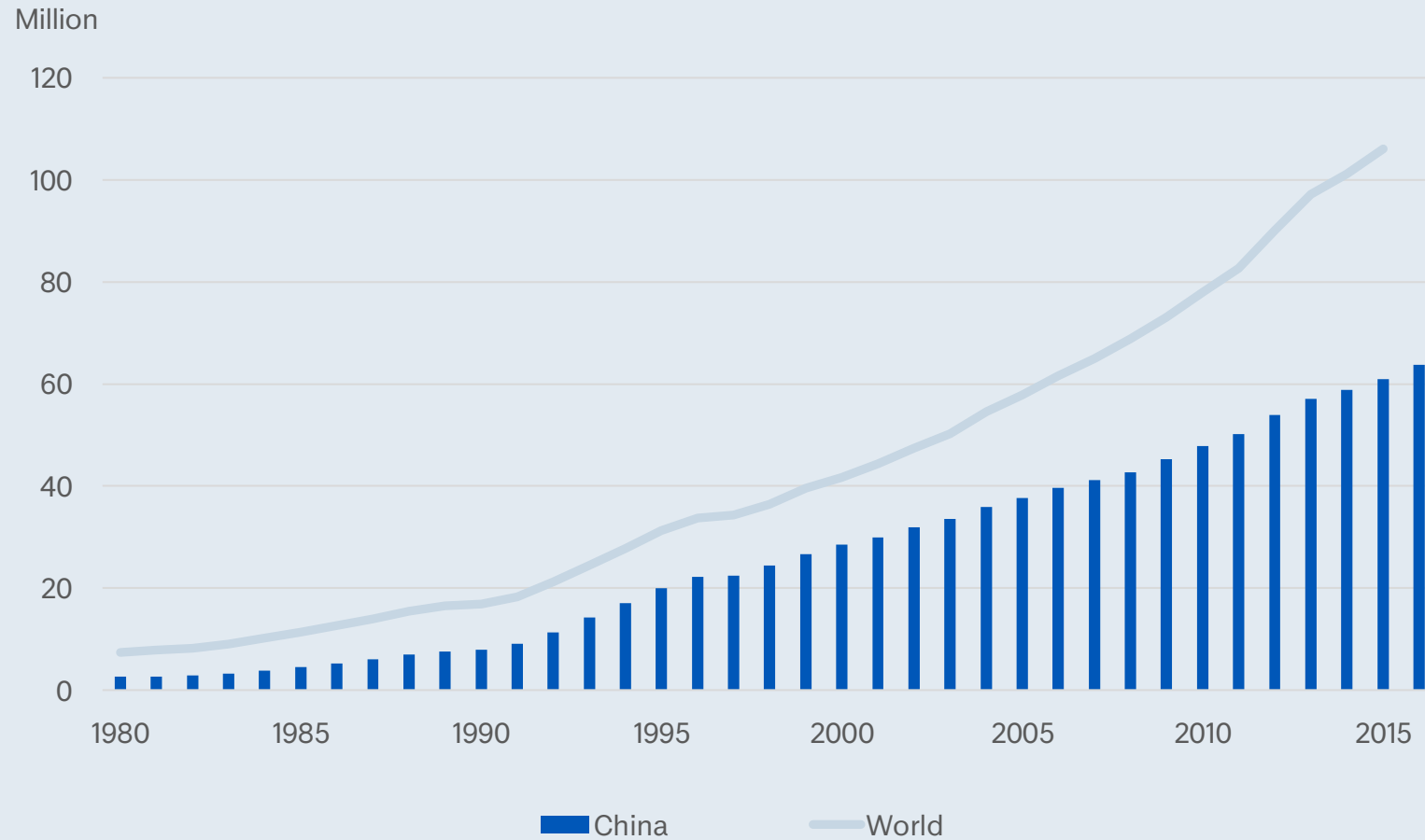




China Aquaculture Opportunities

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Innovation Norway, China

Aquaculture production (metric tons)



Main opportunities

- National Industry Upgrading Strategy
- Marine aquaculture development strategies in Shandong and Guangdong provinces

... create business opportunities:

Hatching and Breeding

- High value species, i.e. grouper and snapper fishes
- Possible new invested salmon & trout farms

Equipment

- New invested land-based RAS fish farms
- New invested offshore fish farms

Fish Feed

- Export fish feed
- Export meal and oil from fish and krill
- R&D cooperation

Fish Vaccine

- R&D cooperation
- Target species – large quantity and high value

Auxiliary Equipment

- Working boats
- Live fish harvesting pumping equipment
- Live fish transport vessels
- Vaccination instruments
- Auto-feeding equipment
- Underwater cameras

Strategy, policy and regulation

Long-term national strategy:

Encourage aquaculture but **restrain fishing**

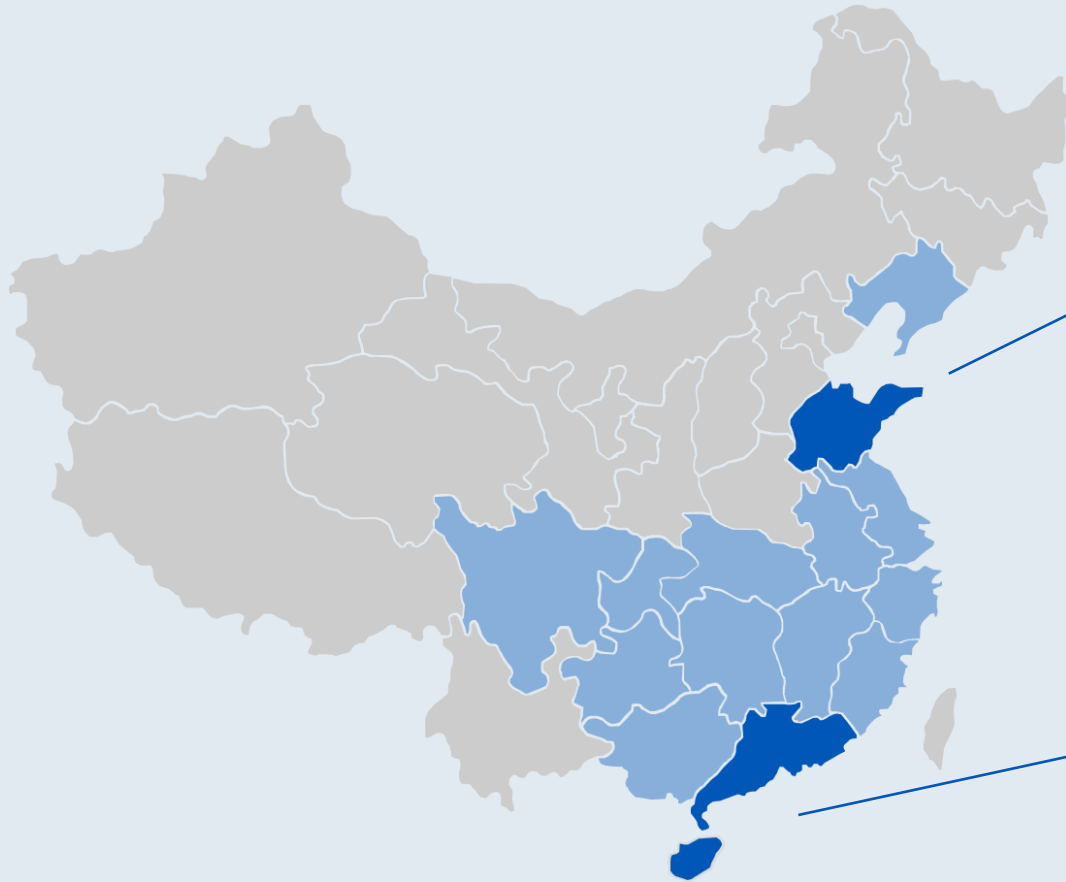
- Industrial upgrading throughout the value chain
- Redistribution of water and land resources
- Enforcement of aquaculture licenses
- Promoting healthy, ecological and environment-friendly aquaculture

Focus Areas

- ✓ Water-saving
- ✓ Less water pollution
- ✓ High efficiency
- ✓ Sea ranching
- ✓ Paddy fields
- ✓ Popular high-value species
- ✓ New and fine species
- ✓ Dried pellet and extruded pellet feed

Where are they?

All along the central and southeastern coast and major river basins. Two examples are:



Shandong Province

- Salmon and trout
- Snapper fish
- Grouper fish
- Sea bream
- Sea bass
- Flounder
- Turbot
- Sole



Guangdong and Hainan Provinces

- Snapper fish
- Grouper fish
- Pomfret fish
- Cobia fish
- Sea bass
- Shrimp



Who are they?

Both fully integrated and specialized companies

- Private companies
- Public companies (listed in stock markets)
- State-owned investors
- Fish hatching and breeding companies
- Fish farming companies
- Fish feed producing companies
- Seafood processing companies
- New investors from outside the aquaculture industry

How to approach?

With assistance from Innovation Norway China

- Identify and verify interest from potential buyers and partners
- Check competitors' situation
- If positive feedback, prepare and execute market visit to China
- Meet companies and local authorities
- Follow up



Possible next steps

Joint market study and analysis

- Understand market status, policies, regulations, opportunities, challenges, competition, etc.
- Develop market strategy

Networking

- Visit market players in China
- Verify common interests
- Better understand China's business environment and business culture

Contact information



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