



Welcome to the Two Kingdoms of cw Prawns

ICWPF Nov 12th, 2015

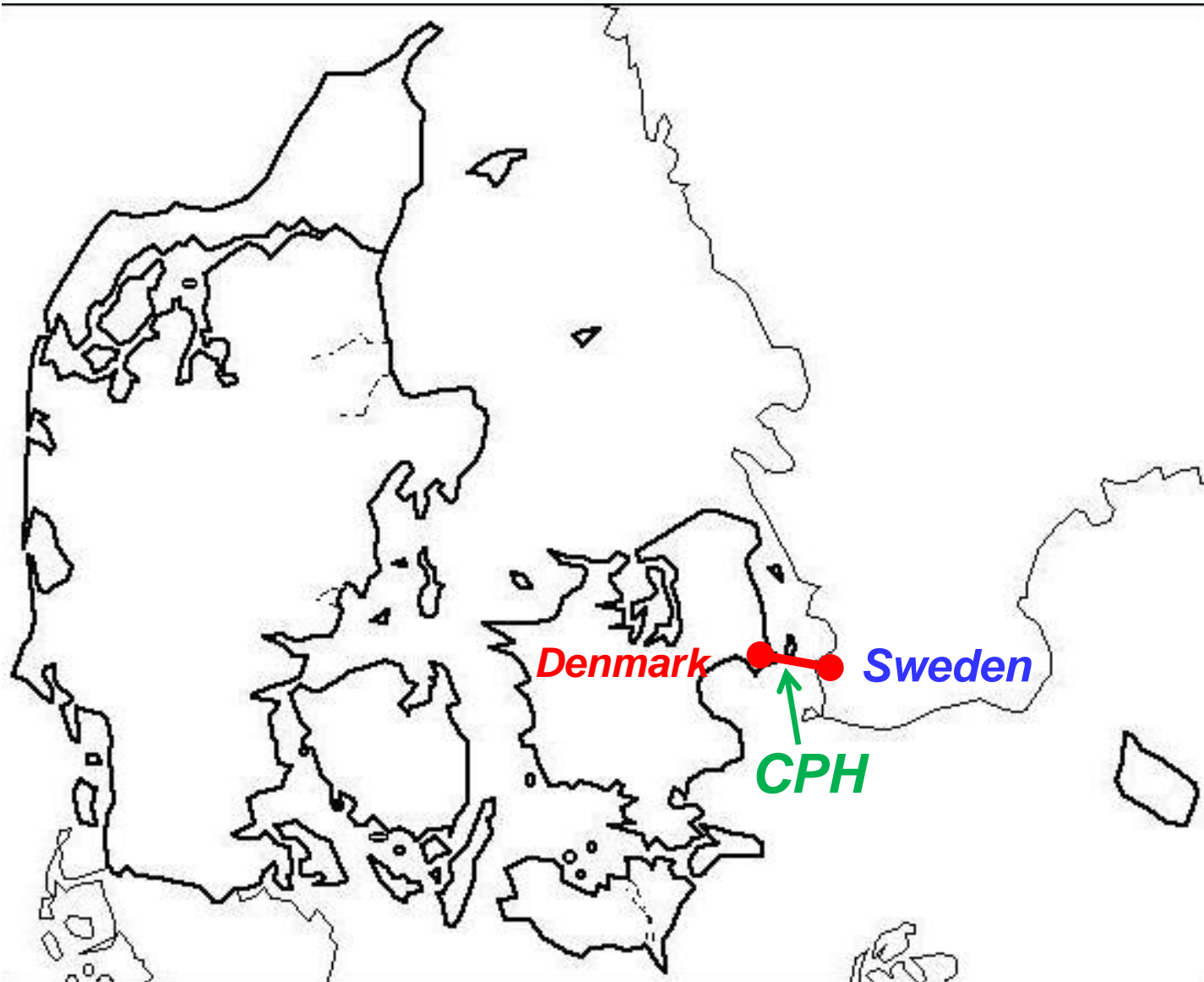
Henrik Espersen, Ocean Prawns

**From CPH
Airport:**

**Turn right
for Sweden**

**Turn left for
Denmark**

**Tivoli Hotel
next to old
Fish Market**





cw Prawns:

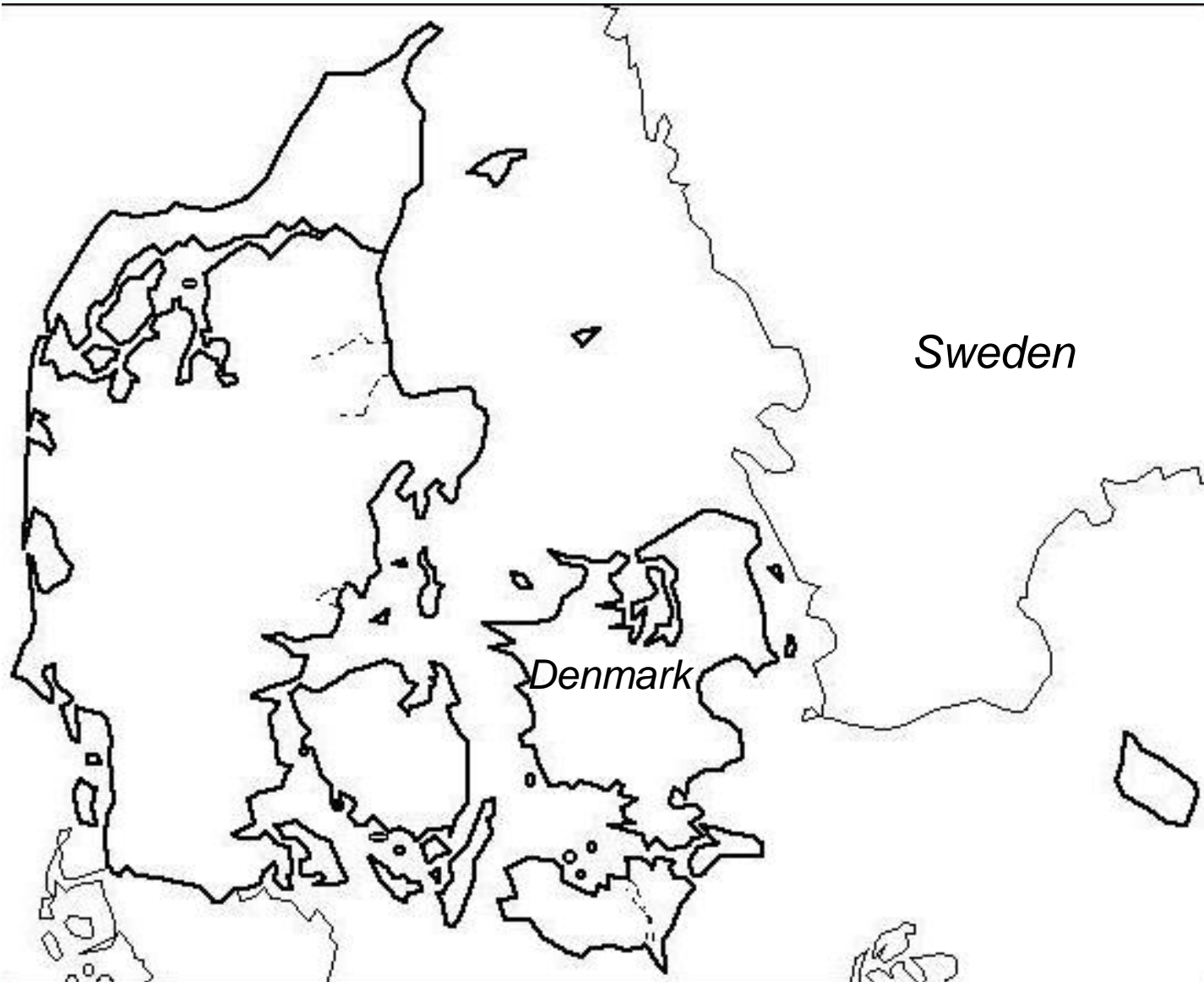
**Denmark –
King of Supply**

**Sweden –
King of Demand**

Year 1800

**Danish
King ruled:**

**Norway
Iceland
Faroe
Greenland
etc.**





Year 2015

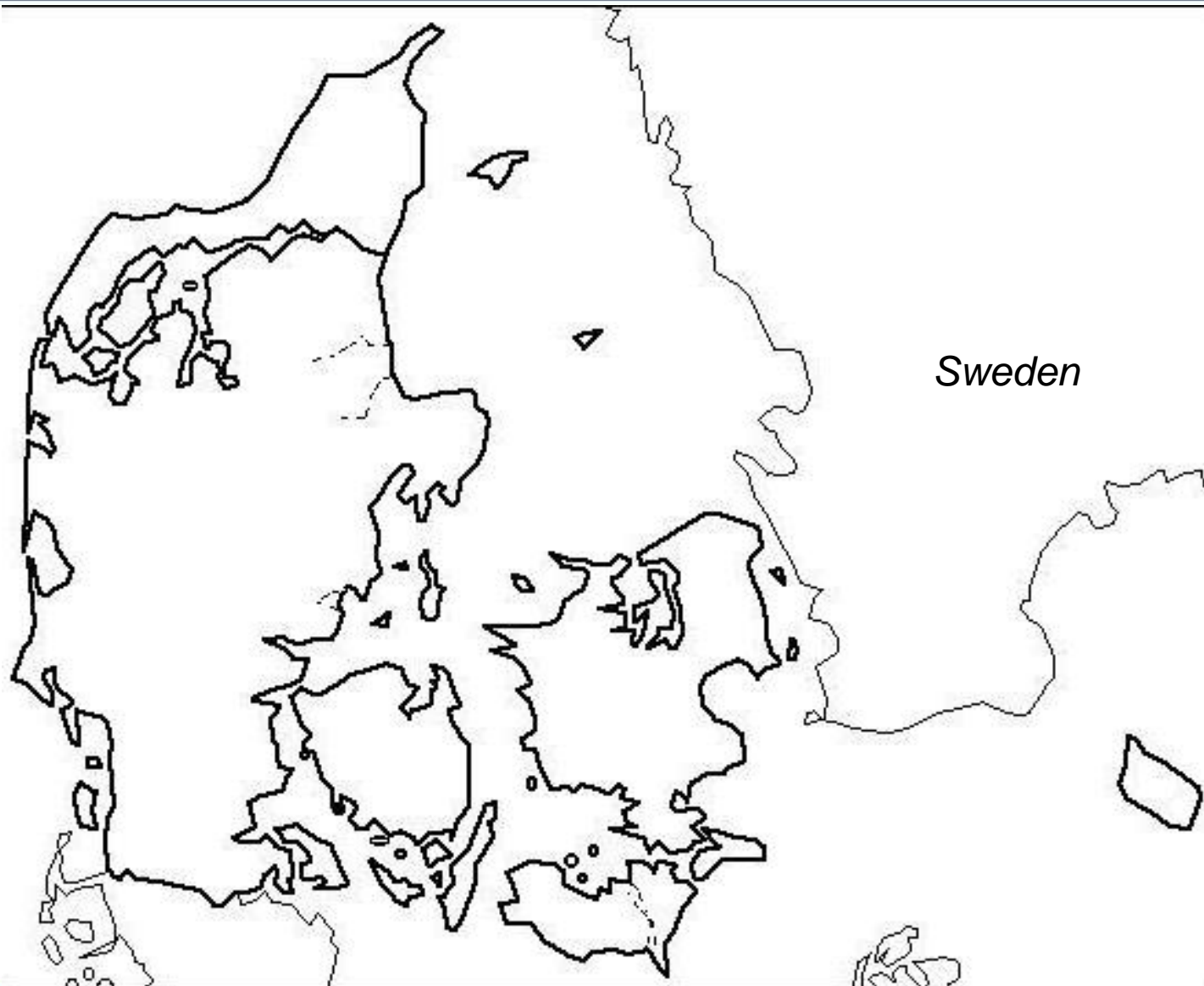
**Danish
King rules:**

1% of EU

**#1 EU Fish
Export**

**#1 DK Exp.
cw Prawns**

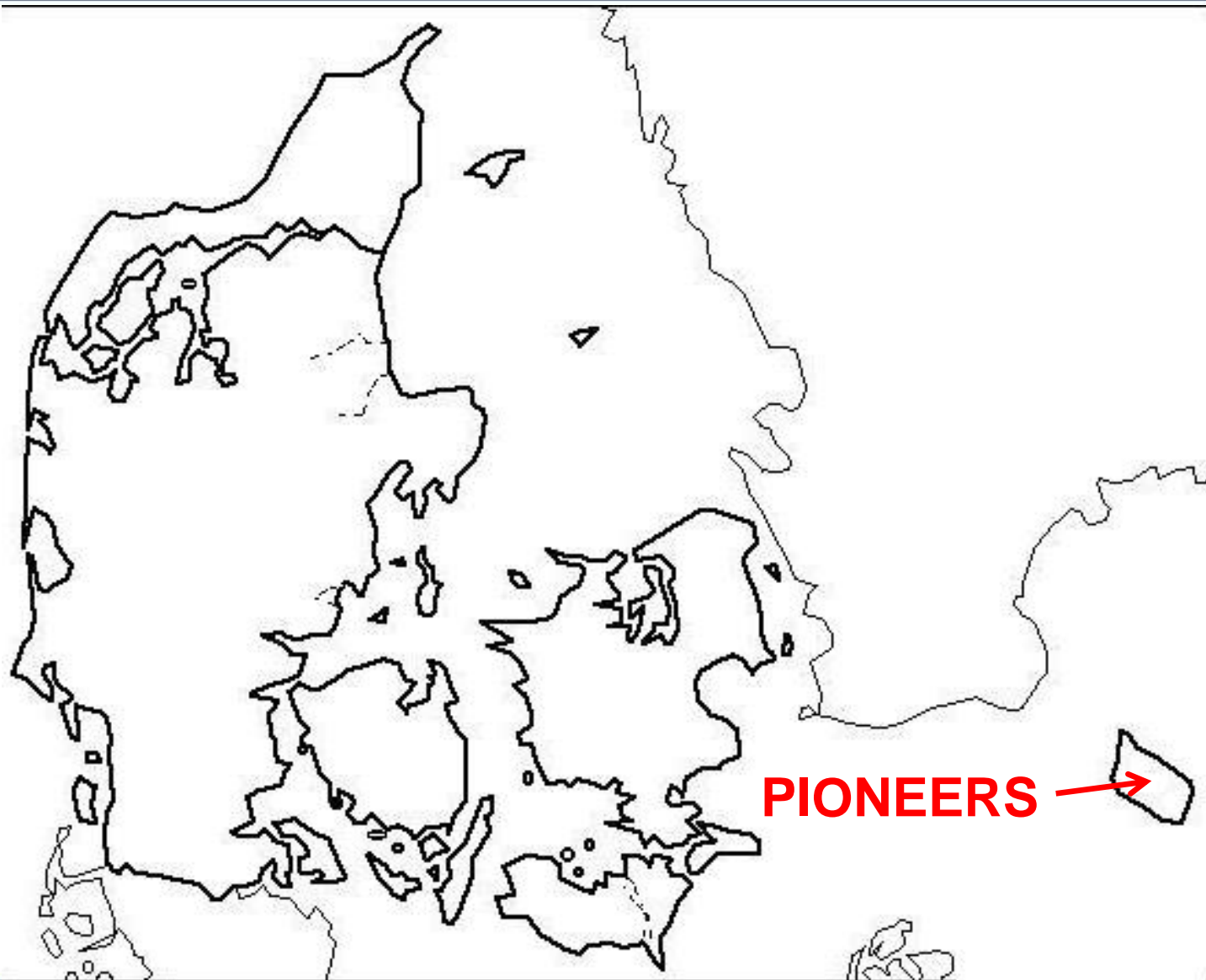
Global >50%



HOW

Bornholm
to
North Atl...

Salmon
to
Prawns



PIONEERS



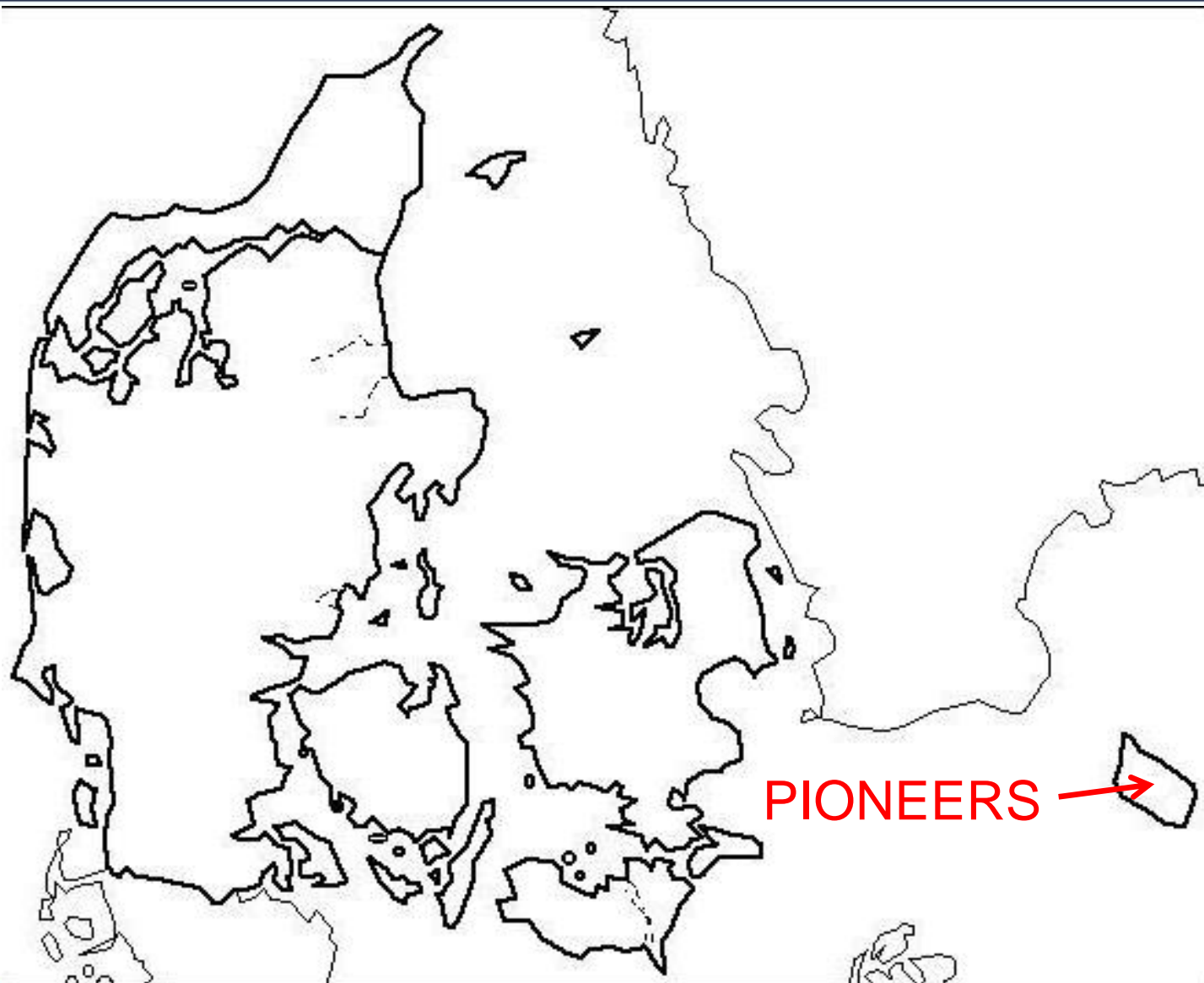
HOW

**Proactive
and Unique:**

**Mgmt.
Marketing**

Handling

**Distribution
Quality**



WHO

Iceberg

Maresco

Nordic

Chrisfish

Kangamiut

Polar

Royal Greenl...

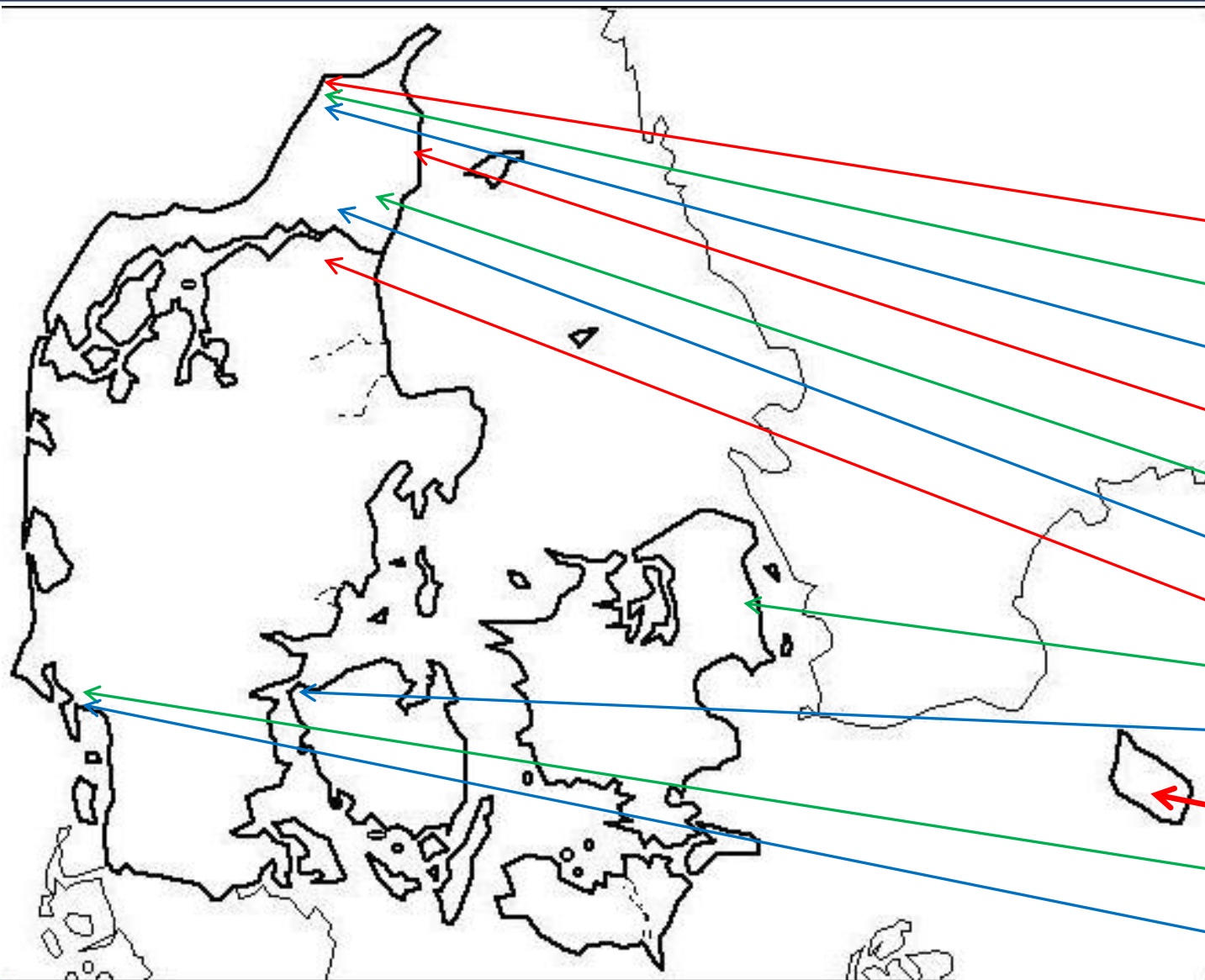
Sirena

Uhrenholt

Ocean Prawns

Claus Søren...

Naajaq





Denmark >< Sweden



Different

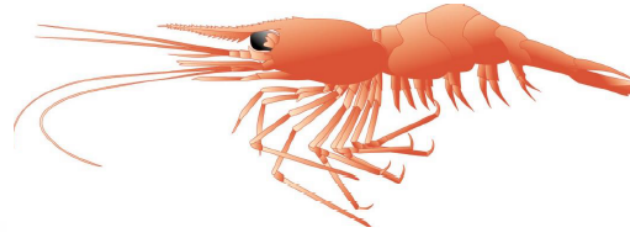
Swede peel

**#1 CWP
consumpt...**

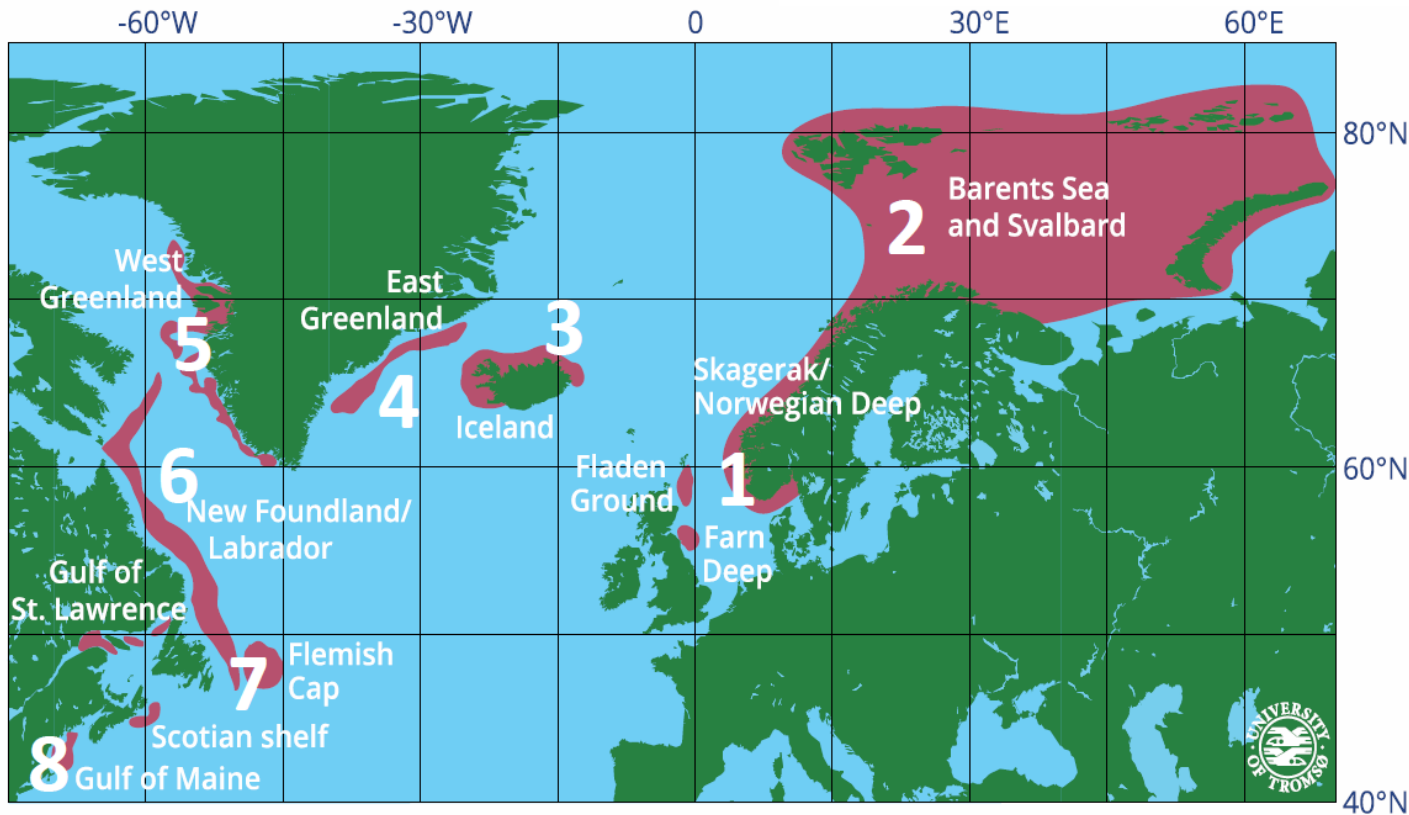
#1 Respect

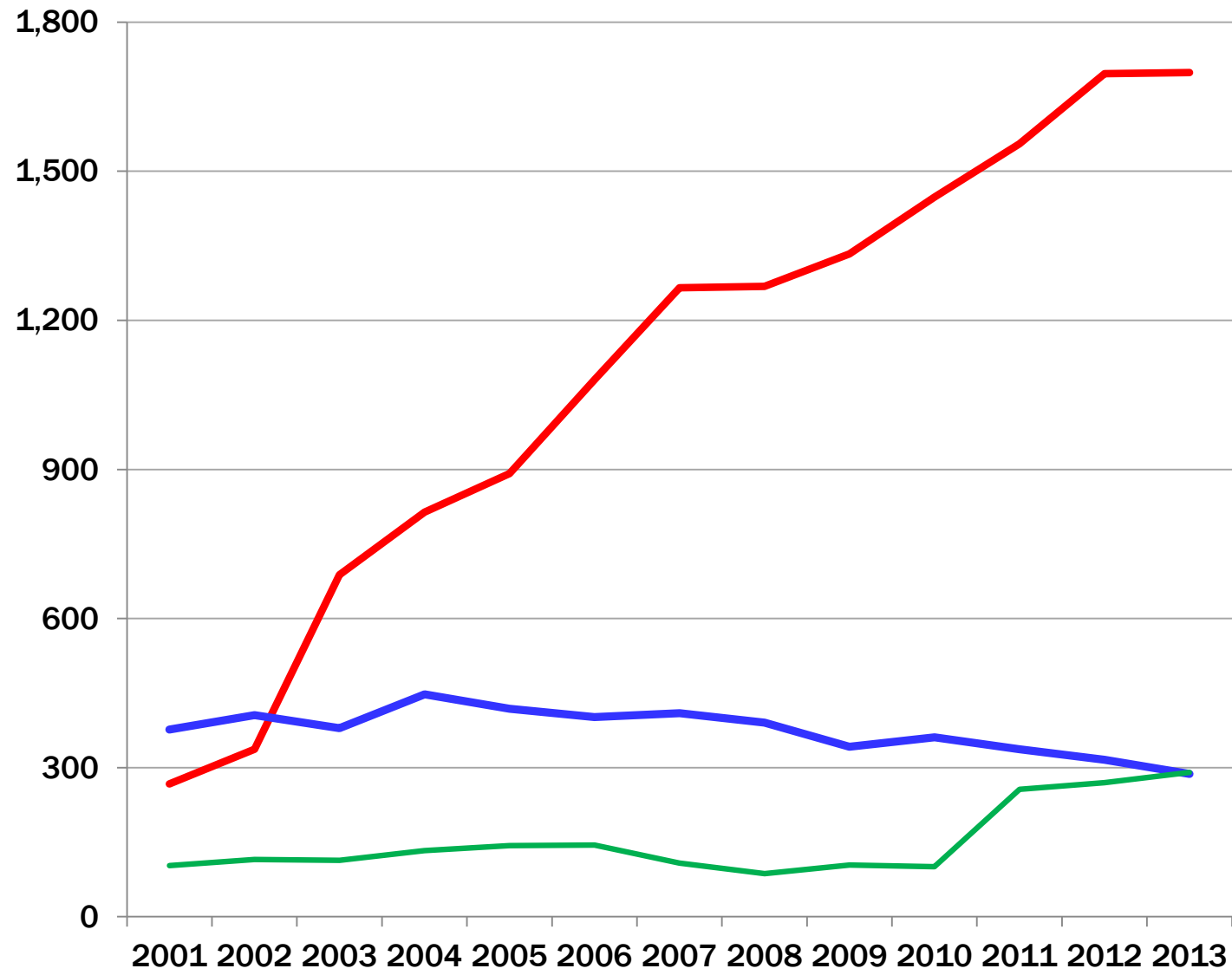
**WWF guide
NW Atlantic:
Redlist Sw.
Green in DK**

Pandalus borealis in the North Atlantic



**cw PRAWNS –
5% of Total
Global Supply**





- China Farmed
- Atlantic Wild
- India Farmed

**China –
40% Empire of
Global Supply
and import too.**

**Fears WRONG:
Stock Market ✓
Devaluation ✓
Growth 7→6%.**

Thank you

