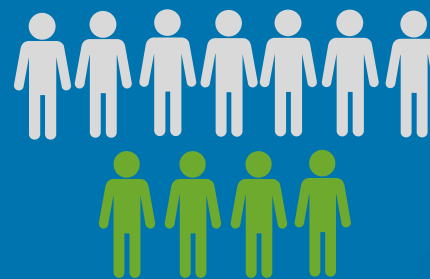


# Shift happens!



ICWPF November 2017  
Yngvi Ottarsson

## Highlights



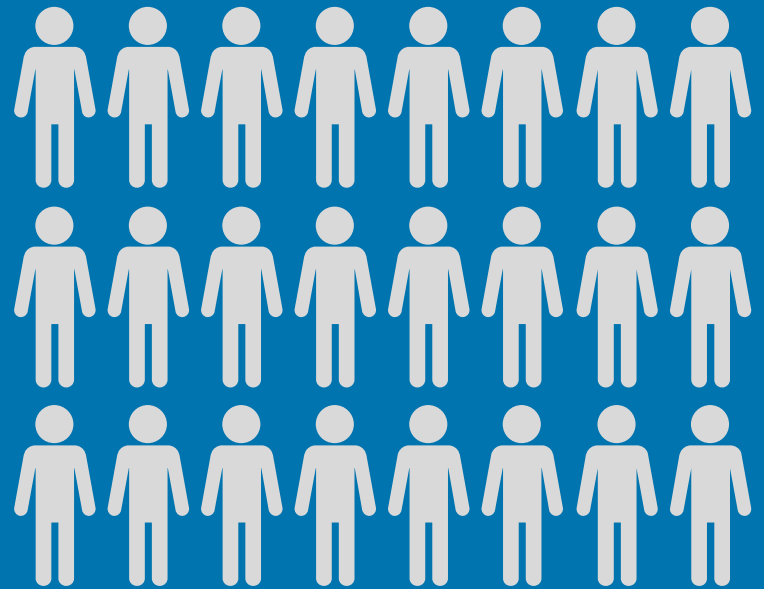
**Shifts and their effects on our industry**

**Background of my company operations**

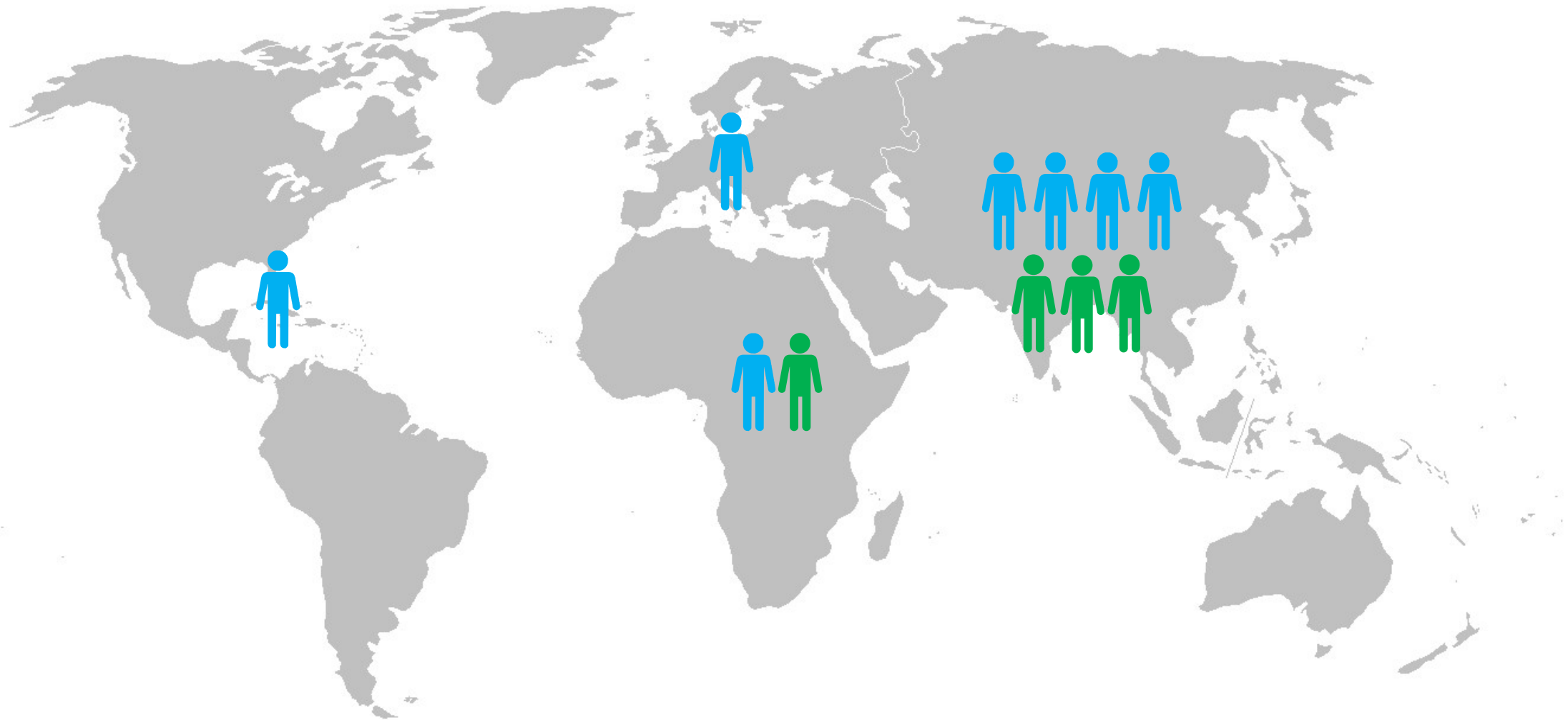
**Examples of my company reaction**

# Shift#1

## World population



# World population today and 2050



## Key points



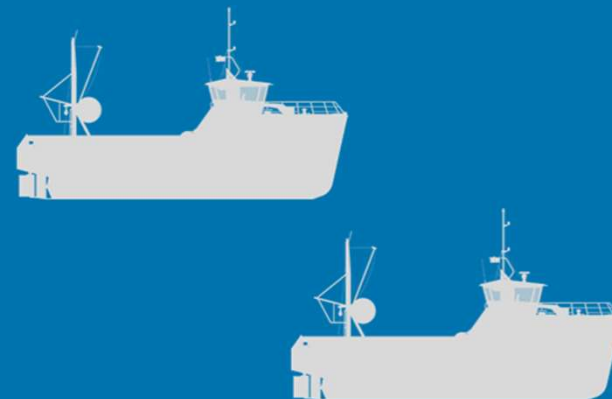
**Keep an eye on new emerging markets**

**China already appreciates our product**

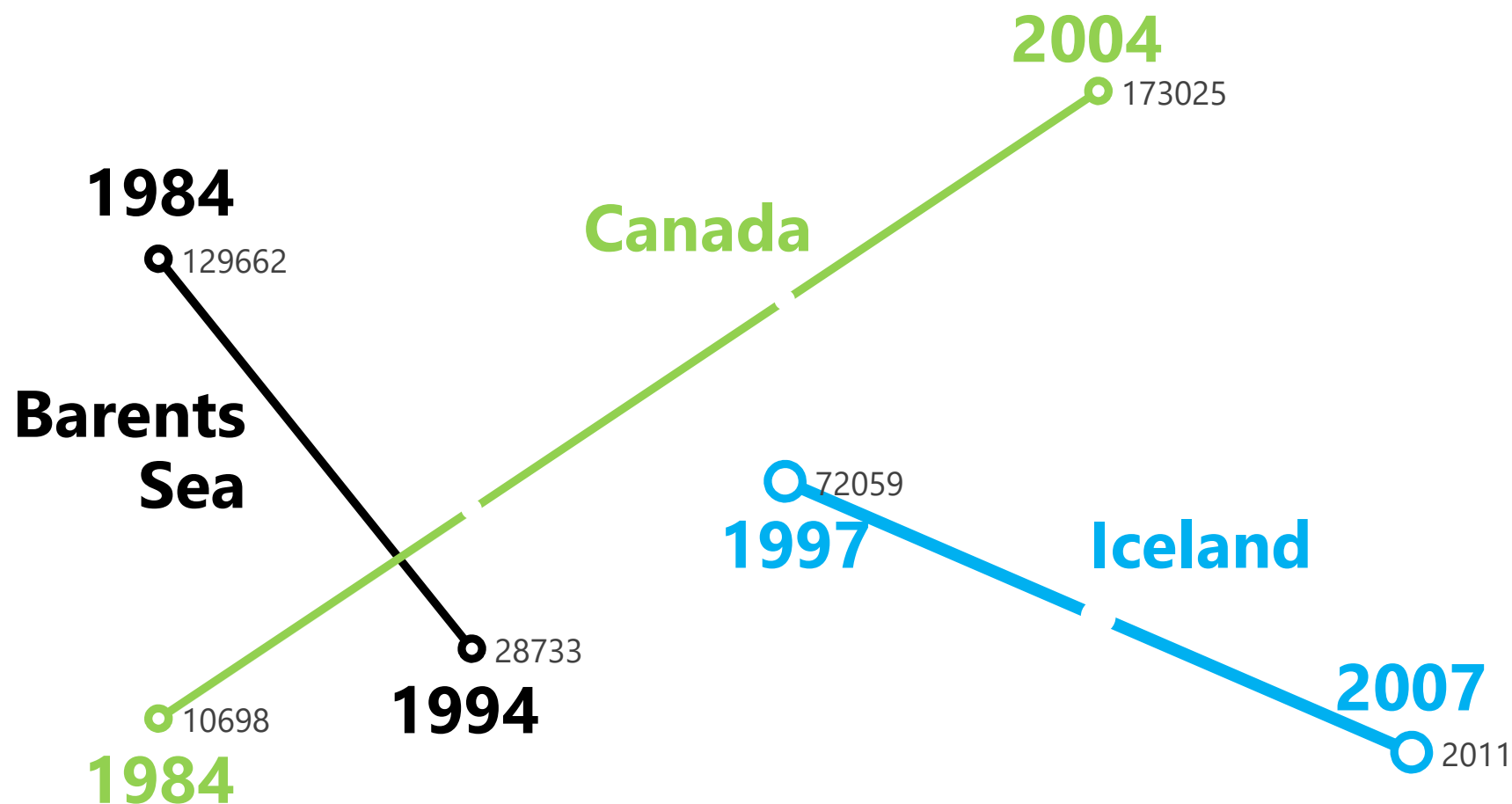
**Resources are limited**

# Shift#2

## Fishing grounds



# Prawn fishing is up and down



**History repeats itself**

**Be prepared!**



# Shift#3

## The customer



1960

  
*Iceland Seas*



# Today



# Tomorrow

  
*Iceland Seas*





## Key points



**How can we further improve our value proposition to the consumer**

**Hand peeled brined cooked shell-on**

**More NPD projects needed!**

# Our story



## Our operation



**Fishing out of Estonia and Lithuania,  
4 freezer trawlers**

**Peeling plant and fishing in Iceland  
(Dögun ehf)**

**Products marketed under Iceland Seas brand  
(Icelandic Export Center Ltd)**

## How we manage the shifts



**Focus on China**

**Not limited to one fishing area**

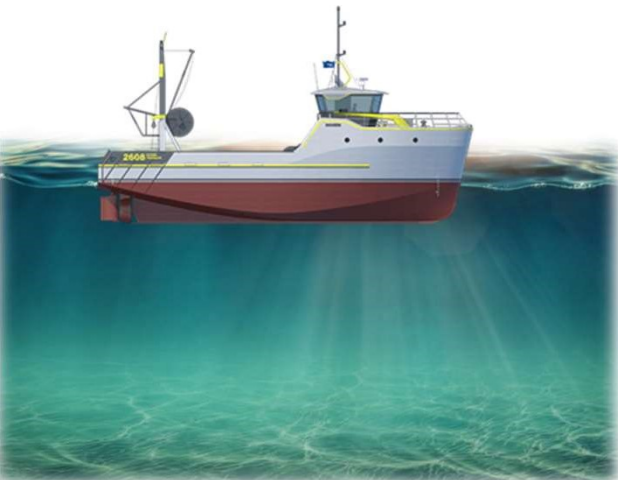
**How can be add value for the customer?**



## Our quest



- **Unique quality**
- **Convenience**
- **Premium price**
- **Increase shelf life**



## Fresh cooked shell-on Wild Atlantic Prawn



## **Adapt to changes becoming shifts**

- **We need to invent**
- **Think out of the box**
- **Add value for the consumer**

**And we will be rewarded!**

**Thank you!**