



**Sjávarútvegsráðstefnan 2012**  
**Arnar Jónsson, Íslenski Sjávarklasinn**

# SILICON VALLEY



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**Hvers vegna hópa  
fyrirtæki sig á sama stað?**

Til þess að geta nýtt sér  
utanaðkomandi þekkingu,  
tengsl og/eða hráefni.

Vera í hringið þú atvinnulífs af  
sama toga - Þar sem flæði  
nýrra hugmynda á sér stað  
innan fyrirtækis

sem og

milli fyrirtækja.

**Það er sú hugmyndafræði sem klasastarf byggir á.**

**Einfaldlega að menn tali saman - og upp úr þeim samtölum geta kviknað hugmyndir og jafnvel samvinna.**

**Markmið: Verðmætasköpun.**

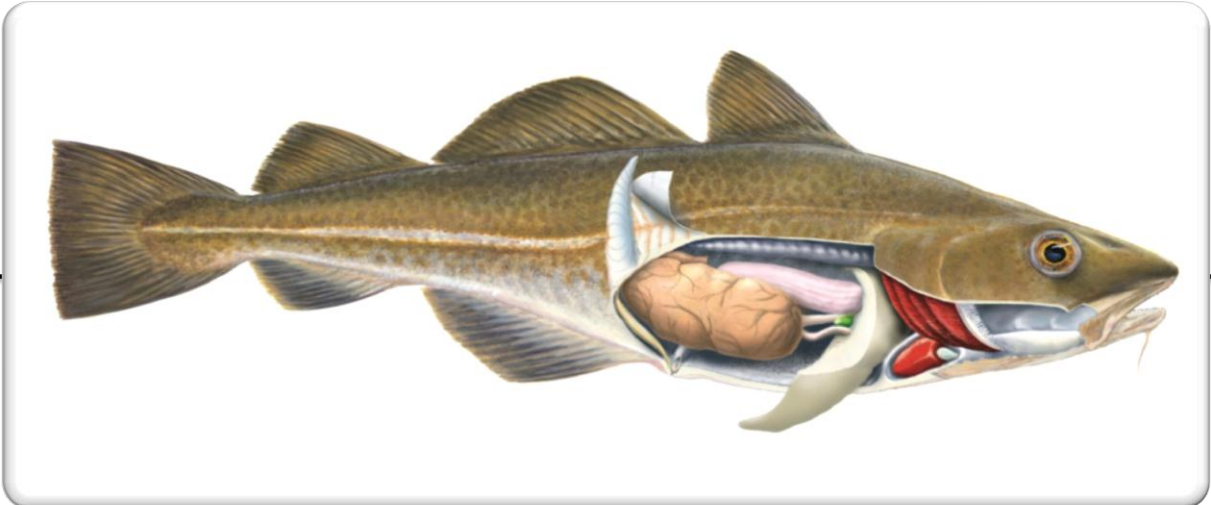
**Íslenski Sjávarklasinn, Vísir og Þorbjörn,**

koma að stofnun klasa í Grindavík sem snýr að fullvinnslu aukaafurða.

**Markmiðið - að efla ímynd og hámarka fullnýtingu á þorski**

Niðurstaðan er **Codland.**





**Flök**

**Hausar/  
Bein**

**Slóg**

**Lifur**

**Hrogn/  
Svil**

**Roð**

**Afskurður**

**Gellur**

~4.0%

~3.0%

~1.0%

~1.0%

~5%

~5%

~5%

~1.0%



Nákvæmt hlutfall er breytilegt eftir þorskum. Breytur eins og 'árstími, 'aldur þorsks, 'stærð þorsks, o.fl. skipta máli.



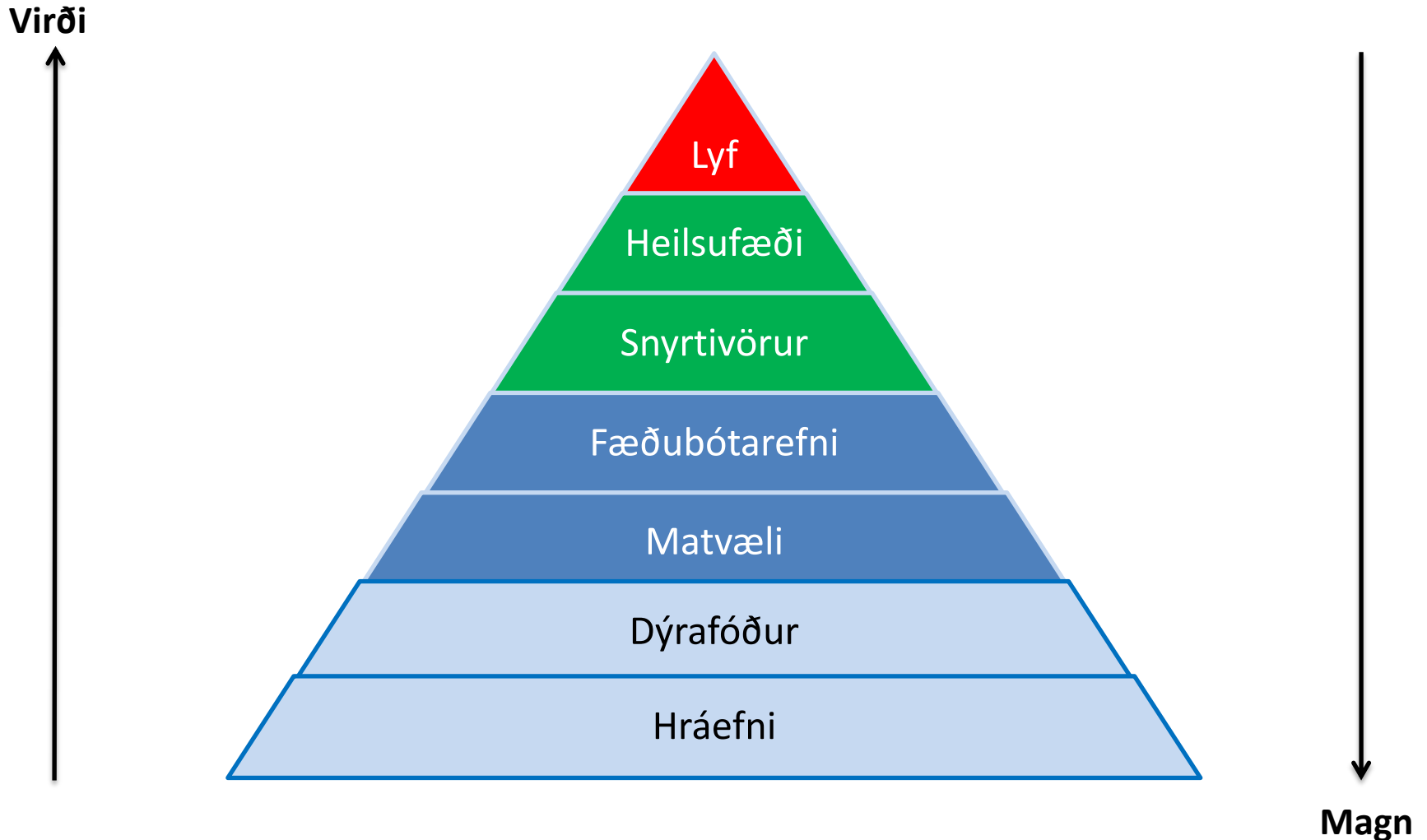


Eins manns rusl..




..er annars fjársjóður

# Virðiskeðja fullvinnslu





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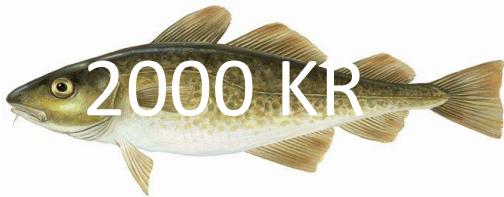
Verðaukning

Evrópski þorskurinn



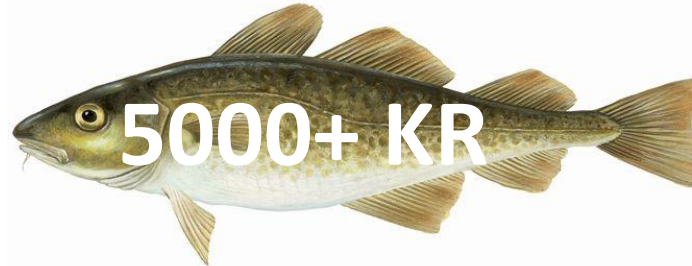
27%

Hefðbundinn íslenskur þorskur



230%

Íslenskur nútímaþorskur



?

.....





**Heilsuvöruverksmiðja**

**Auðlindahús**

Hrálýsi  
Fiskimjöl  
Niðursuða  
Ensímvinnsla  
Prótínvinnsla  
Kollagen  
...?

Markaðstorg  
Þekkingasetur





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SALTÍSKSETUR ÍSLENNS  
GRINDAVÍK

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GRINDAVÍK

# Horft til framtíðar

Heilsuvöruverksmiðja, auðlindahús og markaðstorg.

Menntun – Nýsköpun – þróun.

Komast úr neðri þrepum virðiskeðjunnar í þau efri - **snyrtivörur, heilsuvörur og lyfjavörur.**

**Takk fyrir áheyrnina**

