



ÍSLANDSSTOFA
PROMOTE ICELAND

VETTVANGUR OG MÖGULEGAR LEIÐIR Í SAMEIGINLEGU MARKAÐSSTARFI



Guðný Káradóttir

SJÁVARÚTVEGSRÁÐSTEFNAN 2012 – HORFT TIL FRAMTÍÐAR
GRAND HÓTEL REYKJAVÍK, 8.-9. NÓVEMBER



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HVAR STENDUR ÍSLENSKUR SJÁVARÚTVEGUR / MARKAÐSSTARF?



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Fagráð sjávarútvegs

- Bakhjarl Íslandsstofu í mótun á áherslum í sameiginlegu markaðsstarfi
- Fulltrúar framleiðenda, markaðsfyrirtækja og ráðuneytis





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MARKAÐSAÐSTÆÐUR

- Kaupendamarkaður
- Slæmt efnahagsástand á helstu mörkuðum
- Þrýstingur á verðlækkun á afurðum
- Mikil samkeppni
- Skiptar skoðanir á alþjóðavettvangi um gildi „eco-labels“
- Evrópskt vottunarprógramm?



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OKKAR STAÐA

- Almennt gott orðspor
- Markaðsdrifinn sjávarútvegur
- Aukning í afla og aflaverðmætum
- Aukinn þorskvóti
- Ísland er áhugavert land



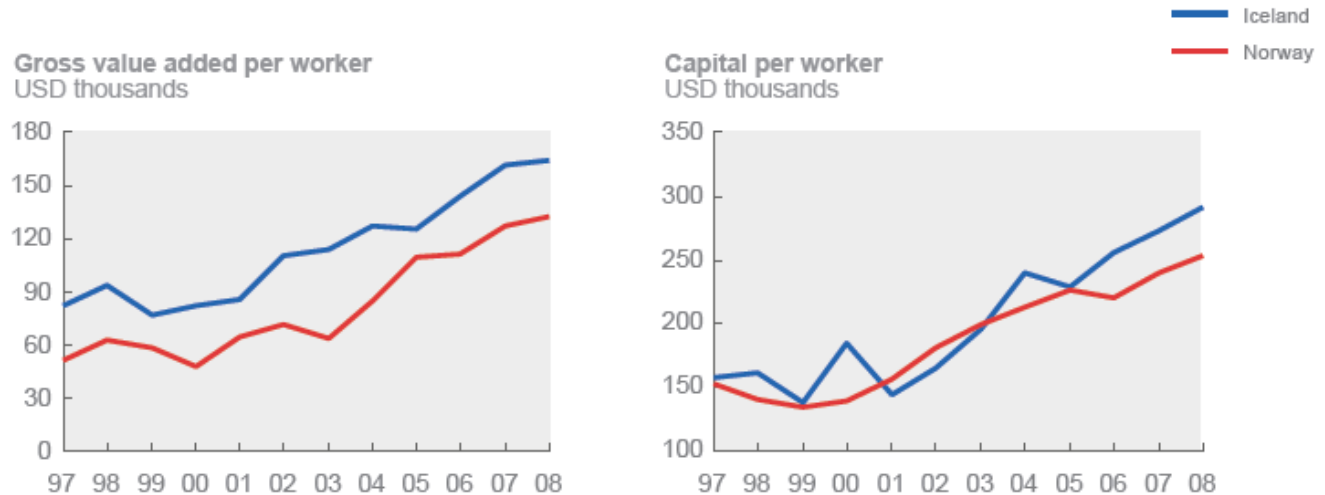
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MC KINSEY SKÝRSLAN

“The fishing industry is the best example of a sector that has achieved both high labour and capital productivity, ...”

Exhibit 33

High productivity in fisheries is driven by both high capital intensity and high utilization yield of raw material



Overview of utilization and value from cod catch

Calculations based on 2009 figures



Export value: EUR 432 million
Total catch: 190 t.ton
Total production: 108 t.ton
Yield: 57%
Value per kg caught: 2.3 EUR/kg



Export value: EUR 576 million
Total catch: 339 t.ton
Total production: 139 t.ton
Yield: 41%
Value per kg caught: 1.7 EUR/kg

SOURCE: Statistics Iceland; Statistics Norway; Matis; McKinsey analysis



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MC KINSEY SKÝRSLAN

“...resource limits require serious exploration of new sources of growth, e.g. **by improving brand value of Icelandic seafood products**”



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HLUTVERK ÍSLANDSSTOFU

- Sameiginlegur vettvangur markaðs- og kynningarmála á erlendri grund





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MARKMIÐ ÍSLANDSSTOFU

- Styrkja samkeppnisstöðu íslensks atvinnulífs á erlendum mörkuðum
- Auka gjaldeyristekjur





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Markmið

- Skapa áhuga og traust á íslenskum sjávarafurðum
- ...sem leiðir til aukinnar eftirspurnar og verðmætasköpunar



Chef: Provenance, not sustainability, sells

Educating – but not preaching to – customers is key if seafood is to lose its 'fear factor.'

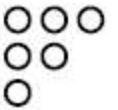
 Rijuta Dey , Elisabeth Fischer

Published: 17 October 2012 03:18 PM

Updated: 17 October 2012 02:44 PM

London was the hotseat of debate surrounding the most pressing questions in seafood: how to sell more fish, and what is the best way to do it.

"Sustainability" was a word thrown about a lot in the room, but brandishing that alone does not "make a business work."



Country Brand Index 2012-13





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ÞRÓUN SKV. FUTURE BRANDS

“As the global chain of production grows, consumers seek out items that recommend a sense of place.”



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FUTURE BRANDS: ÍSLAND Á UPPLEIÐ

“Iceland is both a Future 15 country brand and a country with some of the strongest positive momentum in the region...”



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DÆMI



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COME AND BE

INSPIRED BY ICELAND



MARKMIÐ

„Að styrkja ímynd Íslands sem áfangastað ferðamanna allt árið um kring“

„Að fjölga ferðamönnum utan háannar um 100.000 frá september 2011 – maí 2014 eða um 12% á ári“

„Að auka verslun erlendra ferðamanna þannig að endurgreiðsla af VSK til ferðamanna utan háannar aukist úr 560 milljónum í 800 milljónir á tímabilinu“



ÍSLAND ALLT ÁRIÐ

130 SAMSTARFSADILAR

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Viðburðir

Heimboð



„Experience Iceland
Back Stage“

Efni



„Experience Iceland
through the Eyes of
Experts“

ÞEMA
t.d. matur

*Áfangastaðurinn
Reykjavík &
landshlutar*

Ferðalagið

*Verzlun og
þjónusta*

COME AND BE
INSPIRED BY ICELAND

ELDHÚS

Matur: 12 dagar í mars 2012



COME AND BE
INSPIRED BY ICELAND

ELDHÚS – THE LITTLE HOUSE OF FOOD

687 MILLION IMPRESSIONS

IN THE ONLINE / ELECTRONIC MEDIA

THE VALUE OF £ 6.8 M

NEWS ON 2,908 WEBSITES

IN TARGET MARKETS OF INSPIRED BY ICELAND

COME AND BE
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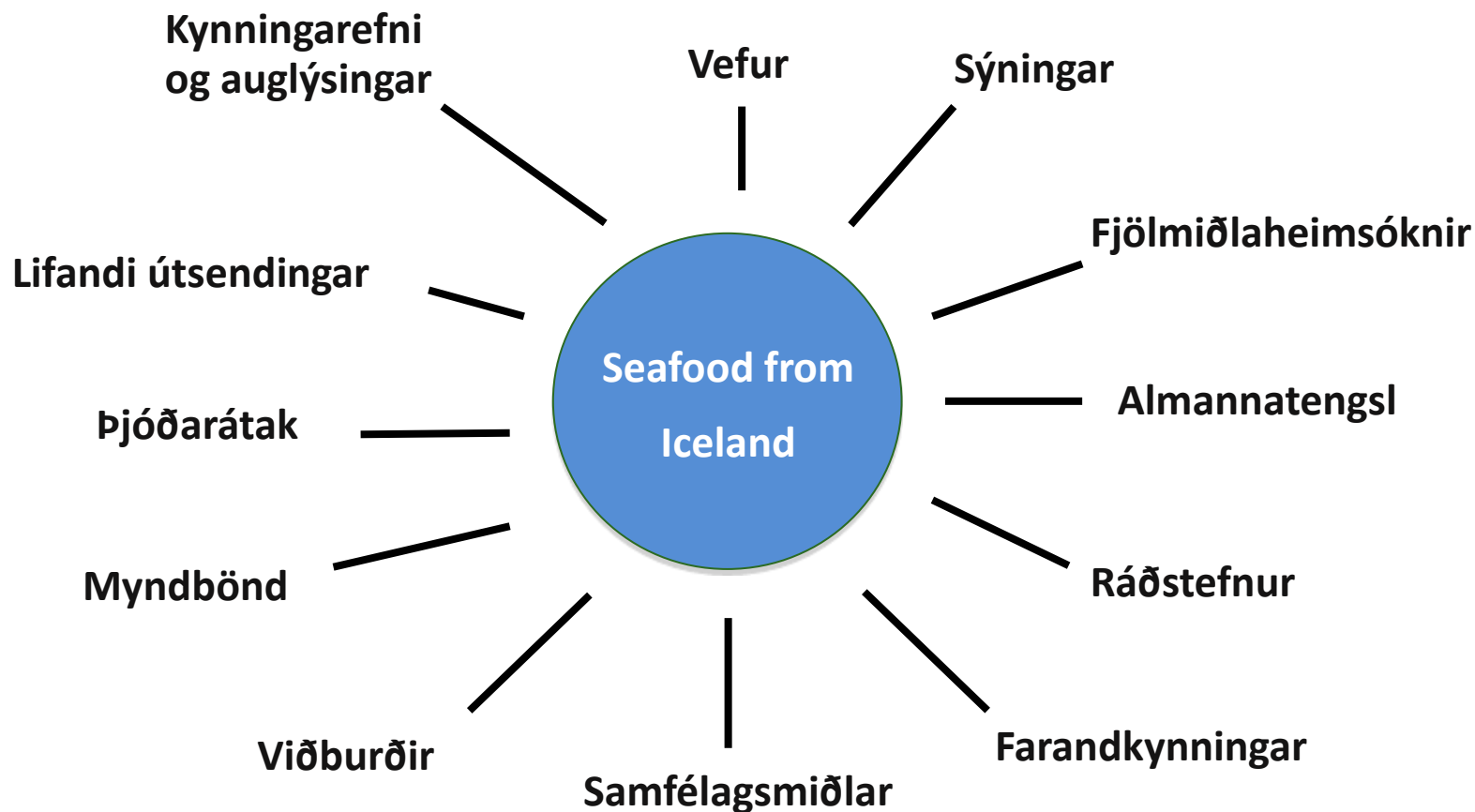
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**ÞETTA GETUM VIÐ GERT FYRIR
SJÁVARÚTVEGINN LÍKA**



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SAMBÆTT ÁTAK





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LIFE IS SALTED FISH*

**A latter day idiom used in reference to the livelihood of fishing villages depending on the processing and export of salted fish, or bacalao.*





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WELL MANAGED FISHERIES IN ICELANDIC WATERS





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TO BE INDUSTRIOUS WITH THE PLAICE

*To be efficient and resilient,
comparable to those spending
long hours when fishing plaice.*





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MAY IT BE TO YOUR WELLNESS

*A traditional greeting offered
when a meal has been prepared.*





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**FOR THE BENEFIT
OF FUTURE
GENERATIONS**



<http://youtu.be/CLpRtSlim18>

Waitrose



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STÍGUM SKREFIÐ INN Í FRAMTÍÐINA

