



# Fish Industry

Group 2



# Content

- Marine connections to the countries
- How can we make people eat more seafood?
- Challenges that seafood industries are facing





# Germany

- The Hanseatic Trade: German merchants dominated trade in northern Europe for 500 years
- German merchants settled in Bergen in 13th century
- Norway and Germany mainly cooperate in the development of new technologies in the shipping industry
  - Work on dockyards, shipbuilding's, new navigation systems
- Norway mainly exports Crude Oil and Petroleum Gas
  - Large component supplier for the automobile industry



# Turkey

- Main export items to Norway from Turkey are sea and road transports, vehicles and textile products
- Main items exported to Norway are petroleum gases, other hydrocarbons, fish and ferroalloys
- Norwegian investments Turkey are mostly concentrated in the fields of energy and shipping





# Italy

- The fish industry is one of the leading sectors of the Norwegian market. It has to a wide-ranging effect on trade, industry, research and development.
- For the last 10 years, the value of Norwegian seafood exports has increased by 122%.
- In 2018, Italy was ranked fourth among the growing and eighth-largest markets, registering an increase of:
  - 15.9% in terms of value
  - 14.7% in terms of volume
  - economic value of NOK 4.3 million.
- Today the consumption of salmon, cod and king crab, is constantly increasing
  - growth has involved all type of preparations of this product



# Portugal


- Import items from Norway are mostly Cod Fish and Salmon
  - in return Portugal exports textile and footwear
- Portugal and Norway are discussing projects of ocean technologies to improve the sustainability of fishing
- Norway is Portugal's largest supplier of cod fish
- One island in Norway, Husøy, is 90% dependent on Portugal
  - main profit comes from the exportation of cod fish to Portugal



# How can we make people eat more seafood?

- Cooking classes can be added as a subject in school in Germany, Turkey, Portugal, Italy
- The government can give money support, so the seafood can be cheaper in all the countries
- The government and people in all the countries should have a responsibility to learn about the benefits of the fish and the fish industry





# Challenges that seafood industries are facing

- Economic
  - Illegal fishing (Italy, Turkey)
  - EU/EEA laws (Norway)
  - Growing gap between the supply and demand of fish, caused by population growth
- Sustainability
  - Factory waste in the sea (Turkey, Portugal)
  - Oil industry/ platforms (Norway, Italy, Turkey)
  - Overfishing (Turkey, Norway, Portugal, Germany, Italy)
    - Predicted by scientists; in 2048 there will be no wild-caught fish left
  - Trawling; effects are scraping of the substrate and post-fish mortality



Thank you for your attention! Hope you enjoyed our presentation😊

