

In2 Asian Species

In2 Asian Species is a competence service Innovation Norway offers small and medium sized businesses in the internationalisation process. As a participant you make a strategic plan for your work towards Asia and defines your own internationalisation project towards Vietnam or China.

During a 16 months period, 4 – 6 workshops with relevant subjects will be held, and at least one of the meetings will be arranged in Vietnam or China. An external advisor will provide support and assistance for each company between the meetings and you will also receive relevant support from Innovation Norway's offices in Vietnam or China.

Stages in the project:

Clarifying needs

The participants will initially carry out an individual status analysis with focus on the company's strategy, technology, market, business management and resources. This constitutes the basis for the specific project focus each company should choose.

Business trips to Vietnam or China

An essential part of the project is one or two thoroughly planned business trips to Vietnam or China, consisting of a mixture of well prepared individual and joint meetings. Innovation Norway's offices in Vietnam and Beijing will assist with the planning and execution for these trips.

More about the content of the workshops:

Examples of relevant subjects and activities during the workshops:

- Market knowledge and market development
- The internationalisation process – experiences and results
- Laws and regulations related to export and internationalisation
- IPR – protection of trademarks patents and design
- Product development and design
- Opportunities and challenges in the Vietnamese/Chinese market

- Entry strategy for the Vietnamese/Chinese market
- Choice of partners and alliances
- International business culture – Vietnam/China
- Meeting with potential supporters, partners and competence networks
- Financial opportunities

Demands on the company

- Participation fee per company: NOK 50 000 in addition to travel and accomodation costs.
- Each company needs to reserve necessary time in order to participate.
- Participation in In2 Asian Species must be strategically decided in the company

Why In2 Asian species?

Asia represents 91,5% of the worlds aquaculture production, China alone produces 69,6% and Vietnam is the 3rd largest producer. If you have as your ambition to be a global supplier of technology or services to aquaculture or produces niche products, you can use this programme to decide upon the right timing and strategy for entering Asia!

Vietnam's economy is among the fastest growing in Asia. The barriers for investing in Vietnam are low, and they were incorporated in WTO from 2007. In China, government policy has been encouraging and supporting aquaculture and seafood processing capacity for decades. The continous economic growth, stable labour resource and huge local market consumption demand keep aquaculture and seafood industry further developing both in quantity and quality in the coming decades. China is slowly moving from family based Aquaculture to industrialised aquaculture. In both Vietnam and China there is a push both from authorities and from enviromental challenges to invest in better production conditions, including technology, feed etc.



Key issues and interesting facts Vietnam

- Producing both fresh water species, shrimps and marine fish
- Environmental challenges exist within the fresh water and brackish water aquaculture, leaving opportunities to suppliers of services and products relating to feed, fish health, production technology, water quality, surplus utilization etc.
- To expand the aquaculture sector, Vietnamese authorities encourage more coastal and ocean farming. This brightens up the prospects for Norwegian companies which offer services and products relating to all different technologies, locating suitable areas, genetics, fish health etc.
- Vietnam has 520 processing plants, of which 270 are approved for export to EU. Many of these plants might be used to reprocess seafood products, supplying the enormous Asian markets for value added seafood products i.e. "ready to eat" food.
- Norway and Vietnam have a 30-year successful history of research cooperation supported by NORAD, making it easy for a small Norwegian company to get started. Sintef Fiskeri & Havbruk, NTNU, UiTr and UiB have all good relations with Vietnamese research institutions. In addition, several Norwegian companies have already established in Vietnam; Marine Farms, Hitra Crab, EWOS, AquaGroup, Pharmaq, Akvaforsk Genetic Center and DNV. In sum, this gives Norwegian companies useful references points and a good headstart in the Vietnamese marine sector.

For more information about opportunities – join the Vietnam seminar at Aqua Nor Wednesday 19th of August 8.30 – 12.30 at Rica Nidelven Hotel

Key issues and interesting facts China

- A huge country, but relatively defined regions of aquaculture production:
 - South China and along Yangzi River: inland and coastal pond aquaculture, including crustaceans, mollusks, fin-fish farming
 - Dalian, Shandong, Fujian and Guangdong: inland open water and

coastal offshore integrated aquaculture, including seaweed, mollusks, small and large cage fin-fish farming

- North China: Inland and coastal land-based aquaculture, including abalone, sea cucumber and fin-fish farming

- There is strong pressure on Chinese seafood safety and aquaculture environment protection demanded by both public and authority in global and domestic markets. This pressure will push an upgraded aquaculture development that might bring opportunities to Norwegian companies.
- Family-unit farms are still aquaculture majority. However marine industrialization has been leading by more and more big companies integrated with fishing, aquaculture, processing and trading business, which leaves business opportunities for Norwegian suppliers of technology and services: Land-based and offshore equipment and technologies, fish vaccine, fish feed, aquaculture water environment monitoring equipment, Aquaculture insurance etc.
- There are different potential opportunities within Marine Biotechnology, related to fish genome sequencing capacity, omega-3 market, and manufacturing capacity of chitin, chitosan, alginate and carrageenan.

At EXPO 2010 in Shanghai, the Ministry of Fisheries and Coastal Affairs and the Norwegian Seafood Export Council will arrange a "Marine week". This represents a unique opportunity for the whole value chain of the Norwegian industry to present what Norway has to offer within the aquaculture and marine sector.

The Workshop in China will combine a visit at EXPO during this week in October, with a thoroughly planned business trip to establish contact with Chinese companies in the most relevant aquaculture regions of China. Innovation Norway's offices both in Beijing and Shanghai will prepare the total programme of the workshop.