

*From Local production to Global Trade:
The Danish Seafood Industry in transistion*

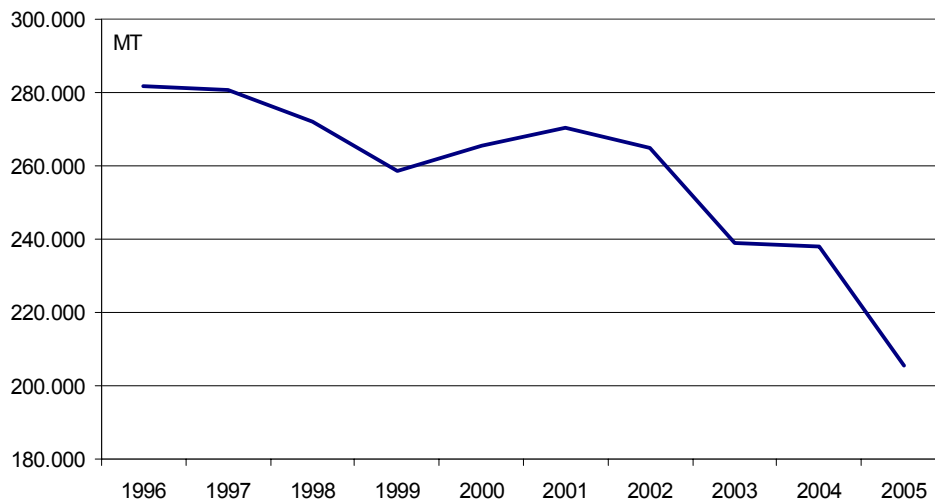
Poul Melgaard Jensen
Danish Seafood Association

1. Danish seafood industry in transition
2. EU trade policy
3. A scenario for the next 10 years

1. Danish seafood industry in transition

Landings in Denmark 1996-2005

Exclusive of industrial species, herring and mackrel

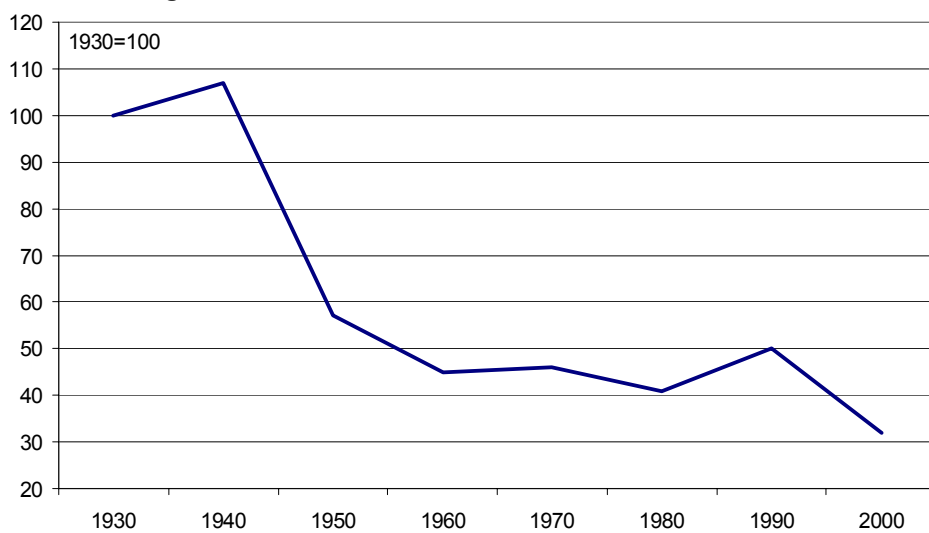


Source: Danish Fisheries Directorate

Dansk Fisk

Danish Seafood Association

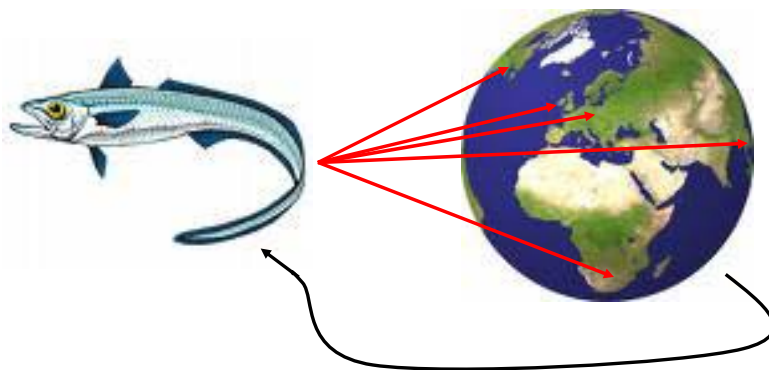
Sea freight costs 1930 - 2000



Source: World Bank & US Department of Commerce

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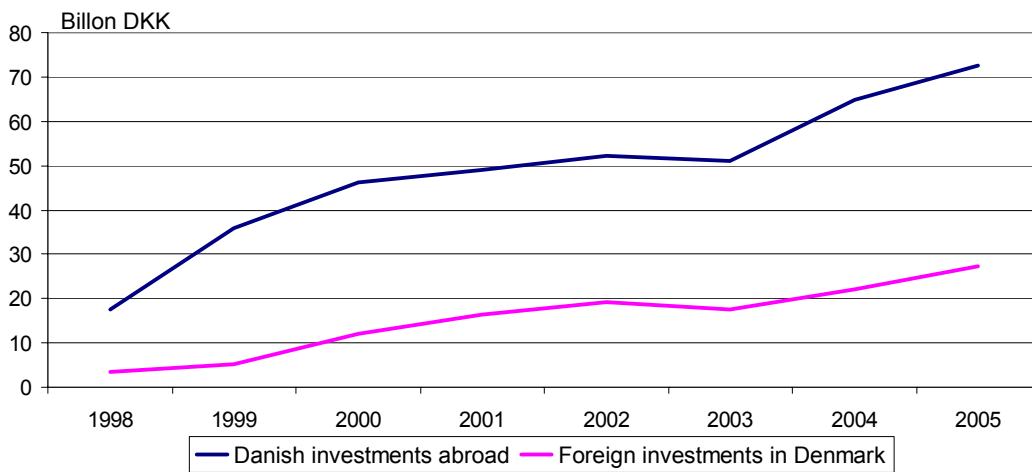
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Seafood - a globalised commodity

International investments in the food industry

Foreign direct investments in Danish food industry and direct Danish investments in foreign food industry



Source: Confederation of Danish Industries (DI) and Central Bank of Denmark

2. EU trade policy needs revision

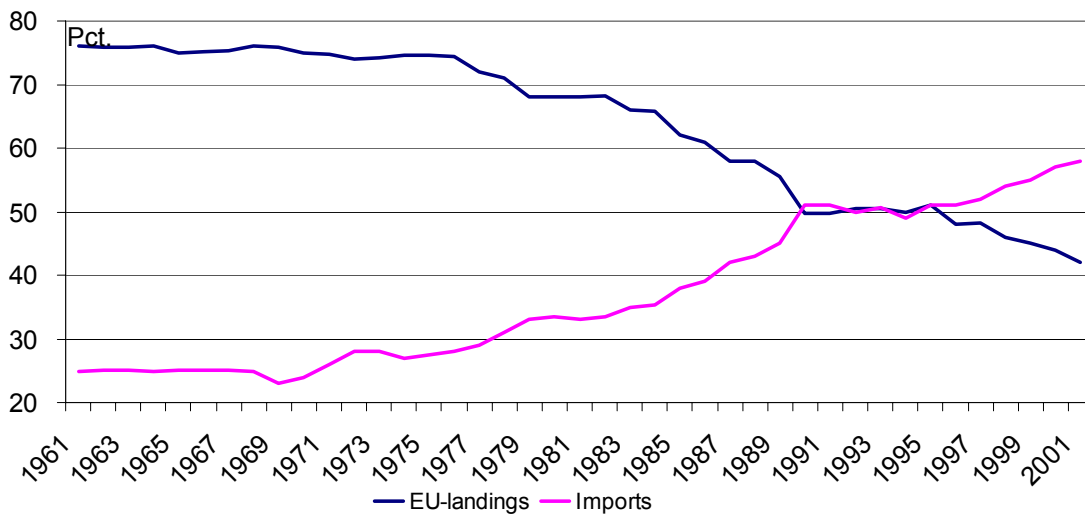
- Global seafood industry → trade restrictions more visible and costly
- EU market regime a significant problem
 - Administrative burdens
 - Unpredictable trade conditions

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EU-landings and import to EU

The development in import and EU-landings of fish 1961-2001

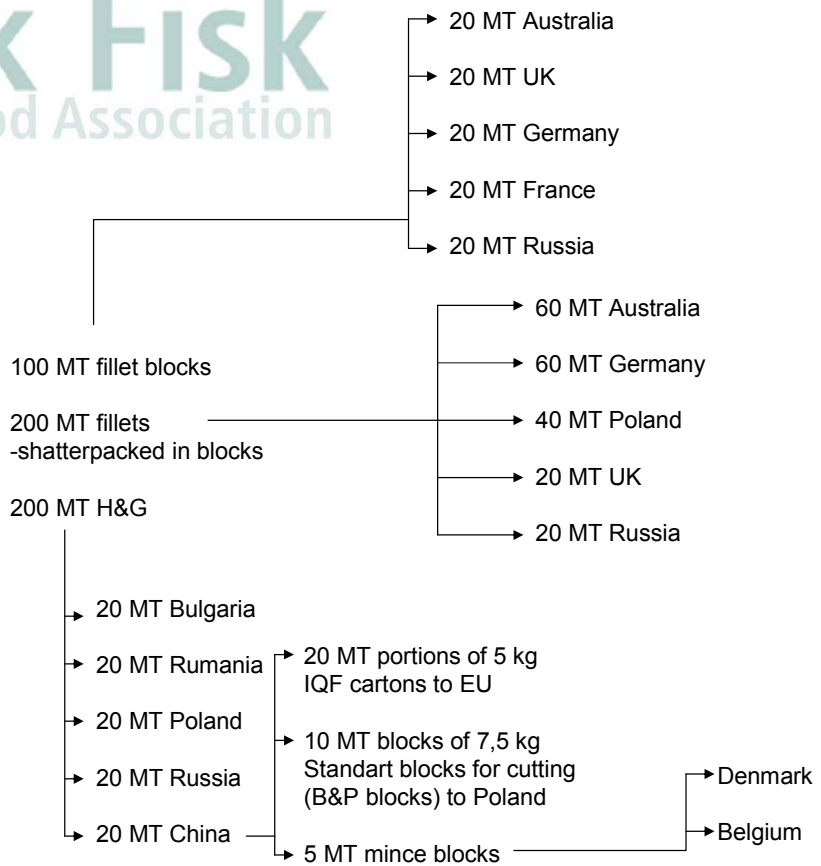


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500 MT hoki
New Zealand



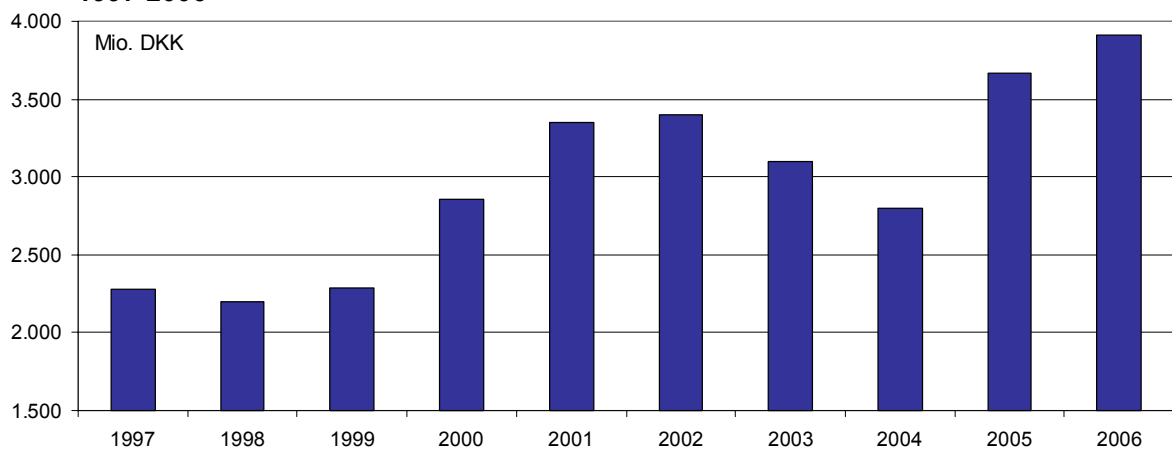
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Danish importprice for Norwegian Salmon 1997-2006



Source: Statistics Denmark

Direct Danish import from 3. countries with preferential access to EU 1997-2006

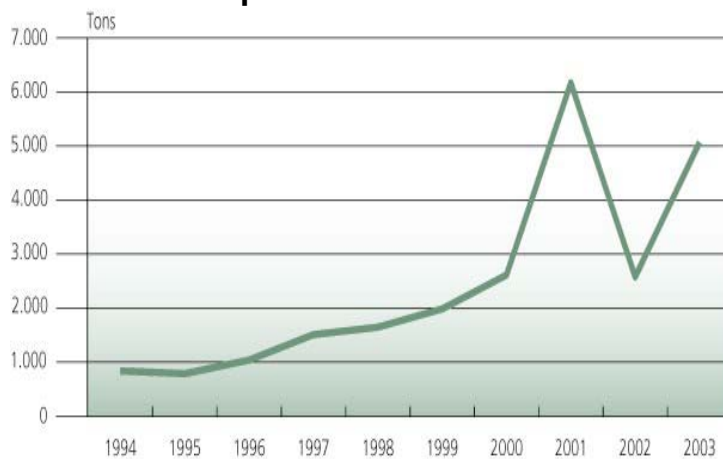


Source: Danish Fisheries Directorate

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Danish imports of crustaceans and molluscs



Danish consumers increasing demand for exotic products like Black Tigers are reflected in trade statistics for the last 10 years. Detection of traces of forbidden substances broke the trend in 2002

Source: The Danish Food and Drink Federation (FI)

3. Scenario for the next 10 years

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- Consolidation and integration
- Specialization - value added products
- Dependency on external factors
 - Duties and customs procedures
 - Veterinary standards
- Global supply chain & innovative product development to new developments
- Stabilisation of stocks in Danish waters
- Demand for eco-certified fish
- Aquaculture in development