

## Global Growth – Salmon Chile

### **About the global growth program**

Global Growth is a series of export programs delivered by Innovation Norway to help Norwegian companies grow in international markets. Participation will increase speed and reduce risk when pursuing new, international business opportunities. Each program is tailor-made for a group of 8-10 companies that have products, services or technologies that solve bottle necks in specific sectors or industries.

### **A client's previous experience**

"IN's GG-program has been a very good door opener for us. During our three visits to South America in 2017 and 2018 we have gained deep market insight and have both seen the operations and gotten to know the most important players in the market. Innovation Norway's network and competence about the industry and the local markets have been decisive for the productiveness and qualitative outcome of the visits. We are very happy with the results so far"

Bjørn Meek, CEO, PE BJØRDAL

### **The Chilean market**

Aquaculture is one of the most important economic markets in Chile and among the diverse fish farming activities practiced in Chile, the Atlantic salmon aquaculture is by far the largest sector.

From early 1980's to 2007, Chile's aquaculture production increased steadily, with an average of 10.5% growth. However, in 2007, there was a big setback due to disease. Chile has now recovered its activities and yields have increased significantly, hitting an all-time high of 4.5 kg per smolt for Atlantic salmon.

Today, the aquaculture industry in Chile is the third largest in the world, making up 12% of global production. The 1,500 farms of its main farming species – the Atlantic Salmon – are located right within the Patagonian fjord ecosystem. In 2016, Chile exported USD 4.5bn of farmed salmon. Industry led changes and government regulations have inspired increased search for more sustainable models and new production concepts, much like what's going on right now in Norway.



Incubator of salmon, Los Lagos, Chile (Photo: Rudimencial)

### **Business opportunities**

Chile is the world's second biggest producer of salmon, with around 1 million tonnes per year. It is a mature market with very similar technologies to those of Norway. There are also a lot of companies from Norway that provide services to the industry, either from a Chilean subsidiary or by way of exports. However, there

are gaps in the value chain that still need to be filled (see further down in this document), and in addition there are plans in the making right now for an increase in fish farming, by advancing into other native species. Given the size of the market, the gaps in the current services available in Chile, and the plans for sustainable growth, we believe this is a good time to investigate the market properly.

### Scope

The *Global Growth Salmon Chile* program consists of initial meetings in Norway and 2 one-week group visits to Chile including meetings with relevant business and institutional decision makers seeking to explore opportunities, identify clients and partners to successfully enter the Chilean market or expand existing business.

### Who are we looking for?

The current focus in the Chilean aquaculture market is to grow in a sustainable way. Taking into consideration the efforts of Chilean government towards this objective, we believe it is a great moment to present relevant Norwegian technology solutions for an efficient sustainable production.

When talking to companies we have identified the following opportunity areas (there might be other as well):

- Recirculation & water treatment
- Technology for bigger smolts
- Feed technology
- Cages technology
- Offshore solutions
- Fish health

### Timeline

- Info Session: **calendar below** – explain about the program and presentation of market study by Innovation Norway
  - **Trondheim:** January 7<sup>th</sup>
  - **Tromsø:** January 14<sup>th</sup>
  - **Ålesund:** January 28<sup>th</sup>
  - **Bergen:** January 30<sup>th</sup>More cities may be added to the schedule in case there is a need.
- Kick-off in Norway: **April 25<sup>th</sup>** - program presentation, Q&A.
- 1<sup>st</sup> Market Visit Chile: **June/2019** - fact-finding, identification of first leads.
  - Planned meetings and visits with: TBC
- Follow-up meeting in Norway: **August/2019** - discuss findings, possible Chilean delegation to Norway and plan for follow-up on leads during Aqua Nor.
- 2<sup>nd</sup> Market Visit Chile: **Q3-Q4/2019** - follow-up of leads, develop market entry strategy.
- Final meeting in Norway: **December/2019** - present and discuss findings and concrete plans.

In case you are interested in participating or hearing more about the program and proposal, please contact Innovation Norway's team member Renata Prado at [Renata.Costa.Prado@innovationnorway.no](mailto:Renata.Costa.Prado@innovationnorway.no) or Tom-Ivar Bern at [Tom-Ivar.Bern@innovasjon Norge.no](mailto:Tom-Ivar.Bern@innovasjon Norge.no).