



100% Fish

Vilhjalmur Jens Árnason
Iceland Ocean Cluster



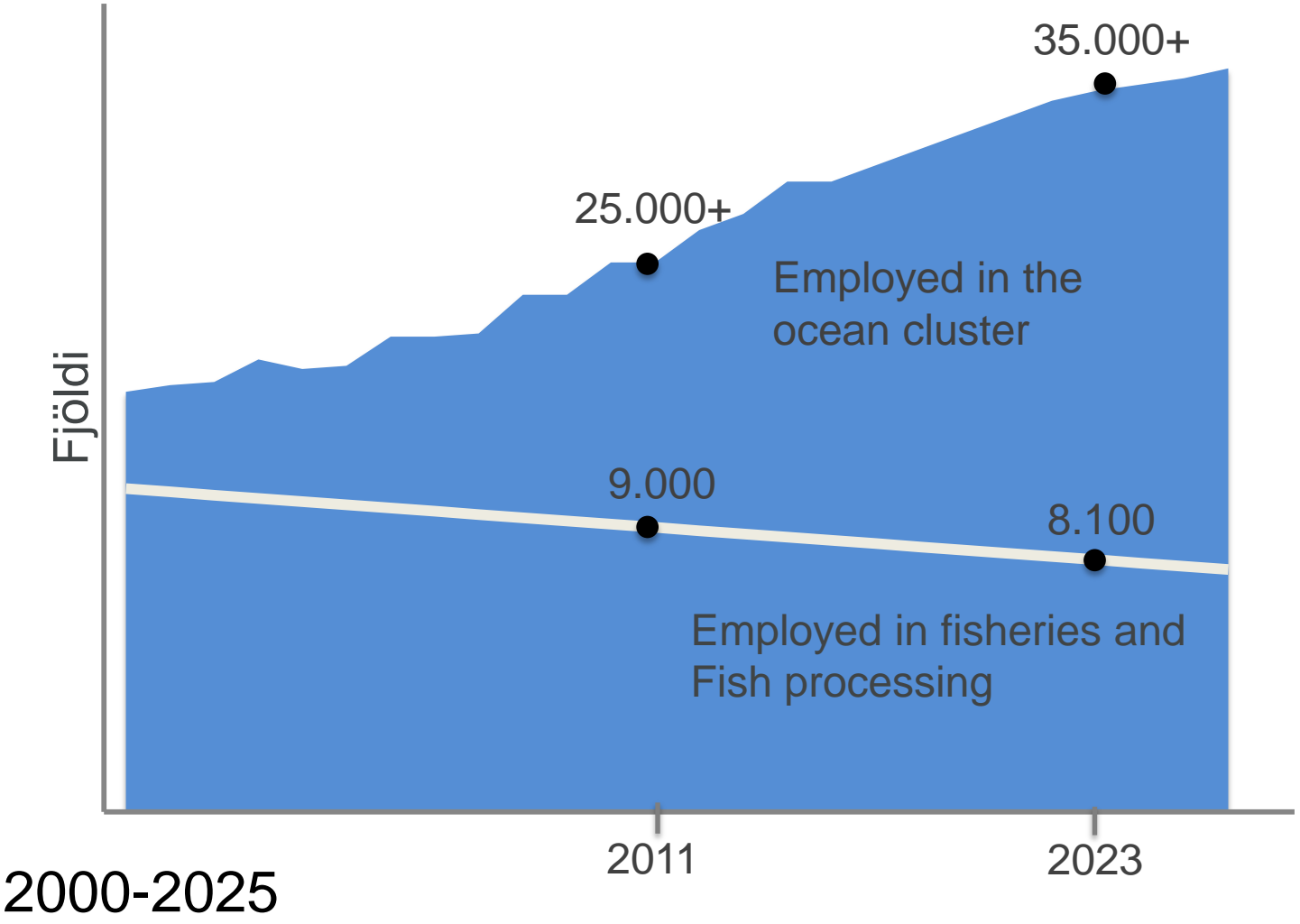
Iceland

A fishing nation









The Iceland Ocean Cluster

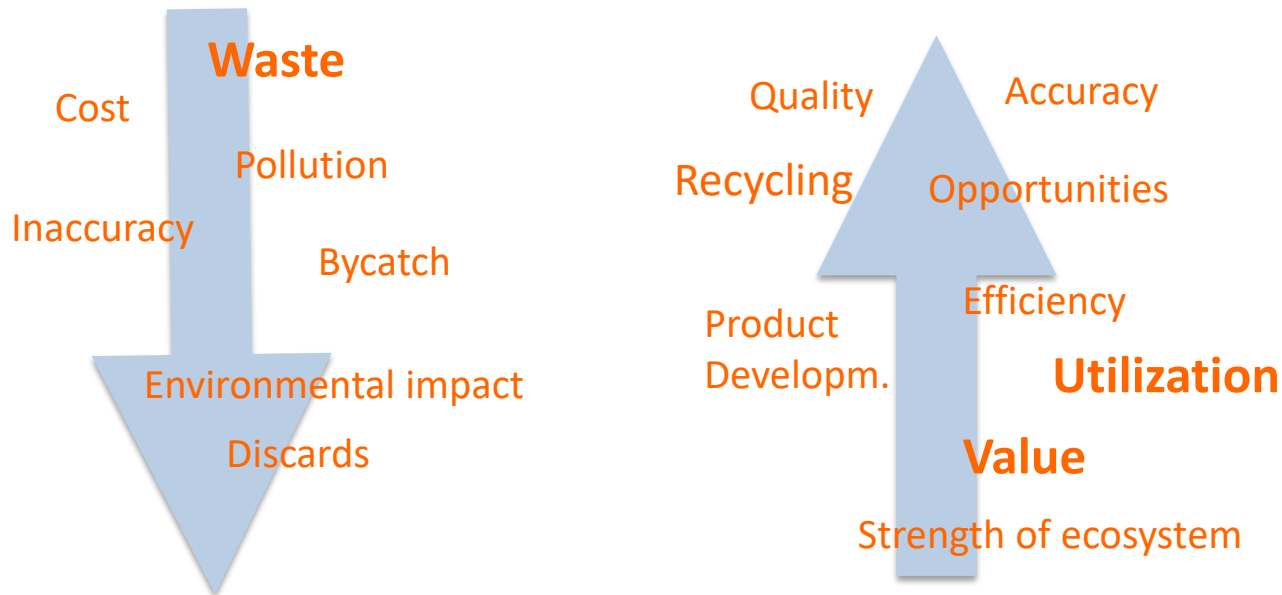


Established in 2011

Iceland Ocean Cluster

- Focus on...
 - reducing

increasing

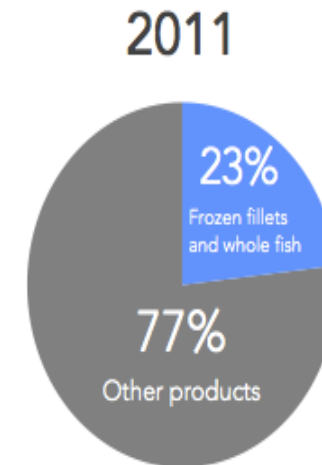
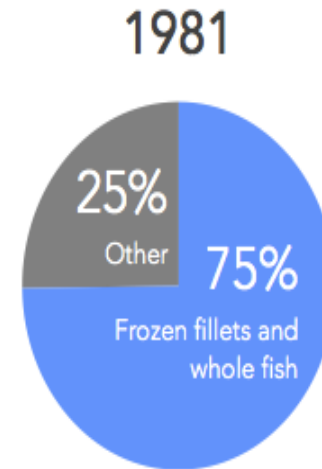
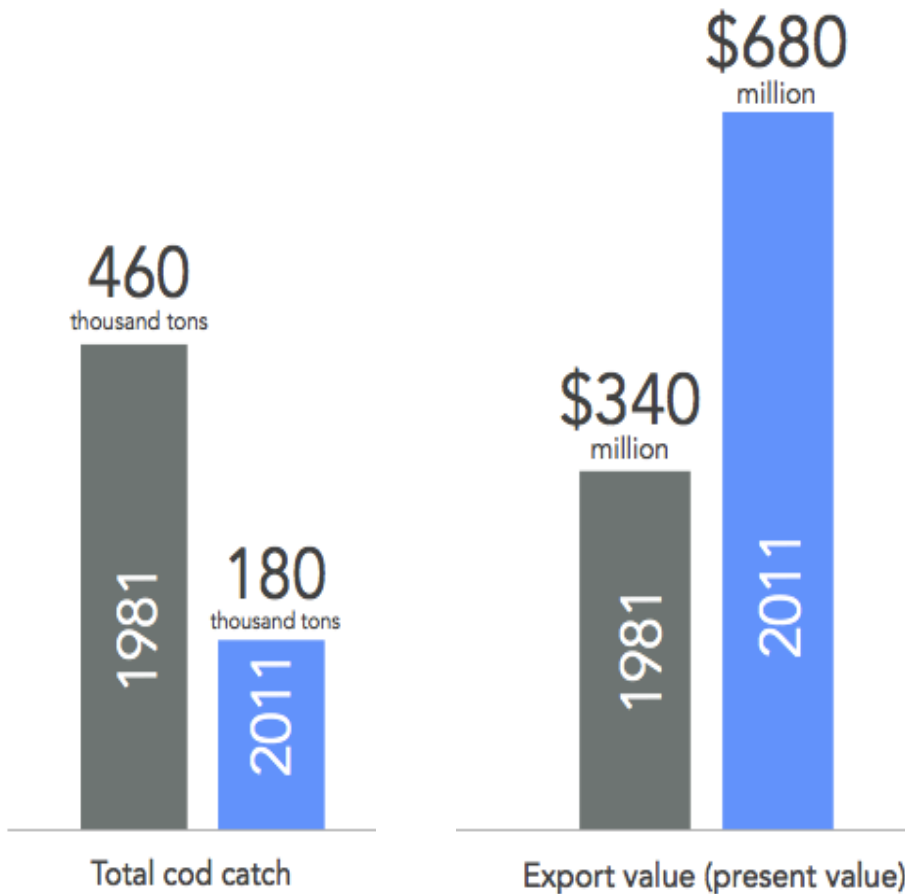


By connecting people and businesses

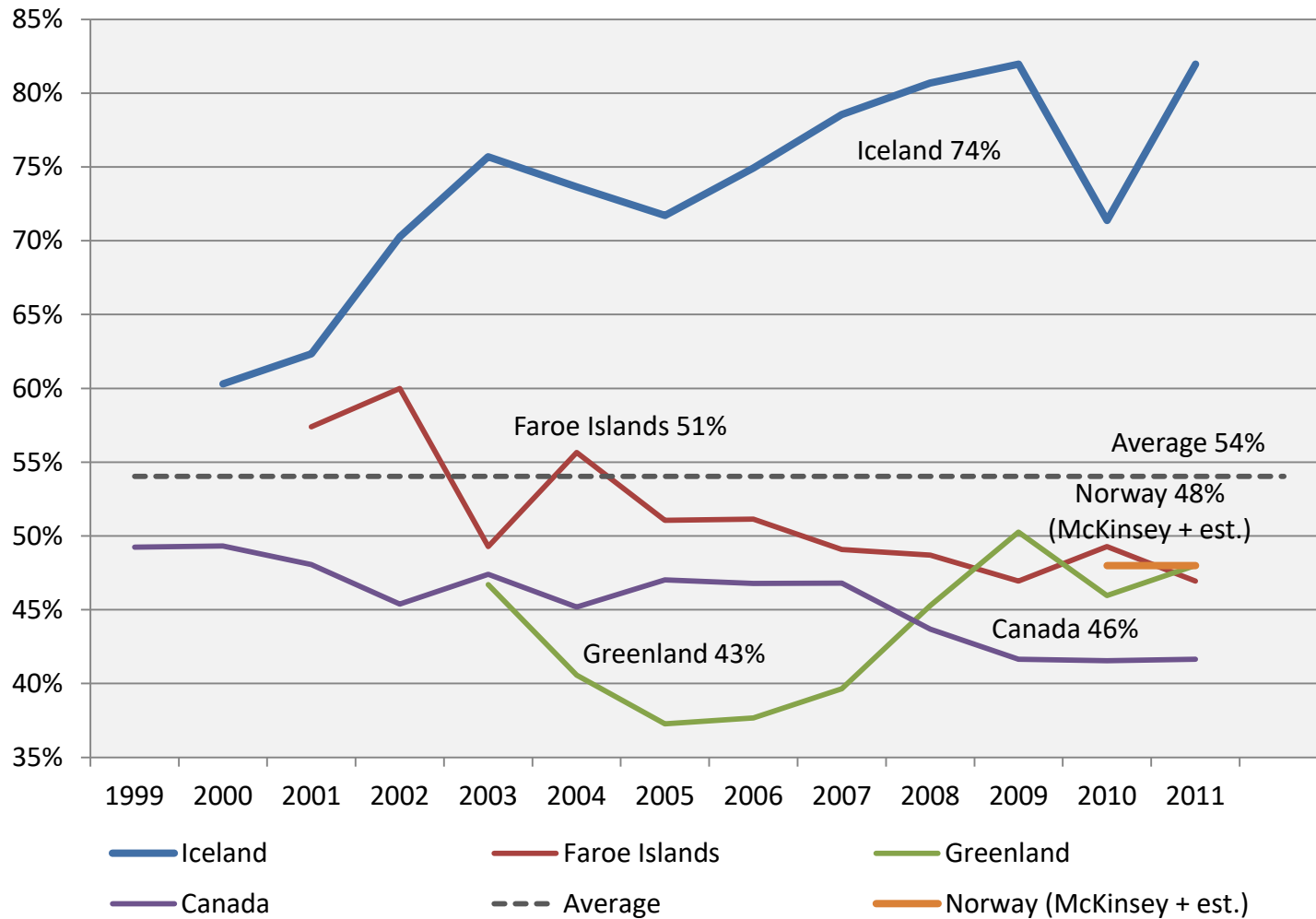


DOUBLE VALUE FOR 60% SMALLER CATCH

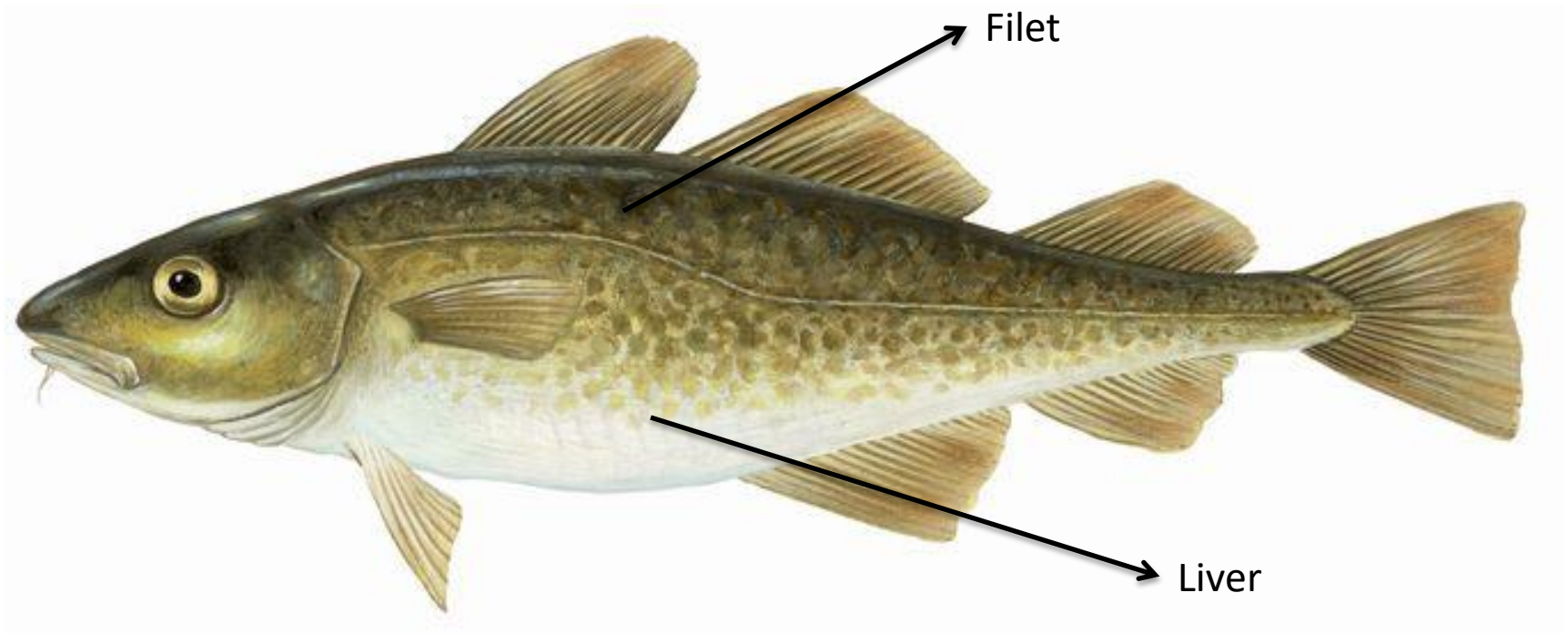
Total catch (cod) and export value
1981 vs 2011



Utilisation in different countries

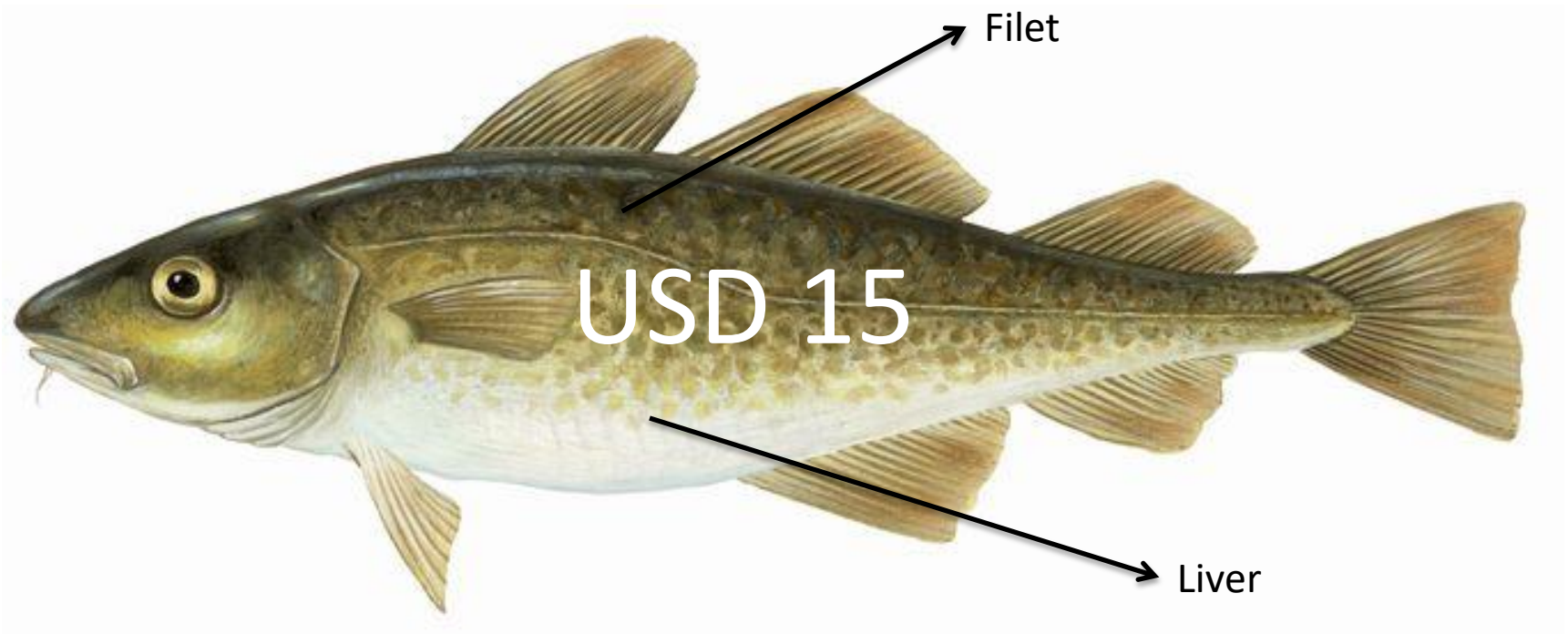


The European catch!



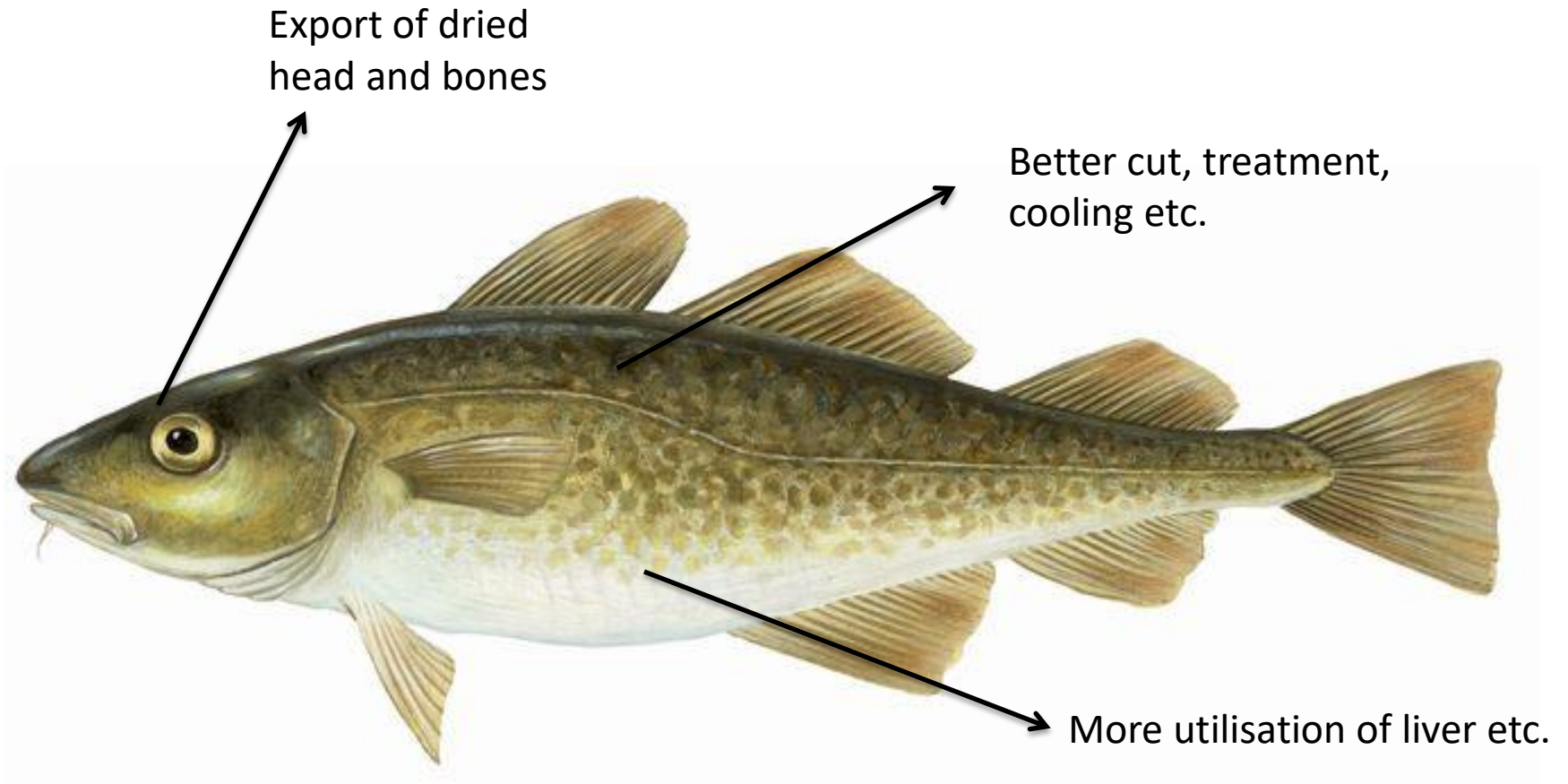
High volume of discards

The European Catch!



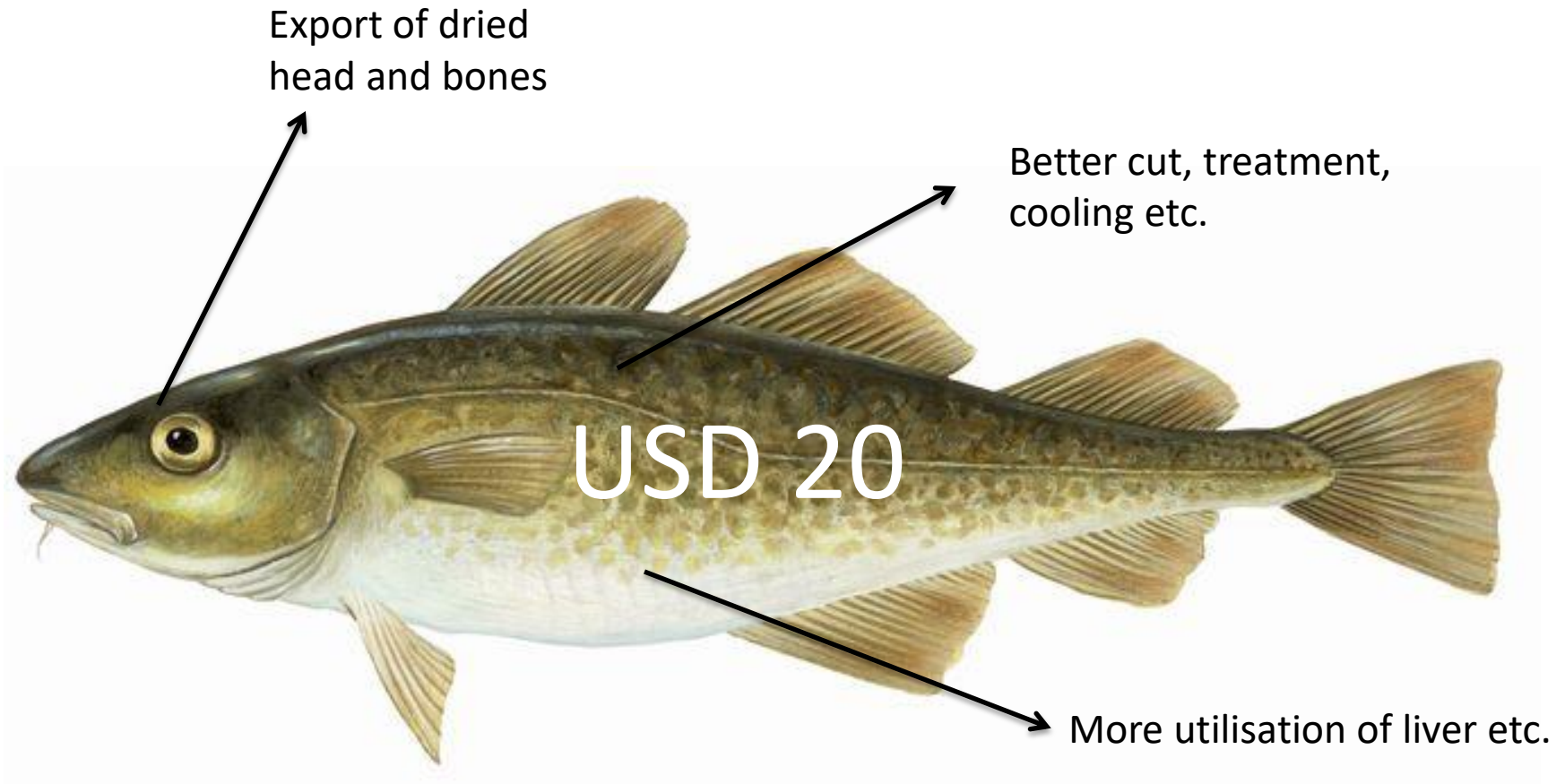
High volume of discards

The Icelandic Catch



**Sensible management leads to stronger fish stock
and lower volume of discards**

The Icelandic Catch



**Sensible management leads to stronger fish stock
and lower volume of discards**

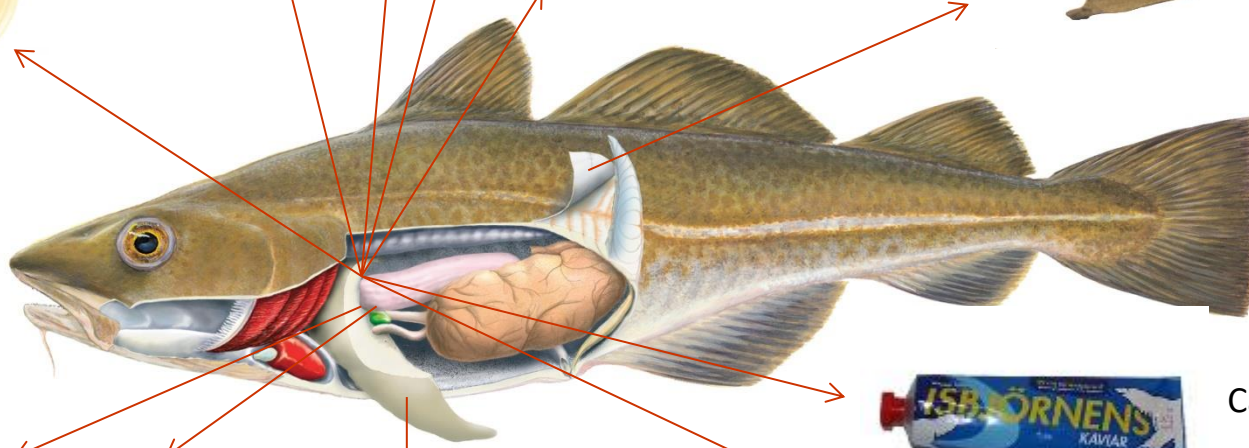
Canned products made from cod liver: Smoked liver and liver paté



Fish skin transformed to leather and medical device



Natural fish stock for food processing



Cosmetics made from enzymes from inner organs.



Liver oil and intestine fish oil.



Caviar from roe



Hand- & foot creams with omega 3

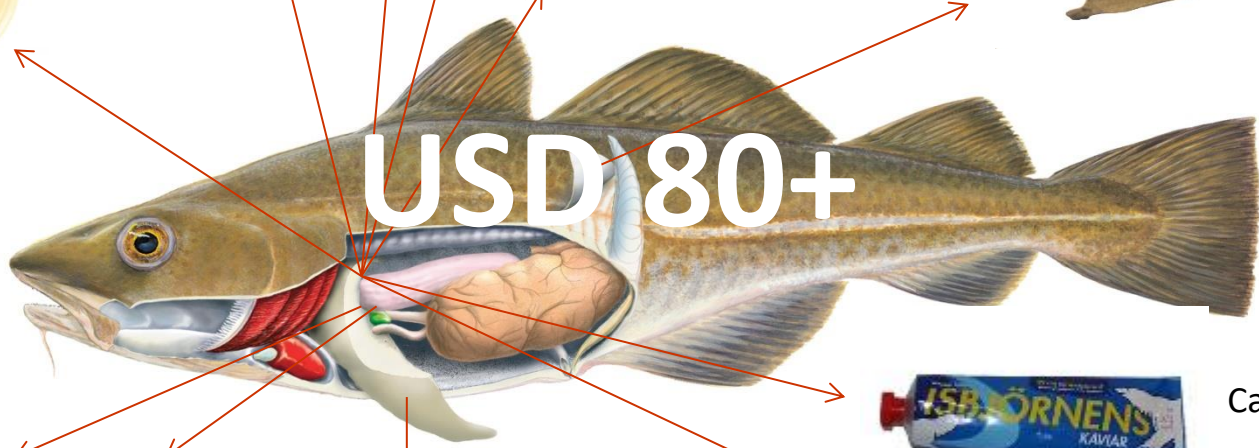
Canned products made from cod liver: Smoked liver and liver paté



Fish skin transformed to leather and medical device



Natural fish stock for food processing



USD 80+

Cosmetics made from enzymes from inner organs.



Liver oil and intestine fish oil.

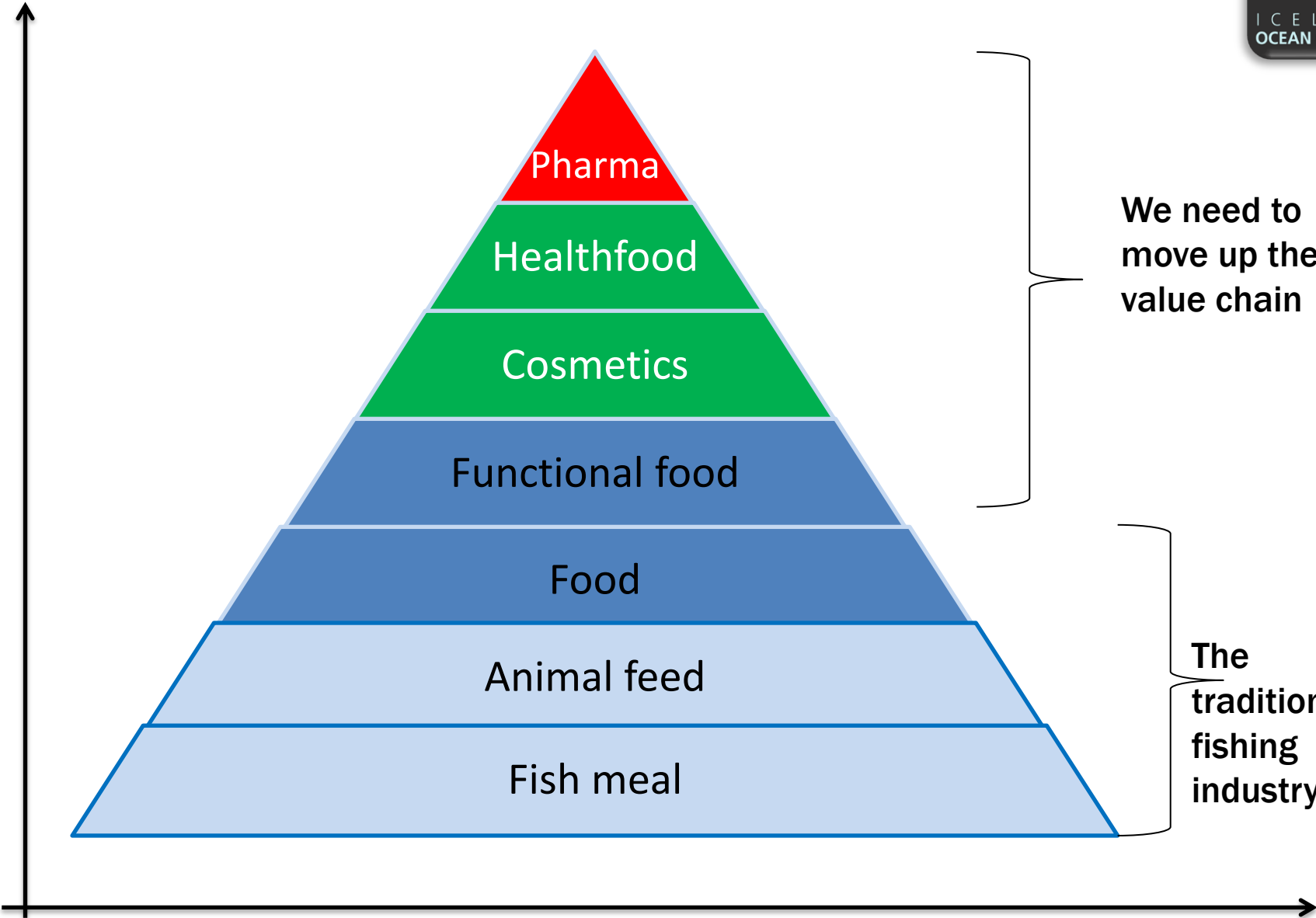


Caviar from roe



Hand- & foot creams with omega 3

Price



We need to
move up the
value chain

The
traditional
fishing
industry

Quantity



This is
for the
new
gene-
ration

This is
where we
are

Price

Quantity

100 %

fish



680 EUR



Each bottle contains 60 capsules (30 days' supply).

£40.00 including postage

ADD TO BASKET



Coddoc 10ml
€47.50



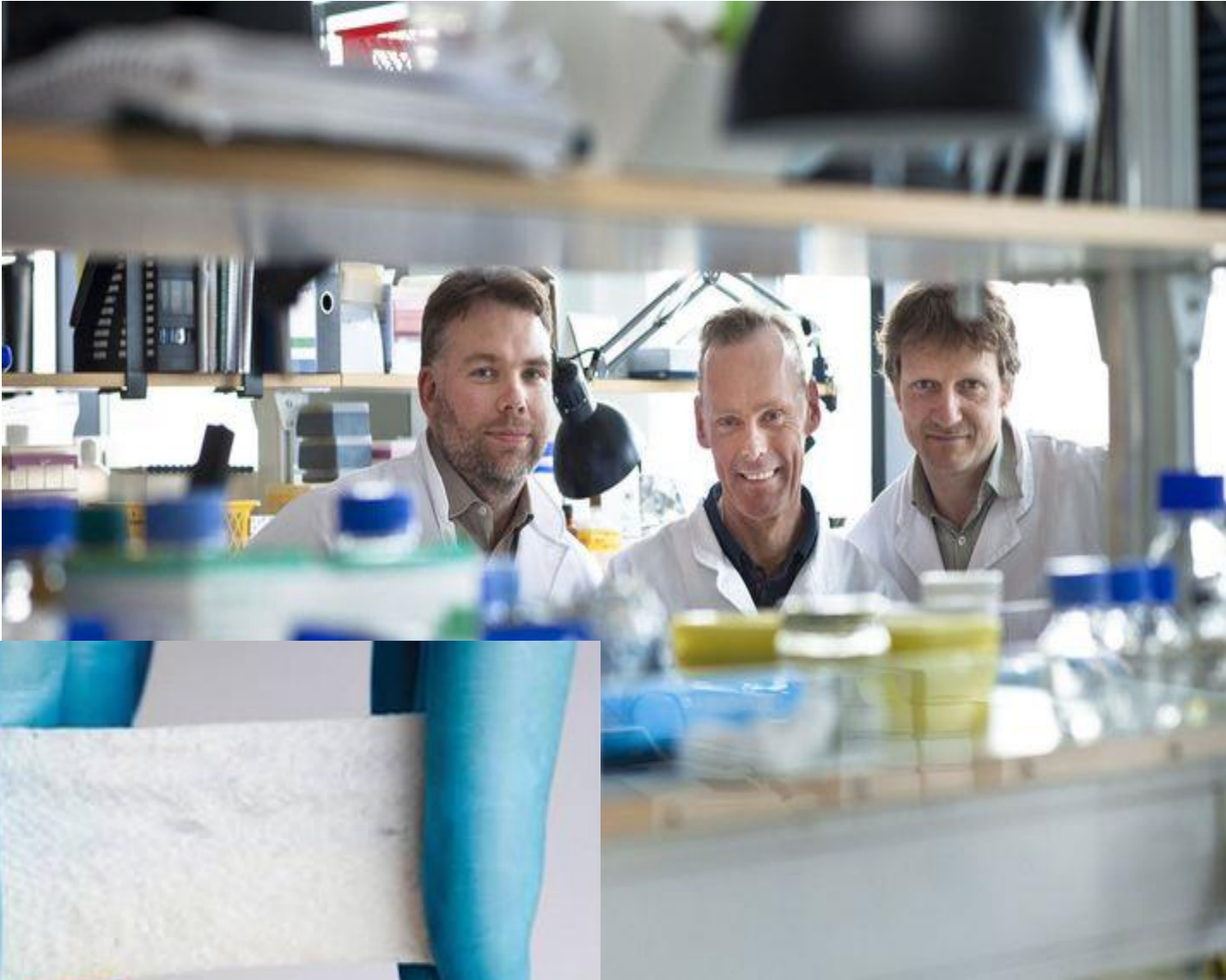
Penzim gel 50 ml
€29.50



Be Kind Age Rewind facial serum
\$74.00



Amino Marine Collagen powder
\$70.00



- Codland



Products in development



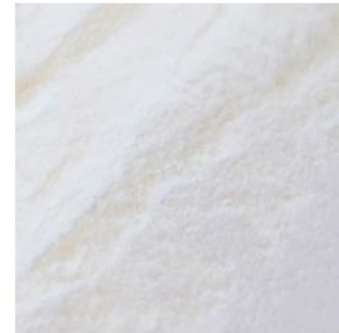
Mineral Supplements



Fish Oil



Fish Meal

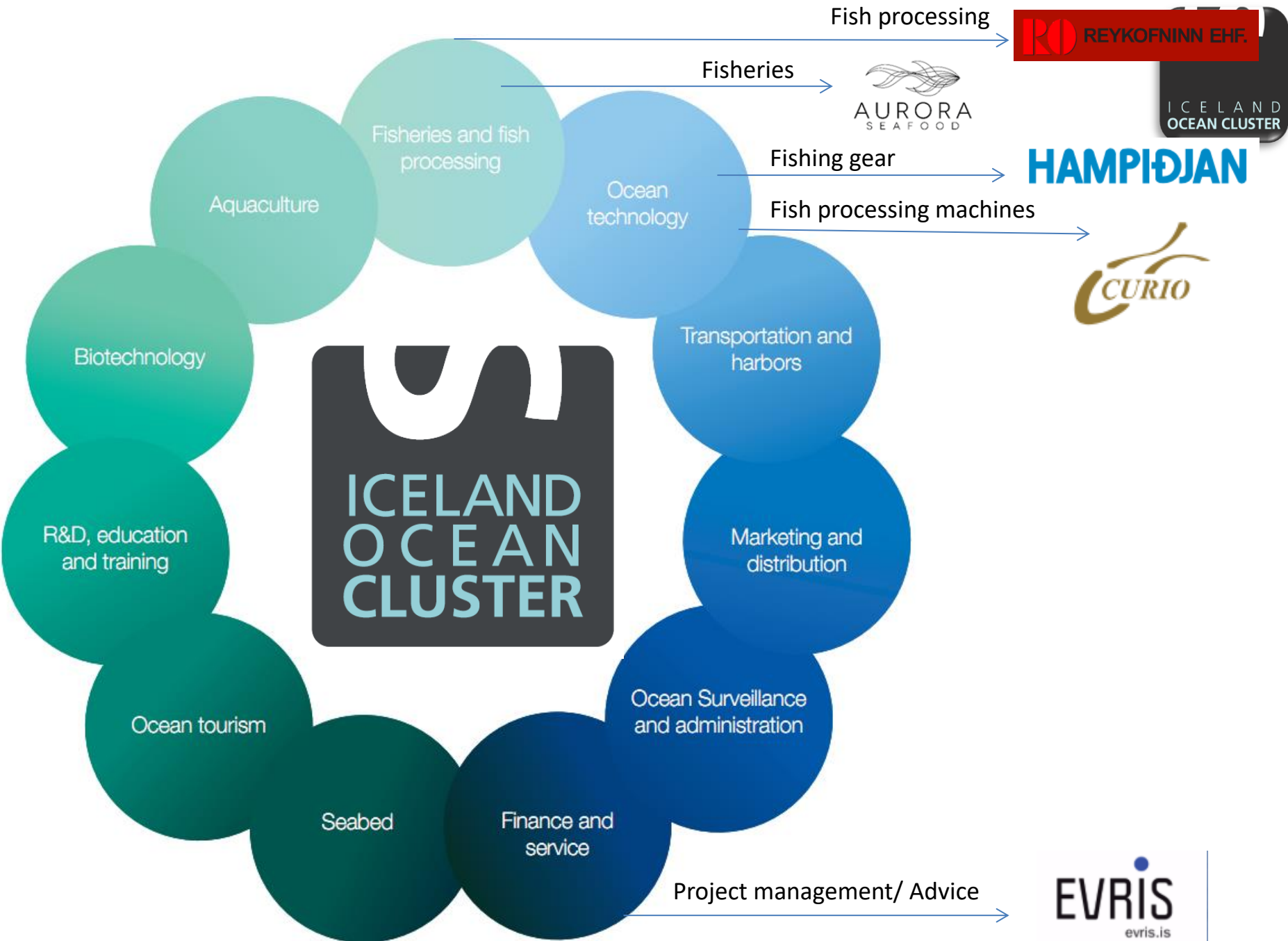


Marine Collagen

Setting up high-value sea cucumber chain in Europe



Emphasis on sustainability quality
and low environmental impact



Fish processing



Fisheries



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Fishing gear



Fish processing machines

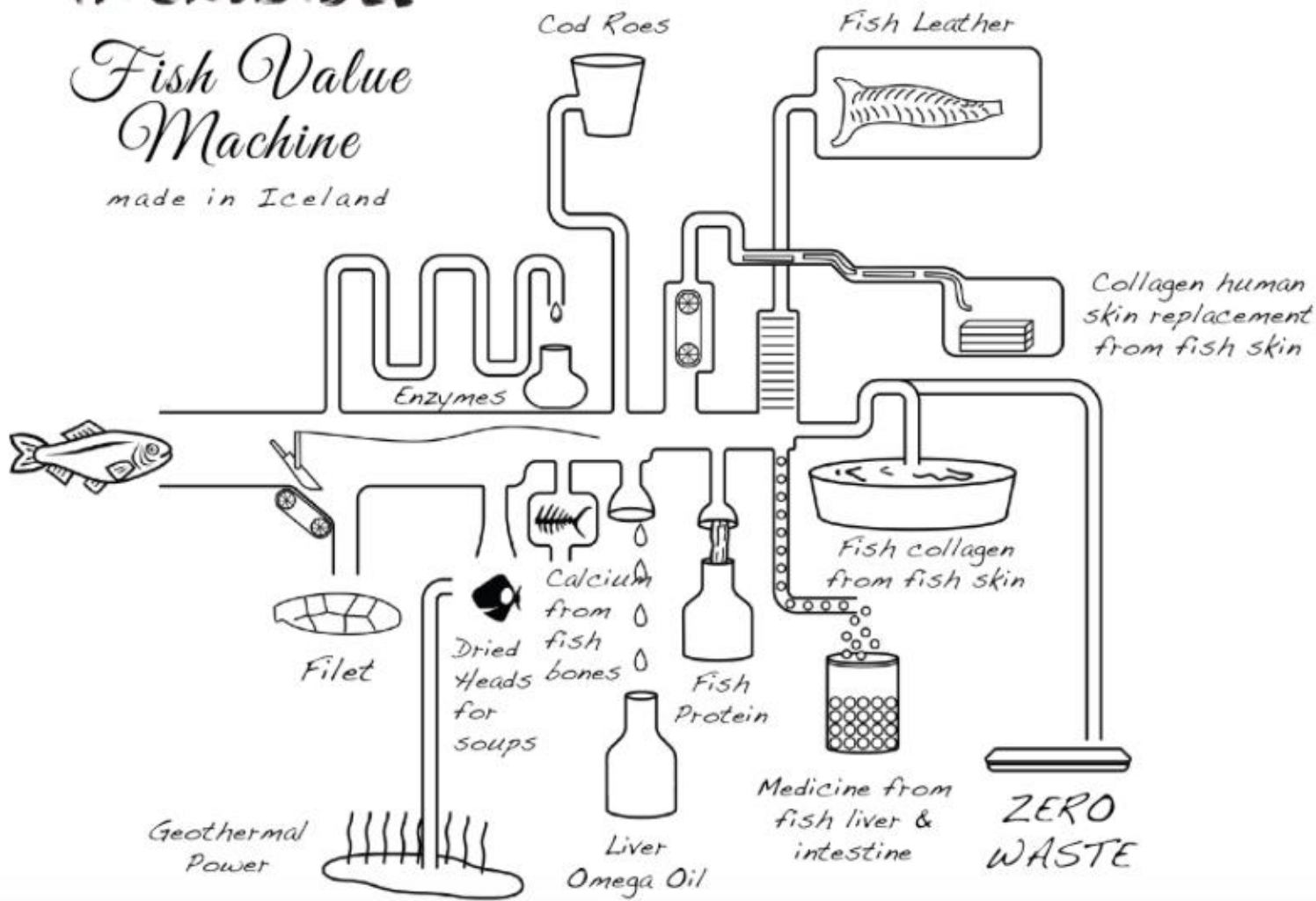


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Project management/ Advice



THE
INCREDIBLE
Fish Value Machine
made in Iceland





Qualifiers for the World Cup in Utilizing fish