

Live king crab export from Norway – and optimal market utilization based on international trend and tradition

Ruud Svein

¹ Norway King Crab AS
Nesseveien 16, 9935 Bugøynes, Norway

Norway King Crab as was established in 2008 based on a combination of Russian and Norwegian aquaculture knowledge, merged with outstanding market knowledge and Norwegian financial and human capital. Live seafood is a long tradition in many parts of the world, like China, Asia and Middle East. Live seafood is also a merging trend all over the world, growing like the spread out of sushi the last 20 years. Live seafood secures the optimal quality, regularity and also economy. If a seafood item can be distributed and sold live – it will be!

Mr. Svein Ruud will outline the story behind, the brand strategy and the further perspective for live king crab and live seafood from Norway.