

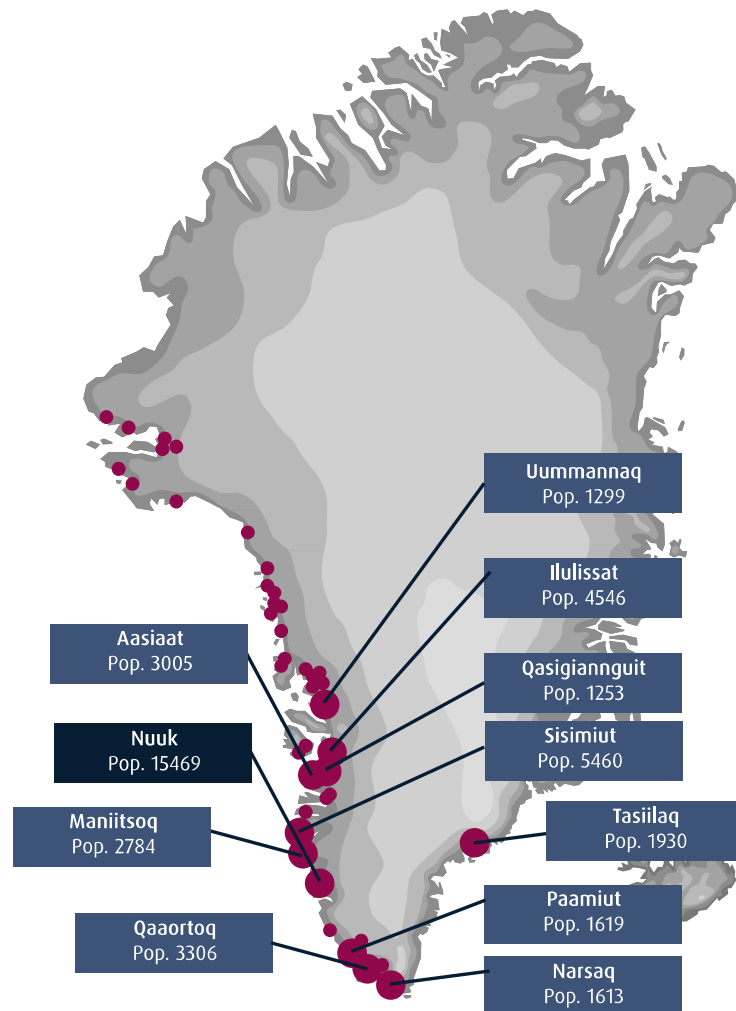
Job opportunities in the Aquatic Food sector

- Royal Greenland

InterAct, 31st of January 2014

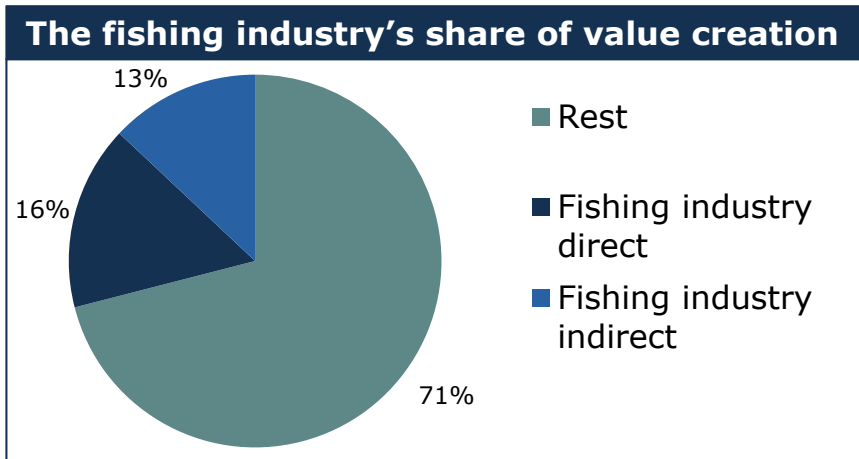


Heritage and ownership



- Greenland is 2.1 million km² (about the same size as Western Europe) and is the largest non-continental island in the world
- 57.000 inhabitants, predominantly Inuit
- Part of the Kingdom of Denmark, but with Selfrule Government since June 2009
- Fishing is the predominant trade and accounts for more than 93% of the total export of goods
- Around one in five of the populations is dependent on fishery as the main source of income.
- More than 1000 independent fishermen delivers raw material to Royal Greenland's factories along the west coast of Greenland

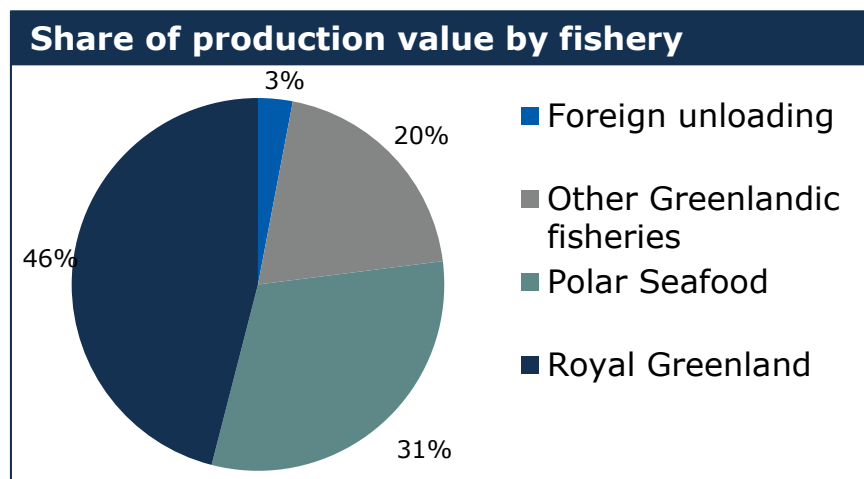
The fishing industry and the Greenlandic economy.



Greenland's economy is heavily dependent on the fishing industry.

In 2011 the fishing industry accounted directly for 16% of the value creation in Greenland.

Due to indirect effects Greenland would have had 29% less value creation if the fishing industry did not exist.



Royal Greenland is directly responsible for 46% of the Greenlandic fishing industry's production value.

In 2011 the two largest fisheries generated 1,14 billion DKK of value to Greenland.

With indirect effects the two accounted for almost 20% of Greenland's GDP.

Royal Greenland in brief



History & Legacy

100% owned by Greenlandic Home Rule government

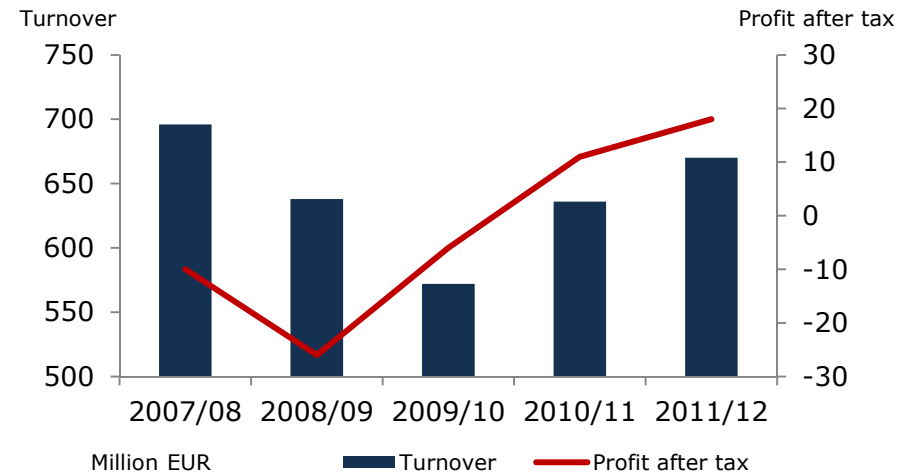
Established in 1774 as part of the Royal Greenlandic Trade Department

Largest employer in Greenland

World's largest processor of cold-water prawns and Greenland halibut

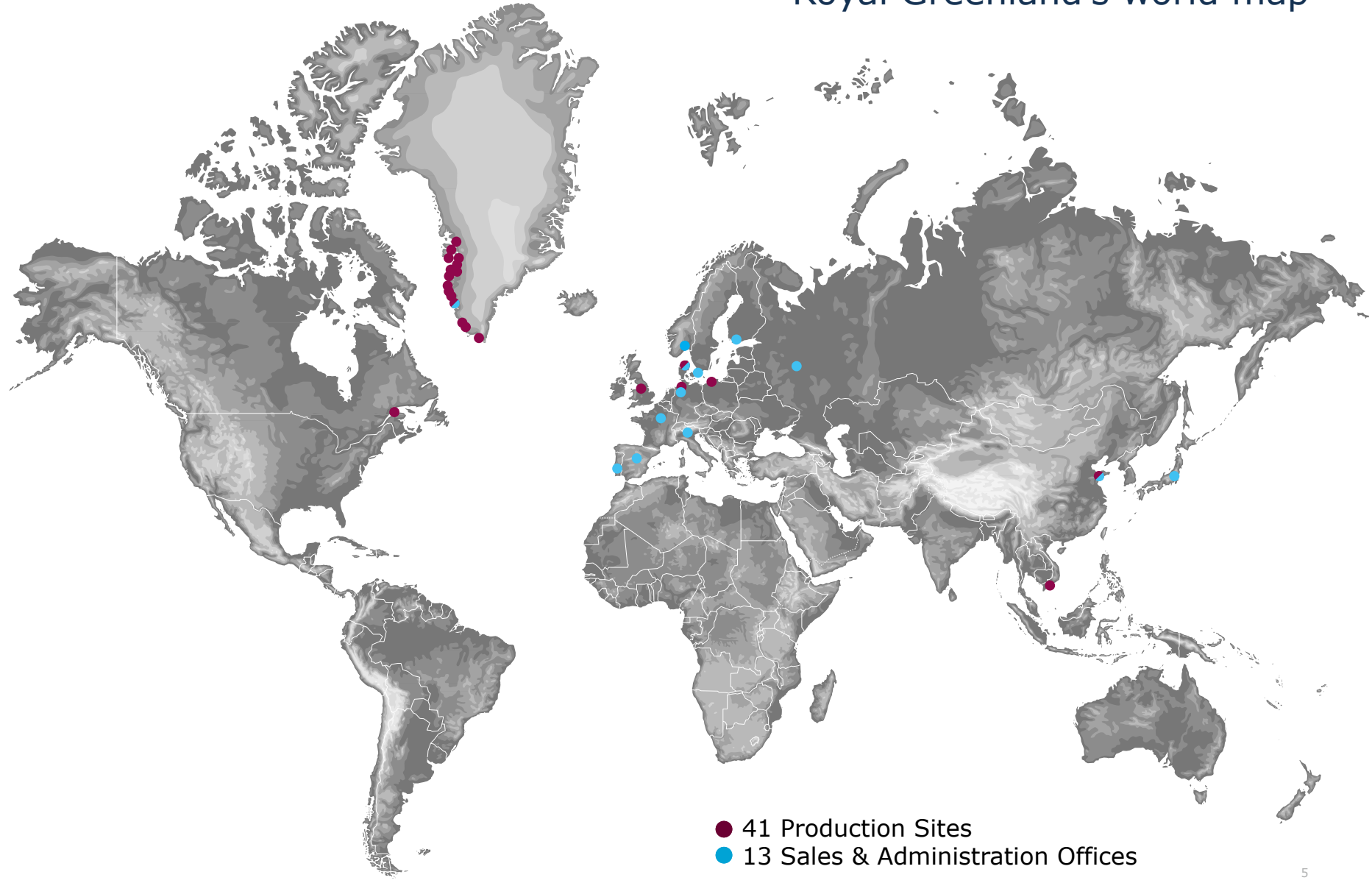
2000 employees located in 17 countries

Performance



Before divestment of Wilhelmshaven factory

Royal Greenland's world map



- 41 Production Sites
- 13 Sales & Administration Offices

Trawlers



Production capacity: 110 tons/day
Catch capacity: 7-10,000 tons/year
Hold capacity: 450-750 tons
Type: Ocean-going prawn trawler



Production capacity: 110 tons/day
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Type: Ocean-going prawn trawler



Production capacity: 25-30 tons/day
Catch capacity: 5-6,000 tons/year
Hold capacity: 750 tons
Type: Ocean-going fish trawler



Production capacity: 110 tons/day
Catch capacity: 7-10,000 tons/year
Hold capacity: 600 tons
Type: Ocean-going prawn trawler

The trawler division manages all fishing activities and all production at sea.

Totally Royal Greenland operates 14 vessels:

- 8 vessel are dedicated to fishing of greenland halibut
- 5 vessels are dedicated to catching cold water prawns

The trawler division catches 40.000 tonnes of sea food annually

Prawns and halibut accounts for 80% of total catch. The rest consists predominantly of cod, redfish and cat fish.

320 people are employed in the fishing activities

Production Platform



POLAND
Bridge in to Europe on fish products
 Processing of flat fish, cod, halibut and other white fish
 12.000 tons of yearly output
 400 employees



DENMARK
Prawn processing
 Brine and shell on prawn processing for primarily European markets
 10.000 tons of yearly output
 60 employees



GERMANY
Roe and raw fish packing
 2 sites processing lumpfish roe & packing of raw fish products for European markets
 11000 tons of yearly output
 70 employees



GREENLAND
Our origin
 34 sites processing all species in to semi-finished and finished products
 26.000 tons of yearly output
 630 employees

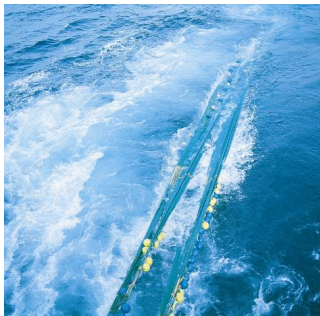
Production has 1300 employees working full time on sites.

The production sites in Greenland ranges from very small sites taking in fish from local fishermen to large efficient production sites with several 100 employees.

To secure continuously improvement, efficiency and job satisfaction we are implementing LEAN on all our production facilities.

Our LEAN programme has already delivered great results in both efficiency and job satisfaction.

MISSION



“We sustainably maximize the value of the North Atlantic marine resources, to the benefit of Greenland “

Product promise. Based on our Greenlandic origin and identity, we take pride in bringing unique, safe and healthy seafood products to consumers around the world who value high-quality seafood.

Profit promise. We create sustainable earnings. We operate cost-effectively, we manage risk, and we stay competitive. We thus create opportunities for growth and long-term financial stability in Greenland.

People promise. We operate our business with respect for the individual. We act with integrity and transparency towards consumers, customers, employees, suppliers and business partners.

Planet promise. We manage the resources to which we have access, and upon which our future depends, sustainably.

Our vision



The North Atlantic Champion

We are closest to the fish, closest to the customers and closest to the consumers



We are a **truly vertically integrated company**. Royal Greenland brings high-quality, North Atlantic seafood products from catch to consumers.



We have **the strongest market position** and the strongest market presence in all global markets that have long-term potential for our products. Royal Greenland's position is based on a deep understanding of global customer- and consumer needs.

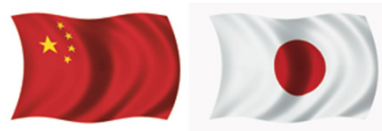


We are the **largest global supplier** of Greenland Halibut and cold-water prawns – and of other North Atlantic species in which we can achieve this position. Royal Greenland defines the market for these species.

Strategic growth objectives

Strategic market expansion

Double Asia



100% revenue growth

Expand in UK



Increase C&P market share

Expand in Russia



Increase SOP market share

Strategic resource expansion

Own Halibut



Strengthen position as the world's largest halibut supplier

Consolidate C&P



Increase catch share to become the world's largest on C&P

SOP leadership



Increase catch share to become the world's largest on SOP

Tolv initiativer vil drive væksten

Supply Initiatives

- Greenland**
 - Pursue Greenlandic opportunities
 - Develop Greenlandic relations
- Acquisitions**
 - Control of resources through off shore JVs
 - Control of resources through on shore acquisitions
- Alliances**
 - Establish trade with selected partners
 - Collaboration with First Nations



Market Initiatives

- Grow Asia**
 - Triple China
 - Expand Japan platform
 - Accelerate Russia
- Stronger in Europe**
 - Scandinavian category leadership
 - Fair share of UK C&P Market
 - Expand foodservice

What sort of jobs could that lead to?

- On individual sites
 - Factory/Production Management
 - Quality
- Corporate functions
 - Quality
 - Purchase
 - Logistics
 - LEAN
 - SAP
 - Project/Technical
 - Business Development
 - A newly established function with a perfect match to AQ-Food

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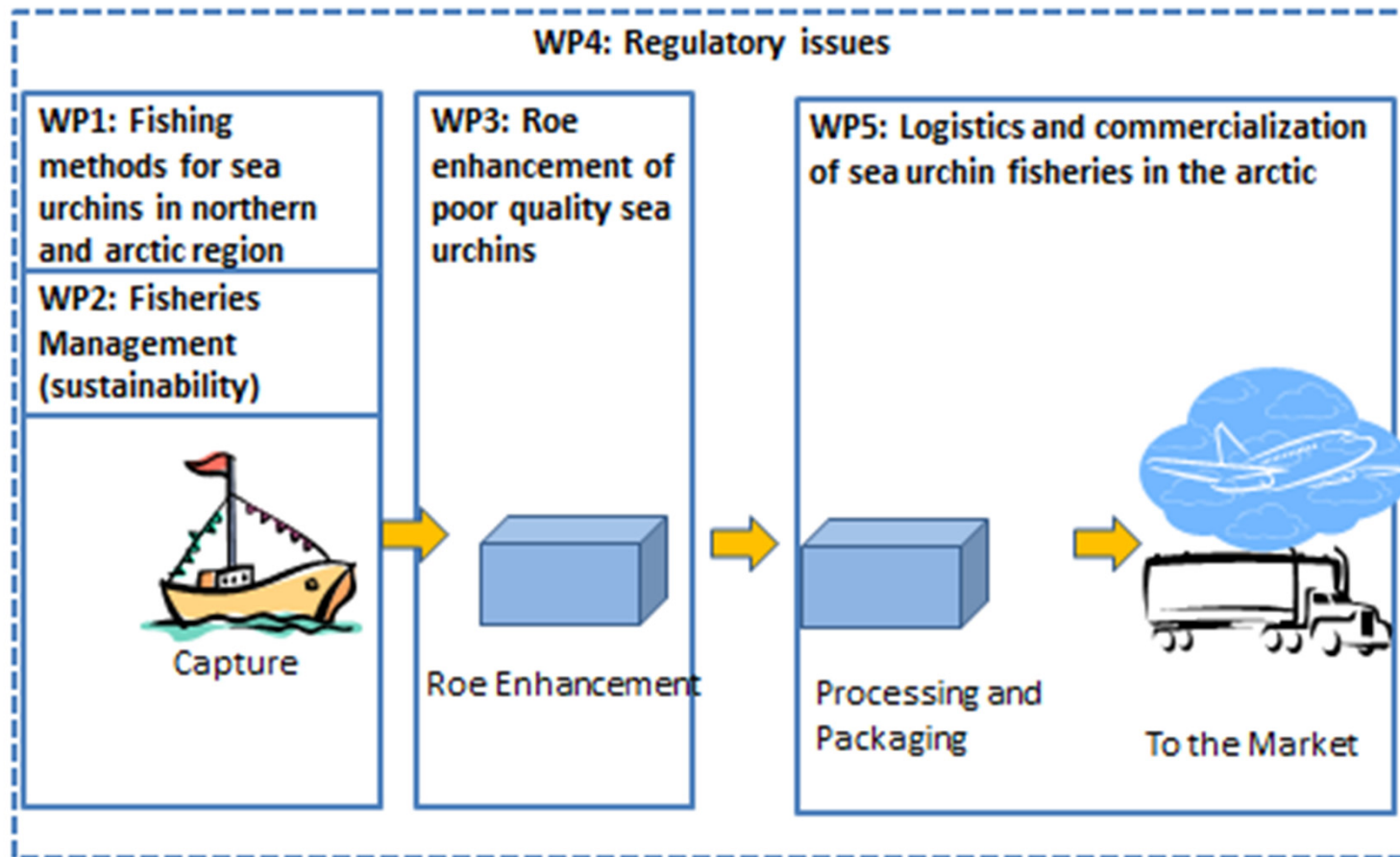
Business Development Greenland

The Greenlandic water contains other resources which are not harvested today and which potentially could be fished and marketed on both core and non-core markets.

- New Resource expansion
- Challenging traditional fishing
- living products
- Kelp, seaweed and tong
- New fisheries

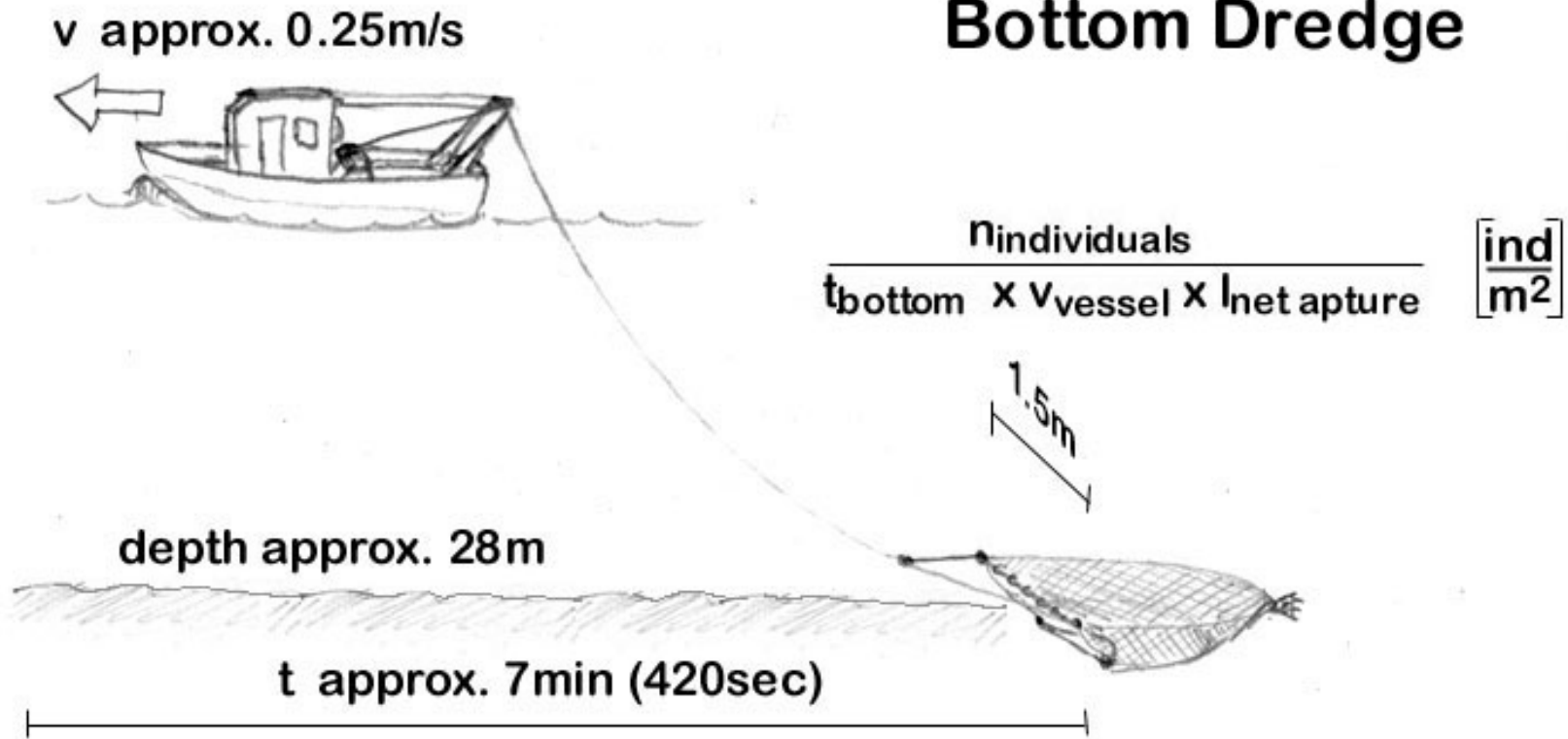
Project in Northern and Arctic Periphery Programme

Utilisation of the Arctic Sea Urchin Resource

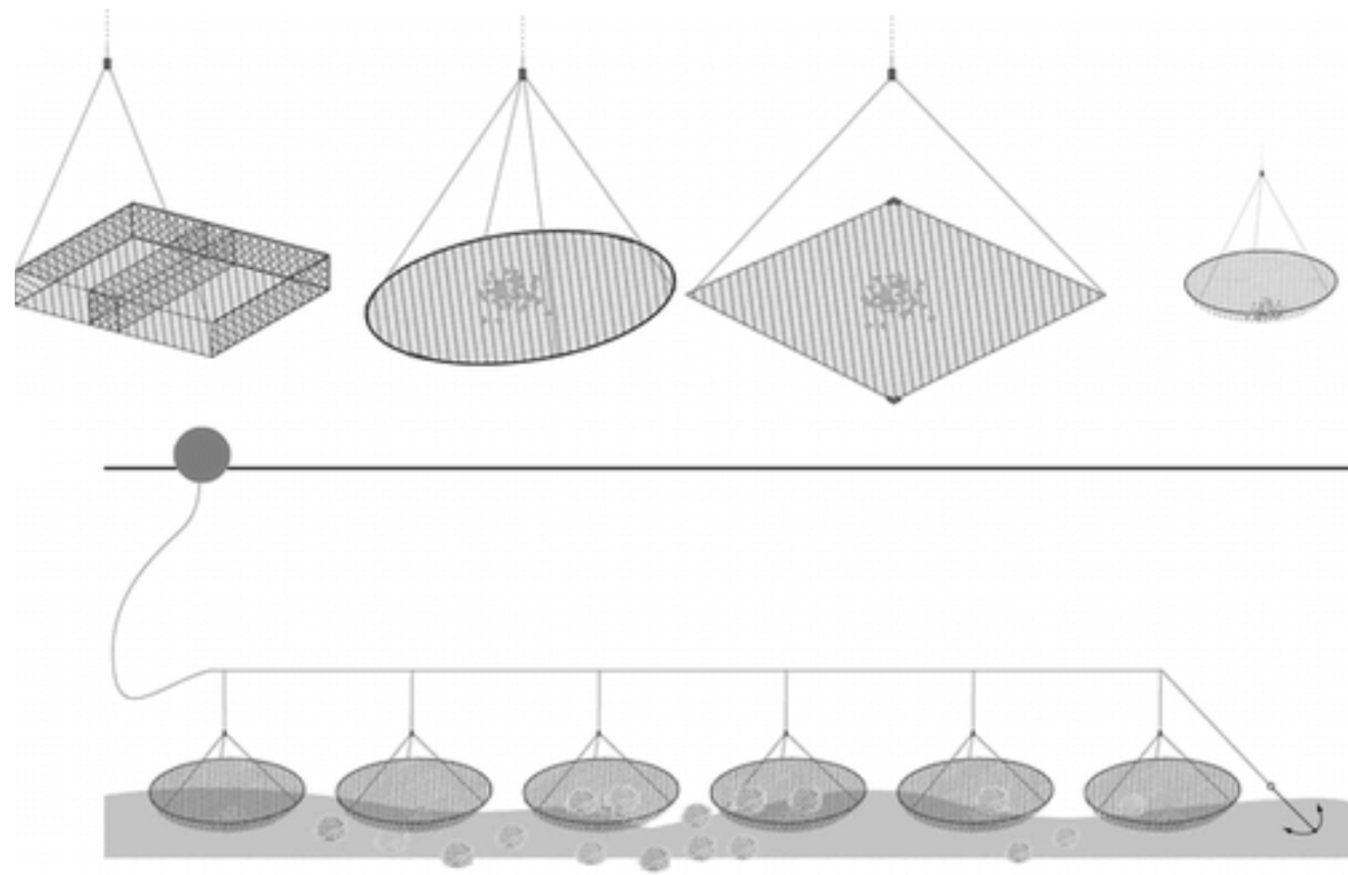


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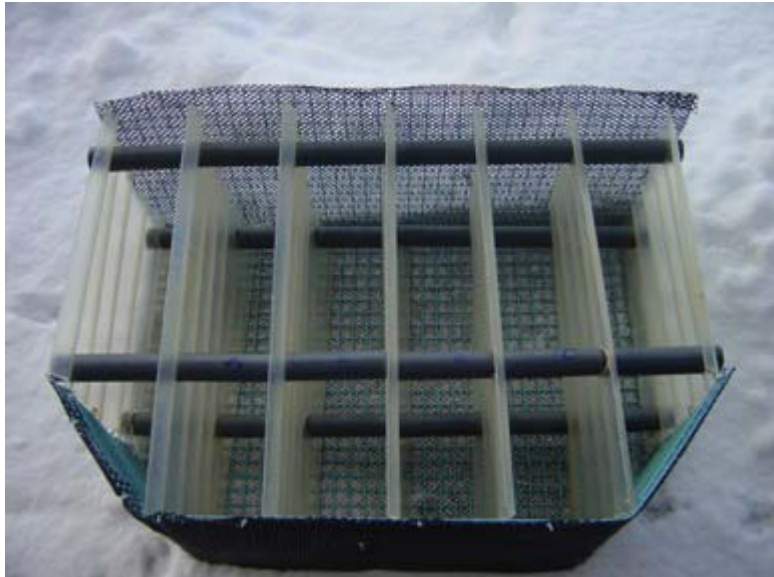
Bottom Dredge



Gear



Live Stock



Live Stock



Royal Greenland globalt



DTU Aquatic Seafood Sector and Royal Greenland

Beneficial cooperation both ways

Possibilities for Students

- Work experience
- Field work
- Reports

For Royal Greenland

- Desk Studies of Cases
- Innovative students
- Integrate traditional Fisheries and the Scientific world
- Recruitment

Interested?

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