



6.–7. nóvember í Hörpu

Róum í sömu átt

Verðmætasköpun
og samkeppnishæfni
í íslenskum sjávarútvegi



HAMPIÐJAN



HÁSKÓLINN Í REYKJAVÍK
REYKJAVÍK UNIVERSITY

ICELANDAIR
CARGO

ISI ICELAND
SEAFOOD



TUB

marel

Pipar TBWA



SJÁVARÚTVEGS
RÁÐSTEFNAN
2025



Róum í sömu átt

Verðmætasköpun og samkeppnishæfni
í íslenskum sjávarútvegi

Ísland best í fiski?

Daði Guðjónsson – Íslandsstofa

Valgeir Magnússon – Pipar\TBWA



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Afhverju er Ísland best í fiski?



PRUÉBALO Y COMPARTELO

BACALAO DE ISLANDIA





I choose
saltfish
from Norway



SEAFROM
FROM
NORWAY
NOD

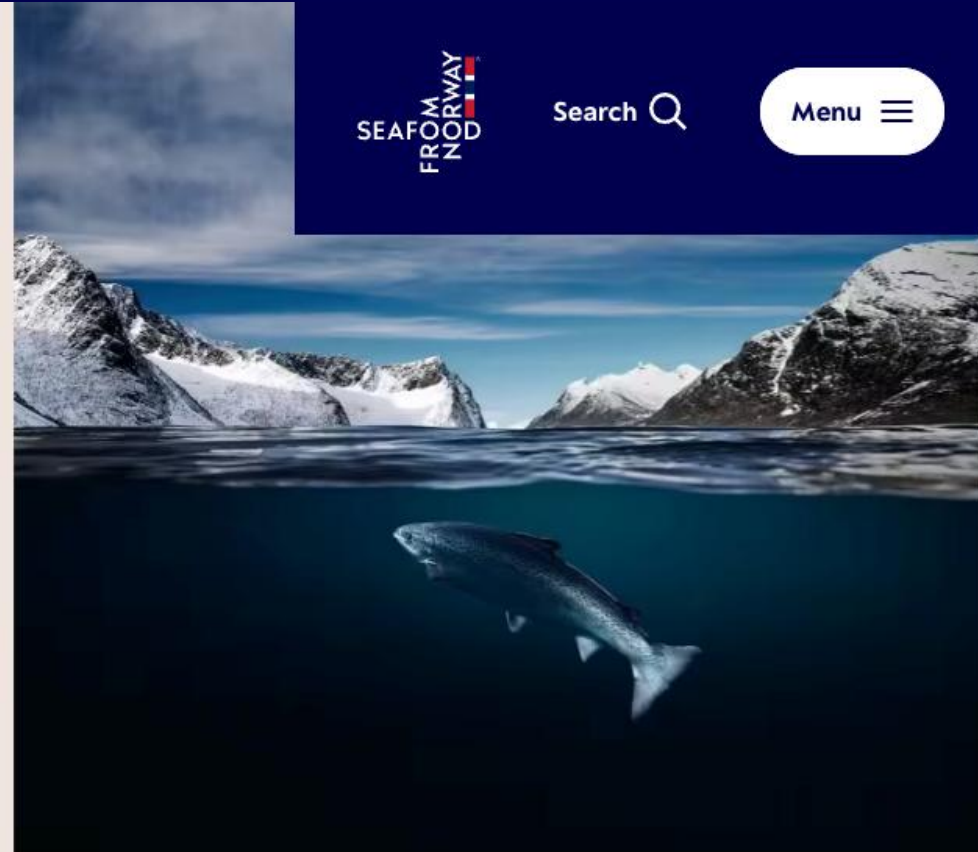


SEAFROM
FROM
NORWAY
NOD



Perfect conditions for seafood

Norway has a unique variety of great tasting seafood from our cold, clear waters. Harvested, caught and produced by the most experienced and committed people and with respect for the future of our planet.



SEAFOOD
FROM
NORWAY

Search 🔍

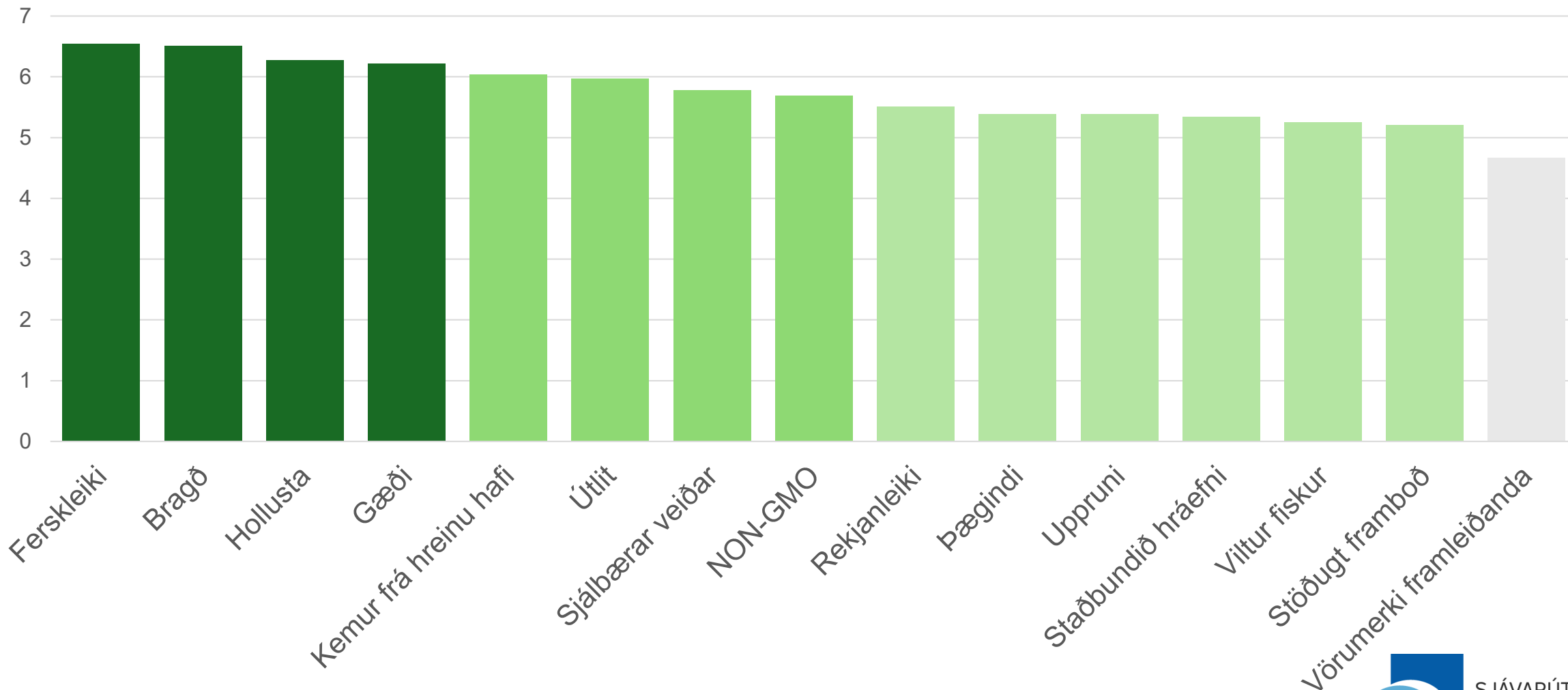
Menu ☰

Hvað skiptir neytendur máli?

Hvað skiptir neytendur máli?

IMPORTANCE TO YOU WHEN YOU CHOOSE SEAFOOD TO BUY – 1. NOT AT ALL IMPORTANT / 7 VERY IMPORTANT – AVERAGE SUMMARY

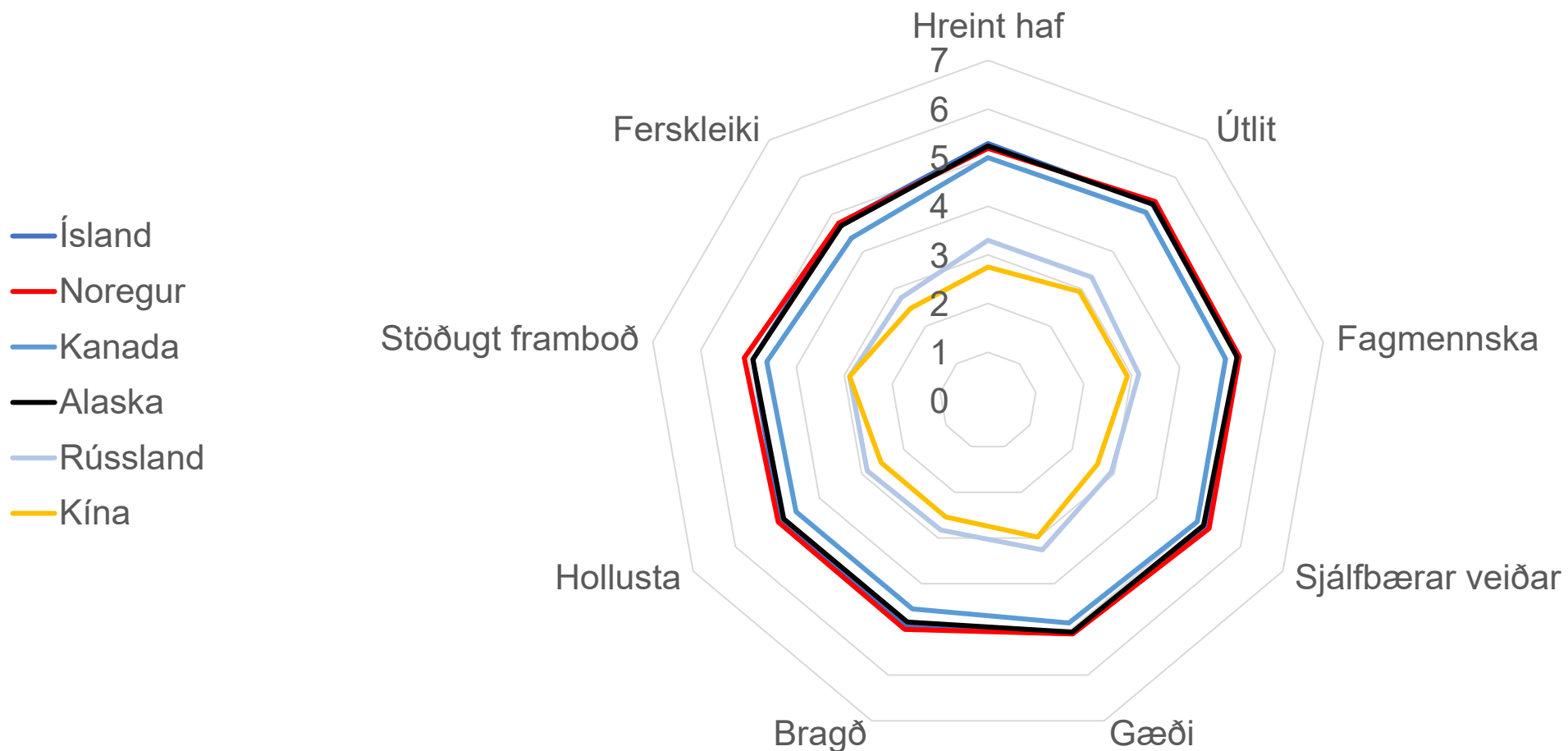
Spánn, Bretland, Frakkland og Bandaríkin - meðaltal



Hvað tengja neytendur við upprunalöndin?

TO WHICH EXTENT DO YOU FEEL SEAFOOD OF THIS ORIGIN IS RELATED TO EACH OF THE FOLLOWING STATEMENTS?

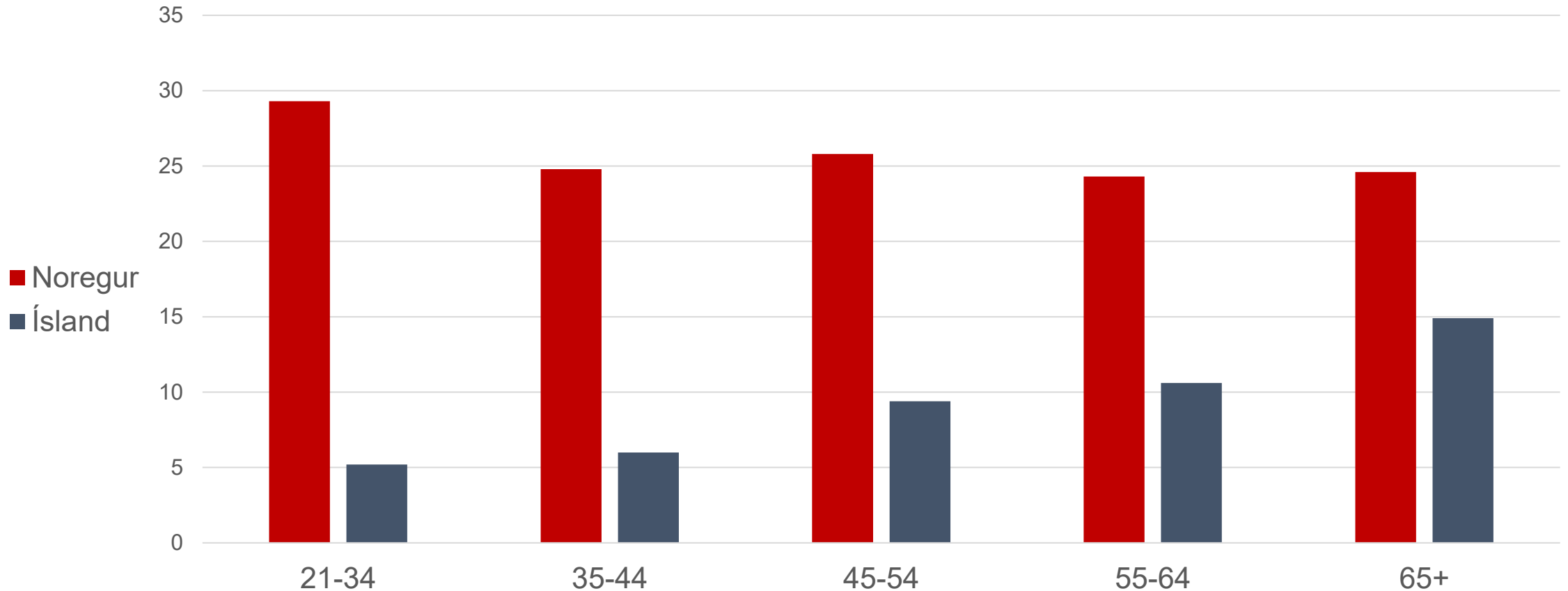
Spánn, Bretland, Frakkland og Bandaríkin - meðaltal



Gæðavitund - Ísland eða Noregur eftir aldurshópum

WHEN YOU THINK OF "QUALITY SEAFOOD", WHAT COUNTRIES COME TO MIND?—ICELAND V.S. NORWAY

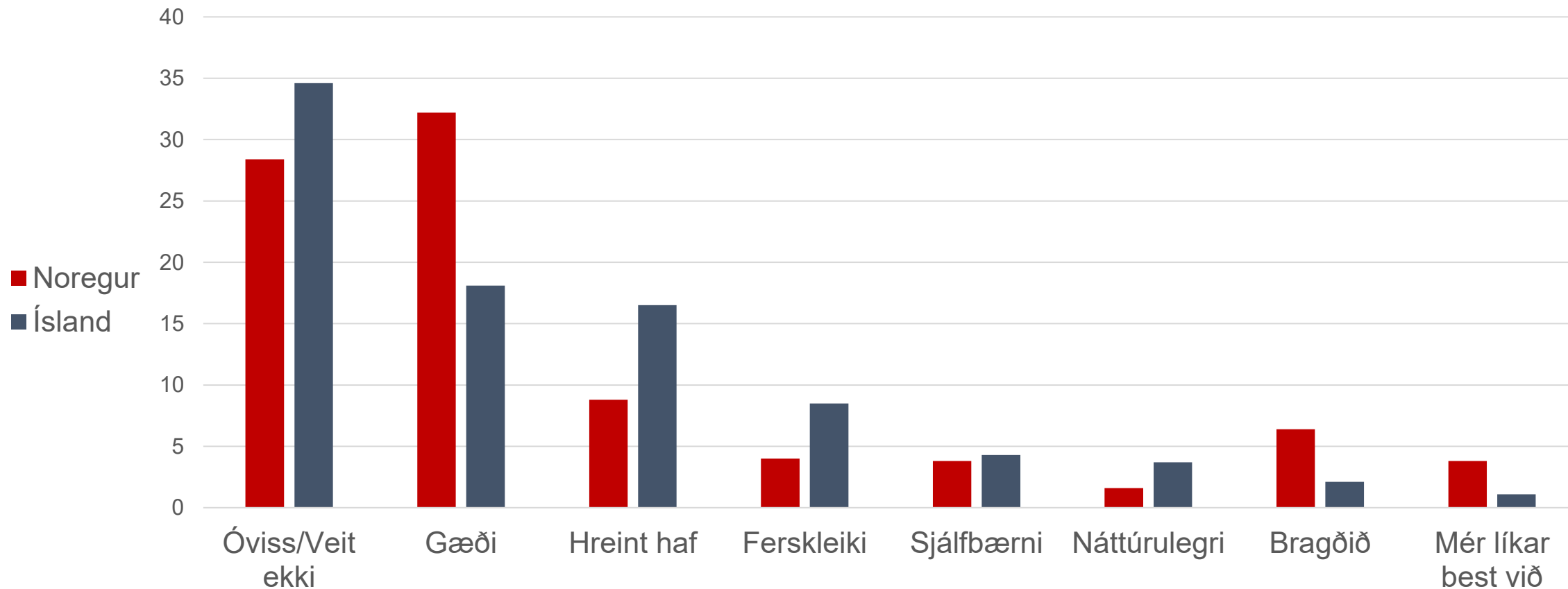
Spánn, Bretland, Frakkland og Bandaríkin - meðaltal



Afhverju viltu fisk frá þessu landi?

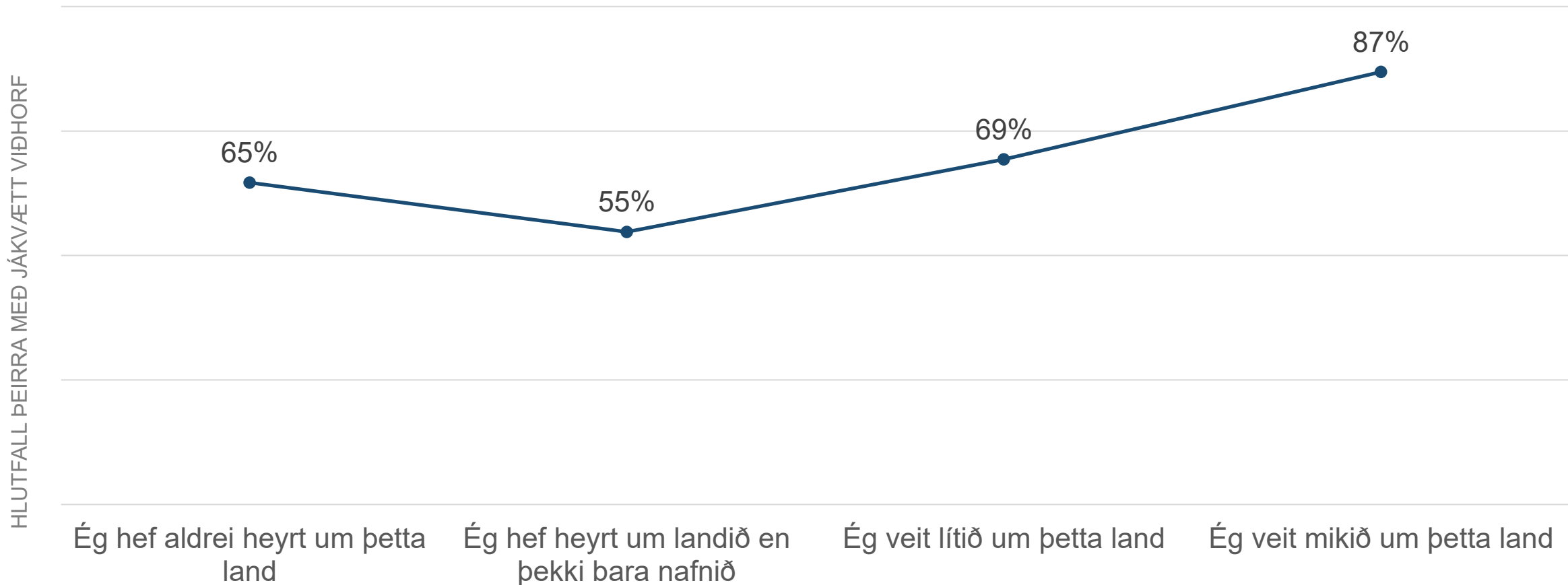
CAN YOU PLEASE SPECIFY WHY YOU PREFER SEAFOOD FROM ...ICELAND / NORWAY

Spánn, Bretland, Frakkland og Bandaríkin - meðaltal

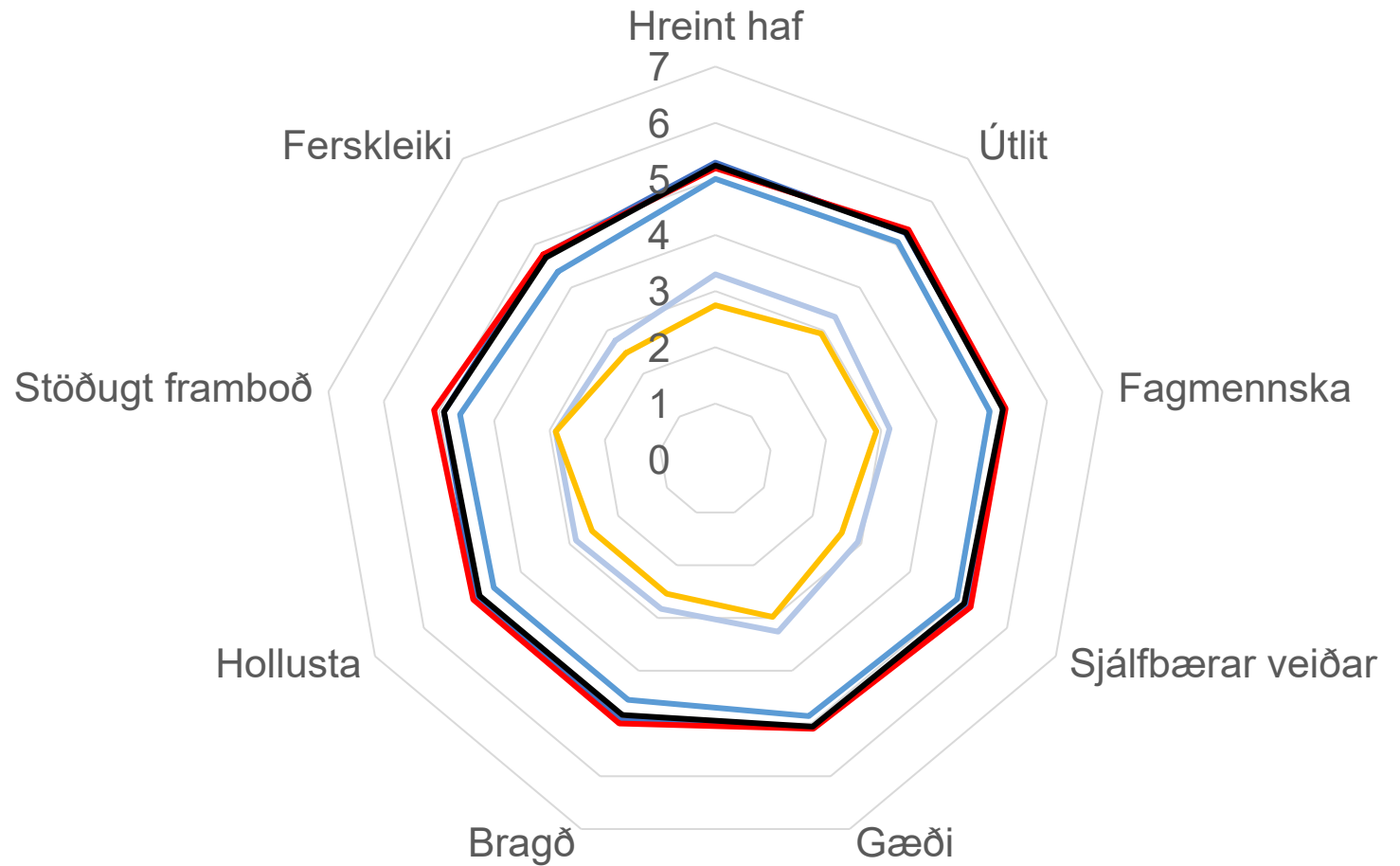


Meiri vitund um íslenskar vörur kallar fram jákvæðara viðhorf

In general, how positive or negative are you towards products, services and brands from the following countries? Iceland
Bretland, Frakkland, Þýskaland, Svíþjóð, Danmörk, Kanada og Bandaríkin - meðaltal



Hvar ætlum við að skapa sérstöðu?



Fyrirlesari

Hvar ætlum við að skapa sérstöðu?

Hvernig komust við þangað?