



COME AND BE INSPIRED BY ICELAND

Fishing is an intrinsic part of Iceland's history and heritage. Since the country was first settled, Icelandic fishermen have braved the seas to bring home their catch. Fish was an important source of food, and laid the foundation of our economy. Respect for the ocean and its gifts is deeply ingrained in our culture, and the responsible management of marine resources is of fundamental importance to us. Therefore, Iceland is proud to be a leading nation in the world fishing industry, and an interesting business partner due to its high levels of knowledge, technology and services.

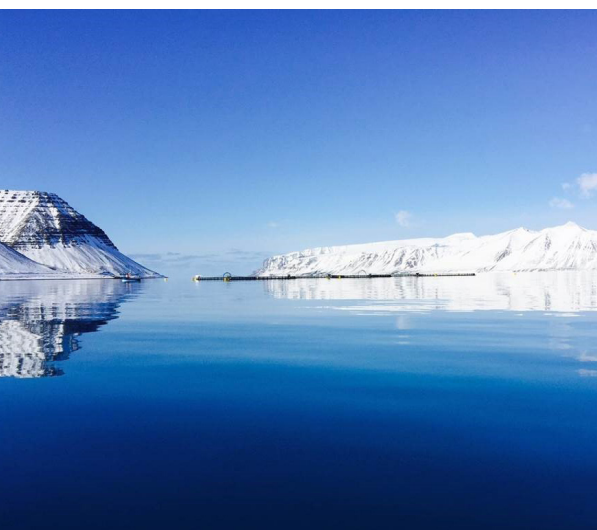
This year's National Delegation to NASF consists of 21 Icelandic companies representing the diversity of the country's seafood industry, key speakers addressing local topics with global resonance, and a special Icelandic seminar on DAY ZERO. The theme of the seminar is "Inspired by Iceland" with a focus on sustainability, quality and innovation in the seafood industry.





Arion Bank is a leading universal relationship bank in Iceland with an innovative approach. The Bank has established itself as a broad and well-balanced bank that provides services which meet the needs of companies and households. The bank is organised across four divisions, Retail Banking, Corporate Banking, Investment Banking and Asset Management. Arion Bank furthermore operates strategic subsidiaries that add valuable services, such as payment processing, fund management and insurance.

Guðmundur S. Ragnarsson, Manager, Corporate Banking
gsr@arionbanki.is



The Arnarlax salmon is farmed in harmony with the nature. Located in the rural area of the southern Icelandic Westfjords, a part of the country renowned for its heritage in fishing and seafood processing. Dynamic conditions, high quality seawater and low temperatures create the perfect settings for healthy natural salmon. Our salmon is a good source of healthy fatty acid such as omega-3. High quality feed and high quality standards make our salmon nutritious and tasty.

Ómar Grétarsson, COO sales and marketing
omar@arnarlax.is



CURIO is a leading company within the Global Fish Processing Equipment Industry. We are constantly engaged in the development of new and innovative machinery for whitefish and salmon. To meet the high demands of our customers, we provide measurable benefits in terms of flexibility whilst maximising yield, minimising waste on a big range of fish sizes and species. Easy hygiene and simple maintenance ensures our equipment's long working life.

Elliði Hreinsson, CEO
eh@curio.is



D-Tech has been developing and selling disinfectant solutions, D-SAN System, for over 10 years. Our Customers are leading company's in Icelandic Fishing Industry. The 100% environmentally friendly D-SAN System is a revolutionary automatic disinfection solution and method for all kinds of food production and processing facilities, including fish processing, fish farming facilities, meat processing, poultry and many other bacteria sensitive environments. The D-SAN System used with our unique automatic technique produces a dense fog of disinfectants reaching places otherwise hard to reach with traditional methods.

Guðmundur Sigþórsson, CEO

gs@d-tech.is



HABRUN

HABRUN is a company based in Ísafjörður with 20 years of experience in fisheries and fish farming on the side. Since 2017, fish farming has become the focus of the company. Today, HABRUN farms 700 tons of rainbow trout – mainly sold to domestic markets but also to the US. HABRUN has ambition to increase its production and has applied for license to produce up to 11 thousand tons of salmon or rainbow trout.

Haukur Oddsson, Managing Director

hoddsson@yahoo.com



HB Grandi hf. is one of Iceland's largest seafood companies. The company has a long history and extensive experience and expertise in the utilisation of natural resources and fish production. The company produces high-quality products from the fresh wild fish caught in Icelandic waters. Respect for the environment and the marine ecosystem is the basis for all activities at HB Grandi, and every effort is made to respect the resource and operate responsible fisheries, for the benefit of future generations.

Torfi Þ. Þorsteinsson, Director of Community Relations

torfi@hbgrandi.is



The Icelandic fishing industry was united in developing the Iceland Responsible Fisheries programme in order to promote well-managed fisheries in Icelandic waters and seafood of Icelandic origin. The logo of origin for Icelandic seafood and certification for Iceland's responsible fisheries serve as a marketing tool, providing both producers and sellers of Icelandic seafood an opportunity to demonstrate their initiative in meeting market demands for sustainable use of marine resources.

Bjorgvin Thor Bjorgvinsson, Project manager
bjorgvin@islandsstofa.is



Promote Iceland is a public-private partnership established to improve the competitiveness of Icelandic companies in foreign markets and to stimulate economic growth through increased export. Promote Iceland works to boost interest and demand for Iceland's talent, products and services. We facilitate collaboration between sectors that collect information on international markets. Promote Iceland offers the business community various marketing and trade promotional services, including the organisation of trade fairs and business delegations, in-depth consulting, training programmes and market information.

Ingvaldur Asta Bjornsdottir, Project Manager
ingvaldur@islandsstofa.is



Marel is the leading global supplier of advanced standalone equipment and integrated systems to the fish processing industry. Our innovations enable fish processors to produce better quality products in a more efficient way. From source to shelf, Marel has the solutions and expertise to equip the fish processing factories of the future.

Stella Björg Kristinsdóttir, Marketing Manager Fish Industry
Stella.Kristinsdottir@marel.com



Matis, is a leading research and innovation community with vast expertise in the entire seafood supply and value chain. Matis aims to further progress the seafood sector through its world-class experts and infrastructure. Matis offers a wide range of R&D and consultancy services to the entire seafood sector with integrity, initiative and creativity. Matis supports its partners to create value and deliver safe and sustainable products to their customers.

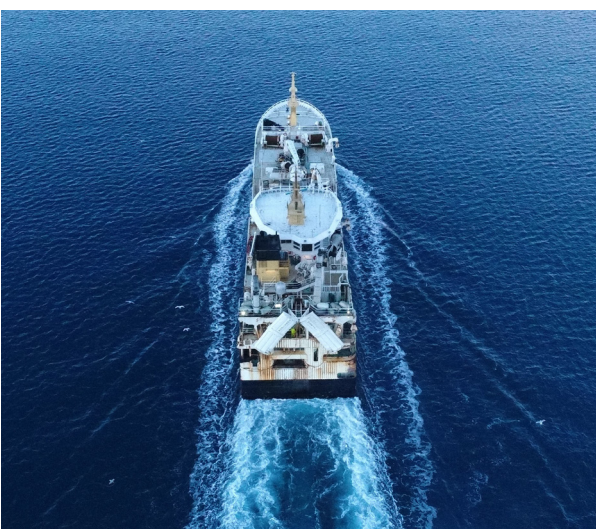
Dr. Bryndís Björnsdóttir, Head of Industrial Solutions
bryndis@matis.is



MSC want future generations to be able to enjoy seafood and oceans full of life, forever. Our vision is of the world's oceans teeming with life, and seafood supplies safeguarded for this and future generations.

Our mission is to use our ecolabel and fishery certification program to contribute to the health of the world's oceans by recognizing and rewarding sustainable fishing practices, influencing the choices people make when buying seafood and working with our partners to transform the seafood market to a sustainable basis.

Gísli Gíslason, Senior Program Manager North Atlantic
gisli.gislason@msc.org



Polar is an innovated driven company with extensive experience in the field of trawl doors which are sold to all major fishing areas in the world. Our latest innovation is Poseidon, remote controllable trawl doors. The innovation is patented but we can steer the Poseidon doors and the fishing trawl in preferable position in the sea. We can provide vessel owners with more economical fishing to catch selective species with less cost. This will also reduce by-catch, discard of fish and support sustainable fishing. The Poseidon are the first environmentally friendly trawl doors.

Atli Már Jósafatsson, CEO
atlimarj@polardoors.com



samskip

Samskip is a global logistics company offering transport and related services by land, sea, rail and air with a particular focus on cost efficient, reliable and environmentally friendly transport. Samskip is one of the larger transport companies in Europe with offices in 24 countries in Europe, North and South America, Asia and Australia employing 1,500 people around the world. We offer a wide range of multimodal container logistics services. These include an extensive network of container services to and from Iceland and the Faroe Islands, along with refrigerated cargo logistics and international forwarding around the world.

Gunnar Kvaran, CCO Export
Gunnar.kvaran@samskip.com



Fisheries Iceland

Fisheries Iceland is an association of companies in the Icelandic fishing industry. Members include fishing companies, processing plants, seafood exporters and aquaculture companies. Fisheries Iceland furthers the interests of its members by promoting innovation and education as well as informed public discussion on the Icelandic fishing industry, by engaging in international cooperation and participating in international fora, by promoting marine research and sustainable use of living marine resources and by communicating with government authorities on matters concerning the interests and rights of its members.

Benedikt Sigurðsson, Press officer
benedikt@sfs.is



SKAGINN 3X

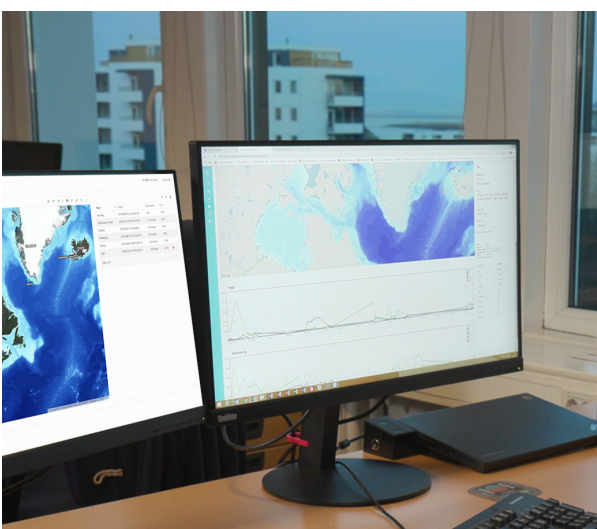
Skaginn 3X is a company with strong roots in the Icelandic seafood sector with the ability to work on an international level. The company has decades of experience in providing a wide range of solutions for food processors. In recent years the company has become a leader in the design and development of chilling, freezing and food processing solutions. The company is staffed by dedicated, long-term employees with degrees in engineering, software design and fisheries.

Bylgja Pálsdóttir, Marketing & PR Coordinator
bylgja@skaginn3x.com



Sæplast is a world leader in design and production of reusable triple layer containers with over 30 years experience in serving the seafood industry. The containers come in different shapes and sizes, ranging from 65 to 1400 L and are generally known to be strong, hygienic and durable. We are extremely good at listening to our customers and together we create solutions that improve safety and the economy of their daily business.

Karl-Erik Nordstrand, Area Sales Manager
karl-erik.nordstrand@saeplast.com



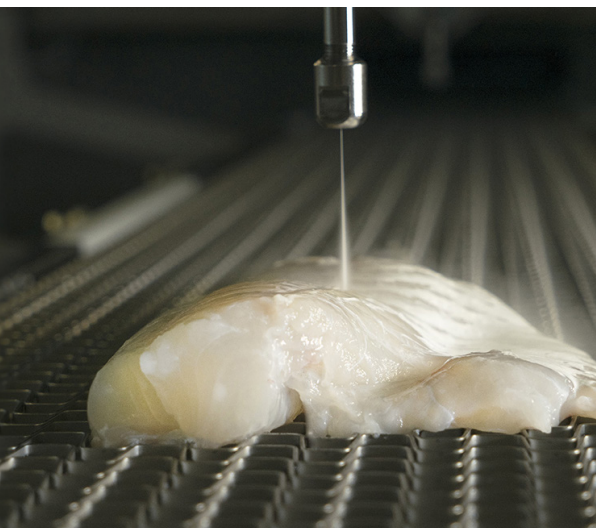
Trackwell offers a range of solutions for catch monitoring, reporting and surveillance. Trackwell VMS is a fully compliant surveillance system with a built-in ERS for fishing authorities and Hafsyn is a catch reporting system for businesses. Hafsyn gives users real-time overview of operations and access to historical and traceability data, to meet requirements for proof of sustainability. Hafsyn simplifies the process of managing catch information to help improve decision making and fishing strategy.

Steingrímur Gunnarsson, Sales manager
steingrimur@trackwell.com



Vaki has for more than thirty years been a leading company within hi-tech solutions for the aquaculture industry. With strong focus on market driven product development, our fish counters and equipment for measuring size of live fish is well known all over the fish farming world. Feeding systems, fish grading, oxygenation of water with monitoring and control are fields we specialize in. Our service and support network stretches out to all main areas of the industry and ensures long lasting relations with our customers.

Benedikt Hálfðanarson, Managing Director
Benedikt.Halfdanarson@Pentair.com



Valka is a high-tech company that designs and builds progressive systems for groundfish & salmon processing companies. Using state of the art technology the Valka solutions assist the processor to create value through automation, with improved accuracy, by minimizing waste and maximizing the yield to highest value products. In 2011 Valka introduced a breakthrough in fish processing with the fully automated pin-bone and portion-cutting line, using X-ray technology for locating fish bones and water-jet robots to accurately portion the fillet.

Ágúst Sigurðarson, Marketing Manager
agust@valka.is



Toungebreaker name Vidskiptathroun Ltd. is Icelandic for Business Development. Which exactly describes the services offered by the consulting company of Icelandic seafood industry expert Kristjan Th. Davidsson, M.Sc. Fisheries. With over 30 years of doing business in close to 40 countries with extensive experience in the international seafood and finance industries, open for interesting engagements in the seafood industry, fishing, aquaculture, technology, production, sales, management and finance. Please visit www.davidsson.is

Kristjan Th. Davidsson, CEO
kristjan@davidsson.is



Vísir hf is an experienced yet innovative seafood company which operates exclusively long-line vessels and runs state-of-the-art processing facilities in Grindavík. The company puts emphasis on responsible fishing, high-tech processing facilities and quality product. Vísir offers a rich variety of premium products from high quality raw material and serves a broad group of demanding customers from all over the globe.

Jóhann Helgason, Sales and Producton Manager
johannh@visirhf.is

