

Tokyo

Med forbehold om endringer
SPERRET til

Gro Harlem Brundtland

TALE UNDER "PROSJEKT JAPAN"-BUFFETEN PÅ AKASAKA PRINCE HOTEL -
TOKYO - ONSDAG 25. FEBRUAR 1987 - KL. 18.30

Excellencies,
Ladies and Gentlemen,

It gives me great pleasure to address this reception which has the specific purpose of presenting "Project Japan" - the coordinated effort to promote Norwegian fish and fish products on the Japanese market. Our trademark is quality and this emphasis on quality also represents the fundamental guideline for all our export to Japan.

An important principle behind the implementation of the campaign "Project Japan" has been the establishment of close cooperation between Japanese and Norwegian interests. It has been particularly gratifying to see that the campaign has been received with positive statements of support from Japanese authorities and from the various sectors of the Japanese fishing industry. My hope is that the campaign, and the close contact it has created with Japanese interests, will generate an increased awareness in Japan for Norwegian seafood products and for Norwegian products in general.

With 121 million inhabitants Japan must meet a substantial part of its fish consumption requirements through imports, while Norway with 4 million inhabitants has for centuries exported a major share of its marine products to other parts of the world. This reliance on exports has provided the Norwegian fishing industry with experience and knowledge of diverse consumer

preferences in many parts of the world, including Japan. This again has enabled our industry to supply diversified markets with high quality products that are adapted to suit the consumers of a particular nation. The rich harvest gathered from the unpolluted seas off the Norwegian coast forms the basis for this wide range of seafood products rich in proteins, minerals and other nutrients. As a medical doctor, I would like to add that Norwegian fish also is excellent health food!

I would like to conclude by drawing your attention to the logo, the symbol and the label, that will be used on Norwegian seafood products. And thus in true Norwegian tradition I hereby welcome you to the table.