
Fimmföldun verðmæta Hvað þarf til?

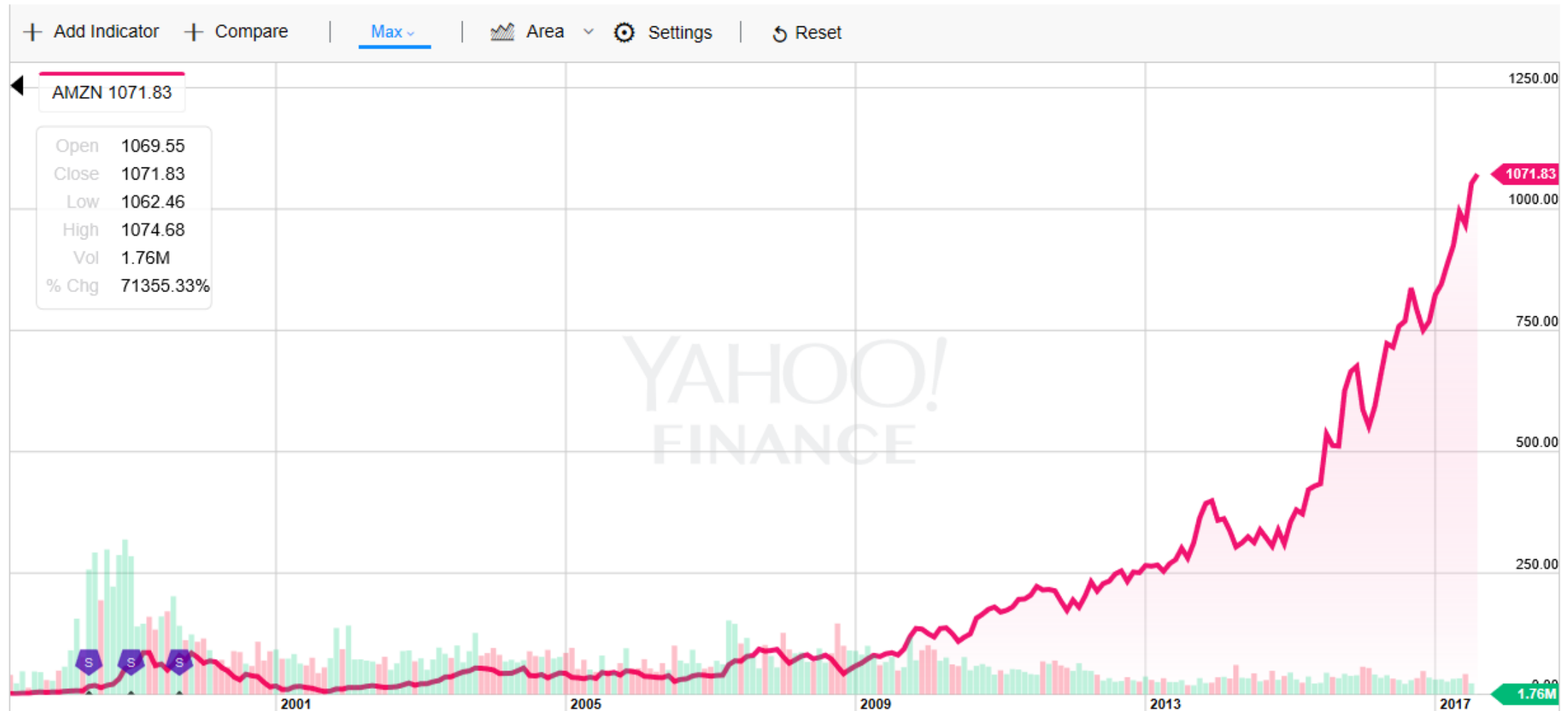
Sveinn Margeirsson, forstjóri Matis
@SveinnMarg

Sjávarútvegsráðstefnan 2017, Hörpu, 16.-17. nóvember.



Er spurningin um fimmföldun út í hött?

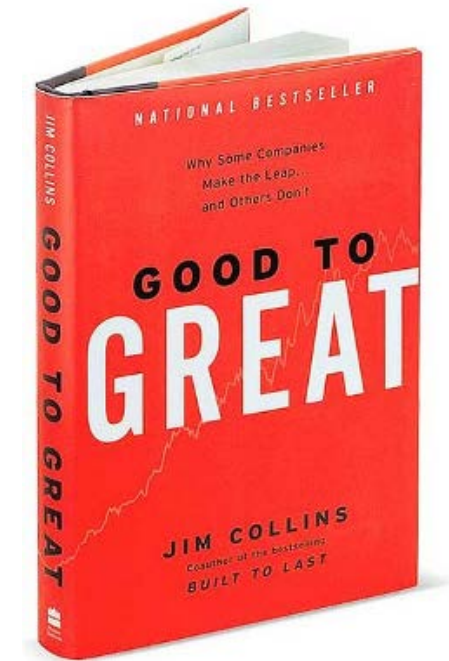
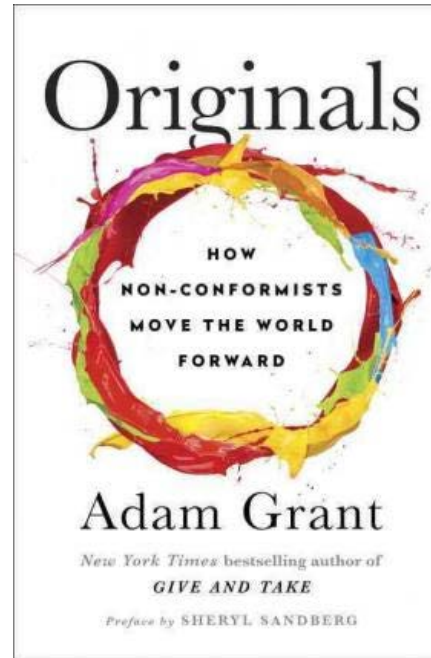
Amazon.com, Inc. (AMZN) 1,071.64 18.84 (1.79 %) As of 10:41AM EDT. NasdaqGS Real Time Price. Market open.



**„The reasonable man
adapts himself to the
world; the unreasonable
man persists in trying to
adapt the world to
himself.**

**Therefore all progress
depends on the
unreasonable man“**

George Bernhard Shaw



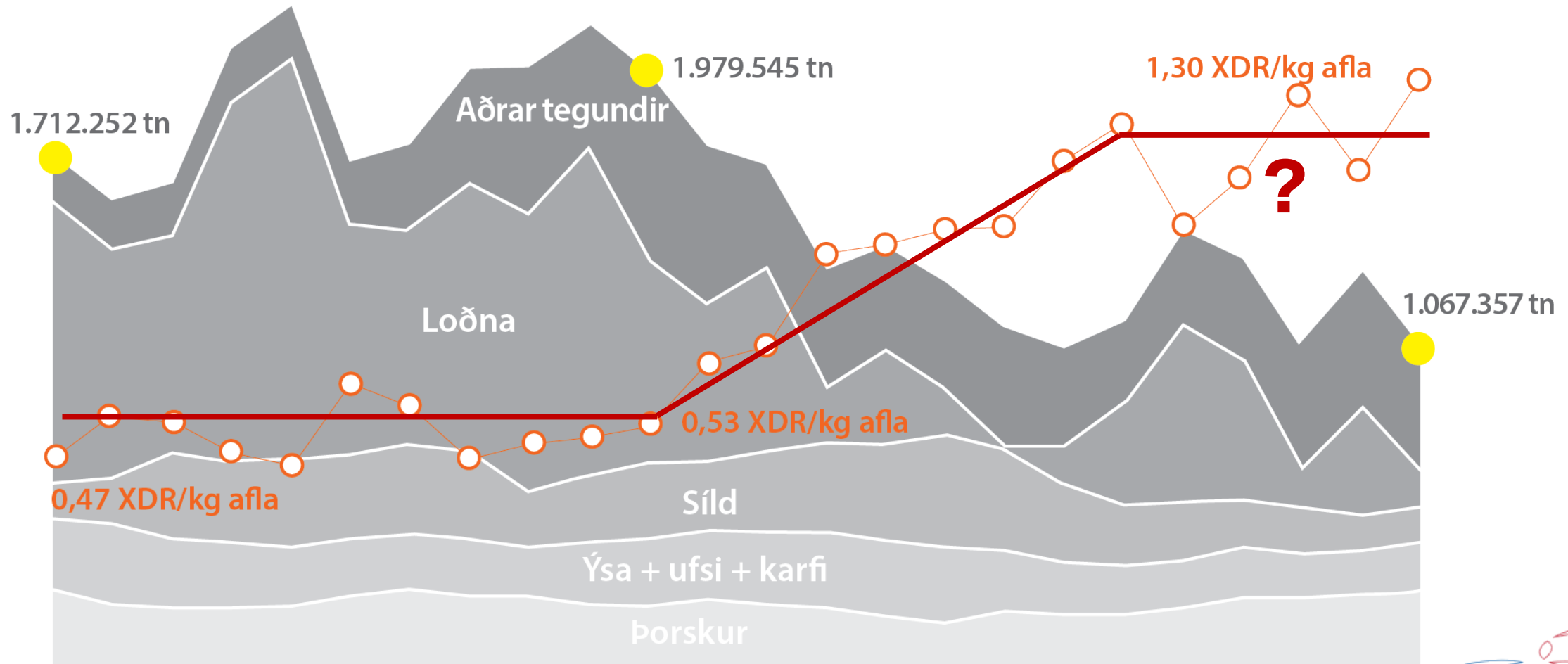
Every time we interact with another person at work, we have a choice to make: do we try to claim as much value as we can, or contribute value without worrying about what we receive in return?

— Adam Grant —

AZ QUOTES

Heildarsýn

Á leið til aukinna verðmæta?



1993

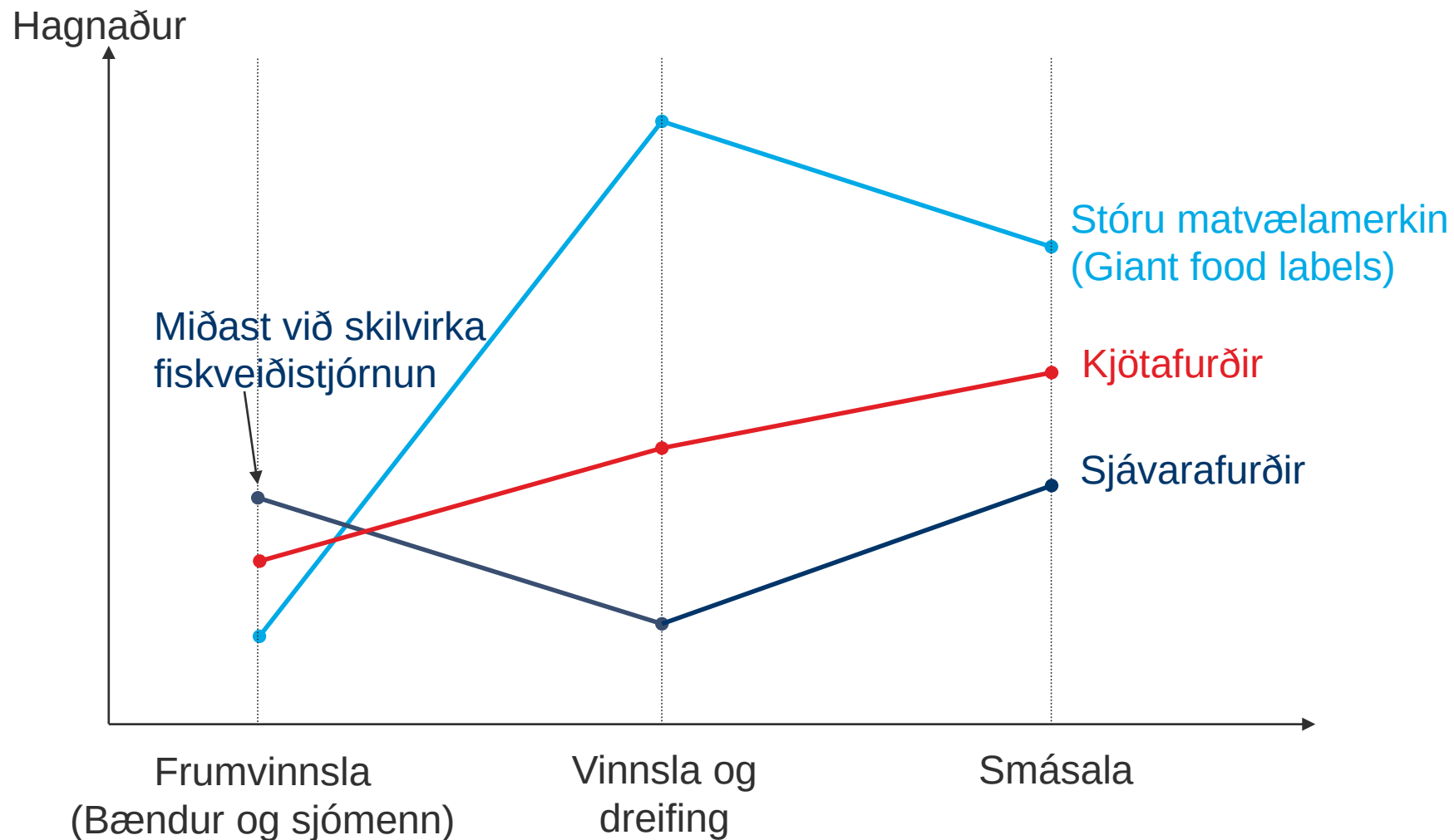
2003

2016

AVS rannsóknasjóður í sjávarútvegi



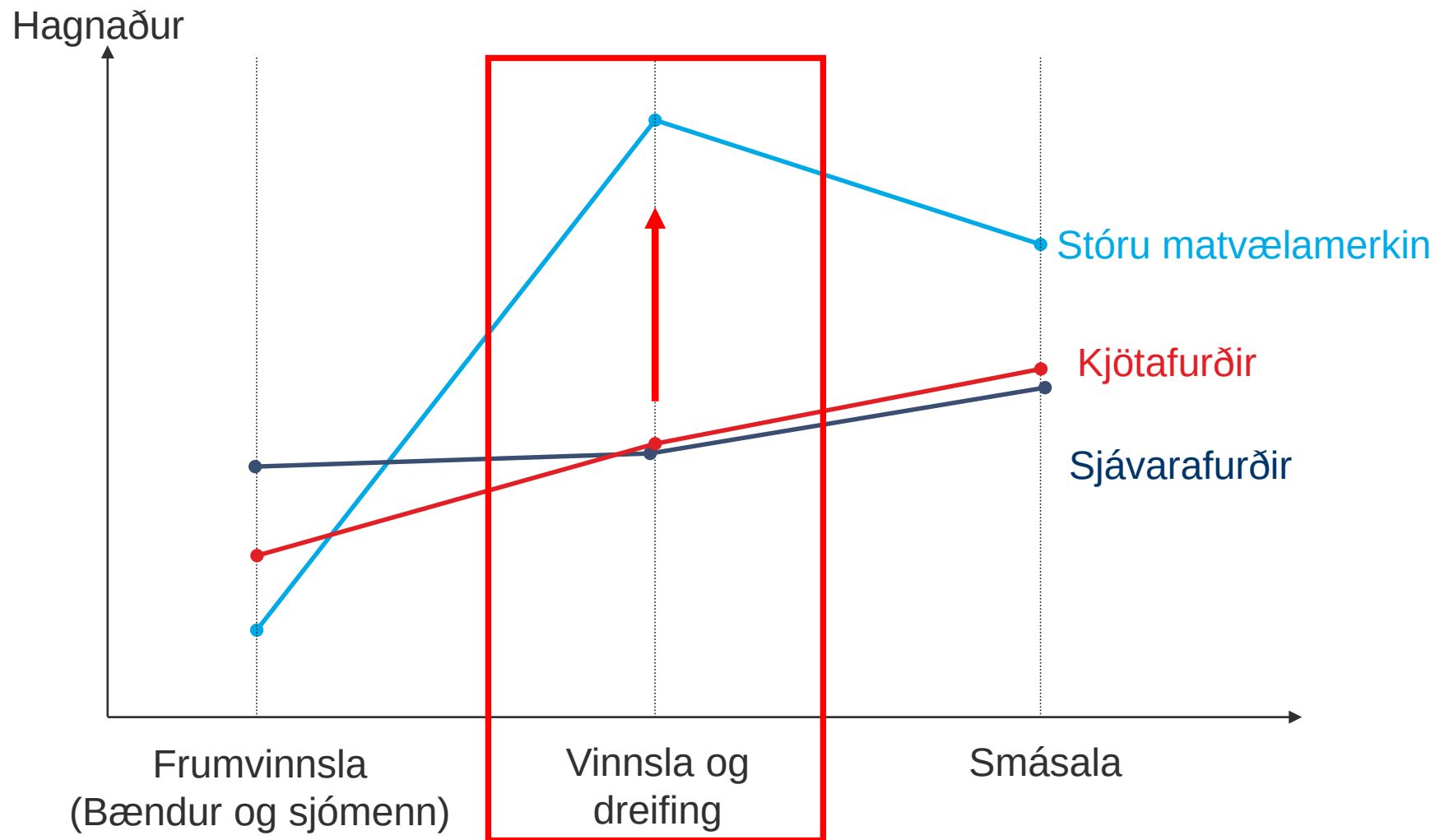
Hvar verður hagnaðurinn til?



Glæra þýdd frá Sigurði Ólasyni, Marel.
Seafood Processing for the Future, World Seafood Congress, Reykjavik. 2017

Source: Ragnar Tveteras

Hvar verður framtíðarhagnaður til?



Glæra þýdd frá Sigurði Ólasyni, Marel.
Seafood Processing for the Future, World Seafood Congress, Reykjavik. 2017

Source: Ragnar Tveteras

Umbyltingar: Munu verða í veiðum, vinnslu og sölu sjávarafurða

