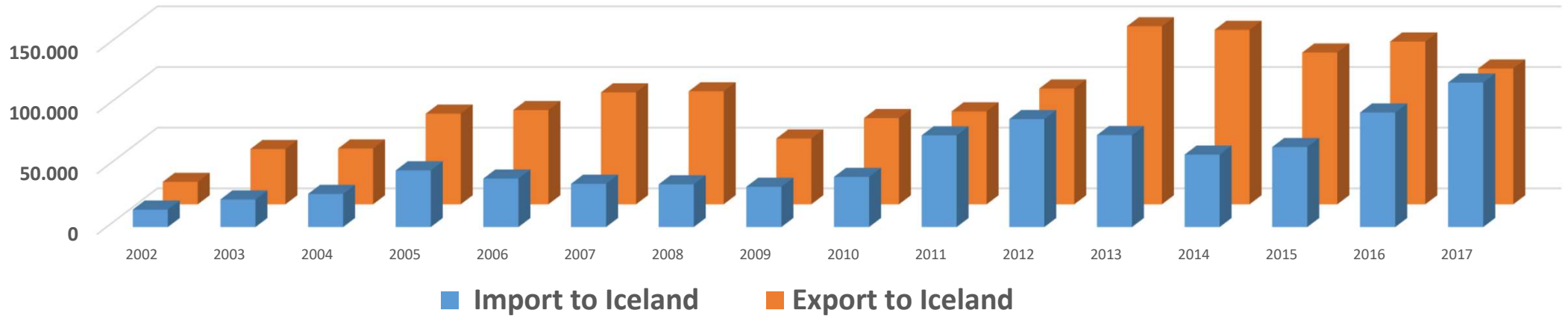




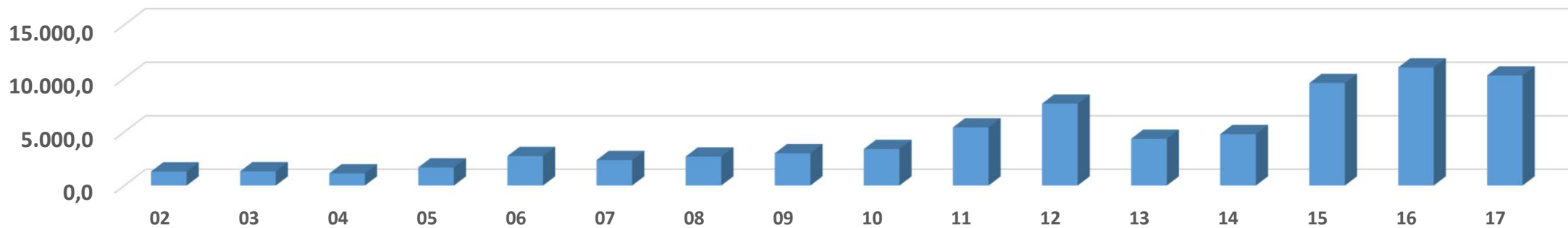
Iceland-China Trade & Economic Cooperation -- *Review & Prospect*

Li YANG, Trade Representative
Embassy of Iceland in Beijing

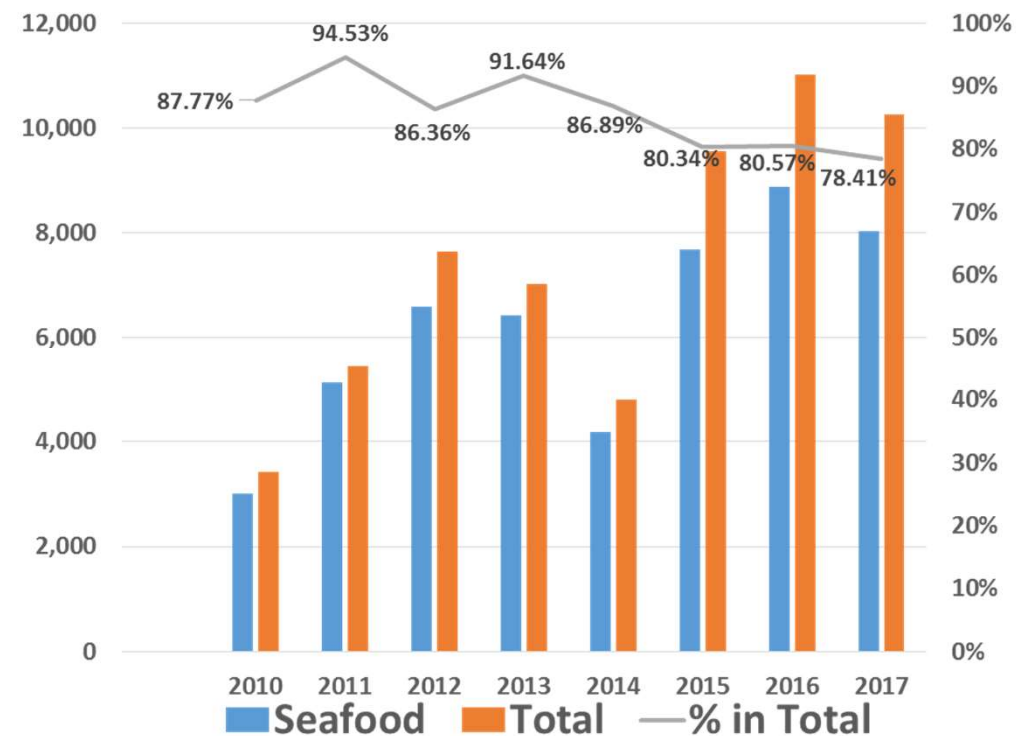
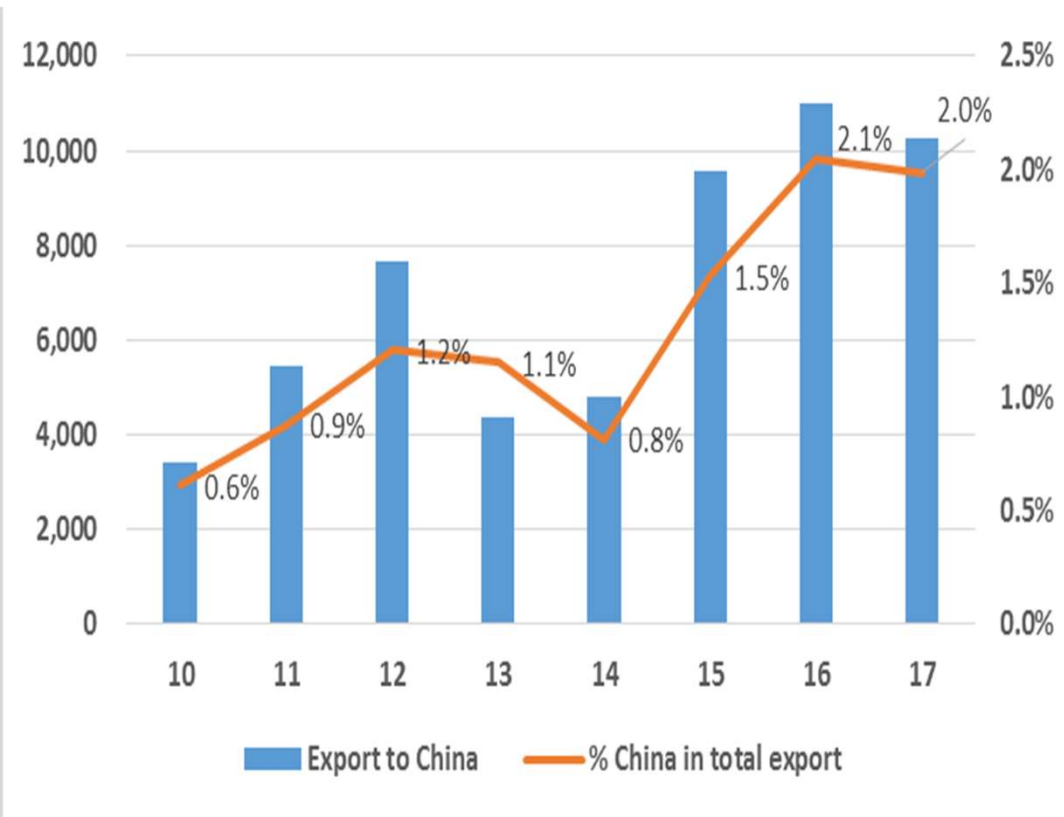
Chinese Figures USD 1,000



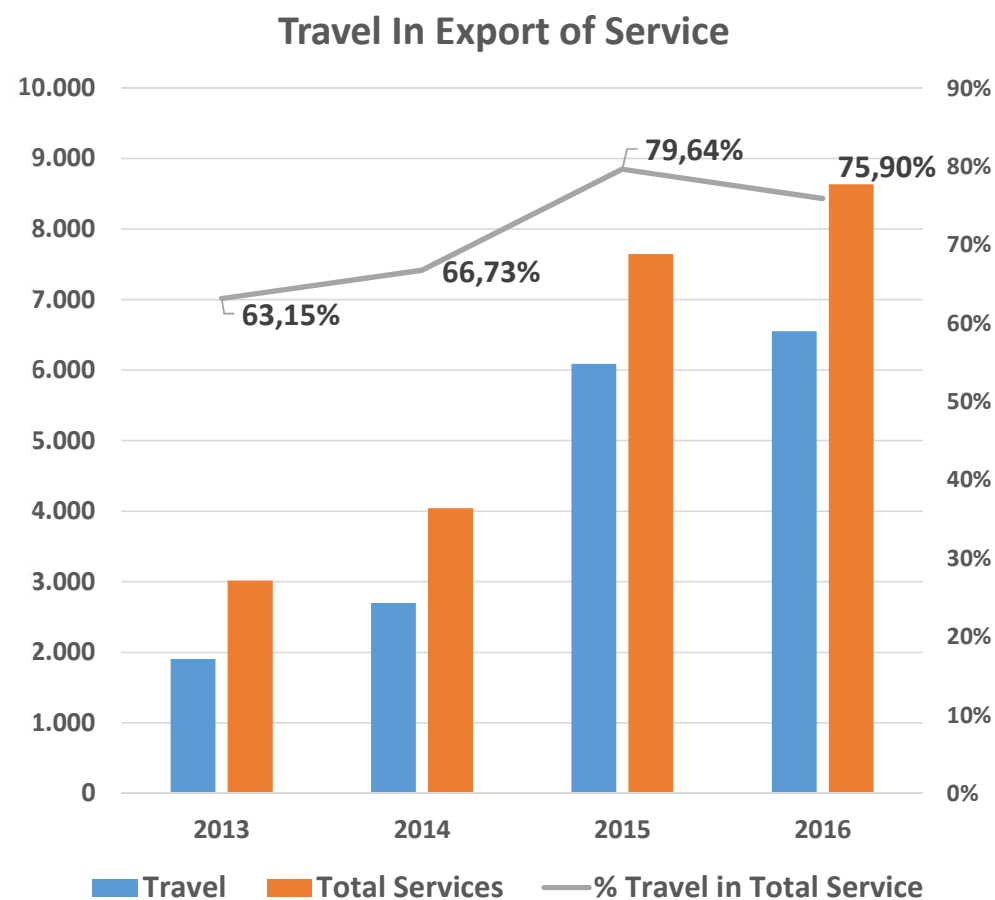
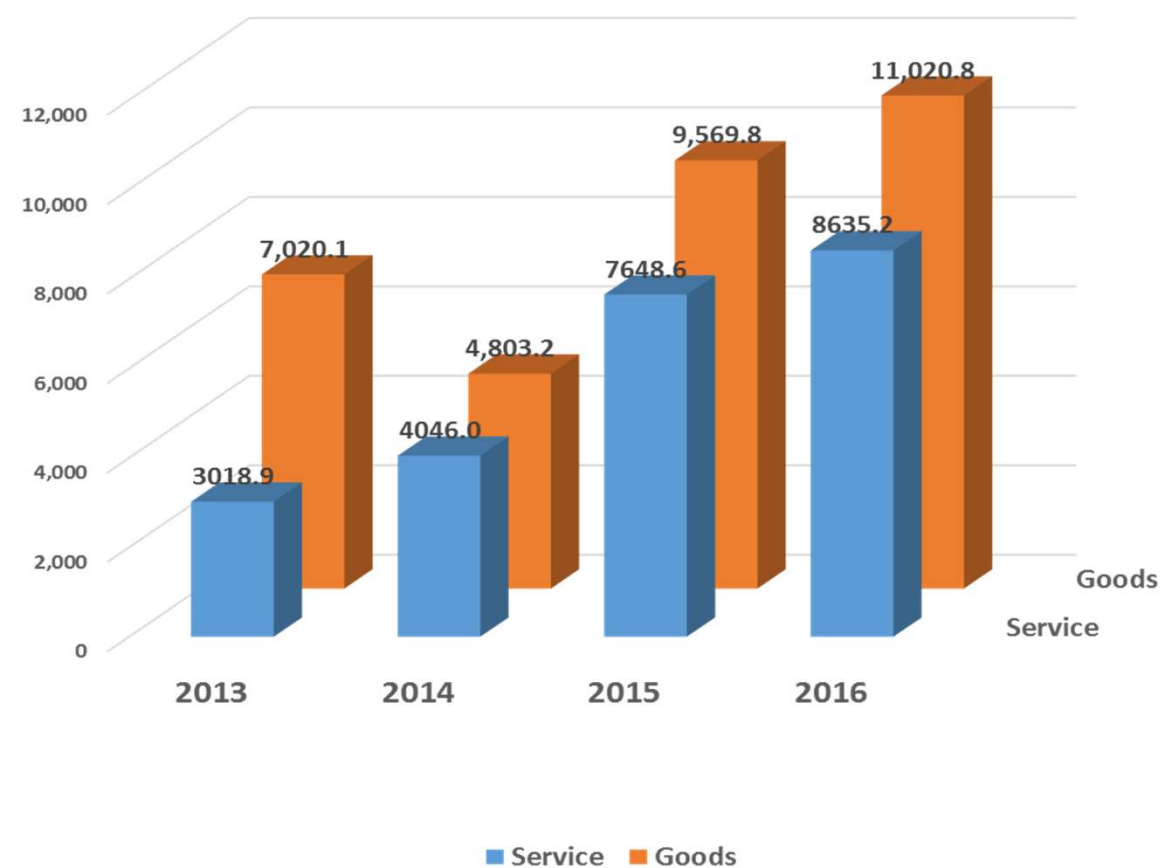
Icelandic Figure: Exports ISK Million



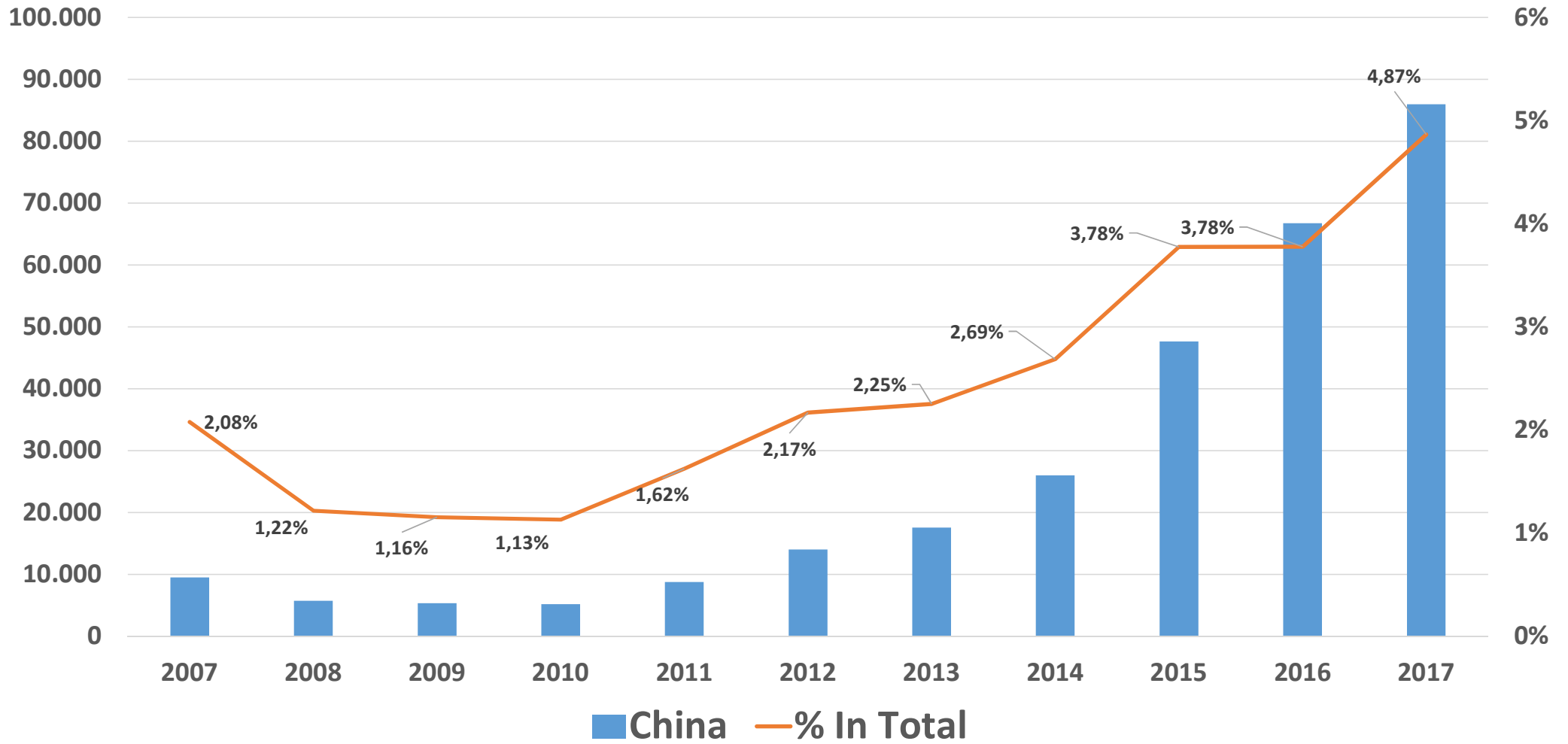
Iceland-China Trade in Goods : Export



Trade in Service: Export



Chinese Passengers Through Keflavik Airport



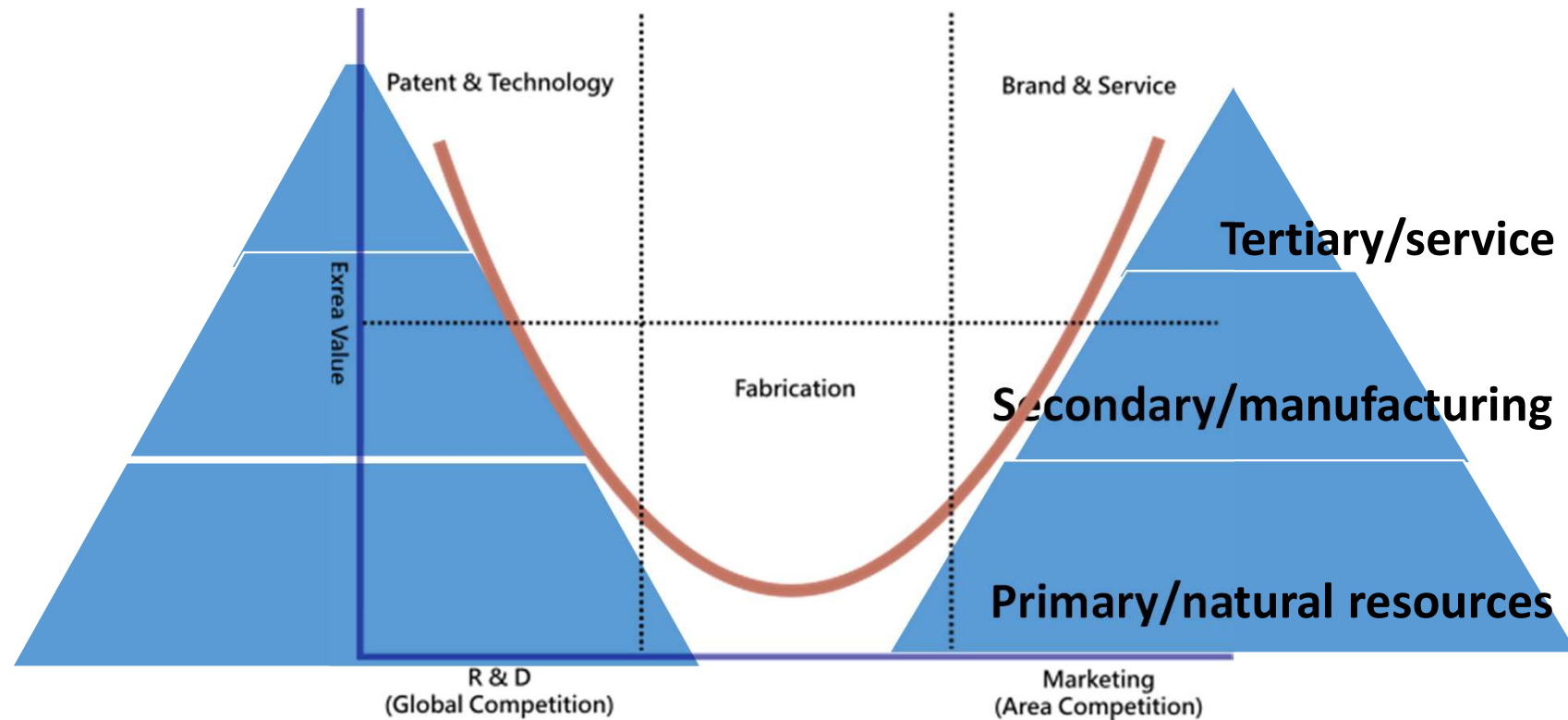
Investment



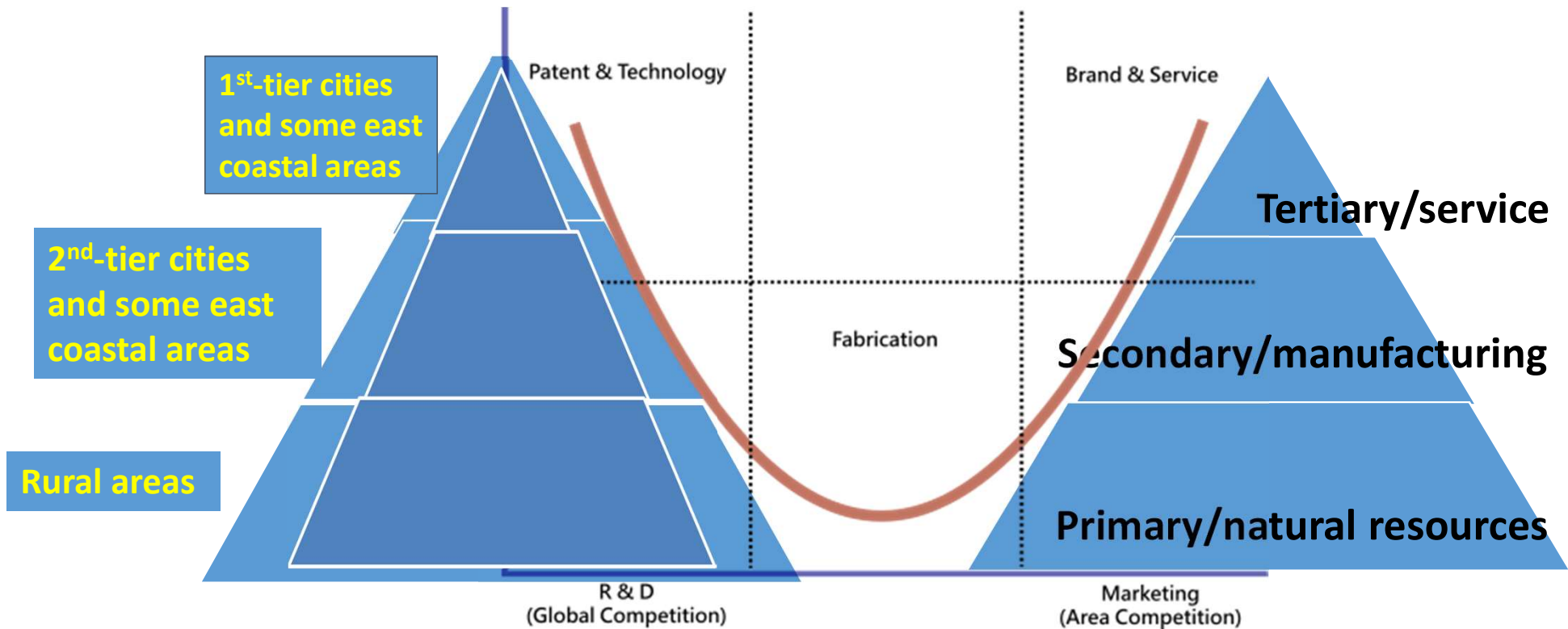
希阿艾吉新（上海）环保科技有限公司
CRI Jixin (Shanghai) Environmental
Protection Technology Co., Ltd.



Global Value/Production Chain: Evolution of China

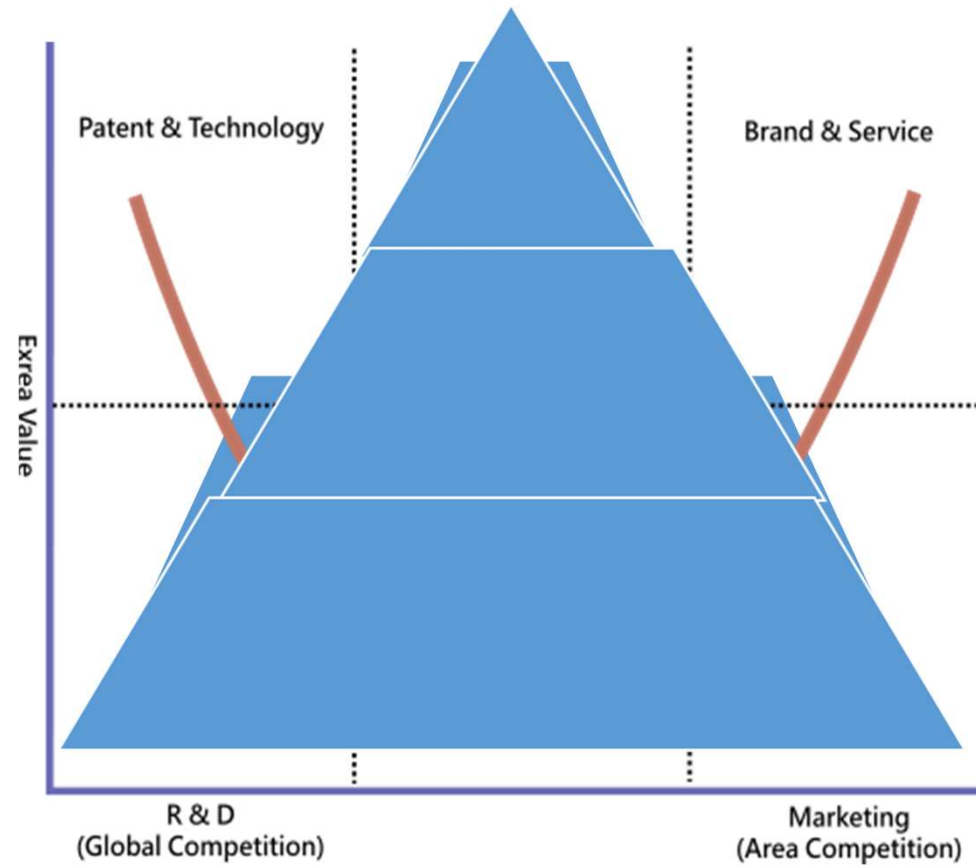


Global Value/Production Chain: Evolution of China

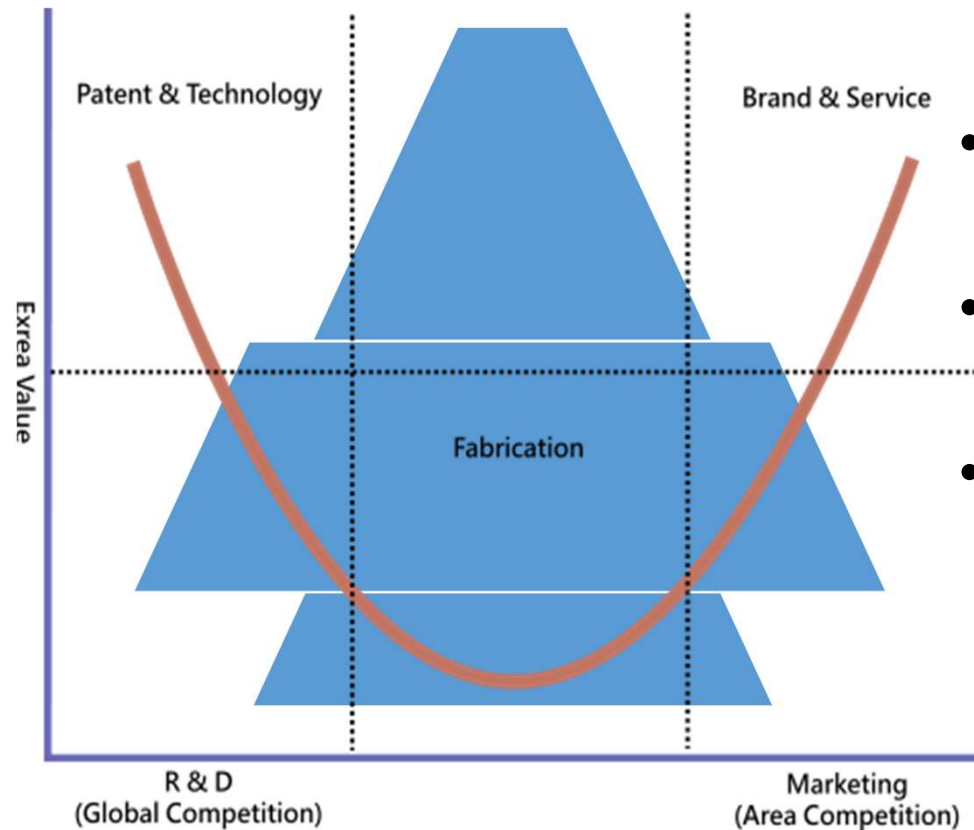


“One Country, Three Worlds”

Global Value/Production Chain: China Now



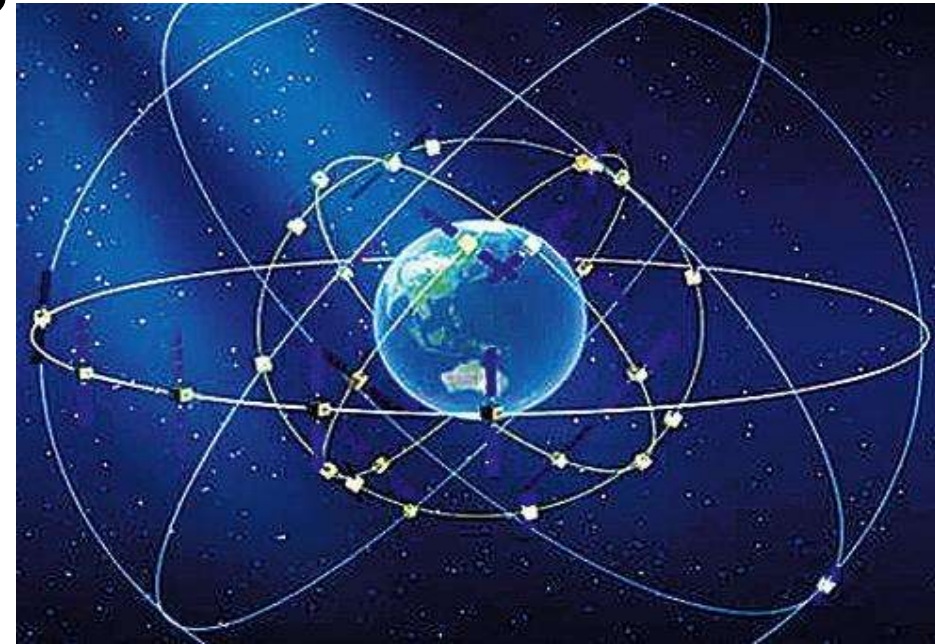
Global Value/Production Chain: China Now



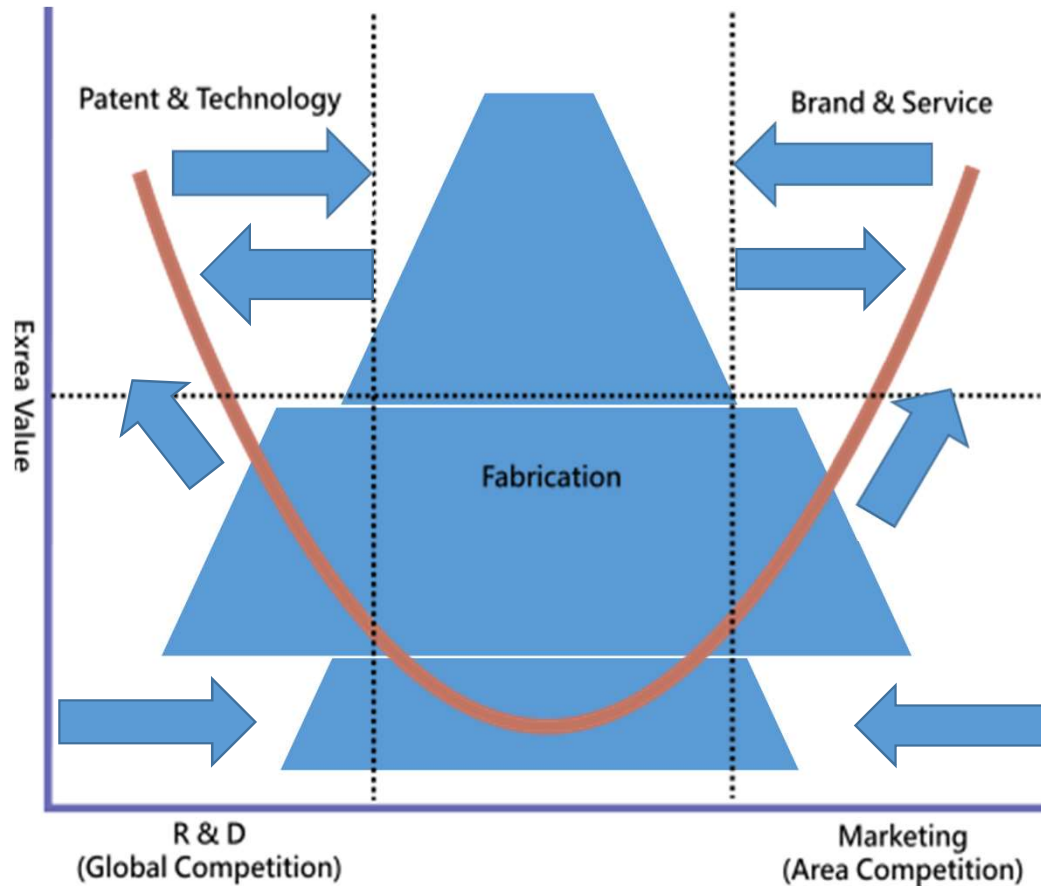
- 1/5 global population
- Global workshop
- Going up the global value chain with a globally-oriented industrial facility



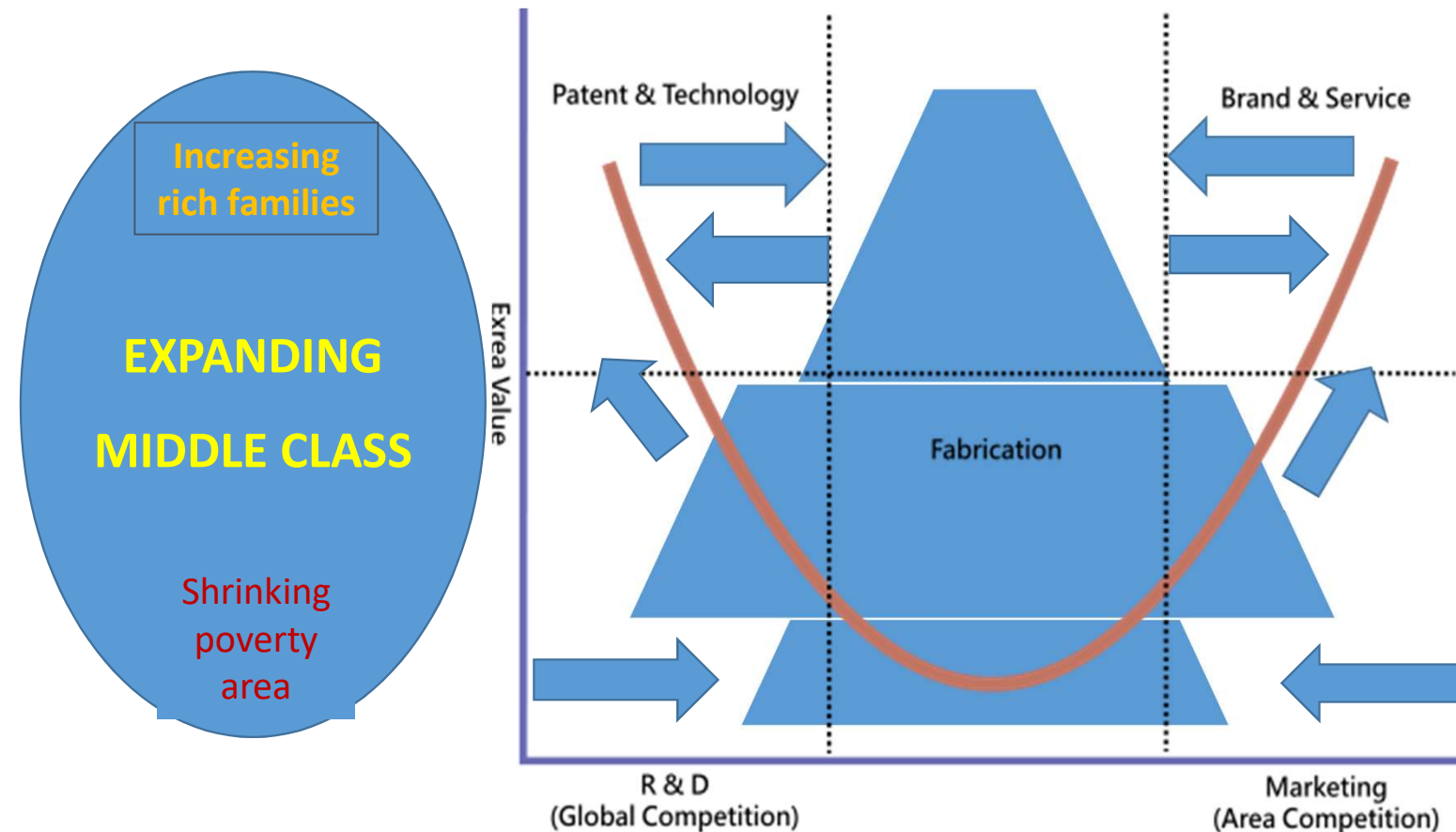
GPS & GLONASS & GALILEO & BDS



China Opportunities for the Rest of the World



China Opportunities for the Rest of the World



- Diversified need from a huge and increasingly affluent population, including sustainable urbane development
- Advance technology or business concept for improving the manufacturing capacity of the global workshop
- Supply of raw materials for the optimum operation of the global workshop
- Facilitation for the optimum efficiency of the global workshop

Iceland: China's 1st FTA Partner in Europe



Signing Ceremony of Iceland-China Free Trade Agreement



Company Levels: Potential



Big potential

- **Agricultural products:** Lamb Meat, Farmed species (Rainbow trout, Atlantic Salmon and Arctic Char), wool and skin, and more down the list
- **Consumer goods:** Finding niche as strong foothold for a long-term growth with the market.

Greater Potential

- **Chinese tourist:** Potentials of hundreds of thousands or even more
- **Gift package for Chinese tourists:** High purchasing power of Chinese tourists, including both luxury/creative products/Icelandic specialty

Greatest potential:

- **Know-how and Hi-tech products:** Potential of application in the workshop for both Chinese market and international market – Unlimited potential

Company Level: Breaking the Bottleneck



- More Input in Promotion/marketing
- Be a Farmer rather than a fisherman
- More added-value
- More uniqueness

Governmental Level: Relentless Effort

OBS Service: Contract-based services beside general inquiries

Embassy & Islandsstofa:

- Made-IN-Iceland (MII) from 2010
- Tourism Roadshow
- Business delegation
- Nordic Sustainable Cities in China from 2018
- Hi-tech Match-Making Event

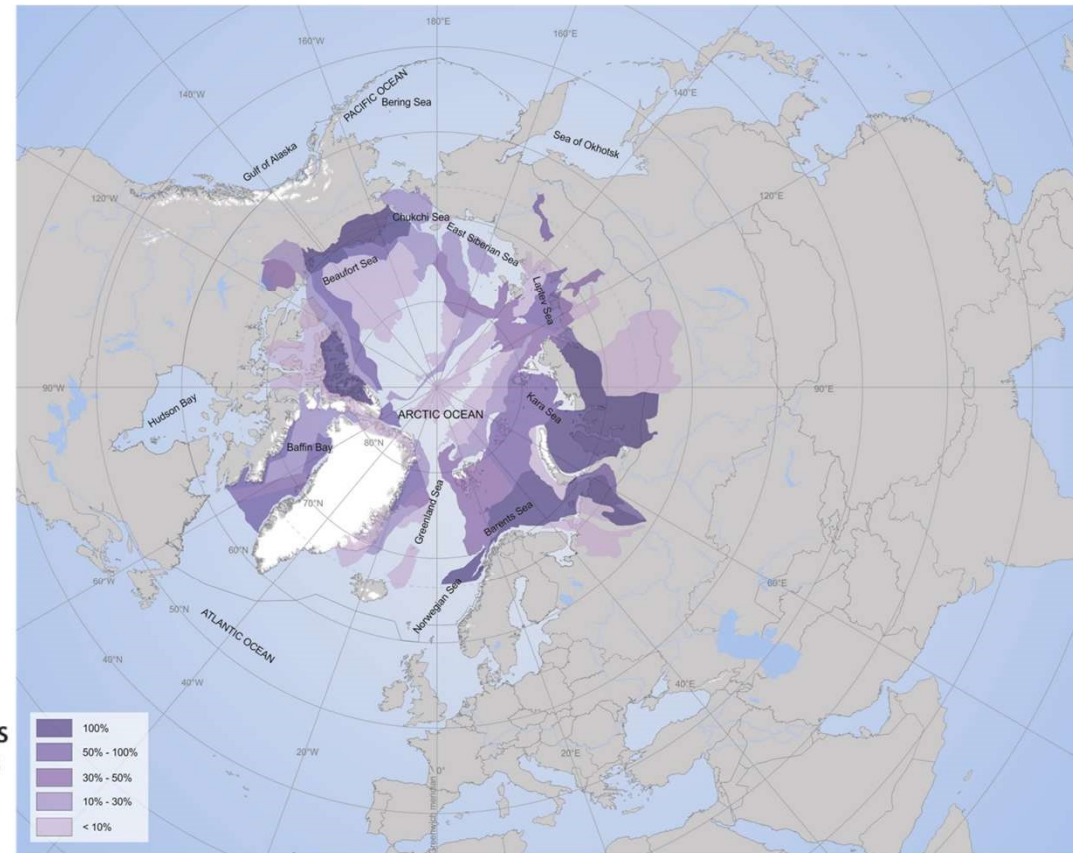
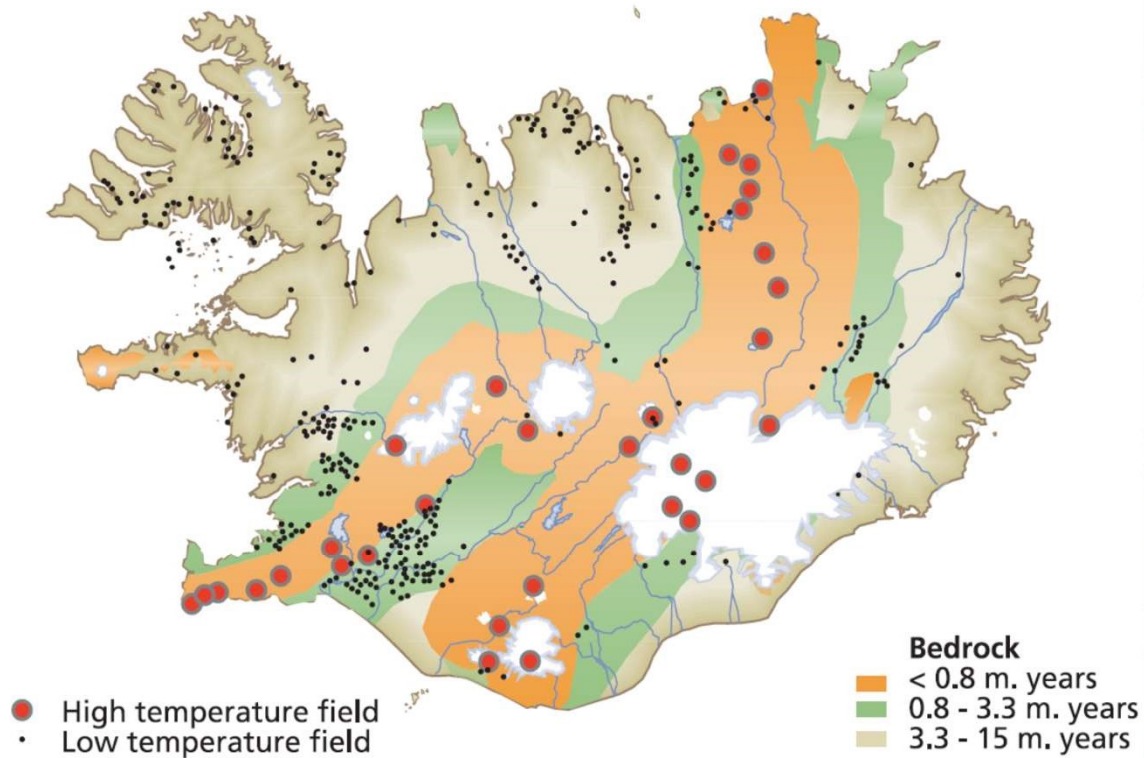
Embassy

- Icelandic Business Forum in 2007
- Group participation of Icelandic companies in regional trade shows
- Pilot promotional project of “Icelandic Product & Service”

New Step Planned

- Expanding MII members for more integrated joint promotion of Icelandic products and services, modelled on Icelandic Naturally Project

Strategic Level: Iceland Energy & the Arctic Development



Strategic Level: Overseas Transit & logistics Center for China?



Iceland-China Prospect: Let's *Make It Possible*



Link: https://www.bilibili.com/video/av21362205/?spm_id_from=333.338.recommend_report.4