



加拿大海豹皮营销组织

Beijing, China

中国 北京

April 2010

2010年4月

SEAL



Introduction by Canadian official 政府官员致辞

– Presentation from:

– Grace Kim/ 金嘉殷

- First Secretary/Première secrétaire/一等秘书
- *Trade Commissioner (Agriculture and Agri-Food)/Deleguée commerciale (Agriculture et Agroalimentaire)/商务专员 (农业食品)*
- Embassy of Canada/Ambassade du Canada/ 加拿大驻华大使馆

Canadian Seal Marketing Group

加拿大海豹营销组织

- CSMG is an association that was founded in fall 2009 in Canada by 3 companies involved in seal processing.
- 加拿大海豹营销组织是由三大海豹加工公司于2009年秋季共同成立的，总部在加拿大。
- *The mission is to create a new image to the seal industry and promote all the components of the product in different markets.*
- *这个营销组织致力于为海豹产业建立新形象，并提升不同市场的海豹产品*
- The association is there to show the potential of the product and show the different techniques that create a higher value to it.
- 此组织不仅展示了产品的潜质而且展示了不同的能为产品增值的技术
- It is a marketing tool to support the users of the product by generic marketing.
- 这是一种通过共同营销方式来为产品使用者提供支持的营销手段。

Canadian Seal Marketing Group

加拿大海豹营销组织

- Phase 1 is to promote the seal skins in the fashion industry: garments, accessories & shoes.
- 第一步是提升海豹皮在时尚业的地位：服饰，配饰及鞋
- The other phases will concentrate in the other part of the animal into other industries.
- 接下来的工作将致力于发掘动物其他部位的价值并将其拓展到其他商业领域。
- The association is support by the Canadian Gouvernment, Provinces of Quebec and New Founland, as well as Norway.
- 此组织得到了加拿大中央政府，魁北克省，纽芬兰及挪威政府的支持。



SEAL



加拿大海豹营销组织

RIEBER, NU-TAN, TAMA SU





NUTAN FURS INC.



加拿大

- Canadian Owned and Operated Since 1998
- 自1998年开始自主经营
- Located Catalina, Trinity Bay, NL, CANADA
- Brand Certification: 品牌认证

1st Canada Brand Recognized 首个得到认可的品牌

- Plant Certifications: 公司认证

Canadian Food Inspection Agency 加拿大食品检验局

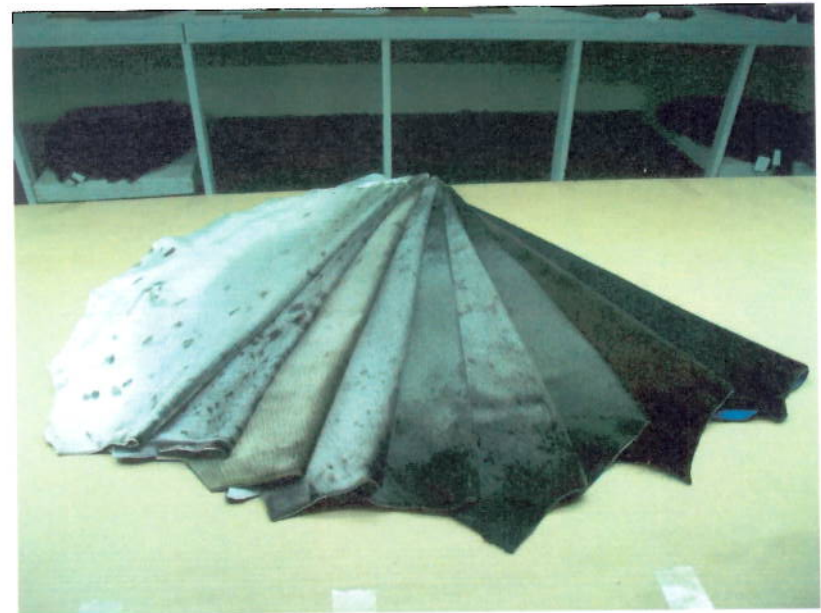
Health Canada 加拿大卫生组织

Environment Canada 加拿大环境组织

PRODUCT LINE

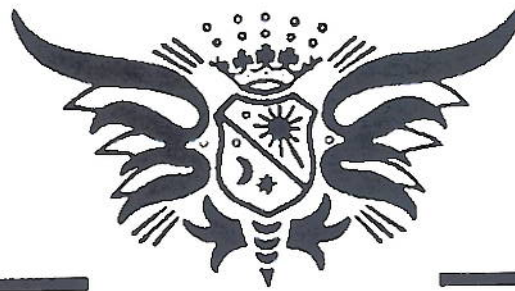
产品线

- ▶ Seal Meat Blast Frozen海豹肉的速冻
- ▶ Seal Oil “Terra Nova Omega 3”
 - 富含Omega 3的海豹油
 - Bulk, Capsule and Bottled
 - 散装、胶囊及瓶装
- ▶ Seal Skins “Atlantic Marine” cts
 - 自大西洋的海豹皮



SALES REPRESENTATIVES

- ▶ Jinghua Guo – Assistant and Sales Representative to China
助理兼中国市场营销代表
- ▶ Jurgen and Frank Denhardt



JÜRGEN DENHARDT

优良品质

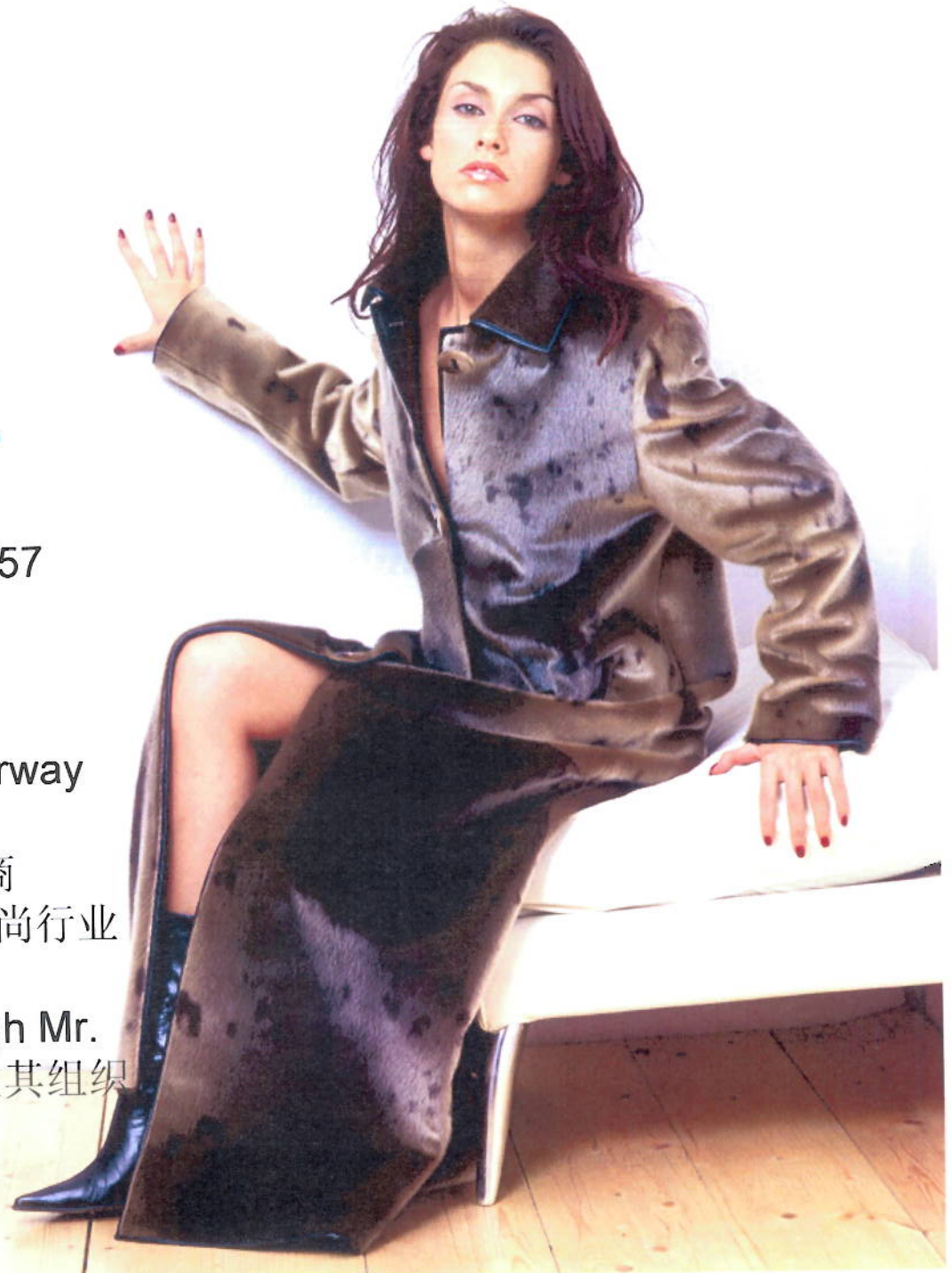
源自天然



GCRIEBER

CARINO LTD.

- GC Rieber Carino Ltd., founded in 1957
- 成立于1957年
- Located in Newfoundland, Canada
- 公司坐落于加拿大
- Daughter company of GC Rieber, Norway
- 挪威子公司
- Provider of sealskins to; 海豹皮供应商
 - Fur & fashion industry 毛皮及时尚行业
 - Shoe industry 制鞋厂
- Long collaboration with China, through Mr. Yang and his organisation. 在杨先生及其组织的帮助下与中国建立了长期合作关系





Ta ma su by Bernard Guimont

- Most of our products are export in those following countries: 我们大部分产品出口以下国家
 - China, Korea, Russia, Ukraine, Turkey, Greace, Italy
 - 中国, 韩国, 俄罗斯, 乌克兰, 土耳其, 希腊, 意大利
- Personnaly I am involved in the fur Industry for more than 30 years.
- 我从事皮草行业有30多年了
- Our main office is located in Quebec city, Canada.
- 公司主要办事处在加拿大魁北克
- Our partnership in China is with Nordenkina based in Beijing, represented by Yansong Wen, and her assistants Katrina Wang & Fan Jiang & Eric Fan.
- 我们的合作公司是坐落北京雅宝路的诺德（国际）咨询有限公司，公司成员包括温岩松，王晓宇，江凡和范璐。

Ta Ma Su Team 公司团队



Canadian History and Seals

加拿大历史及海豹

- >5000 Years Inuit 5000多年前（因纽特人）
- ~1100 Years Ago (Vikings) 1100年前（斯堪的纳维亚）
- ~500 Years Ago (Europeans) 500年前（欧洲）
- Still Today is Socially and Economically Important
- 直至今今天仍然在社会经济生活中占据重要地位

Money, Tradition, Clothing and Food
资金，传统，服饰以及食物



Harp Seals and The Ecosystem

the Struggle for Balance

斑海豹与生态平衡

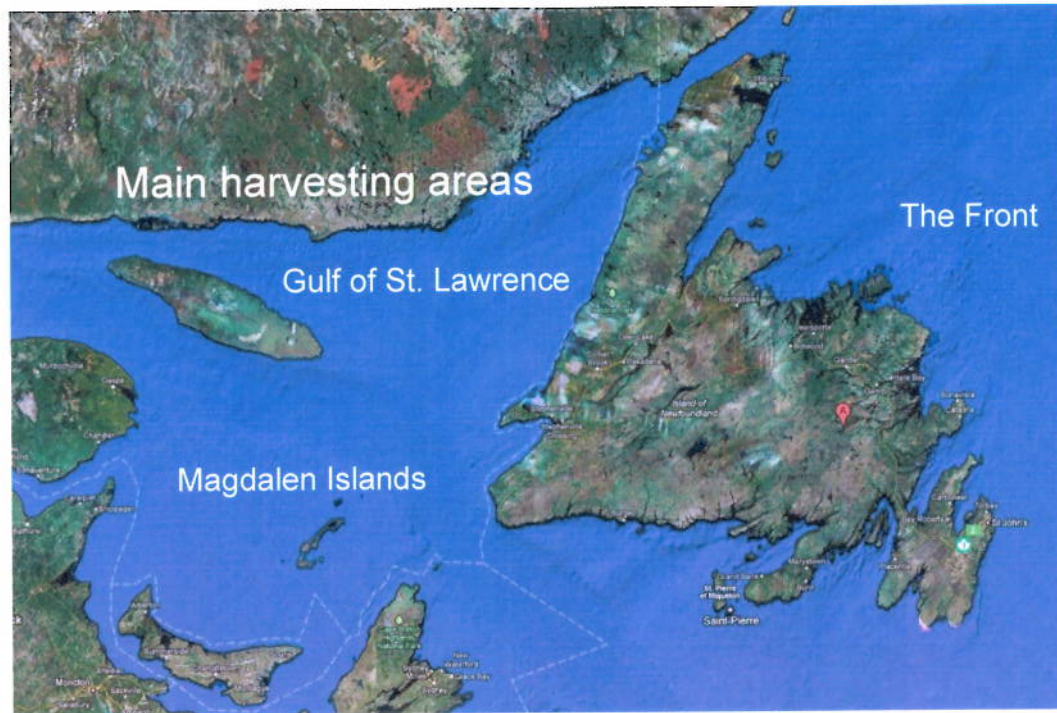
Harp Seals Consume More than 10 Times Canada's Wild Caught Fisheries

斑海豹的消耗量是加拿大野生捕猎渔业的十倍。

Harvesting of Seals Keeps Their Population in Balance with Other Marine Populations (Fish) 对海豹的猎捕维护了其他海洋生物的生态平衡。

- Commercial Value (\$) Adds Value (Respect) and Hunters Strive to Keep Healthy Populations 商业价值、增值及捕猎都致力于保持健康的生态数目平衡
- Without Commercial Value the Seals will become Pests and be Wasted (Like in Europe)
- 一旦失去商业价值，海豹就会被浪费而且被遗弃（如同在欧洲的待遇）

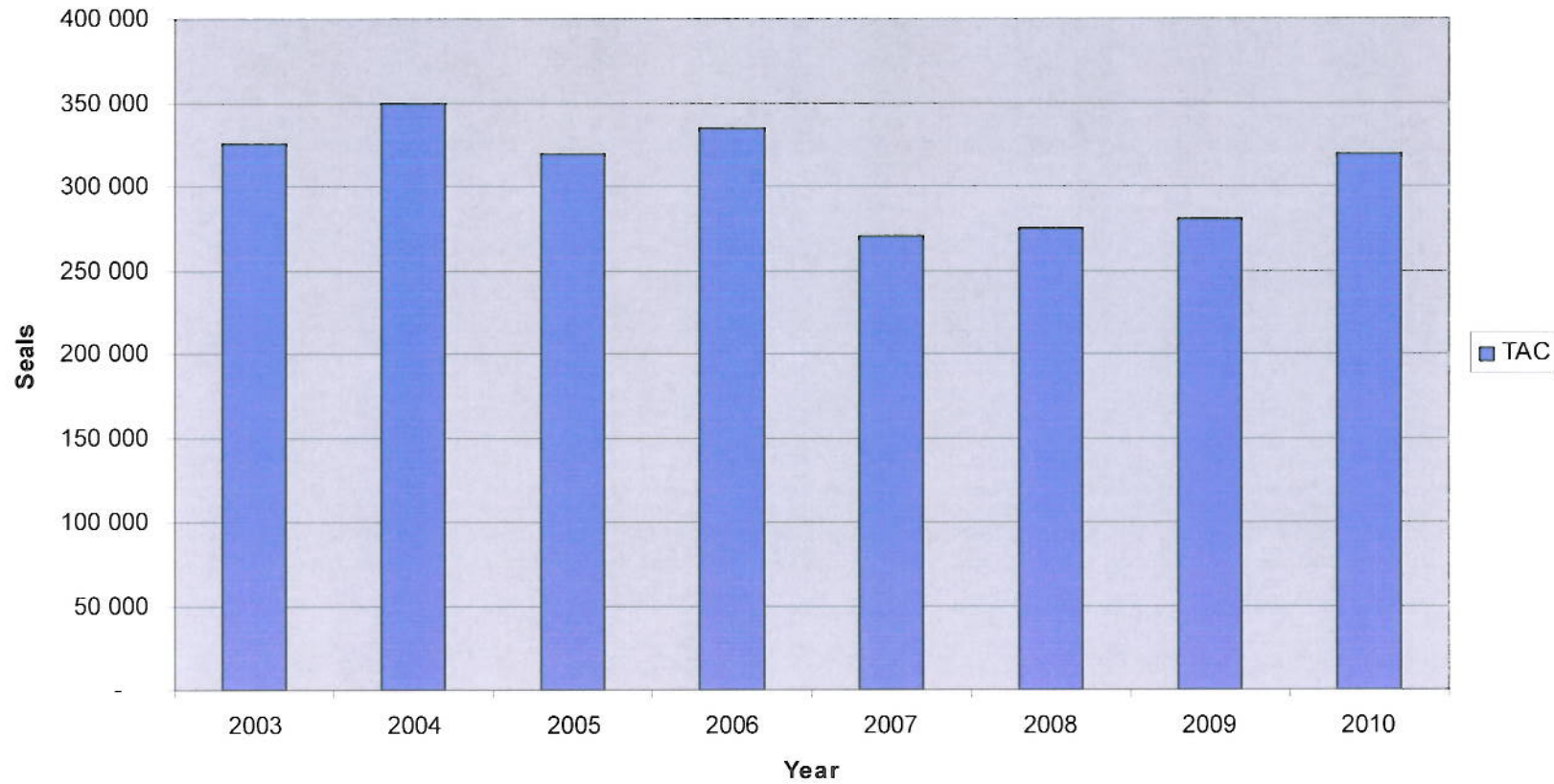
- **Main Seal harvesting areas in Canada:**
- 加拿大海豹猎捕区
 - The Front (弗朗特)
 - Gulf of St. Lawrence (圣劳伦斯海湾)
 - Magdalen Islands (马达兰群岛)



- **Seal – a stable resource** (海豹来源稳定)
- **TAC averaged at 300.000 pelts annually**
- 年均可允许猎捕量为30万张
- **Average catch at 85% of TAC**
- 年均实际猎捕量占可允许猎捕量的85%

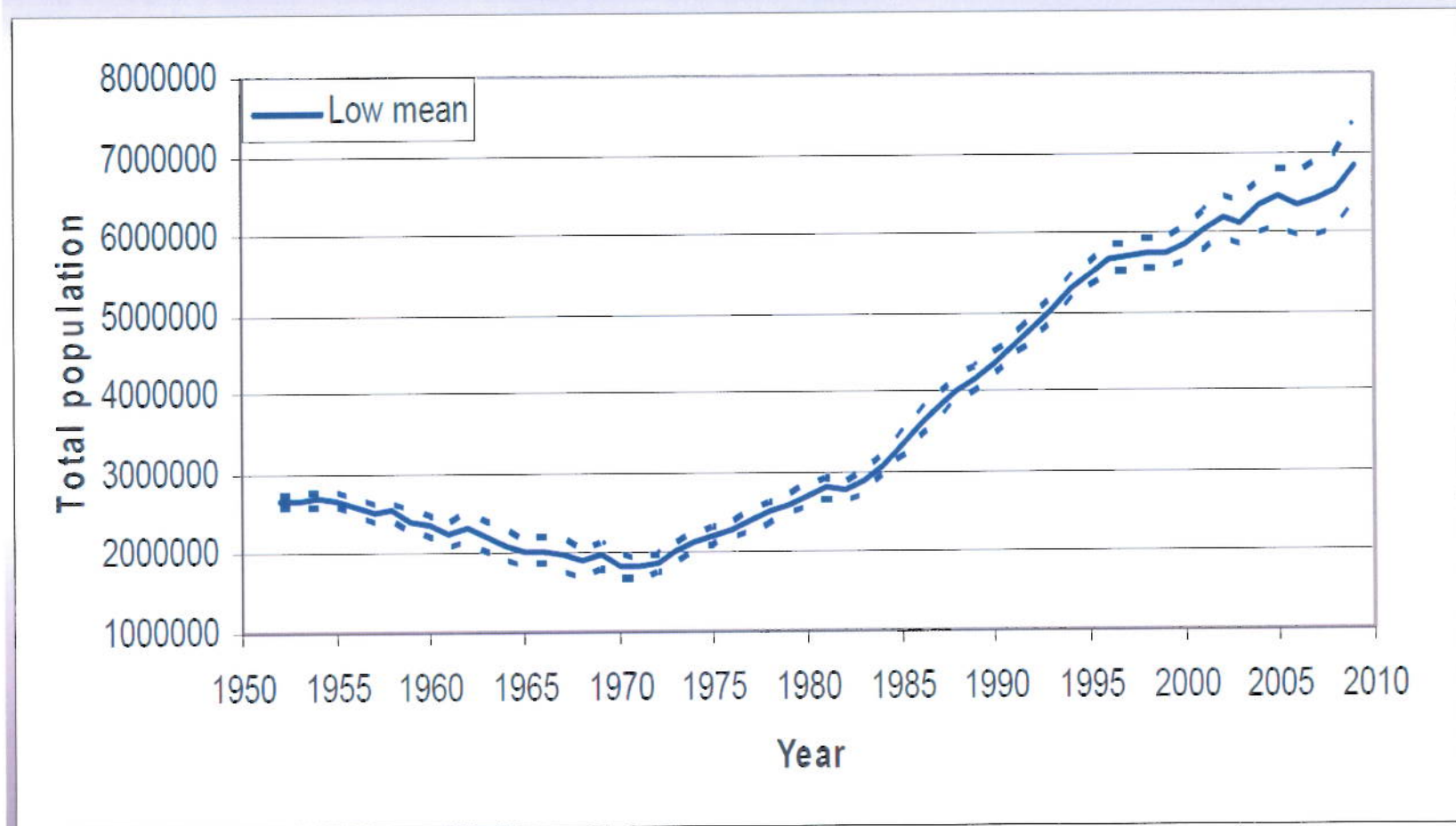
- **Rapid increase in seal population**
- 海豹数量急剧增长
- **Annual harvest at 300.000 level – no major impact on herd.**
- 每年猎捕30万的标准不会对海豹种群造成威胁

Total Allowable Catch (TAC)



NW Atlantic Harp Seal Population

Phoque du Groenland de l'Atlantique nord-ouest



Sector of activities: Bernard Guimont

活动版块

- **Fashion industry: skin for clothing, (garments, trim, lanners)**
- 时尚行业: 毛皮服饰 (服饰)
- **accessories, shoes & boots** (配饰, 鞋, 靴)
- **Food industry: Meat** (食品行业 海豹肉)
- **Nutraceutical industry: Oil very rich in Omega 3;**营养保健行业-富含omega3d的海豹油
- **Bio Medical industry: Seal Heart valves for human heart valve replacement** 生物医学-将海豹心脏瓣膜用于人体移植

Why buying this item: Bernard Guimont

为什么购买这种产品？

- Niche market: Very good added value;
- 縫隙市场：高附加值
- Distinctive: Different fur; 特色：多样的毛皮
- Unique by-product: 独特的副产品
- Total use of the animal;全面利用动物
- Natural, recycle, environmental product, abundance resource,
- 自然，可循环的环保产品，丰富的来源
- Fashion : 时尚

Why China? 为什么选择中国

Huge market – big potential! 中国市场巨大的发展潜力

China has tradition for using what nature has to offer. 中国自古有利用自然的传统

- Chinese are used to hunting and utilizing 99% of their catch 中国人从事捕猎工作，并利用了99%的猎物

Strong winters demand use of fur. 寒冷的冬天需要皮毛御寒

Rapid growth in fashion awareness 人们的时尚意识快速觉醒

- way of showing status – to signalize success. 彰显地位的方式，成功的象征
- identify role 自我实现
- opportunity to have something special 展示个性
- something not everyone can have.. 独一无二



SEAL



SEAL : Yesterday, today and tomorrow.

海豹：昨天 今天 明天

- Introduction of the product SEAL.海豹产品介绍
- Photos of Canadian seal and examples in the product. 加拿大海豹照片及海豹产品照片
- A lots of mixed photos of all kind of thing menswear woman's wear, bags, furniture's etc. all in seal. (a warm up)各种男装，女装，家居服饰等海豹产品图片



SEAL : Yesterday, today and tomorrow.

海豹：昨天 今天 明天

- TODAY :现状
- The skin: 皮草
- Dressing, tanning, colouring, laser techniques, printing, stamping and examples of thing there can be don on the leather side.鞣制、制革、染色，激光技术，印花、压模以及其它一些可应用于皮草的技术
- There will be examples of sealskin whith different techniques from previous projects, as well as photos will be shown.展示不同以往的的海豹皮制作技术及照片

SEAL : Yesterday, today and tomorrow.

海豹：昨天 今天 明天

- Sewing techniques in the seal :海豹皮缝制工艺
- Examples of different technique to make a trendy optics, to optimize the skin consumesion and how to use skin in lower qualities in an efficient and modern way.技术引领潮流，如何将皮草中的低等级残次品通过高效的现代的技术手段实现皮草利用率最大化
- Examples will be shown on photos for inspiration.
 - 一些启发灵感的照片的展示
- How to do, will be shown at the workshop the next day by furrier Andrea Pfitzer.
- 如何进行工艺制作将在明天的技术工艺研讨会上由德国皮草专家 Andrea Pfitzer为大家介绍)



SEAL : Yesterday, today and tomorrow.

海豹：昨天 今天 明天

- Seal in combination with other materials :海豹皮与其它皮革的混搭产品
- Such as, leather types, fabrics, other fur types, knitting, with interlining, ECT.比如：皮革类型，纺织品，其它的皮革类型，编织技术，嵌入技术
- There will be shown photos as examples, and to inspiration. How to do; Andrea Pfitzer will show some of the examples at the workshop the next day. (以照片为例，教您如何进行工艺制作启发您的灵感，安德鲁会在明天的工艺技术研讨会上亲自指导演示)

SEAL : Yesterday, today and tomorrow.

海豹：昨天 今天 明天

Product palette :产品分类

- For what and where can you use seal ? Some photos will be shown:何时何地能够用到海豹皮，附图片展示
- Fur garments, menswear woman's wear 皮草服饰，男装，女装
- Sports wear运动装
- Bags and accessories包和配饰
- Lifestyle, home decoration and furniture.家居装饰
- Jewellery, Christmas decoration ect. 珠宝首饰及圣诞装饰

SEAL : Yesterday, today and tomorrow.

海豹：昨天 今天 明天

- Toys, teddy bears ECT.玩具 泰迪熊
- Hunting accessories 捕猎配件
- Tourists merchandising 旅游纪念品的商业化

SEAL : Yesterday, today and tomorrow.

海豹：昨天 今天 明天

Possibilities/trend and what accessories fit special good to SEAL and the different style direction such as: photos and fashion drawings will be shown.

海豹制品配饰，产品的机会，趋势以及风格的未来走向



SEAL : Yesterday, today and tomorrow.

海豹：昨天 今天 明天

- The sporty look 运动风格
- The elegant look 优雅风格
- The arvangarde look 艺术风格
- The folklore style 民俗风格
- For classic furs 经典皮草
- For young fur 适合年轻人的皮草
- For expeditions and polar look 极地探险风格
- For summer/winter fur 夏季皮草和冬季皮草



SEAL : Yesterday, today and tomorrow.

海豹：昨天 今天 明天

- TOMORROW :未来
- Trend info : 时尚信息
- - Versatility: 多样性
- - Longevity: 持续长度
- - Maximizing impact 最大化影响



SEAL : Yesterday, today and tomorrow.

海豹：昨天 今天 明天

- Trend/fashion directions :流行趋势
- Fatal Attraction 致命诱惑
- Everyday perfect 天天完美
- Dark jewels 黑暗宝石
- Natural comfort 自然舒适
- East village 东部村庄
- Rock in town 小镇之岩
-

SEAL : Yesterday, today and tomorrow.

海豹：昨天 今天 明天

- Questions.您有问题吗？我很高兴回答您的提问.....



Regulation & Documentation:

规章及文件

(Bernard Guimont)

- Product code (Bernard Guimont) 产品代码
- Non Cities item;非濒危物种
- Letter from DFO, Canada 加拿大政府部门DFO的证明