

**Norway To Meet Demand For Salmon In Malaysia**  
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PETALING JAYA, March 18 (Bernama) -- The increasing demand for salmon in Malaysia is to be met by Norway, the world's biggest producer of Atlantic salmon.

Norway's Minister of Trade and Industry Monica Maeland said there was a possibility for Norway to export more fish, especially to Malaysia as the country was the second largest exporter of fish in the world.

She said this during an official visit to the One Utama AEON Supermarket to support a two-day Norwegian salmon promotion here Tuesday.

According to Norwegian Seafood Council South East Asia Regional Director Christian Chramer, the demand was due to consumers being more health conscious and wanted to reflect that in their diet apart from being more receptive to imported food.

"So what we are trying to do with the salmon is, of course, to present different recipes on how to combine our salmon and your local taste and also to present the health aspects of eating salmon," he said.

He said that the demand was also due to the stable economy of Malaysians and the trend that saw the inclination of young consumers to eat sushi and sashimi, with salmon as one of the main ingredients.

Also present were Norway's ambassador to Malaysia Hans Ola Urstad, AEON Co. (M) Bhd managing director Nur Qamarina Chew Abdullah, and Singaporean celebrity chef Jimmy Chok.

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