

A HIDDEN TREASURE TO BE DISCOVERED AND EXPLORED

THE Faroe Islands of today is brimming with innovation, artistic creation, and design. The number of businesses who manage to transform creative ideas and talent into commercial ventures overseas, is steadily on the increase. While Faroese music and design repeatedly find their way into the newsrooms of the world press, Faroese salmon — served in the best restaurant in the world — has firmly established itself as a hallmark of good quality seafood on the world market.

It is all about location they say. Geography places the Faroe Islands in the North Atlantic ocean, in a peripheral area of the world.

This is a formidable location, where the natural resources and climate conditions here in the North Atlantic provide us with vast opportunities and economic potential. Not only for our traditional resource based industries such as fisheries and aquaculture, but also in the area of marine research and development.

Highly dependent on the natural resources of the sea, the Faroe Islands have a vested interest in the sustainable development of our marine environment. Today a highly competitive fishing and aquaculture industry operates under regulatory frameworks with the most stringent and comprehensive policies to support the sustainable management of our marine resources.

As a seafaring nation our orientation towards the world around us is strong and focused. Part of our international engagement this year, is seizing the initiative to organize an international high level conference on contemporary maritime issues. I am confident that the conference will benefit from our long-standing expertise and leading edge know-how of the ocean and its resources and shed light on the prospects and challenges facing our exporting industries today.

In the wake of the rating as the best island destination in the world for its unique and unspoiled environment (National Geographic Traveler Magazine), it has been suggested that the Faroe Islands can be likened to the magical land of Narnia — a hidden treasure to be discovered and explored. I invite you to begin your exploration with an illuminating read of the Faroe Business Report 2011.



*Kaj Leo Johannesen
Prime Minister*