

Advanced Seafood Processing Plant

INVESTMENT OPPORTUNITY SCORECARD

FOOD PROCESSING

Aug 2021

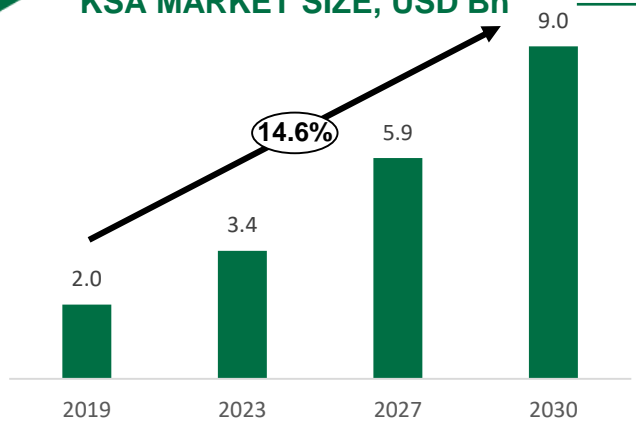


Advanced Seafood Processing Plant

OPPORTUNITY'S DESCRIPTION: Opportunity to establish advanced seafood processing plant for preservation of seafood

DEMAND

KSA MARKET SIZE, USD Bn



INVESTMENT HIGHLIGHTS

- **Scope-** factory for seafood processing focused on business lines as below:
 - Canning
 - Packaging
 - Marinating seafood products.

INVESTMENT OVERVIEW

VALUE PROPOSITION

- Easy access to fresh caught and farmed seafood produce through well established local seafood companies.
- Aquaculture production had increased by 200% from 2015 to 2018 (25k tons in 2015 – 75k in 2018)
- Well established cold chain ecosystem enabling efficient distribution of food products locally and internationally by signing various memorandums of understanding to facilitate exporting of Saudi fish and seafood produced to countries such like China and Russia
- Saudi Arabia is highly committed to growing the industry as building safe and strategic food reserves are mandated by Saudi Arabia's Vision 2030

KEY DEMAND DRIVERS

- Population in KSA is increasing dramatically reaching 40m in 2030 from 34 in 2019.
- KSA's seafood consumption is increasing at 5% per capita and is expected to reach global average of 20 kg by 2030, generating an additional demand for seafood.
- Limited local seafood processing facilities and growing demand for convenient seafood products in KSA
- Growing health consciousness, and rising disposable income of the population coupled with shifting trend of consumers towards healthy eating habits

MARKET OVERVIEW

MARKET READINESS AND COMPETITOR ANALYSIS

- Limited local players offering insufficient range of seafood processing services to meet the local and global demand.
- Local seafood processors ensure adherence to quality standards to maintain business continuity and deliver best quality possible.

COMPETITOR ANALYSIS¹



IZAFKO



الشركة السعودية للأسماك
SAUDI FISHERIES COMPANY



المجموعة الوطنية للاستزراع المائي
National Aquaculture Group

¹Non-exhaustive list.

GLOBAL TRENDS

- The world production of fish in 2018 estimated at 179 million tons, with a waste of 23 million tons go to waste which creates an opportunity to increase the shelf life for seafood processing.
- Seafood industry is moving towards product development and adopting innovative processing methods to increase attractiveness of the products.
- Seafood processing enhances the traceability and sustainability of seafood stock which leads to demand increase.

DEFINITIONS

#	SCORECARD SECTION	DEFINITIONS
1	Market size	Size of market in value/volume in KSA and/or Region (MENA/GCC) covering future projections based on available estimates from published /government sources
2	Demand drivers	A select number of factors that will influence future demand for the related product/service
3	Investment highlights	An overview of key financial metrics summarizing the investment opportunity along with the expected return based on the suggested investment size
4	Value proposition	Summary of key differentiators that position KSA as a strategic choice over other regional/global peers
5	Market readiness	An overview of KSA market structure, market maturity and level of participation by local and global players
6	Competitor analysis	List of the local & international players manufacturing the underlying product in Saudi Arabia and their market share
7	Global trends	Latest business developments within the sector/product category
8	Scalability and localization	Ease of scaling the business across the value chain or into new adjacent products or geographies that would maximize the opportunity's investment returns and the ability and potential to locally manufacture the product and its components
9	Import dependency	An overview of the countries from which Saudi Arabia is importing the product and their value/volume and share in total imports
10	Value chain analysis	The process or activities that would potentially need to be carried out to deliver the underlying product or service
11	Key stakeholders	Government institutions, organizations, and/or authorities that participate or influence the market for the underlying product/service
12	Enablers	Factors that enable investment in the underlying opportunity
13	Cost of doing business in KSA	Key factors that position KSA as a competitive destination for investment in the region. Productivity adjusted wages do not include cost of \$1.23/hour towards annual recurring charges including work permit, resident identity (iqama) and health insurance

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