

Food Processing

Canned Tuna Processing



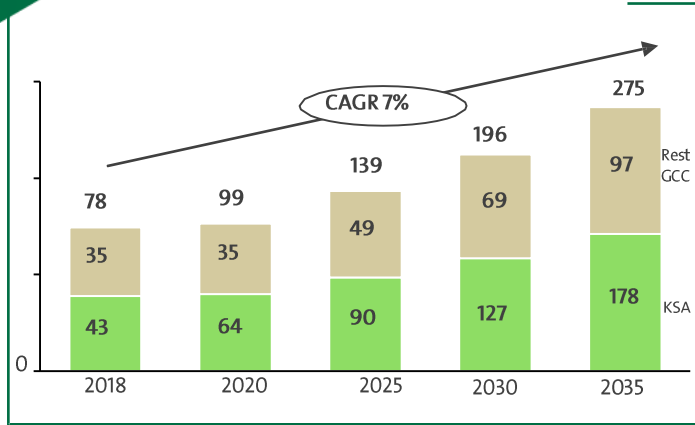
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OPPORTUNITY DESCRIPTION: Opportunity to develop a Tuna manufacturing plant to supply local & regional demand

DEMAND

MARKET SIZE, "000" Tons



INVESTMENT HIGHLIGHTS

- Expected Investment size of 350 M SAR
- Plant capacity: 30,000 MT
- Expected IRR: 12%
- Payback period: 10 years
- Location (Region): Based on investor

INVESTMENT OVERVIEW

VALUE PROPOSITION

- KSA is an approved exporting country to the EU, Japan and USA
- High local and regional demand
- Serve as a hub for the region, exporting to large markets (e.g., Egypt, Libya)
- Manufacturing in KSA can be expanded into neighboring regions enabled by geographic proximity, trade agreements with other Arab countries and favorable trade regulations

KEY DEMAND DRIVERS

- Busy work schedules and higher number of working women are driving demand for ready to eat food and convenience seafood products including tuna
- Need to localize food production to ensure sustainability of food availability and price resilience two factors that are vital for national security

MARKET OVERVIEW

RAW MATERIALS

- Whole Tuna fish or Tuna loins based on the investor model, sourced globally from (Thailand, Indonesia, Italy and Yemen)

GLOBAL TRENDS

- The canned tuna market is expected to grow globally due to demand drivers such as busy schedules and the need for ready to eat food options
- While some consumers opt for frozen and fresh tuna as alternatives, canned tuna remains a popular choice due to its shelf life and convenience



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SUPPLY

SCALABILITY AND LOCALIZATION

Grade: Low Medium High

- The nature of this investment requires high localization potential which can be facilitated through required infrastructure including an integrated cold chain, leasable facilities, and easy access to the local market
- The canned tuna manufacturing can be highly scalable in KSA owing to its growing market and high export potential supported by the abundance of seafood, favorable regulatory framework that allows export of canned tuna

IMPORT DEPENDENCY

- 100 % of the current consumption of canned tuna is imported

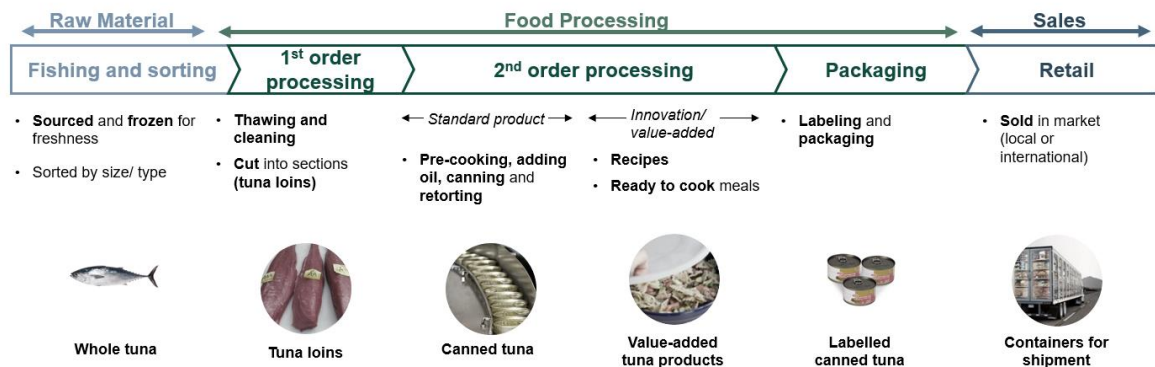
Country	% of Saudi Imports
Thailand	54%
Indonesia	34%
Italy	9 %
Others	5 %

ENABLING FACTORS

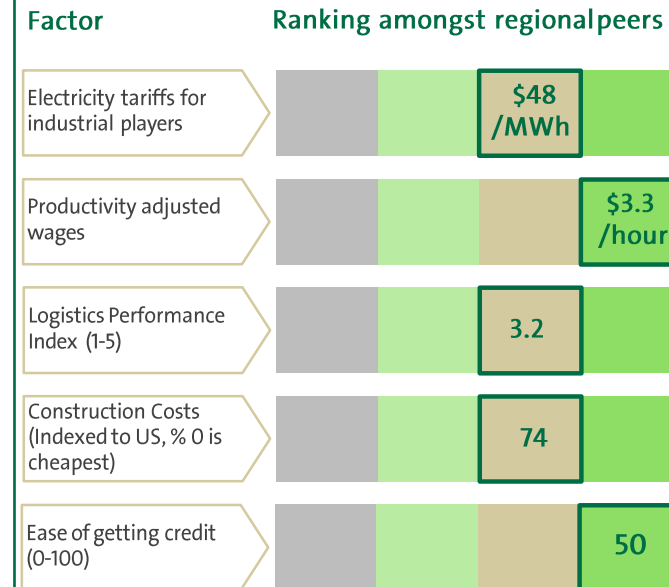
ENABLERS & INCENTIVES

- Tariff exemption on tuna loins and whole tuna fish
- Increase the direct tariff on canned tuna imports from 5% to 13-15%

VALUE CHAIN



COST OF DOING BUSINESS IN KSA



KEY STAKEHOLDERS



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	Business 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	Global trends	Latest business developments within the sector/product category
7	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
8	Import dependency	An overview of the countries from which Saudi Arabia is importing the product and their value/volume and share in total imports
9	Value chain analysis	The process or activities that would potentially need to be carried out to deliver the underlying product or service
10	Key stakeholders	Government institutions, organizations, and/or authorities that participate or influence the market for the underlying product/service
11	Enablers	Factors that enable investment in the underlying opportunity
12	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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