

# Fish Aquaculture

## INVESTMENT OPPORTUNITY SCORECARD

### FOOD PROCESSING

Aug 2021



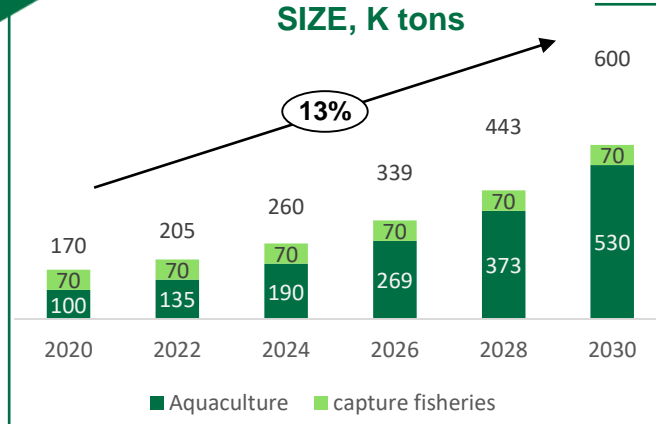
# FOOD PROCESSING

## Fish Aquaculture

**OPPORTUNITY'S DESCRIPTION:** Opportunity to establish aquaculture farms to produce fish

### DEMAND

#### KSA AQUACULTURE PRODUCTION<sup>1</sup> SIZE, K tons



### INVESTMENT HIGHLIGHTS

- **Scope** – utilizing a suitable 1,800 km long Red Sea coastline focusing on:
  - Fish farming onshore or offshore
- Ideal conditions for aquaculture and production of fish

### INVESTMENT OVERVIEW

#### VALUE PROPOSITION

- Vision 2030 has a strategic objective to reach a production of 600 thousand tons by 2030.
- The kingdom imports around 220 thousand tons to meet the local demand in 2019<sup>1</sup>
- The government has identified suitable aquaculture locations along the Red Sea to be invested in.
- The government has signed various memorandums of understanding to facilitate exporting of seafood products to countries such like China and Russia

### 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.
- Best Aquaculture Practices (BAP) certification is mandatory for all aquaculture facilities in 2020 to ensure consistency of the quality and safety of produce in KSA.

### MARKET OVERVIEW

#### MARKET READINESS AND COMPETITOR ANALYSIS

- Local players offer a variety of fish with high quality, however, they are not meeting the demand of the kingdom.
- Farmed species: Seabream, Seabass, Tilapia, Meagre.

#### COMPETITOR ANALYSIS<sup>1</sup>



From the Red Sea to the world



<sup>1</sup>Non-exhaustive list.

#### GLOBAL TRENDS

- Rising in global aquaculture production from 1990 to 2018 by +527%
- The world is moving toward sustainable seafood farming rather than damaging the aquatic life by wild fishing.
- Investments in Aquaculture technologies such as zero waste discharge to minimize water consumption and RAS
- Establishing R&D centers to sustainably farm more species of seafood with efficient amount of consumed feed

# 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

# DISCLAIMER

- This report must be used only to access information, and the information must not be construed, under any circumstances, explicitly or implicitly, as an offer to sell or a solicitation to buy or sell or trade in any opportunity herein mentioned.
- Ministry of Investment (MISA) has no undertaking to update these materials after the date, with the understanding that such information may become outdated or inaccurate.
- Mentioned information in this report is obtained from reliable sources but its accuracy and reliability are in no way guaranteed. No guarantee of any kind is tacit or explicit when projections of future conditions are attempted. MISA has used public/or confidential data and assumptions and has not independently verified the data and assumptions used in the analyses. Changes in underlying data or operating assumptions will clearly impact the analyses and conclusions.
- The financial evaluations, projected market and financial information, and conclusions contained in these materials are based upon standard methodologies, are not definitive projections, and are not guaranteed by MISA
- The content of this report must not be construed as an implied promise or guarantee for profit or limited loss express or implied by or from MISA or any of its officers, directors, employees and affiliates. All mentioned investments in this report are subject to risk, which should be considered prior to making any investment decisions
- MISA shall have no liability whatsoever to any third party, and hereby any third party waives any rights and claims it may have at any time against MISA with regard to this report, any services or other materials, including the accuracy or completeness thereof.

CONNECT WITH US FOR MORE DETAILS:

[Industrial@misa.gov.sa](mailto:Industrial@misa.gov.sa)

investsaudi.sa



@investsaudi

