



MPEDA at SEAFEX 2018, DUBAI

Background

The United Arab Emirates (UAE) is a federation of seven emirates; Abu Dhabi, Dubai, Sharjah, Ajman, Fujairah, Ras al-Khaimah, and Umm al-Quwain. Each emirate is governed by a hereditary 'Emir' who jointly forms the Federal Supreme Council, which is the highest legislative and executive body in the country. One of the emirs is selected as the President of the United Arab Emirates. His Highness Sheikh Khalifa bin Zayed Al Nahyan, Ruler of Abu Dhabi, is the present President of the United Arab Emirates.

The capital is Abu Dhabi, which is one of the two centres of commercial and cultural activities together with Dubai. UAE has a total land area of 83,600 sq. km. and is having a coastline of 1,318 Km, sharing land border with Oman and Saudi Arabia. UAE is home to 94 lakh people out of which 88% of the population is emigrants. Emirati 11.6%, South Asian 59.4% (includes Indian 38.2%, Bangladeshi 9.5%, Pakistani 9.4%, other 2.3%), Egyptian 10.2%, Philippine 6.1%, other 12.8%.

The Middle East is one of the most diverse regions in the world. Despite some turmoil in the region, the country is ranked as the 3rd safest location to live in the world.

SEAFEX was started 12 year ago in Dubai and has now become a global exhibition. The show has grown 56% in size since launch and SEAFEX 2018 was its seventh edition. This time SEAFEX was held at Dubai World Trade Centre along with 'Yummex' the biggest show for snacks and confectionery in Mena region. SAEFEX-2018 was spanned over a space of 4000 sq. m. at Hall 'ZAB3' of Dubai World Trade Centre. It offered an integral platform for professionals of seafood and its allied industry professionals to interact and expand their business.

The visitors consist of international traders, wholesalers, importers, retailers and food service professionals of Middle East and African region see it as an important event for their businesses expansions. The exhibitors

were also benefited from the show as the first transit gateways to the seafood market in MENA region. About 49 trade enquiries were received at the show are separately listed in the concerned section of this Newsletter.

There were 15,432 visitors, 143 Exhibitors from 111 Countries. MPEDA participated in SEAFEX 2018 from 30th October to 1st November 2018 by taking a space of 72 sq. m. along with 5 co-exhibitors. M/s. Pure Imports & Exports, Andhra Pradesh; M/s. Arnav Fish International, Andhra Pradesh; M/s. United Marine Products, Mangalore; M/s. Fresh Catch Exports, Andhra Pradesh and M/s. Gadre Marine Exports, Ratnagiri. The Indian pavilion was located in Stand no. Z3-E55 at Hall no. ZAB3. MPEDA's participation in the show was organized by Mr. Premdev K. V. and Mr. Ram Adhar Gupta, Deputy Directors, MPEDA.

Seafood potential of MENA region

According to Euromonitor International, the fish and seafood market in UAE is expected to reach a value of AED 26.6 Billion (US\$ 7.3 billion) by 2021. It is steadily growing since 2017 with a compound annual growth rate of 10.7%. The recent report reveals that the consumption will increase exponentially in near term as the market may absorb 1 billion new consumers due to rising disposable income, rapid urbanisation and a large and growing group of young consumers across the region.

The UAE has the fast growing seafood industry with 78 companies registered as specialist seafood importers and having 35 processing plants. Dubai and Abu Dhabi are the most preferred transit points for major airlines operating from South Asia to Europe and US continents. It is estimated that around 2 million meals are prepared every day to serve airline passengers and workers.

UAE as a seafood market

UAE has imported seafood worth USD 552.58 Million under chapter 03 during 2016. Seafood is imported into UAE from about 127 different countries.

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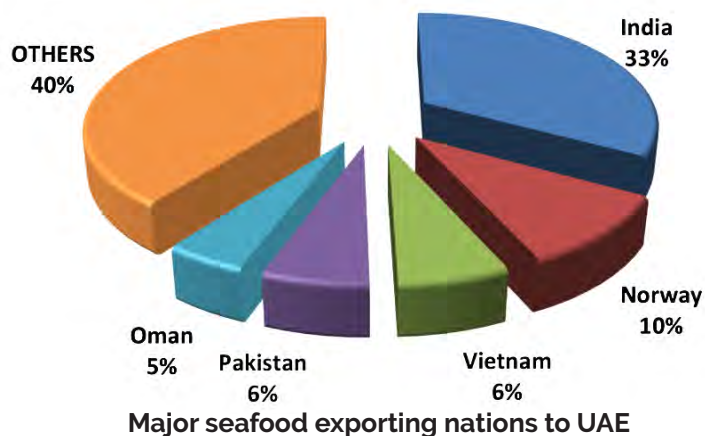
i. Countries exporting to UAE under chapter 03

India has been the top exporter to the region with a value share of 28.9% followed by Norway and Vietnam.

Indian exports under Chapter 03 to UAE accounts to USD 159.61 Million. Major suppliers of fishery products to UAE include Pakistan, Oman, Iran, Turkey, China, USA and Myanmar (Please see the list below).

Rank	Exporting countries	Imported value in 2016 (in million USD)
1	India	159.61
2	Norway	57.83
3	Vietnam	42.09
4	Pakistan	37.72
5	Oman	32.69
6	Iran, Islamic Republic of	20.72
7	Turkey	19.91
8	China	16.99
9	United States of America	11.86
10	Myanmar	11.56
	World	552.58

In 2016, the top ten supplying countries accounted for about 74% of total UAE seafood imports on a value basis.



ii. Countries exporting to UAE under chapter 16

The top countries exporting to UAE under subheading 1605 (Crustaceans, molluscs and other aquatic invertebrates, prepared or preserved (excluding smoked)) are Vietnam, USA, France, Thailand and Canada (2016). The share of India is only 1.6%.

Countries exporting to UAE under subheading 1605		
Rank	Exporting Countries	Imported value in 2016 (in US\$ Millions)
1	Viet Nam	3.01
2	United States of America	1.94
3	France	0.96
4	Thailand	0.87

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5	Canada	0.81
6	Indonesia	0.68
7	Philippines	0.53
8	China	0.45
9	Japan	0.40
10	Russian Federation	0.33
14	India	0.21
	World	12.42

Under 1604 (prepared and preserved fish, caviar and caviar substitutes prepared from fish eggs), Thailand, Philippines and Italy are the major exporters to UAE and India ranks 21st among the exporting countries with a value share of 0.3 %.

Countries exporting to UAE under subheading 1604		
Rank	Exporting Countries	Imported value in 2016 (USD Millions)
1	Thailand	55.39
2	Philippines	5.91
3	Italy	3.39
4	China	2.55
5	Indonesia	2.29
6	United Kingdom	2.12
7	United States of America	2.05
8	Oman	1.40
9	Viet Nam	1.25
10	Japan	1.13
21	India	0.24
	World	86.6g

iii. Product specific import item to UAE

The product specific import item to UAE with unit value for which India has good potential for exports

UAE (2017)				
SL. NO.	HS CODE	PRODUCT DESCRIPTION	VALUE (USD in '000s)	UNIT VALUE (USD/KG)
1	0306 17	Other Shrimps and prawns	199,124	7.36
2	1605 21	Shrimps and prawns not in airtight container	946	6.43
3	1605 54 00	Cuttlefish and squid	490	5.44
4	1604 20	Other prepared or preserved fish	3,780	4.28
5	0303 42 00	Yellowfin Tuna (<i>Thunnus albacares</i>)	402	3.68
6	1605 55	Octopus	478	15.41

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7	1604 14 10	Tunas	89,322	4.31
8	0303 43 00	Skipjack or stripe-bellied bonito	316	1.60
9	1605 10 00	Crab	1982	22.02
10	1604 15 00	Mackerel	1335	3.08
11	1604 16 00	Anchovies	428	9.95
12	1604 13 10	Sardines, sardinella and brisling	6532	2.25

Frozen shrimp is the top item of import to UAE. Prepared and preserved products of tuna and other fishes and crab also enjoy good demand in this market.

At a 6-digit HS code level analysis, 'Other Shrimps and prawns' is found to be the major item imported to this market. In general, UAE is a major market for other shrimps and prawns under Chapter 03 followed by tuna and other preserved fishes under Chapter 16.

Indian marine product exports to UAE

The export of marine products to UAE during 2017-18 was 28,507 MT worth USD 186.68 million. The major items exported from India are frozen shrimp, chilled items, frozen fish and frozen cephalopods, which together constitute 98% of the total volume of fish and fish products. Item-wise exports to UAE are given in the table below.

ITEM - WISE EXPORT OF MARINE PRODUCTS TO UAE				
Q: Quantity in M T, V: Value in Rs. Crore, \$: US Dollar Million				
ITEM		2015-16	2016-17	2017-18
FROZEN SHRIMP	Q:	11149	14142	19043
	V:	576.42	716.24	906.37
	\$:	88.65	107.94	142.36
FROZEN FISH	Q:	2854	3084	2566
	V:	32.85	39.65	28.62
	\$:	5.04	5.97	4.49
FR CUTTLE FISH	Q:	69	81	103
	V:	1.48	2.43	3.19
	\$:	0.23	0.37	0.50
FR SQUID	Q:	2052	1497	1386
	V:	37.83	34.21	30.30
	\$:	5.80	5.16	4.76
DRIED ITEM	Q:	19	164	156
	V:	0.39	1.25	1.27
	\$:	0.06	0.19	0.20
LIVE ITEMS	Q:	3	6	4
	V:	0.17	0.29	0.25
	\$:	0.03	0.04	0.04
CHILLED ITEMS	Q:	5251	5225	4871
	V:	215.21	221.33	196.87

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	\$:	33.21	33.36	30.94
OTHERS	Q:	361	430	377
	V:	18.59	21.62	21.55
	\$:	2.86	3.27	3.39
Total	Q:	21758	24629	28507
	V:	882.95	1037.02	1188.42
	\$:	135.87	156.29	186.68

Tariff rates of major products exported by India (2017)

Sl. No.	HS Code	Product Description	Tariff Rate MFN	Preferential Tariff
1	03061790	Other shrimps and prawns	0%	0%
2	03034300	Skipjack or stripe-bellied bonito frozen	5%	5%
3	03011190	Live Freshwater Fish	0%	0%
4	03034200	Yellowfin tunas (Thunnus albacares)	5%	5%
5	03038930	Ribbon fish	5%	5%
6	03038950	Pomfret (white or silver or black)	5%	5%
7	03038980	Croackers, groupers, flounders	5%	5%
8	03011900	Other live ornamental Fish	0%	0%
9	03049900	Surimi	5%	5%
10	030749(6 DIGIT)	Other cuttle fish and squid	5%	5%
12	16041410	Prepared and prepared Tunas	5%	5%
13	16041500	Mackerel	5%	5%
14	16041600	Anchovies	5%	5%
15	16042000	Other prepared and preserved fish	5%	5%
16	16052900	Other shrimps and prawns	5%	5%
17	16052100	Other shrimps and prawns not in air tight containers	5%	5%
18	16051000	crab	5%	5%
19	16055400	Cuttlefish and squid	5%	5%
20	16041310	sardines	5%	5%

Seafood exports from UAE

In 2016, UAE exported seafood worth USD 123.41 Million. The major export destinations were Egypt with 33.3% share, Vietnam with 22.2%, and Oman with 07.5% share. Major items exported from UAE include crustaceans in different forms, frozen fish and other fish in dried/salted or brine and molluscs in fresh, chilled or frozen forms.

Conclusion

Although India ranks first among the nations exporting raw seafood to UAE, the import ranking of India under Chapter 16 is on an average 18 only. India has the potential to develop as a topmost supplier of seafood in UAE market, especially for value-added and chilled products. In order to sustain our trade

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Seafood samples displayed in MPEDA stall



A view of the MPEDA stall



MPEDA officials in the stall with visitors

relation with overseas buyers, frequent interaction with various Importers Associations, related government departments had been very effective. Such one-to-one contacts will provide feedback on the trade and regulatory requirements of the buying countries, which will enable us to take effective measures to increase the market base.

The participation in SEAFEX is important in market retention and further penetration, which assist trade negotiations in convincing the authorities and seafood buyers on our quality policy, traceability systems, environmental conservation and sustainability measures.

The seafood exporters/industrialists may further explore the possibility of re-processing and export

from UAE to GCC and other major African markets in order to tap the additional benefit of zero tariff.

The proximity and well-established infrastructure facilities of UAE in terms of transshipment and reprocessing may further explored and utilized.

India should upgrade the infrastructure facilities in major airports to ease out the chilled and live fish business to UAE as the market is mainly concentrated on fresh/ chilled fish.

MPEDA recommends to have a continuing participation at SEAFEX Dubai with the aim of expanding the UAE market further in terms of value added and chilled seafood products.

