

# Alaska Seafood in MENAWA

**The Fresh Catch**

**The Re-processing Hub**



# MENAWA



## Agenda

### 1. MENAWA Region

- Market
- Tariffs

### 2. FY25: Foundation

- Emirates Culinary Guild (ECG)
- Alaska Culinary Retreat
- Social Media/ Website

### 3. FY 26: Plans

- Retail Research
- Trade Servicing Opportunities
- Sample Bank
- In Store Promotions
- Gulfood 26
- Waterfront Markets

# MENAWA Region

## Market & Tariffs



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# MENAWA Region



	<b>Million</b>
<b>Resident Population</b>	<b>257</b>
<b>Tourists</b>	<b>76</b>
<b>Total target Population</b>	<b>333</b>
<b>Total Seafood Imports (\$Million) from US (Yr. 2024)</b>	<b>23.04</b>



# Annual Seafood Exports from US to MENAWA

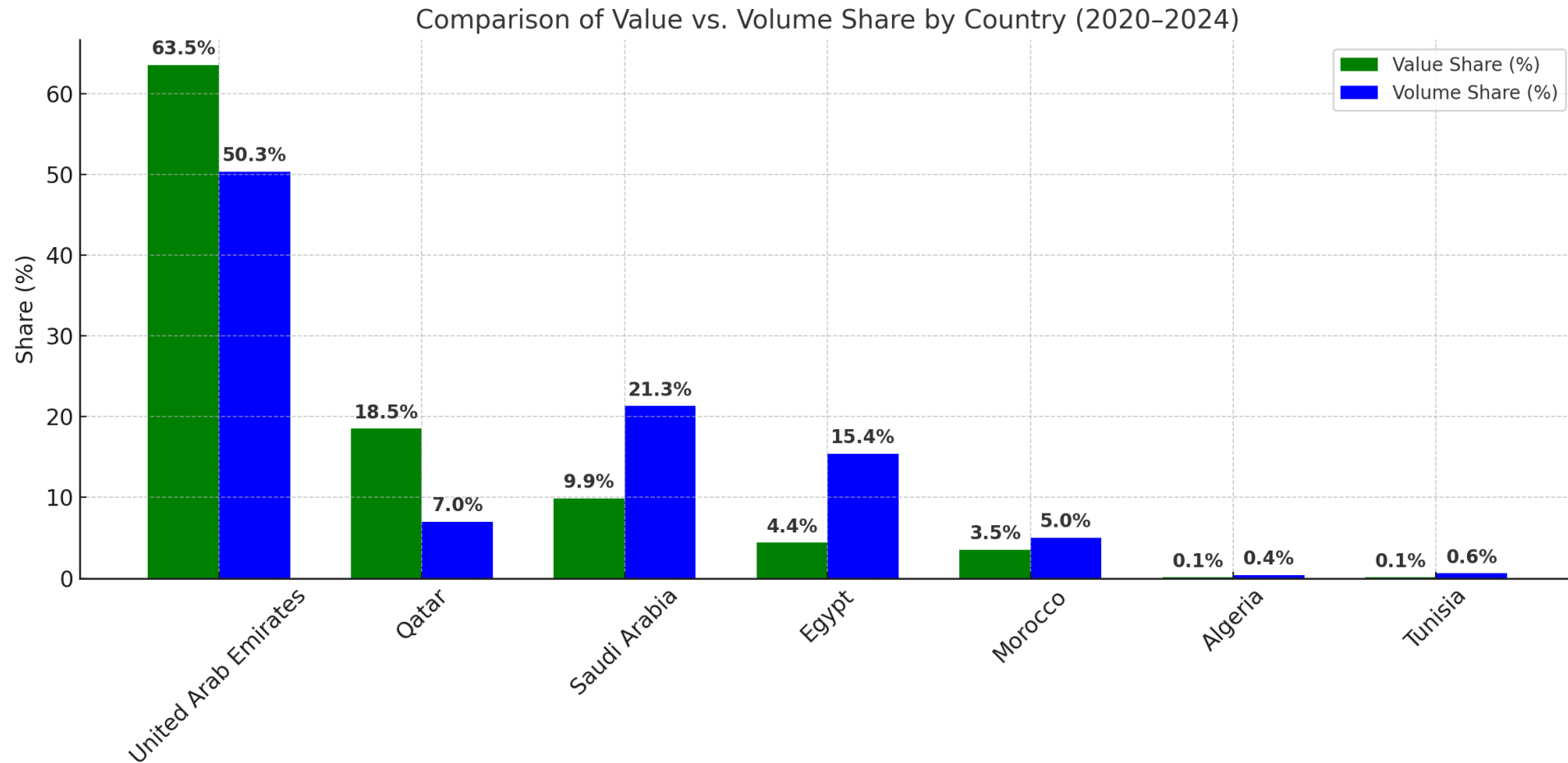
by country from 2020 to 2024

Source: FAS / GATS

Nos.	Country	Year 2020-2024	
		USD Thousands	Volume - MT
1	United Arab Emirates	53,980	4,437.90
2	Qatar	15,727	614.40
3	Saudi Arabia	8,431	1,879.90
4	Morocco	2,948	445.40
5	Egypt	3,767	1,360.10
6	Algeria	63	37.50
7	Tunisia	58	51.40
TOTAL:		84,974	8,826.60



# US Exports to MENAWA: Value vs. Volume Shares



- UAE is balanced well between high volume and value.
- Qatar has disproportionately high value share.
- Saudi Arabia and Egypt are inclined towards volume / mass market.

# U.S. Import Tariffs on Seafood

## (Effective April 2025)

Country	Base Tariff (Universal)	Extra Surcharge	Total U.S. Tariff on Seafood
UAE	10%	0%	10%
Saudi Arabia	10%	0%	10%
Qatar	10%	0%	10%
Morocco	10%	0%	10%
Egypt	10%	0%	10%
Algeria	10%	+20%	30%
Tunisia	10%	+18%	28%

- 10% base tariff applies to all seafood imports.
- Algeria and Tunisia face extra reciprocal surcharges (20% and 18%).



# Seafood Tariffs Imposed on U.S. Exports

## (by Partner Countries)

Country	FTA	Tariff on U.S. Seafood Imports
Morocco	FTA	0% (Duty-Free)
Tunisia	Agadir Agreement	0% (if qualified); ~30% MFN otherwise
Egypt	Agadir Agreement	0% (if qualified); ~30% MFN otherwise
Algeria	None	~30% MFN
Qatar	GCC Exemption	0% (Seafood is food-exempt)
UAE	GCC Exemption	0% (Seafood is food-exempt)
Saudi Arabia	GCC Exemption	0% (Seafood is food-exempt)

- Preferential tariffs require FTA origin compliance.
- MFN rates (~30%) apply when not eligible for FTA.
- GCC countries exempt seafood under food category.



# Favorable Tariffs

Internationally - @ 10% Regionally - @ 0%

- Gulf Cooperation Council – 0%
- All Africa – 0%



# FY25 – Foundation

Activities & Successes

## Emirates Culinary Guild (ECG) Membership

Being here, matters the most!



- The Emirates Culinary Guild – ECG, is a voluntary, not-for-profit, organization of all the chefs from hospitality industry in UAE, dedicated to maintaining and improving the international culinary prestige of the UAE.

- ASMI is a corporate member actively participating in the activities, promotion and awareness campaigns, meeting with members once a month.



**THE EMIRATES  
CULINARY GUILD**



**WORLD  
ASSOCIATION  
OF CHEFS  
SOCIETIES**

ORGANISER

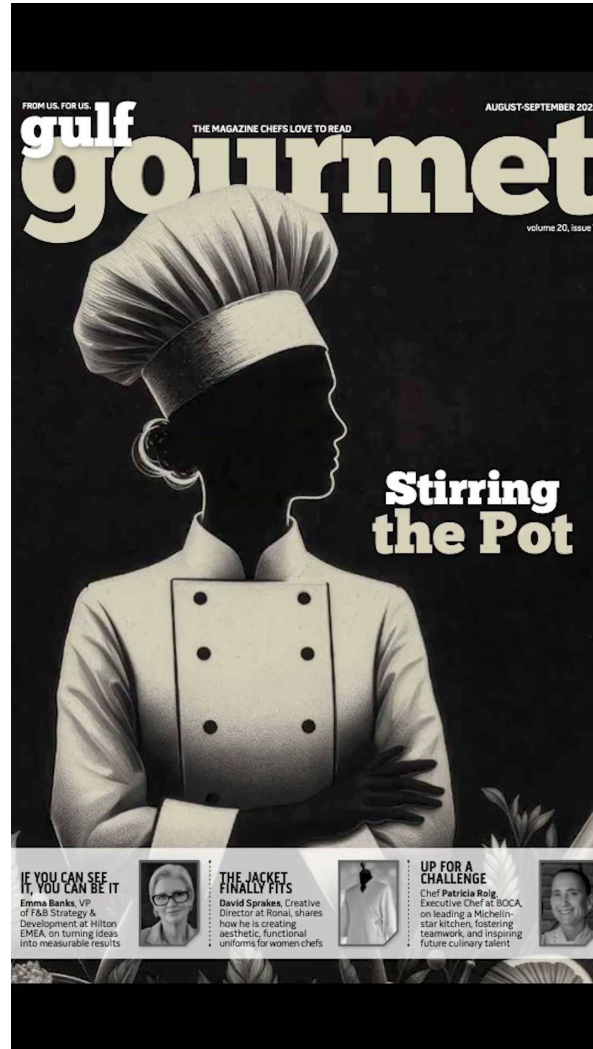
**PURPLEkitchen**  
EVENTS  
Organiser | Management | Consultancy



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# Featured in Gulf Gourmet Magazine

Introduced as a new member of the Emirates Culinary Guild and highlighted for promoting wild, sustainable Alaska seafood.



August-September 2025 Gulf Gourmet

## newmembers

NEW MEMBERS

**Manjusha Mathew, ASMI — Overseas Marketing Representative, received the ECG membership certificate from Alan Greig, President of the ECG and Harald Oberender, VP of Corporate ECG.**

**The Alaska Seafood Marketing Institute (ASMI)**  
The seafood bounty of Alaska is unrivalled. From five species of wild salmon to a variety of whitefish, and shellfish, Alaska offers an extraordinary range that delights chefs and home cooks alike. What sets Alaska seafood apart is more than abundance—it is an uncompromising commitment to offer Wild, Natural, and Sustainable seafood.

rich in omega-3 fatty acids, Alaska seafood is both premium and healthful. Promptly frozen at sea or at shore-based processing facilities, freshness and nutrients are immediately locked in to ensure a world-class culinary experience from sea to table.

**Wild at Heart**  
Alaska seafood is 100% wild caught. Salmon, whitefish, and shellfish live and mature at nature's pace, swimming freely in the cold, pristine waters surrounding Alaska's 34,000 miles of coastline. As a result, Alaska seafood reflects wildness itself—pure, vibrant, and unmatched in flavour.

**Responsibly Managed**  
Sustainability in Alaska is not a marketing claim—it is the law. Alaska is the only U.S. state with a constitutionally mandated commitment to sustainable fishing. Fishermen, scientists, processors, and local communities work together to ensure healthy fish populations and thriving coastal economies for generations to come.

**A Way of Life**  
For Alaskans, fishing is tradition. Family-run vessels and operations pass down knowledge through generations, reinforcing a cultural bond with the sea and a dedication to producing seafood with integrity and pride.

**Naturally Pure**  
Alaska's clean, icy waters are home to seafood untouched by artificial colouring, additives, or preservatives. From ocean to plate, Alaska seafood

**Premium Quality & Healthy Living**  
Naturally low in saturated fat and

**Certified Seafood International (CSI)**  
complements these values as a credible, globally recognized certification for wild-capture seafood. By upholding sustainable fishery management and ensuring full traceability with harvest origin clearly identified on its ecolabel, CSI provides assurance that Alaska's seafood truly sets the gold standard: Wild, Natural, Sustainable, and undeniably delicious. ■

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# Alaska Culinary Retreat

Sensory, all  
immersive  
experience.



## MENAWA - Ambassador



**Chef Dwarika Bhatt**



# Strategy & Execution!

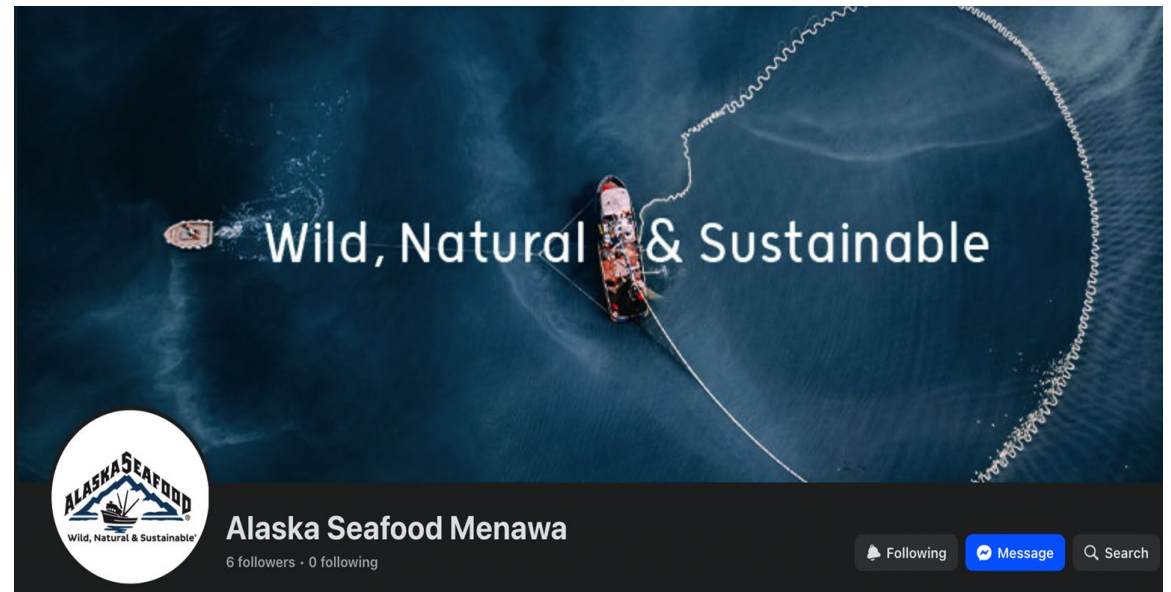
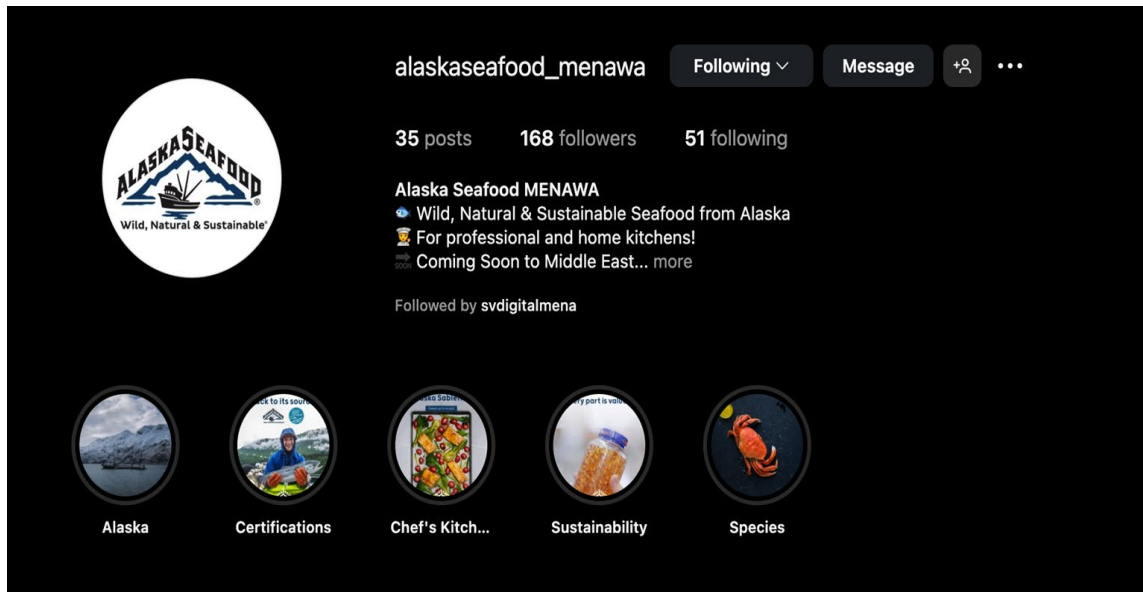


[alaskaseafood\\_menawa](https://www.instagram.com/alaskaseafood_menawa)



[www.facebook.com/alaskaseafoodmenawa](https://www.facebook.com/alaskaseafoodmenawa)

- Expertise - Sustainability
- Engaging – Science and stories
- Heartwarming - Simple, delicious recipes
- Theme based campaigns integrating with local events
- Still and video assets.



# Content Created

Developed posts in Arabic language to enhance local engagement, cultural relevance, and inclusivity across key markets.



# FY26 – Building Blocks



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# Retail Research in UAE

“What & Where” of Alaska Seafood Availability



# Alaska Presence: Retailer Level

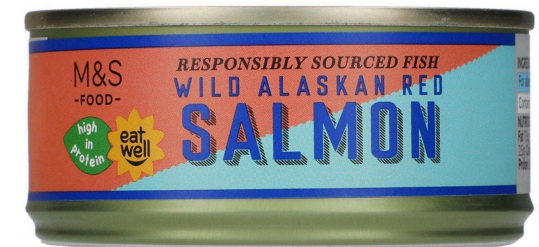
- Processed, frozen, followed by canned.
- RTE is rare. Frozen fish on ice slabs is absent.

Section ↓ / Retailer →	Carrefour	Spinneys	Waitrose	Co-op	Grandiose	Lulu
Frozen	✓	✓	✓	✓	✓	✓
Ambient (Canned)	✓	✓	✓	---	✓	✓
Chilled (RTE)	---	---	---	---	✓(Vici)	---
Frozen on Ice	---	---	---	---	---	---



# Alaska Seafood Availability....@

WAITROSE  
& PARTNERS



John West, wild Pacific Red Salmon, Rich in Omega 3 Great Flavors, Coastal Waters of Alaska and Canada 3 x 213g Tins





# Trade Servicing Opportunities



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# MENAWA - Opportunity Assessment



## Reprocessing & Canning @ Morocco

- The market visit to Morocco focused on engaging with seafood importers, processors, and the national Association of Seafood Processors as part of broader trade servicing initiatives across the MENAWA region.
- We conducted **individual meetings and factory tours** to validate interest and assess production expertise / readiness.



# Reprocessing & Canning @ Morocco



UNITED ARAB EMIRATES  
MINISTRY OF CLIMATE CHANGE  
& ENVIRONMENT



الإمارات العربية المتحدة  
وزارة التغير المناخي  
والبيئة

المملكة المغربية  
Royaume du Maroc



وزارة الفلاحة والصيد البحري  
والتنمية القروية والمياه والغابات  
Ministère de l'Agriculture, de la Pêche Maritime,  
du Développement Rural et des Eaux et Forêts



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- **Strategic Market Position**

- ✓ Morocco is emerging as a **key reprocessing and export hub for Alaska seafood**, backed by a robust seafood sector, modern infrastructure, and favourable trade agreements.
- ✓ Its **strategic location** offers logistical advantages for exports to Europe, North America, and the Middle East.

- **Reprocessing Potential**

- ✓ A **decline in sardine harvests** has created nearly **50% spare processing capacity**, opening timely opportunities for Alaska seafood reprocessing.
- ✓ Local facilities demonstrated both **interest and technical capability to reprocess and can Alaska salmon**.

- **Competitive Advantage**

- ✓ Following the **2025 reciprocal tariffs**, which increased costs for seafood processed in China, Morocco's **baseline 10% tariff** provides a **cost-effective alternative** for re-exporting to the U.S. market.
- ✓ This tariff structure, coupled with underutilized capacity, positions Morocco as a **strategic partner** for Alaska seafood reprocessing.



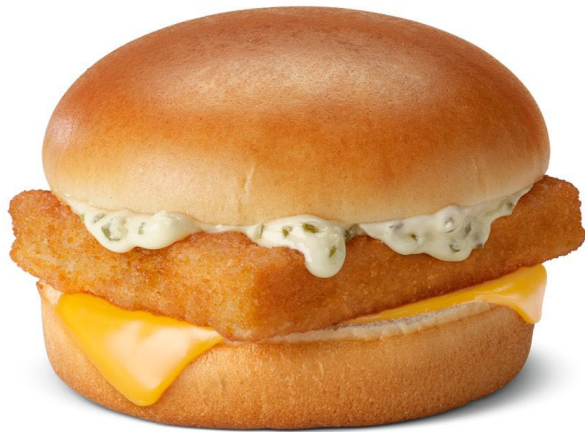
# United Arab Emirates

- Import and re-process into value added products
- Government encouragement, state of the art facility and spare capacity!

## Filet-O-Fish®

Dive into our wild-caught Filet-O-Fish, a classic McDonald's fish sandwich! Our fish sandwich recipe features a crispy fish filet patty made with wild-caught Alaskan Pollock on melty American cheese and is topped with creamy McDonald's tartar sauce, all served on a soft, steamed bun.

This Filet-O-Fish sandwich has fish sourced from sustainably managed fisheries.



# MENAWA Samples Bank in UAE



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# Samples Bank in UAE!

## FY 2026 –



- **December 2025 – Samples for reprocessing and canning!**
- **January 2026 – Sampling Drive among Chefs in UAE**
- **January 2026 – USDA Reception**
- **February 2026 – Chef Training Program / Competition**



# FY 26 Plans

## In Store Promotions

- Promoters from Grandiose
- Kitchens in big stores
- Chef Ambassador can train the chefs in kitchens
- Cooked fish (black cod) for tasting with consumers
- Social media campaigns
- Media coverage with recipes
- January – February 2026



# Trade Show Participation

*Gulfood*

26-30 JAN 2026

DUBAI WORLD  
TRADE CENTRE  
+  
DUBAI EXPO CITY

The World's  
Biggest Food  
Show  
**EVEN  
BIGGER  
IN 2026**

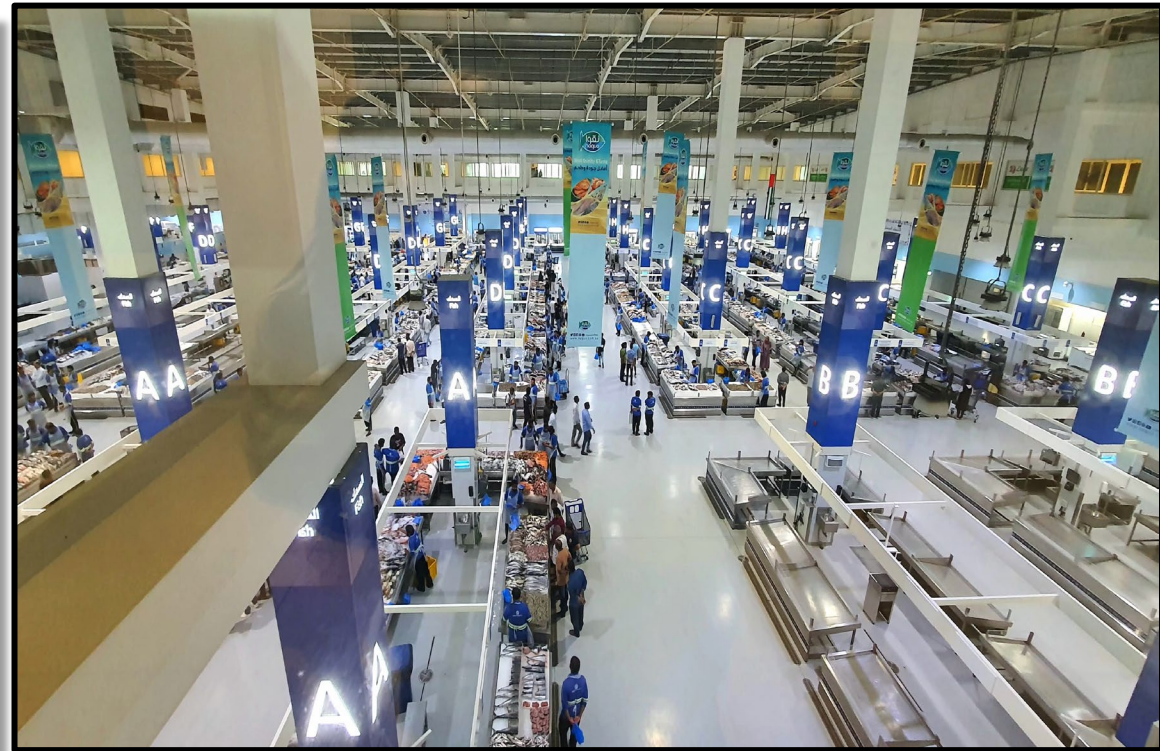


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# Working with Waterfront Market Partners...



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## UAE – Wholesale Fish Market



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*Conference*

