

THE FRESH CATCH

Alaska Seafood in MENAWA

FY26 Strategy Session

Alaskaseafood.org



Agenda

- Brief market overview
- Update on tariffs / trade policy
- FY25 activity successes
- Plans for FY26
- Upcoming events



MENAWA MARKET UPDATE



Sources

Sources: Published

- Demographics – CIA Country Fact Files
- Import & Export data – World bank, ITC compiled data
- Per capita consumption – Wikipedia
- <https://www.seafoodsource.com/news/supply-trade/>
- USDA FAS GATS, OECD



MENAWA Region



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



Wild, Natural & Sustainable®

MENAWA Countries

An Overview

Country	Million	Morocco	Algeria	Tunisia	Egypt	Saudi Arabia	Qatar	UAE	Total
Population		37.28	47.02	12.04	111.24	36.54	2.55	10.48	257.15
Tourism	2024 est	15.9	2.5	9.9	14.9	17.5	5	10.62	76.32
Total Target Population		53.18	49.52	21.94	126.14	54.04	7.55	21.1	333.47
Real GDP Per capita income	2023 est	8,800	15,300	12,300	17,000	49,600	113,200	75,600	
Currency		Moroccan Dirham	Algerian Dinar	Tunisian Dinar	Egyptian Pound	Saudi Riyal	Qatari Rial	UAE Dirham	
Currency Symbol		MAD	DZD	TND	EGP	SAR	QAR	AED	
Currency conversion	1 US Dollar	8.85072	128.918	2.88568	49.0438	3.74878	3.58743	3.67261	
	Pegged to	Euro & USD				USD	USD	USD	
Seafood Imports	Million US\$	290.4	40.82	146.63	529.38	393.49	108.56	678.68	2187.96
Seafood Imports Partners		Spain, Falkland Islands, Norway, Ecuador, Canada	India, Indonesia, Italy, Tunisia, Vietnam, China	India, Italy, France, Morocco, Senegal, Turkey	United Arab Emirates, Norway, Oman, Netherlands, Vietnam	Norway, Vietnam, Myanmar, Yemen, Oman, Thailand	Norway, Oman, Vietnam, Turkey, Myanmar, Thailand, India	India, Norway, Ecuador, Turkey, Islamic Republic of Iran	
Seafood Exports	Million US\$	1687.9	49.38	221.5	52.35	168.66	0.61	120.85	2301.25
Seafood Exports Partners		Spain, Italy, Japan, Ivory Coast, Portugal	Malta, Spain, Turkey, Hong Kong - China, Republic of Korea	Italy, Malta, Spain, Japan, United Arab Emirates	United States of America, United Arab Emirates, Kuwait, Russian Federation, Turkey	China, Finland, Bahrain, Kuwait, Egypt, United States of America, United Arab Emirates	United Arab Emirates, Kuwait, Jordan, Oman, Vietnam, Spain, Malta, Islamic Republic of Iran	Oman, Saudi Arabia, Islamic Republic of Iran, Kuwait, Qatar, Egypt	
Seafood consumption - per capita	Kg (year 2020)	18.48	3.81	13.65	25.8	11.35	21.98	27.02	



Annual Seafood Imports from US to MENAWA

USD Thousands, by country from 2020 to 2024.

Source: FAS / GATS

	Year / US \$ Thousands	2020	2021	2022	2023	2024
1	United Arab Emirates	6,109	9,378	15,106	10,511	12,876
2	Qatar	269	2,262	4,923	2,524	5,749
3	Saudi Arabia	1,662	523	1,807	1,709	2,730
4	Morocco	139	359	1,099	492	859
5	Egypt	1,804	196	451	491	825
6	Algeria	-	-	-	63	-
7	Tunisia	-	6	-	52	-

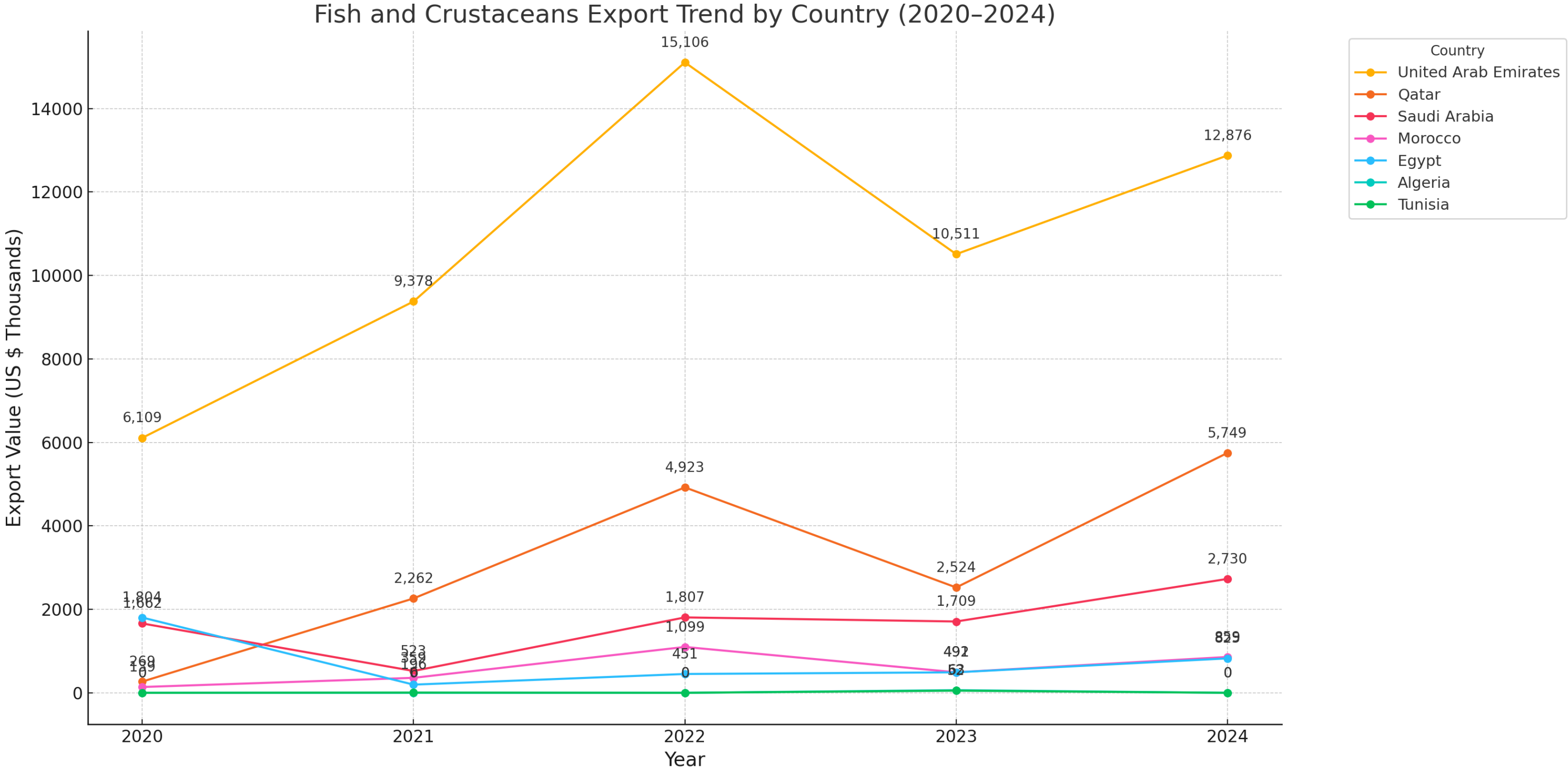


Annual Seafood Imports from US to MENAWA

USD Thousands, by country from 2020 to 2024.

Trend

Source: FAS / GATS

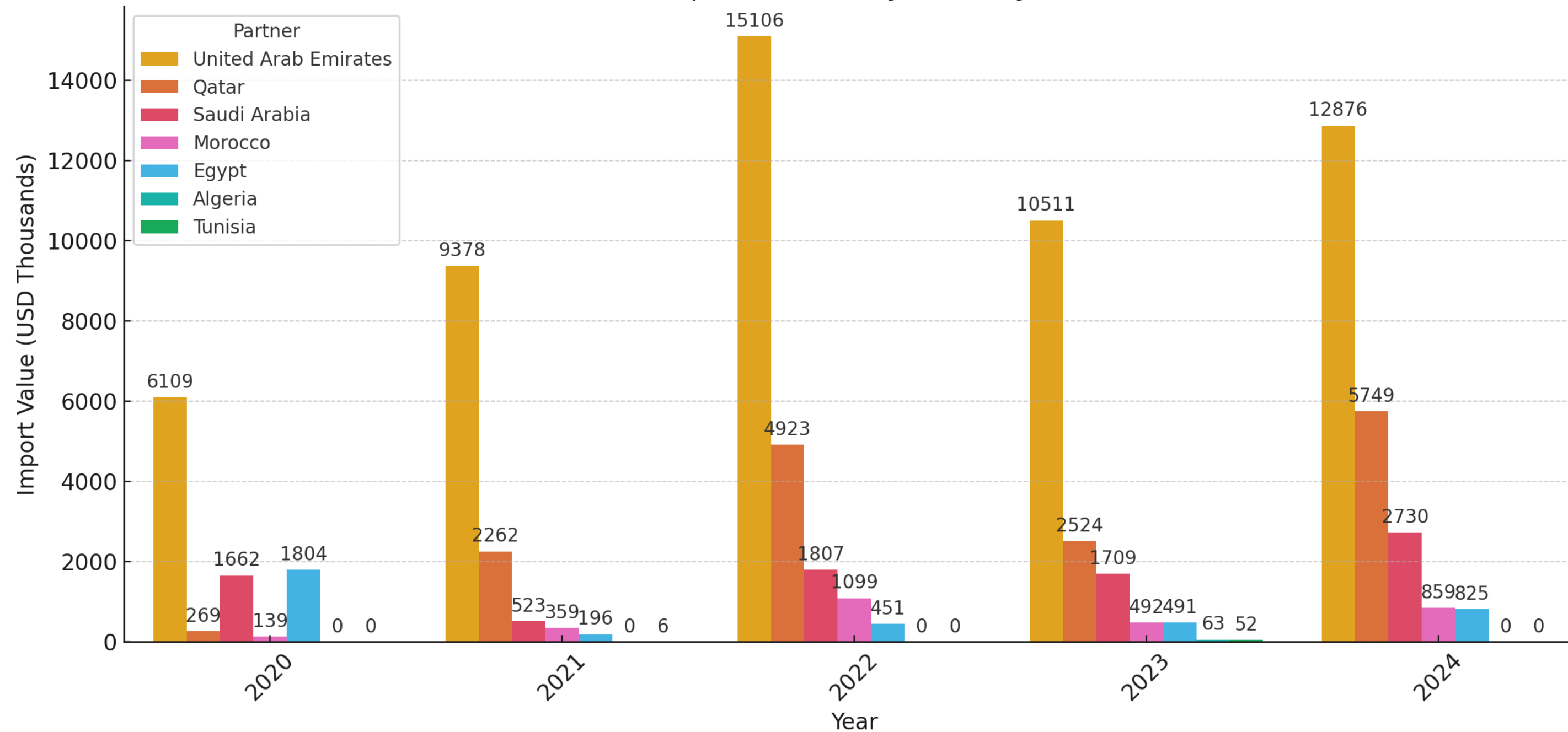


Annual Seafood Imports from US to MENAWA

USD Thousands, by country from 2020 to 2024.

Growth: YOY

Annual Seafood Import Values by Country (USD Thousands)



Annual Seafood Imports from US to MENAWA

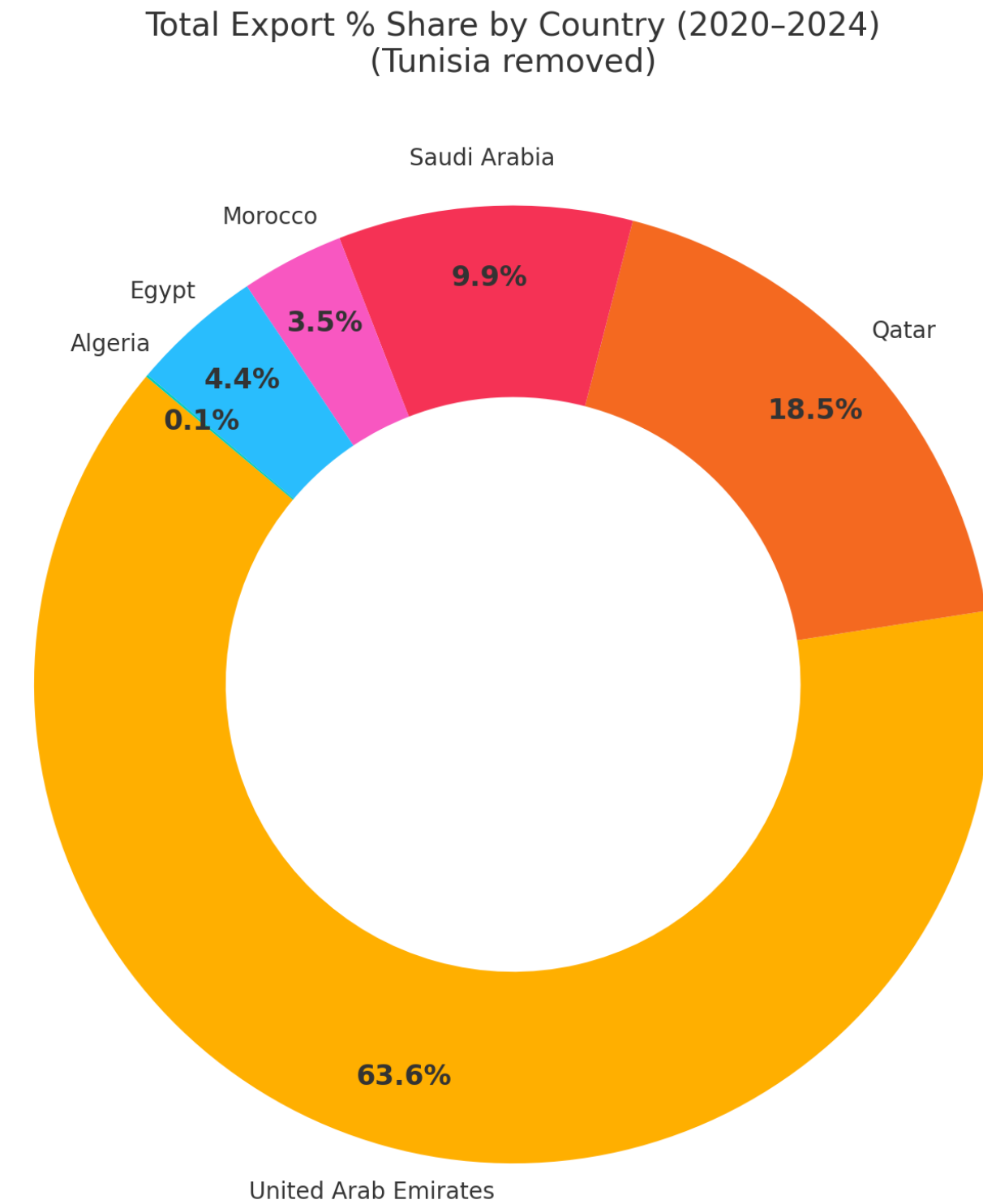
USD Thousands, by country from 2020 to 2024.

Cumulative, Share by country - Source: FAS / GATS

The country shares are calculated based on the cumulative export (from US) values from 2020 to 2024 for each country.

- Each slice corresponds to the total import value (in USD thousands) summed across all five years (2020–2024) for that country.
- The size of the slice reflects the country’s proportion of total regional imports over this time frame.

The chart reflects each country’s overall contribution to the total fish and crustaceans exports (from US) over the 5-year period.

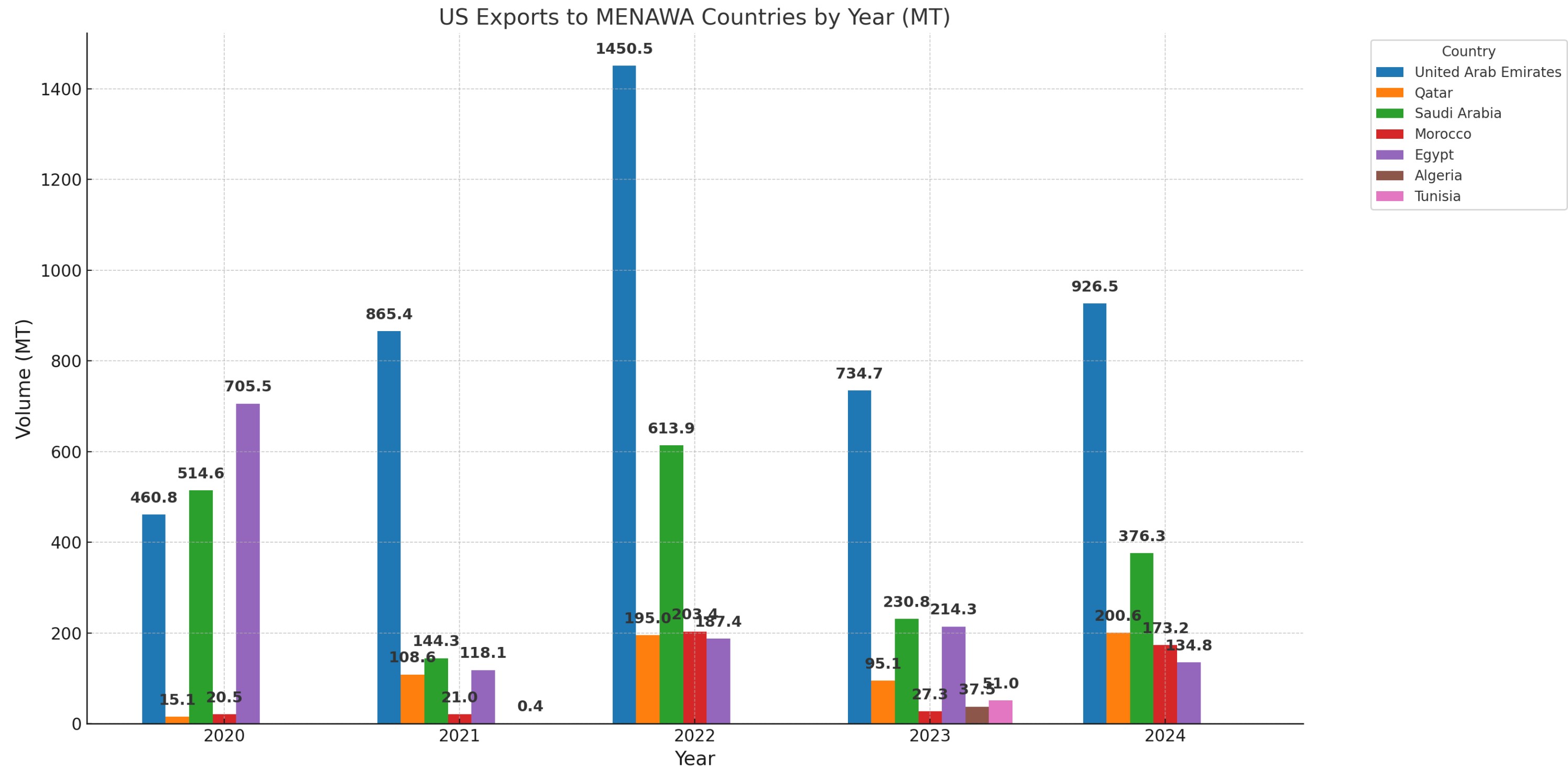


US Exports to MENAWA Countries in Volume (MT)

		2020	2021	2022	2023	2024
	Partner / Volume (MT)					
1	United Arab Emirates	460.8	865.4	1,450.50	734.7	926.5
2	Qatar	15.1	108.6	195	95.1	200.6
3	Saudi Arabia	514.6	144.3	613.9	230.8	376.3
4	Morocco	20.5	21	203.4	27.3	173.2
5	Egypt	705.5	118.1	187.4	214.3	134.8
6	Algeria	0	0	0	37.5	0
7	Tunisia	0	0.4	0	51	0
	Grand Total	1,717	1,258	2,650	1,391	1,811



US Exports to MENAWA Countries in Volume (MT)

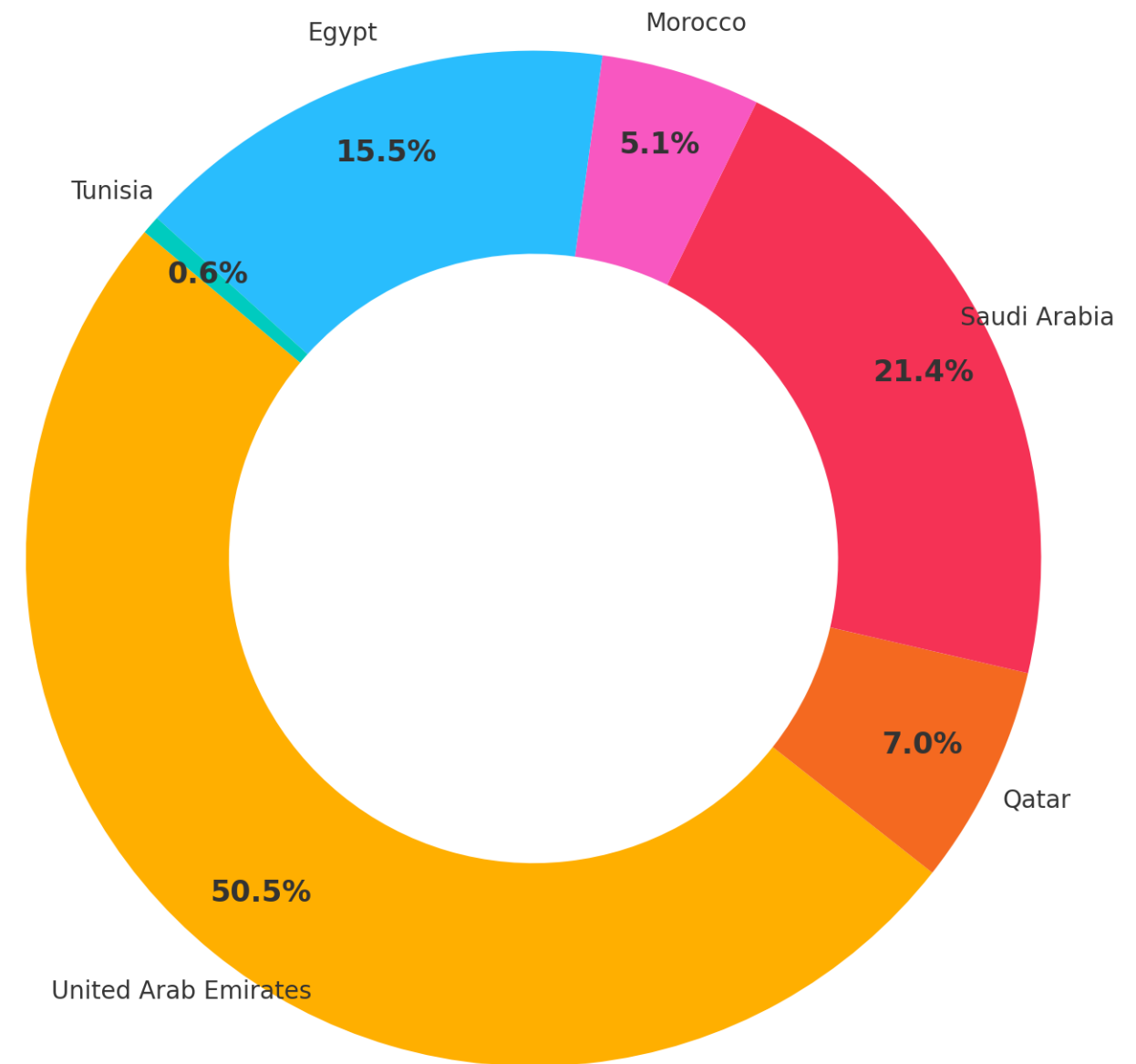


Annual Seafood Imports from US to MENAWA

Volume (MT), by country from 2020 to 2024.

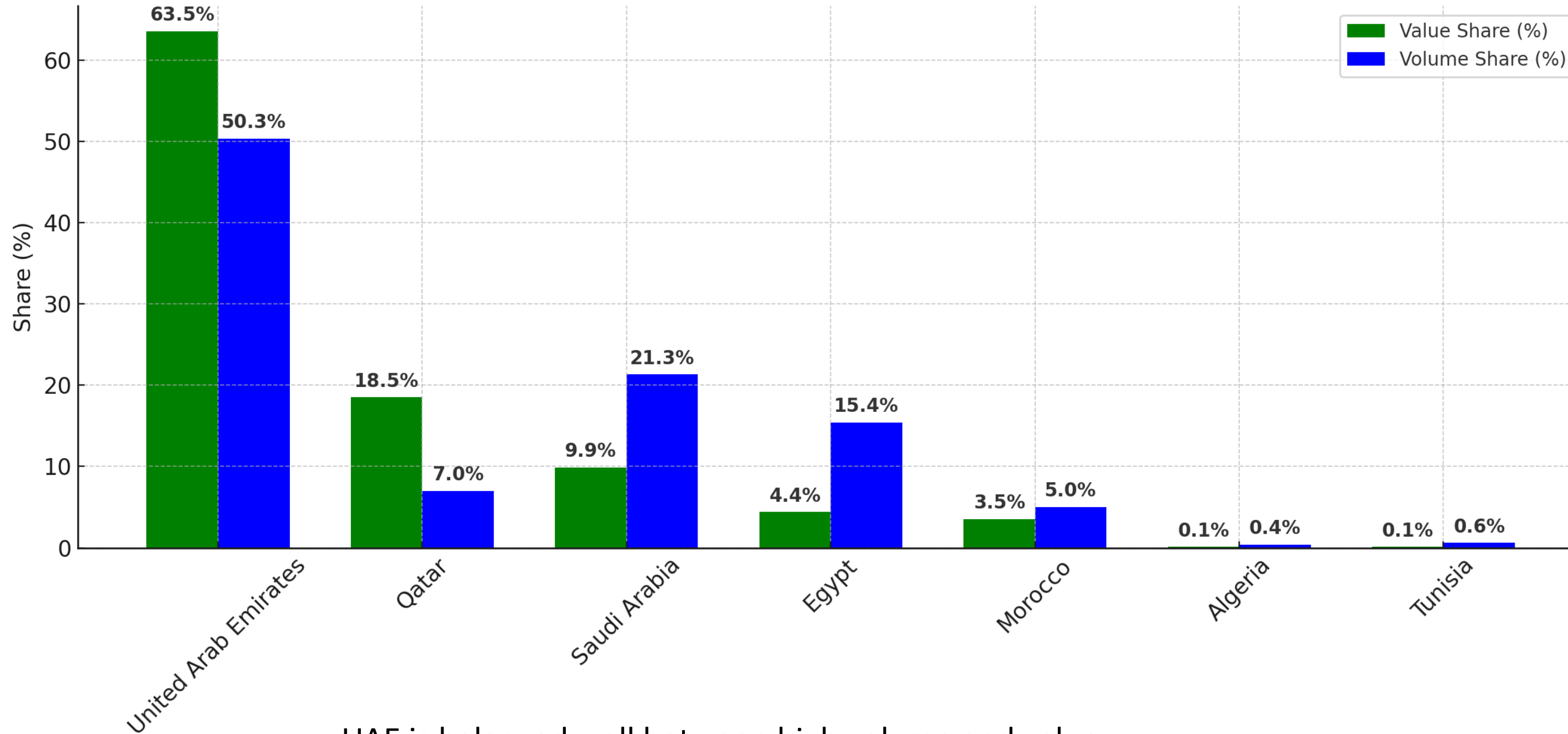
Cumulative, Share by country - Source: FAS / GATS

Cumulative Volume Share by Country (2020-2024)
(Algeria removed)



US Exports to MENAWA: Value vs. Volume Shares

Comparison of Value vs. Volume Share by Country (2020-2024)



- 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.



US Exports to MENAWA: Opportunities

1. United Arab Emirates –

- The largest import market for Seafood in MENAWA
- Offers balanced premium (king crab, salmon) and mass market (Pollock) products
- Highly developed HRI and Retail sector
- Plants with under utilized processing capacity; ready to receive, reprocess and distribute across the middle east and Africa region
- Leads in Food safety standard, Synergy in labeling standards, language requirement
- Committed to UN, FAO sustainability goals
- Ease of logistics, documentation
- Made in UAE / Packed in UAE enjoys concessions from government
- Favorable Tariffs utilized to re-export across the broader MENAWA region as well as to US.

2. Saudi Arabia –

- Government encourages investments for Made in Saudi
- All the processing facilities follow American or European standards
- Potential processing opportunity for high volume, low price for domestic consumption.

3. Morocco –

- Canning and Re-processing facility, to export to African countries, to enjoy FTAs and COMESA treaty.
- Potential exports to Europe.





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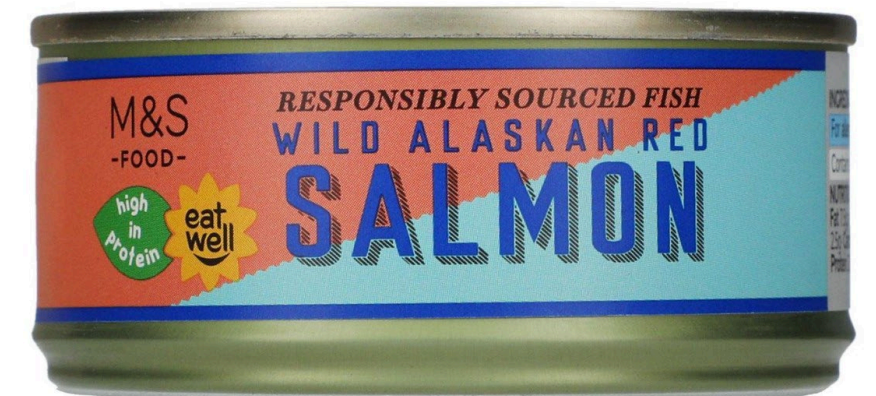
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US Exports to MENAWA: Opportunities (cont'd)



Alaska Seafood Availability...@ Waitrose





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





Alaska Seafood Availability...@ Carrefour PL





MENAWA TARIFFS



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 / Trade Regime	Tariff on U.S. Seafood Imports
Morocco	US-MA 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.

THE FRESH CATCH

FY25 - INITIATIVES



Corporate Membership – Emirates Culinary Guild



**THE EMIRATES
CULINARY GUILD**



Corporate Membership – Emirates Culinary Guild





Monthly Magazine





*Alaska Culinary
Retreat! June 2025*



**SKYDIVE
DUBAI**



ZEROGRAVITY



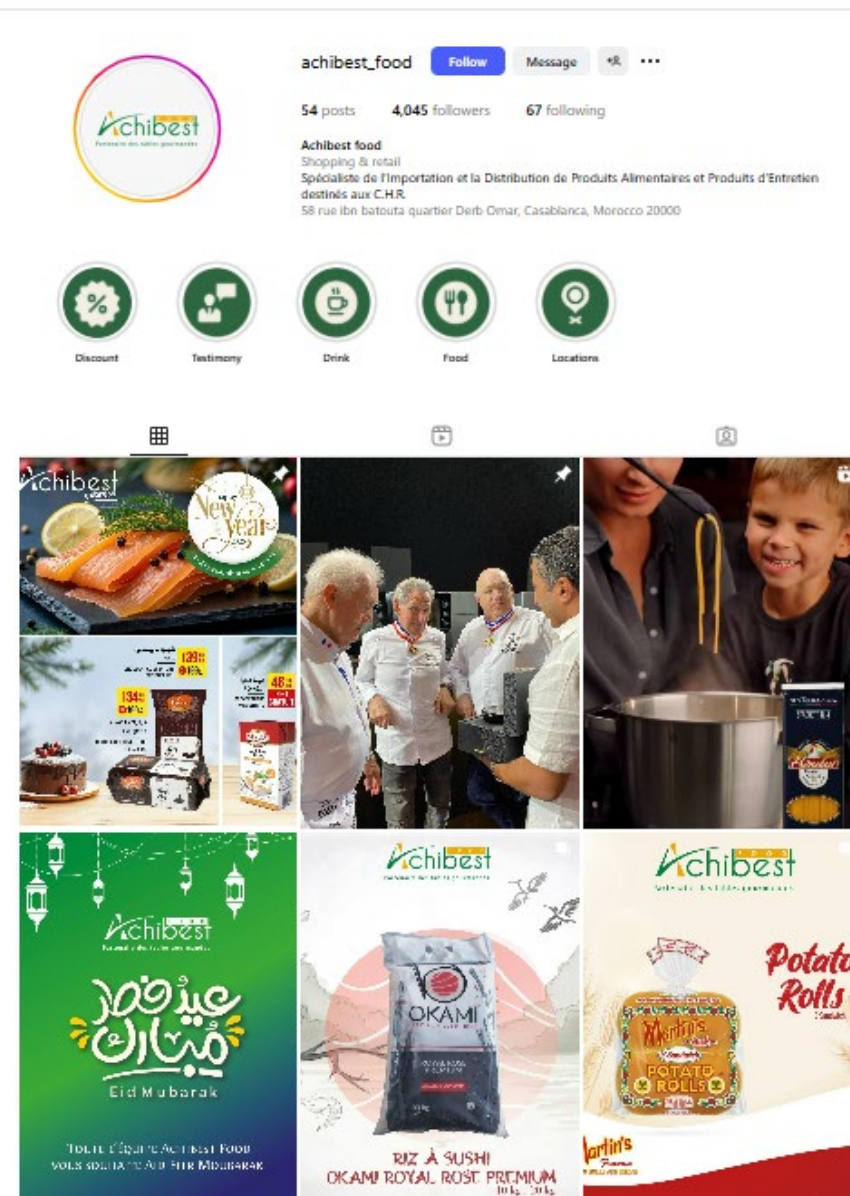

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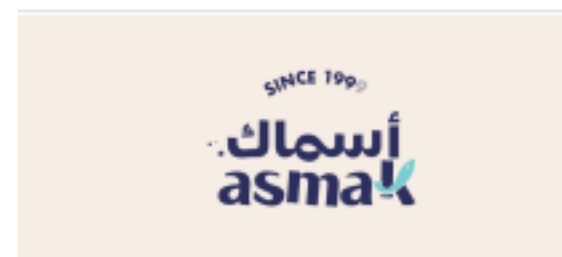
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Trade Servicing

UAE, Saudi Arabia. Focusing on Importers, Distributors and Processors



**ALASKA SEAFOOD MENAWA
SOCIAL MEDIA LAUNCH &
PROGRESS**



Social Media

Social Media

Our strategy and execution are 3 folds:

Strategy – Build awareness.

Execution – Educate about Alaska Seafood Equity attributes and species

Strategy – Engage audience.

Execution – Introductory videos and recipes

Strategy – Make it Relevant.

Execution – Localize with Arabic Handles (as well); shoot and upload recipe preparations by Chef Dwarika.





Objective:

- Launch Alaska Seafood MENAWA on Meta platforms
- Build awareness among chefs, retailers, and health conscious consumers
- Position the brand “Wild. Natural. Sustainable.”
- Brand Setup & Pre-Launch (June 2025)
- Launch & Brand Education (July - August–ongoing)



CONTENT CREATED

INSTAGRAM SETUP

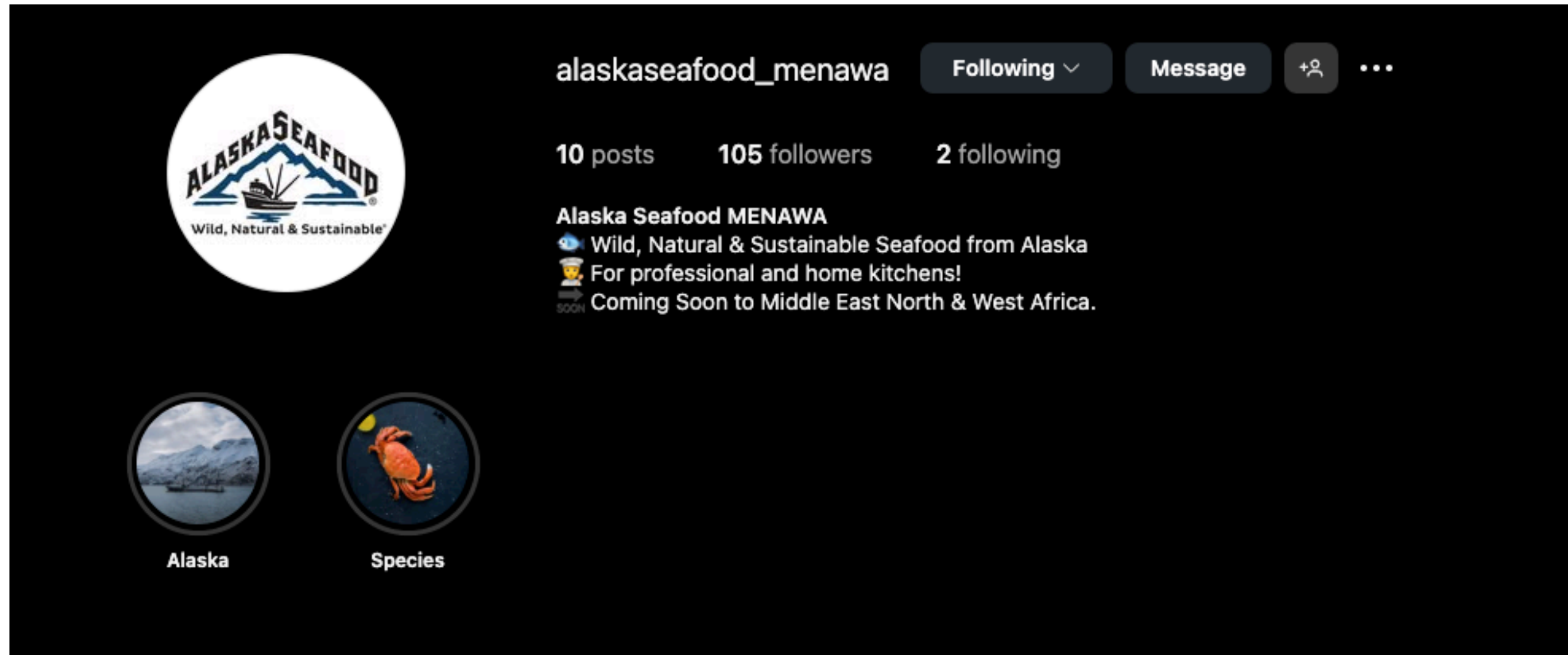
- *CREATED AN INSTAGRAM ACCOUNT AND AN BIO WITH LOCAL POSITIONING*



CONTENT CREATED

INSTAGRAM SETUP

- *CUSTOM STORY HIGHLIGHTS SETUP (ALASKA, RECIPES, SPECIES, SUSTAINABILITY)*



CONTENT CREATED

FACEBOOK SETUP

- *FACEBOOK COVER IMAGE WITH CORE MESSAGING*





ALASKA SEAFOOD
Wild, Natural & Sustainable

Alaska Seafood Menawa

6 followers · 0 following

Following Message Search

Posts About Mentions Reviews Reels Photos More

Switch into Alaska Seafood Menawa's Page to start managing it. [Switch Now](#)

Intro

Wild, Natural & Sustainable Seafood from Alaska
For professional and home kitchens!
Coming Soon to Middle East North & West Africa.

Page · Business service

Dubai, United Arab Emirates

+971 55 533 3740

manjusha.m@focusmworld.com

alaskaseafood.org [Promote Website](#)

Not yet rated (0 reviews)

Posts

Alaska Seafood Menawa · 3h

The most trusted wild seafood from Alaska is now closer than ever. High in protein. High in integrity. High in taste.... See more

From waters that never sleep, come flavors you'll never forget.

ALASKA SEAFOOD
Wild, Natural & Sustainable

Photos [See All Photos](#)

From waters that never sleep, come flavors you'll never forget.

Every great dish starts with a trusted source.

Wild-caught in Alaska's icy waters. Fed by nature. Not by feed. Sustainably harvested.

Exceptional dishes start with exceptional sourcing. This is seafood with integrity from Alaska.

Wild & Natural Seafood From Alaska to Your Plate

Alaska Seafood Wild-Caught, Natural, Sustainable.

Sustainably harvested seafood from Alaska

Alaska Seafood in MENAWA Coming Soon

ALASKA SEAFOOD Wild, Natural & Sustainable Coming Soon

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alaskaseafood_menawa Following Message

10 posts 105 followers 2 following

Alaska Seafood MENAWA
Wild, Natural & Sustainable Seafood from Alaska
For professional and home kitchens!
Coming Soon to Middle East North & West Africa.

Alaska Species

From waters that never sleep, come flavors you'll never forget.

Every great dish starts with a trusted source.

Wild & Natural Seafood From Alaska to Your Plate

Alaska Seafood Wild-Caught, Natural, Sustainable.

Sustainably harvested seafood from Alaska

Alaska Seafood in MENAWA Coming Soon

ALASKA SEAFOOD Wild, Natural & Sustainable Coming Soon



Alaska 6 d

It all begins here,
in the cold, wild
waters of Alaska



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Wild, Natural & Sustainable®

Reply to alaskaseafood_menawa...

Alaska 6 d

A place where
the ocean
speaks first...



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Reply to alaskaseafood_menawa...

Alaska 6 d

This is where our
story begins.
Wild. Natural. Sustainable.

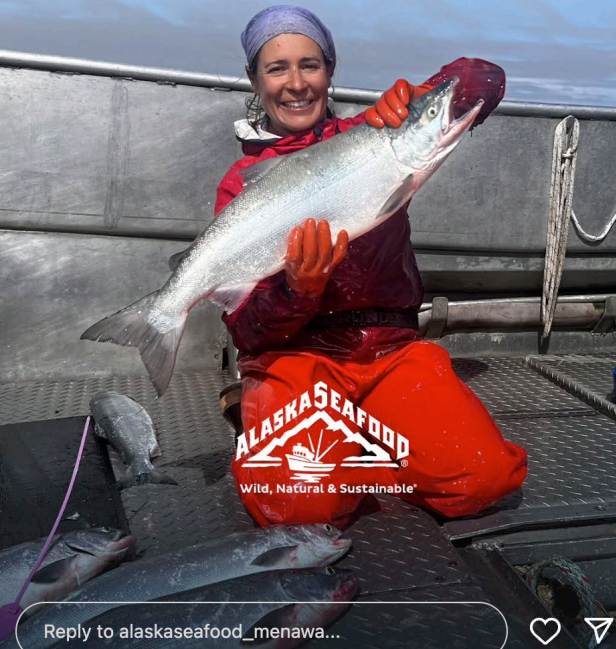


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Wild, Natural & Sustainable®

Reply to alaskaseafood_menawa...

Species 6 d

Alaska Salmon
5 wild species
Rich in flavor and Omega-3s
Perfect for grilling, roasting, or raw prep



ALASKA SEAFOOD
Wild, Natural & Sustainable®

Reply to alaskaseafood_menawa...

Species 4 d

Alaska Shellfish
From cold, clean waters
Sweet, firm, and full of flavor
King crab, shrimp & more



ALASKA SEAFOOD
Wild, Natural & Sustainable®

Reply to alaskaseafood_menawa...



FY 26 INITIATIVES

	Activity	Time-line
1	Retail Research – To establish the base line / availability of Alaska Seafood in the region. UAE & Saudi Arabia	August – September – October, 2025
2	Website Launch – http://alaksaseafood-menawa.com	Sep-25
3	Trade Servicing – UAE, Saudia Arabia, Morocco, Qatar	August – September – October, 2025 + On going
4	Presentation about Alaska Seafood @ Emirates Culinary Guild monthly meeting	September 2025
5	Alaska Culinary Retreat coverage in Gulf Gourmet Magazine	October 2025
6	Visit and connect @ Hospitality Qatar Show in Doha	October 2025
7	Alaska Seafood Introduction and Cooking with Chef Dwarika (Chefs' training program)	November 2025
8	Co-promotion with FAS post or another Cooperator (US Potato?) = Retail Promotions	December 2025
9	Gulfood 2026	January 2026
10	Seafood Expo Global- North America or Barcelona. OR Alaska; Buyers', Distributors' Trade Mission	TBD



Q & A

