

MOROCCAN TURKISH BUSINESS COUNCIL



Overview of the fishing industry and the Halieutis Strategy of Morocco

February 2012



Attijariwafa bank
CORPORATE FINANCE

Fishing sector

Halieutis Strategy

Fishing industry – Sector overview

Key figures in 2008

As a share of GDP	1.1%
As a share of Exports in value	10%
As a share of agribusiness Exports	50%
Total exports	MAD 13.2 Bn
Sector Turnover	MAD 19.1 Bn
Direct employment	61 650
Indirect employment	489 000

Geographical breakdown of the resources

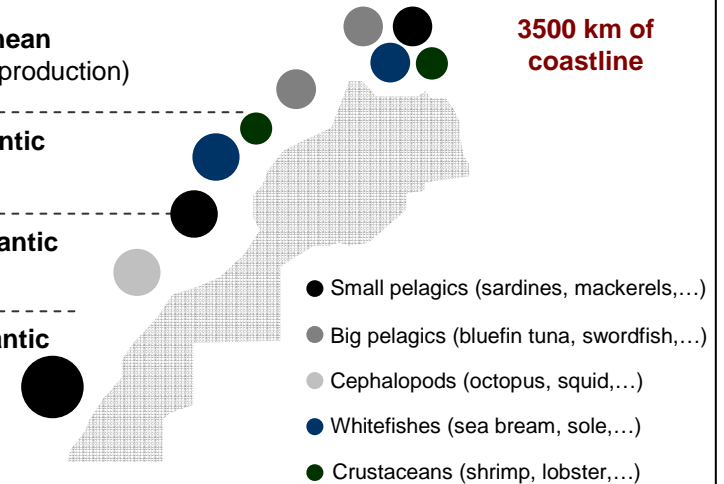
Mediterranean
(7% of the production)

North Atlantic
(9%)

Center Atlantic
(30%)

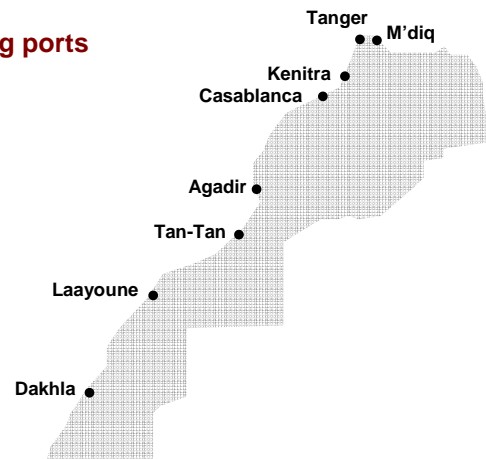
South Atlantic
(55%)

3500 km of coastline



Major fishing ports

22 fishing ports



Operational fleet

Handcrafted fleet

14 225 boats



Coastal fleet

2 544 ships



Offshore fleet

449 ships

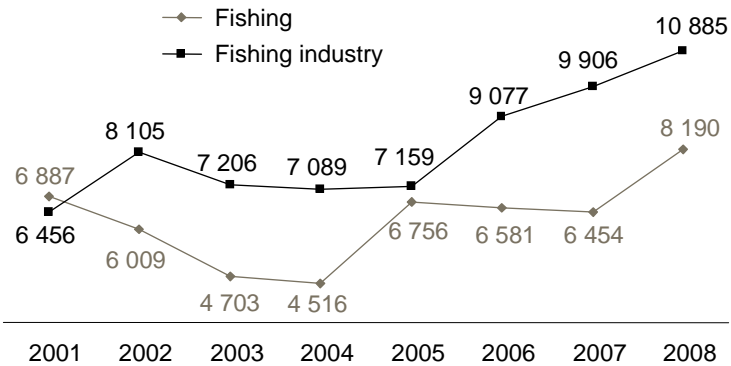


Fishing industry – Sector overview

Sector turnover

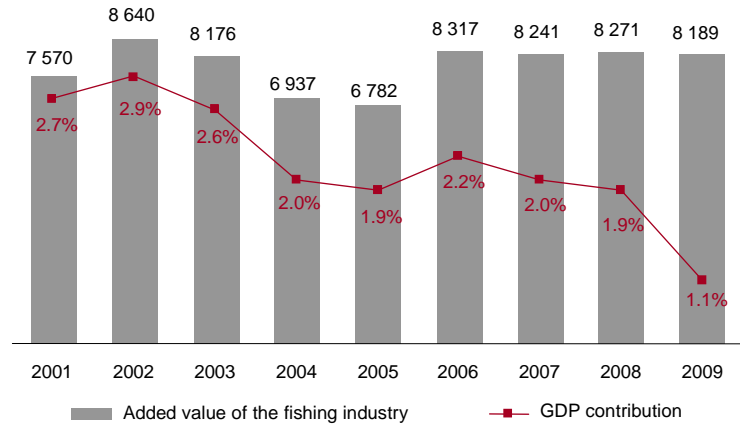
In million MAD

Total turnover: 19.1 bn MAD

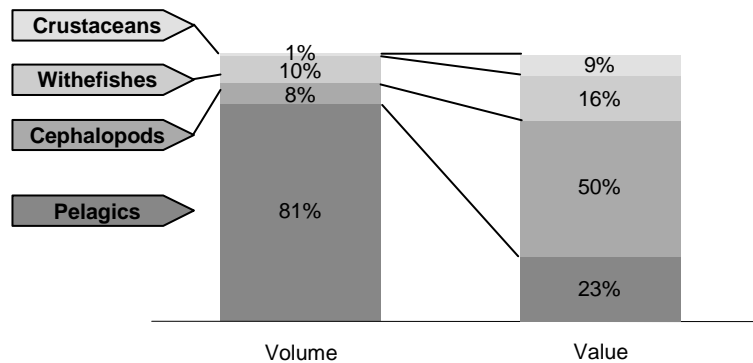


Added value of the fishing industry

In million MAD



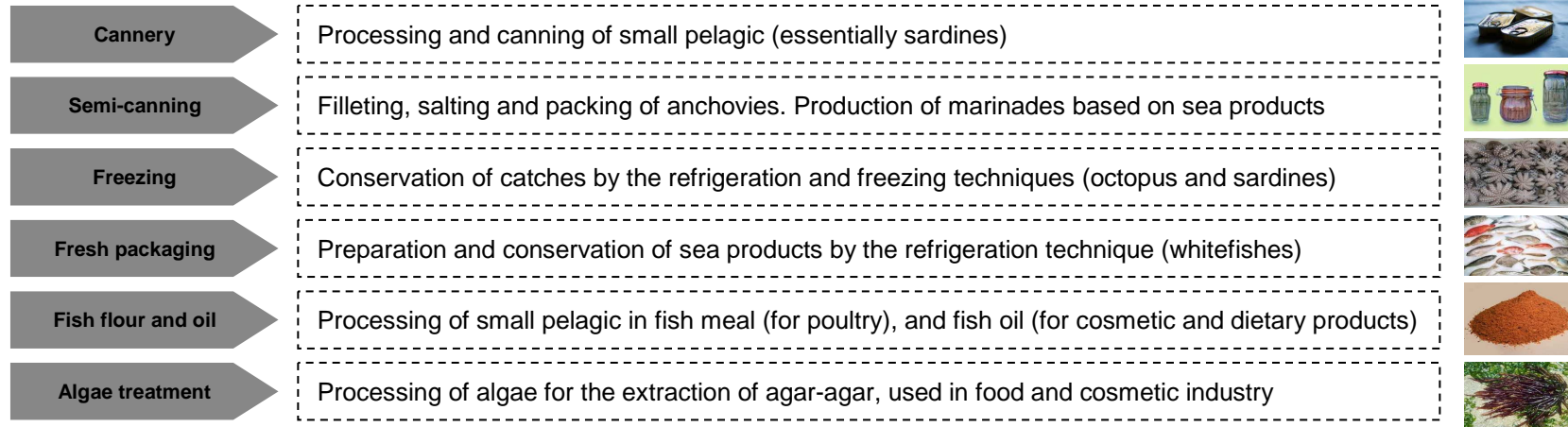
Fish catching (in%)



- The pelagics represent 80% of the caught volume, but they only account for 23% of the total value
- Crustaceans and cephalopods are high value species

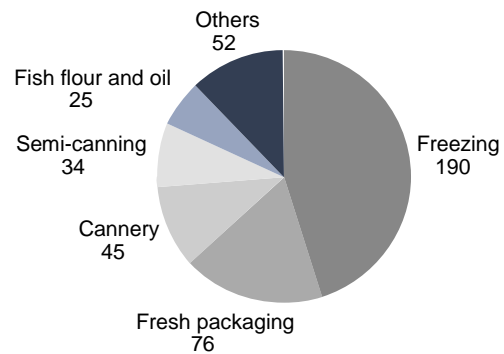
Fishing industry – Sector overview

Branches of the fishing industry



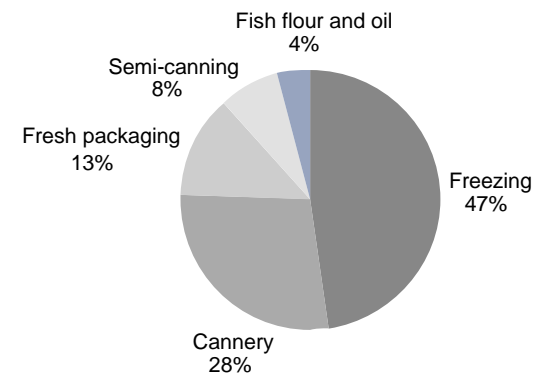
Companies breakdown by activity

Total companies: 422 units o.w. 406 are approved by the European Union



Export turnover breakdown by activity

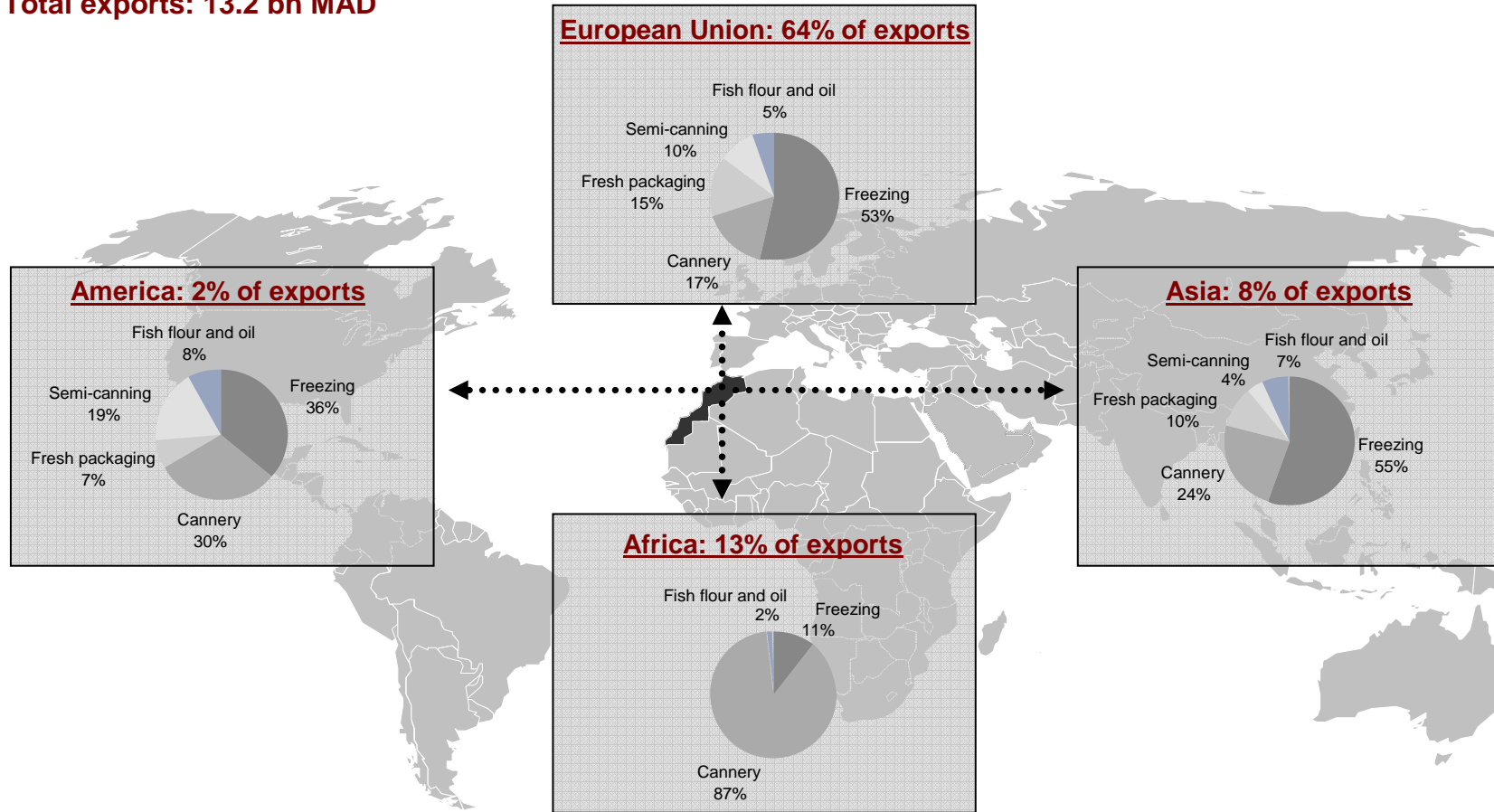
Total exports: 13.2 bn MAD



Fishing industry – Sector overview

Exports turnover breakdown by activity and by region

Total exports: 13.2 bn MAD

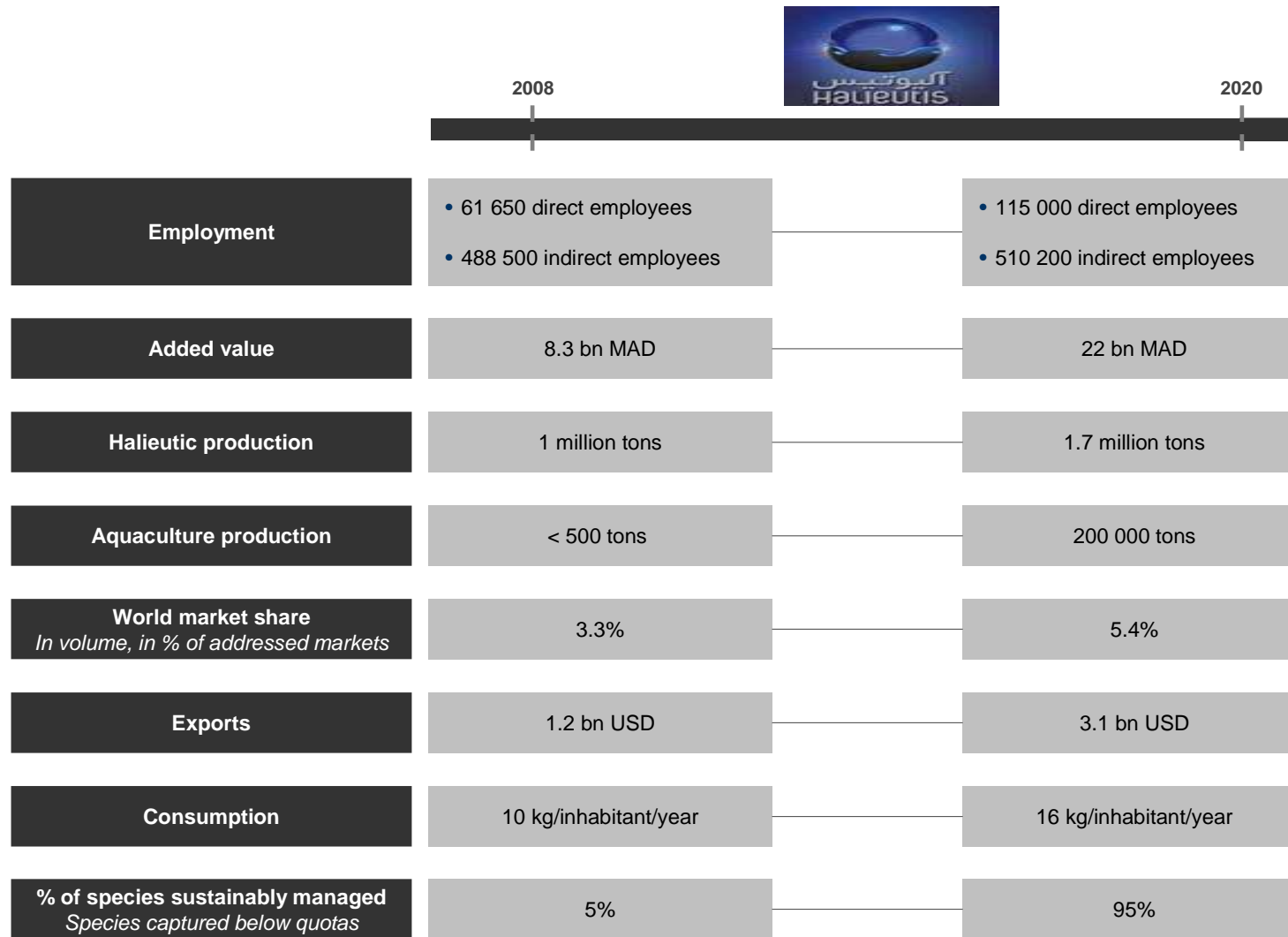


Fishing sector

Halieutis Strategy

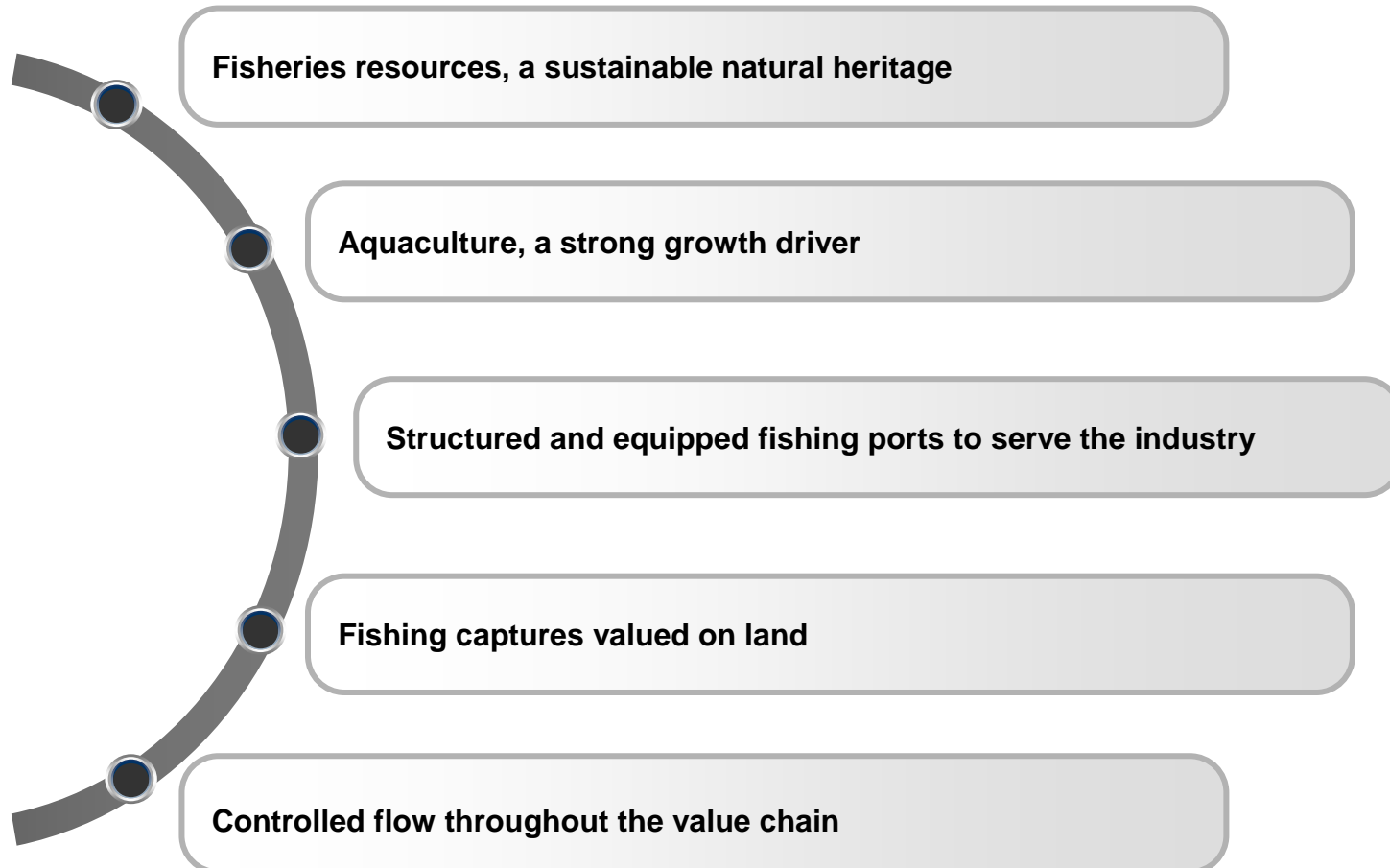
Fishing industry – Halieutis Strategy

Ambitions in figures for 2020



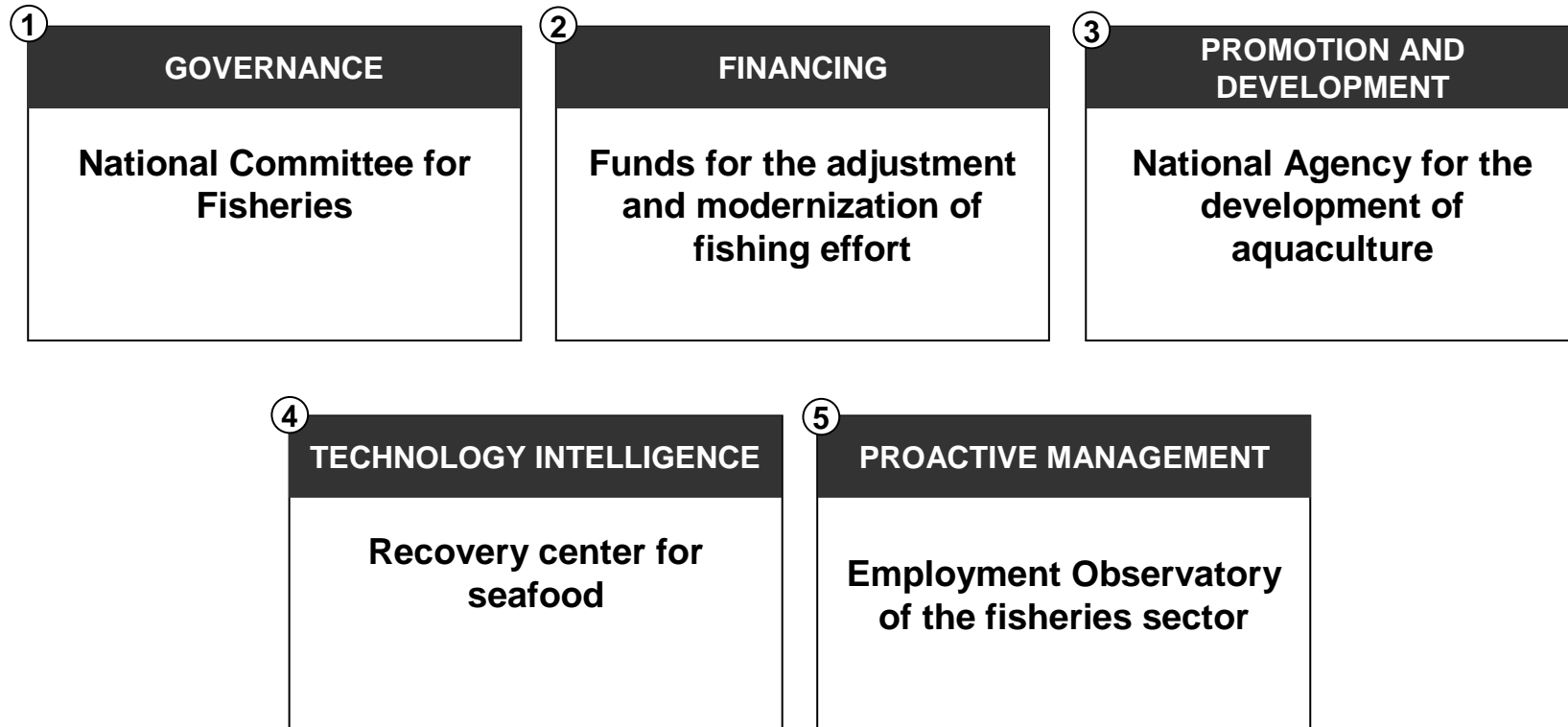
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Five strong ideas



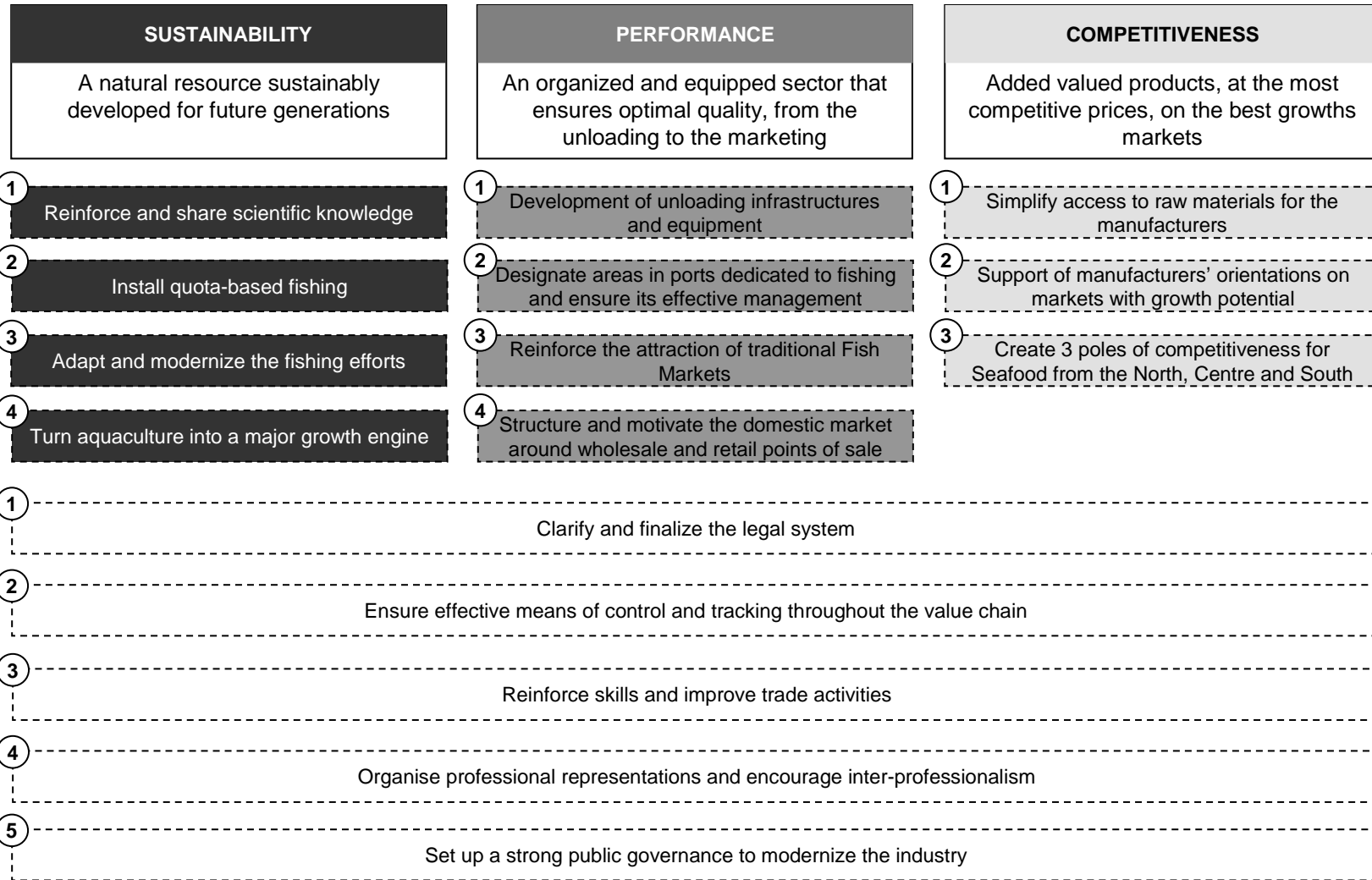
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5 key tools



Fishing industry – Halieutis Strategy

An integrated vision of 16 projects built around 3 major axes ...



Fishing industry – Halieutis Strategy

Major measures of the Halieutis Strategy (1/2)

Governance

- Establishment of a strong governance to modernize the public sector.
- Development of a system of governance leading to a gradual transfer of power to regions and to the private sector by organizing professional representation and encouraging interprofession associations.
- Federate operators around the key decisions for the development of the sector and establish a transparent dialogue between government and industry professionals.

Strengthen competitiveness

- The strategy aims to reorganize the sector to ensure optimum conditions over the entire processing chain of the sea products from its landing to its marketing.
- The goal is to market a competitive and well valued products in order to ensure regular supply of raw materials of first choice quality for the transformation industry so as to gain market share both nationally and globally.

Redevelop the fisheries

- To assure the sustainability of the resources, fisheries has to be managed on the basis of quotas with a maximum sustainable yield of 95% of landed resources (against 5% today).
- Moreover, it is also to strengthen and share scientific knowledge. In this context, it is expected to act on several levels:
 - ✓ Inventory and accurate tracking of all fishery resources
 - ✓ Develop an uniform nomenclature of the different species
 - ✓ Implement an integrated fisheries information system.

Restocking and aquaculture development

- Actions will be implemented to adapt and modernize the fishing effort.
- The objective is to allow stocks to recover but also to stabilize the profitability of ships at least at 10% (by modernizing ships equipment and improving working conditions of fishermen).
- Develop aquaculture into a major growth driver given the high potential of Morocco (aquaculture production will account for 2 bn MAD in 2020)

Fishing industry – Halieutis Strategy

Major measures of the Halieutis Strategy (2/2)

Control the traceability

- Development of landing infrastructure and equipment.
- Establishment of port spaces dedicated to fishing with more efficient management, in order to ensure products traceability in the port.
- Reinforcing the attractiveness of traditional fish markets by introducing more competition and transparency in pricing mechanisms and by defining a broader assessment grid of quality.

Easy access to raw materials

- Creation of competitive clusters across the Kingdom to improve the value of raw materials.
- Increase the utilization rate of production capacity and expand the range of products on the Moroccan market.
- Support the introduction of global or national industrials on the fishing sector.

Reducing the informal

- Clarify and finalize the legal system in order to identify specific roles and responsibilities of each operator.
- Develop an integrated control system on the whole processing chain of the sector.
- Strengthen skills and improve the attractiveness of the business to ensure the upstream and downstream labor needs in the sector.