

TICAD8 Official Side Event

How to Foster 'Win-Win' Net-Zero Partnerships Between Japan and Countries in North Africa

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Greening Seafood Industries in Tunisia: Opportunities and challenges

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Brief Company's Introduction

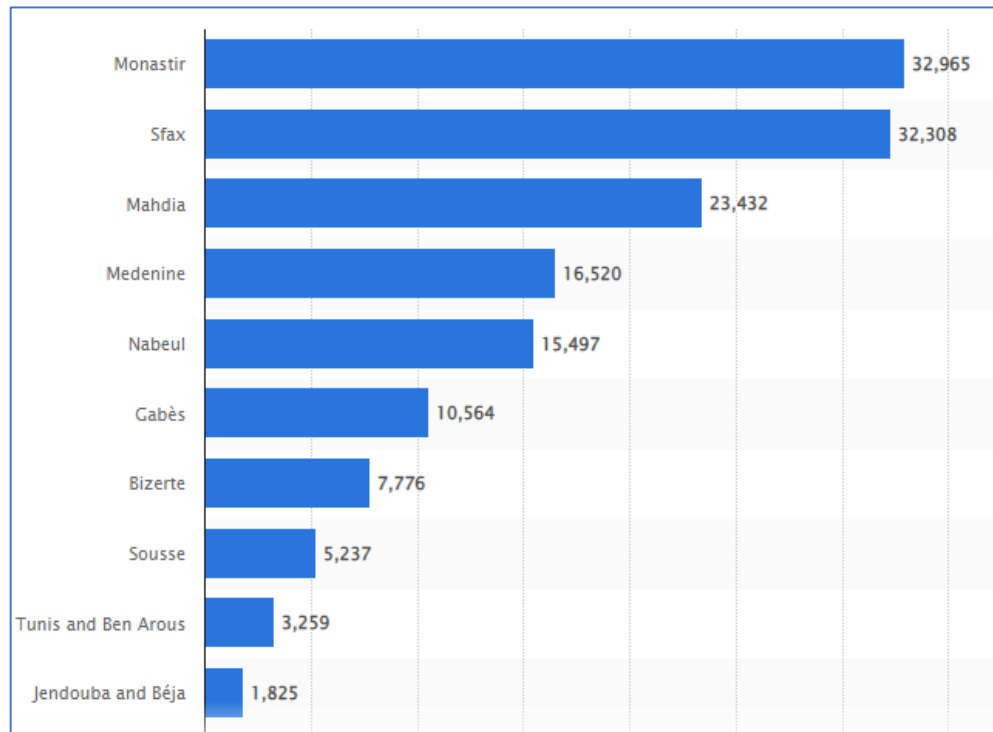
- ▶ **Name:** Société MAYOUT des produits de la Mer (SMPM)
- ▶ **Location:** Bizerte City (North of Tunisia)
- ▶ **Since:** 2020 (emerged from parent company established in 1994)
- ▶ **Specialty:** Mediterranean seafood and seafood products (Crustacean, Mollusc and fish, Deepwater shrimps, blue crab, red shrimps, Bonito, Sardine, Lobster, etc.)
- ▶ **Approval:** European health approvals
- ▶ **Export:** Worldwide, especially blue swimming crab to South Korea



Tunisia's seafood industry: Quick overview

- Fisheries and aquaculture play an important role in socio-economic terms and as a food source in Tunisia.

❖ Total fisheries and aquaculture production in Tunisia exceeded **150,000 tonnes** in 2019.



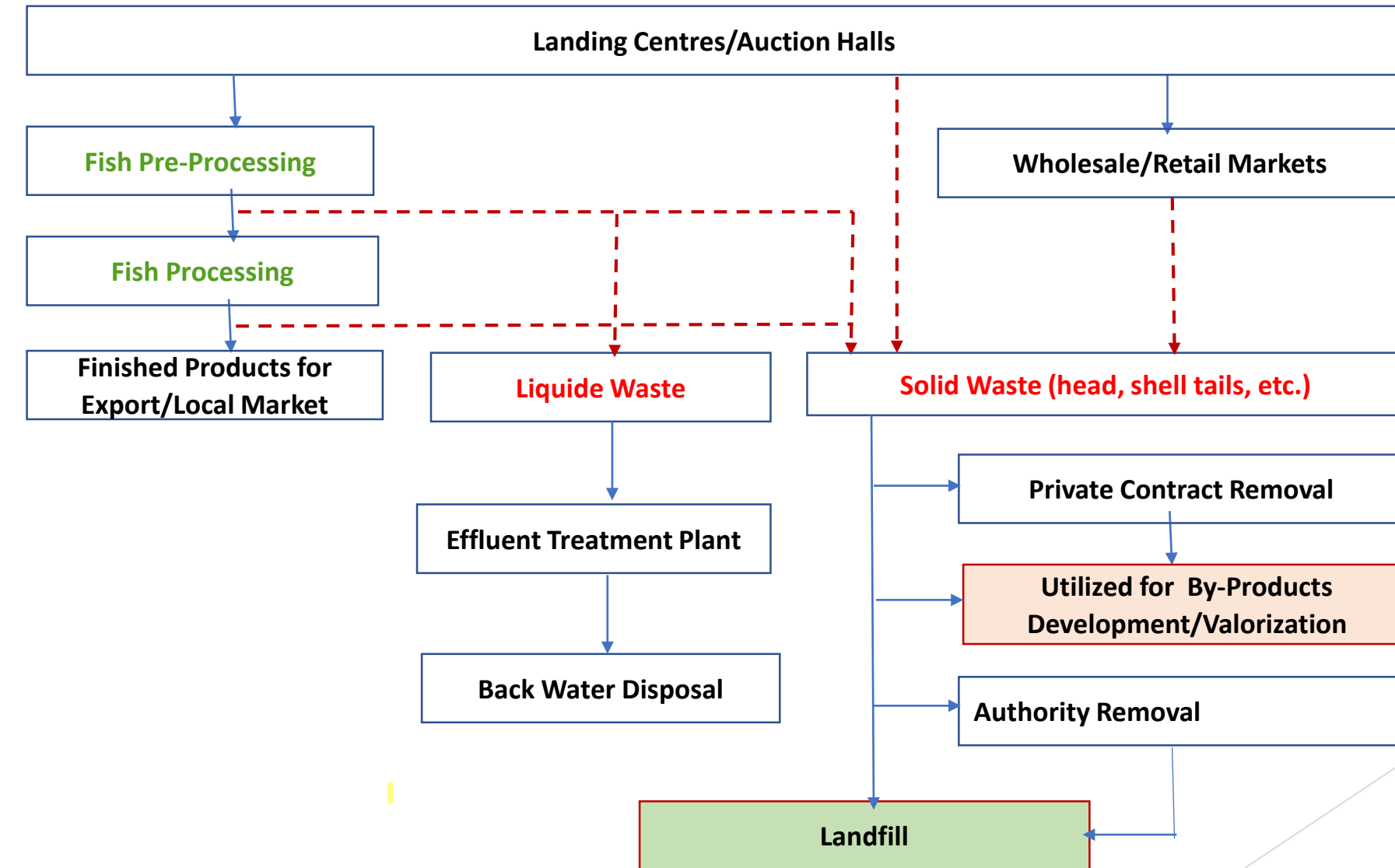
Source: [Tunisia: fisheries production by governorate 2019](#) | Statista

❖ Overall, more than 70 companies employing more than 10 employees

	Totally exporting	Not totally exporting	Total
Number of enterprises (10 or more employees)	36	35	71
Employment	2869	4319	7188

Source: [Overview of Tunisian industry \(tunisieindustrie.nat.tn\)](http://tunisieindustrie.nat.tn)

Production Cycle



---> Waste Flow from Generation Points

Fish Solid Waste from Processing Plants

Fish product processing plants release between 30% and 65% of waste, depending on the species and can go up to 80% for crab meat.

Gouvernorat	Quantité en Tonne / J
Bizerte	5
Tunis	2.5
Kelibia	1.5
Sfax	6.5
Zarzis	5
Total	20.5



Environmental and Social Negative Impacts

- ▶ Smell and breathing problems
- ▶ Drinking Water pollution
- ▶ Increase in flies and mosquitoes
- ▶ Ecological impacts



Needs/Areas to the Green Seafood industry

- ▶ **Energy Efficient** technologies for fish pre-processing and Processing
- ▶ **Liquid waste treatment**-related technologies
- ▶ **Solid Waste Treatment** related technologies:
 - ❑ To maximize by-products development/valorization
 - ❑ To minimize fish waste disposal at Landfill

Multiple Benefits from Greening Seafood Industry

- ▶ **Economic:** Energy cost saving, Waste reuse/valorization, etc.
- ▶ **Environment:** Waste reduction, Water saving, GHG emission reduction, Landfill saving, etc.
- ▶ **Social:** Green jobs, healthier and safer employees and local communities, etc.
- ▶ **Governance:** Implementation of global standards and best practices, etc.

Challenges to Deploy Japanese technologies

- ▶ Lack of **information and access** to Japanese technologies;
- ▶ Lack of **demonstration cases**;
- ▶ **High initial cost**, if not manufactured or distributed locally;
- ▶ Lack of information and access to **financial support**;

Motivation

- ▶ **Eager to turn** the fish solid and liquid waste **problems into opportunities**;
- ▶ Looking to green our business and **expand it into new markets**, benefitting from the **large volume at a low cost of raw materials**;
- ▶ Intending to explore a **new production area with a new concept and no competitors** related to by-product development/valorization;
- ▶ Building on the **momentum** of the Tunisia government's encouragement to Go-Green, especially for Small and Medium Enterprises (SMEs) and international supporting programs, such as those under TICAD.

Spécial Future Direction

- ▶ Promote blue fish, especially Mediterranean bonito
- Industrialize Fish soup made from bonito
 - ❖ Fish drying
 - ❖ Production line for soup (liquid or powder)
 - ❖ Recover bonito waste as by-products for:
 - ✓ Pharmaceutical
 - ✓ Nutraceutical
 - ✓ and Cosmetics



The Way Forward and Expectations

Looking for:

- ▶ Japanese **investors** to expand our business (by-products development/valorization, especially Mediterranean bonito);
- ▶ Japanese **technology suppliers** for energy-efficient technologies and/or solid and liquid waste treatment;
- ▶ Ready to **offer our site for demonstrations projects** if necessary;
- ▶ Ready **to facilitate interaction with other seafood processing plants** in Tunisia whenever necessary.

Thank you very much
for the opportunity