



AHDB Exports
Webinar
September 2020
Dr Phil Hadley
International
Director

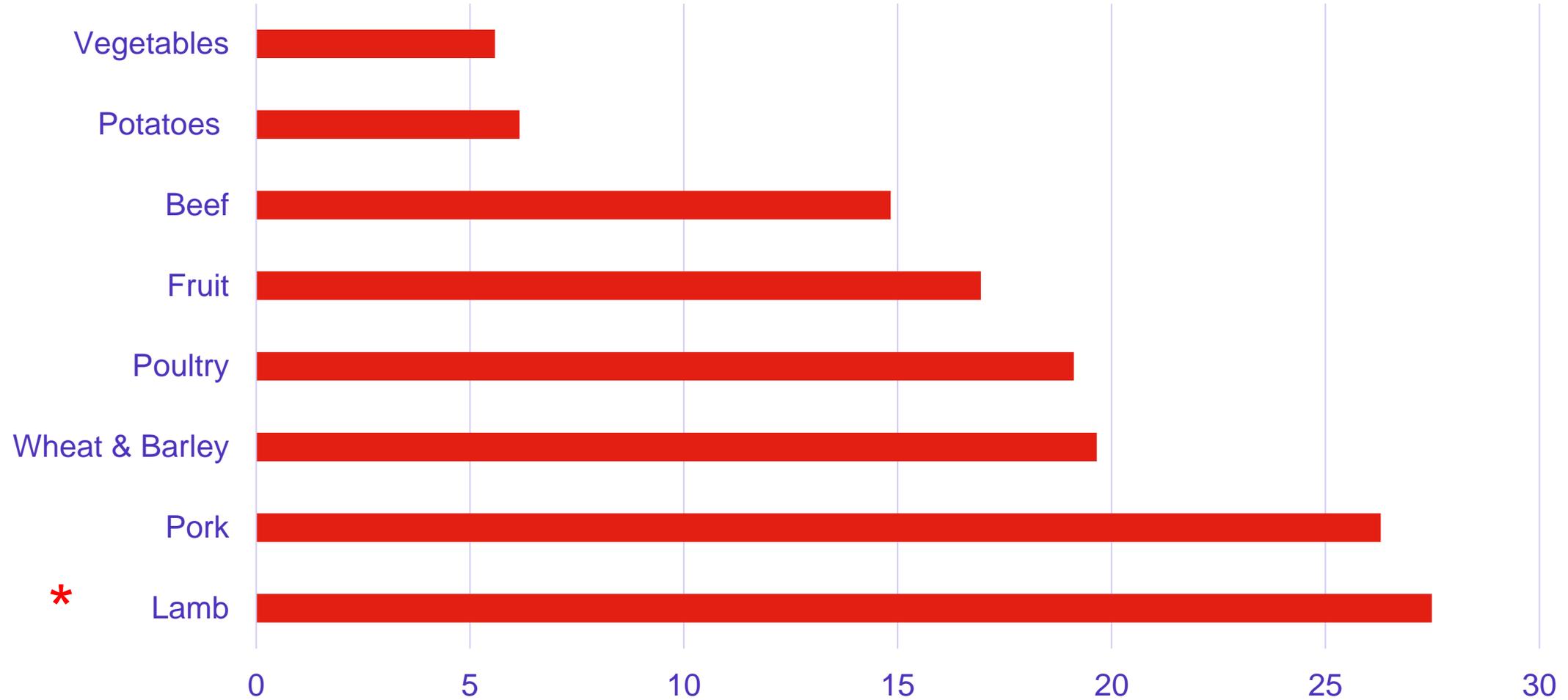


Overview

- Introduction and overview of AHDB export activities
 - Dr. Awal Fuseini- AHDB Halal sector manager
 - Mr. Adil Khan-Trade and Investment Adviser, DIT

 - Submit questions via the questions tool on your control panel, session after presentations
 - Webinar is recorded and will be available after on the AHDB website and YouTube channel
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Exports as % of domestic production



*Lamb exports between 28% and 33% of production and can rise to 40% seasonally

What we do

- Technical market access, import risk assessment questionnaires, support towards approval, inward inspection, ongoing market maintenance- working in partnership with industry, UK Gov and UKECP
- Outward missions to new/growing markets
- Trade shows to build reputation/presence and provide a platform for exchange with buyers
- In-market presence, activity and intelligence gathering, principally China (CBBC)/HK/US and currently expanding to Japan and Middle East on market development/reputation plus additions in China/US- reflecting opportunities
- Collaborate/support from local Embassy/FCO/DIT network eg Beijing post
- Brussels office on EU policy and impact evaluation

AHDB Export- team outline



Americas- Susana Morris
 EU/MENA- Remi Fourier/Awal Fuseini
 Asia Pacific- Jonathan Eckley

GREAT- working with Gov

gov.uk/ukti
British Lamb

FOOD IS GREAT

BRITAIN & NORTHERN IRELAND

From genetics to grazing and herd standards, Britain has pioneered developments in the livestock sector for centuries. For leading livestock expertise choose the UK.



EXPORTING IS GREAT

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British Beef

FOOD IS GREAT

BRITAIN & NORTHERN IRELAND

From genetics to grazing and herd standards, the UK has pioneered developments in the livestock sector. For the highest quality meats, choose the UK.

Looking forward

- Exports continues to remain critical to stakeholders and a core part of the AHDB function
- We are developing our approach to include more support in newly granted markets and those with key growth opportunities
- This will increase the ability to deliver on the ground development and reputation building activities with partners
- We will also further improve our consumer insight work in key international markets so we can understand and exploit the potential
- Brexit- EU market remains vital and 3rd C's offer further opportunities

Middle East Export Opportunities

23 September 2020

Dr Awal Fuseini

Halal Sector Manager

Dr Awal Fuseini

- AHDB Halal Sector Manager: Domestic and Exports
- Supports Remi in the Middle East and Sub-Saharan Africa
- Export requirements/certification
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- 07391868571



Why is the Middle East market important?

- The region imports 90% of beef and lamb
- There's appetite for British lamb. There was a 319% increase in volume of lamb exported to the ME between 2018 and 2019 (HMRC figures)
- Meat forms an important component of their diet; social events and festivals
- Population in 2017 was 250 m, projected to hit 265 m in 2021
- High disposable income
- Post-Brexit focus



Steps AHDB has taken to improve understanding of the market

- A fact-finding mission to the UAE, Kuwait, Qatar and Bahrain in 2019
- Market reports for KSA, Jordan, Kuwait, Bahrain, UAE and Qatar
- Appointment of an agent: British Centres for Business (BCB)
- Gulfood – annually
- Planned trade mission in November: Virus-permitting



What will BCB do?

Role

- Troubleshooting-support for British exporters to ensure smooth movement of products
- In-market support to highlight USP of British products e.g. PoS materials, in-store activities, PR and digital media
- Outreach, lead generation
- Improve visibility and perception of British lamb
- Trade mission and event liaison

Who are BCB

- Trade, media and PR experts established as a result of joint UK-Dubai Governments collaboration to boost trade and investment
- Official contracted partner of DIT, they have delivered 350+ bespoke trade service projects for UK firms since 2016
- Network across the Middle East and further afield



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Gulfood and trade missions

Planned trade mission to Kuwait and the UAE

- December 2020 – full week to interact with major buyers in the two countries
- If interested, please get in touch

Gulfood 2021

- 21 Feb – 25 Feb 2021
- AHDB pavilion-exporters can use area for meetings and interaction
- If interested in attending, please get in touch



What are the main requirements?

- Applicable standards: GSO 993:2015, GSO 1694:2005 and GSO 2055-1:2015
- Applicable to GCC countries; UAE, KSA, K Bahrain, Qatar, Kuwait, The Sultanate of Oman
- Halal Export Certificate and Export Health Certificate for each consignment
- Choose your Halal certifier wisely. Some are not accredited.



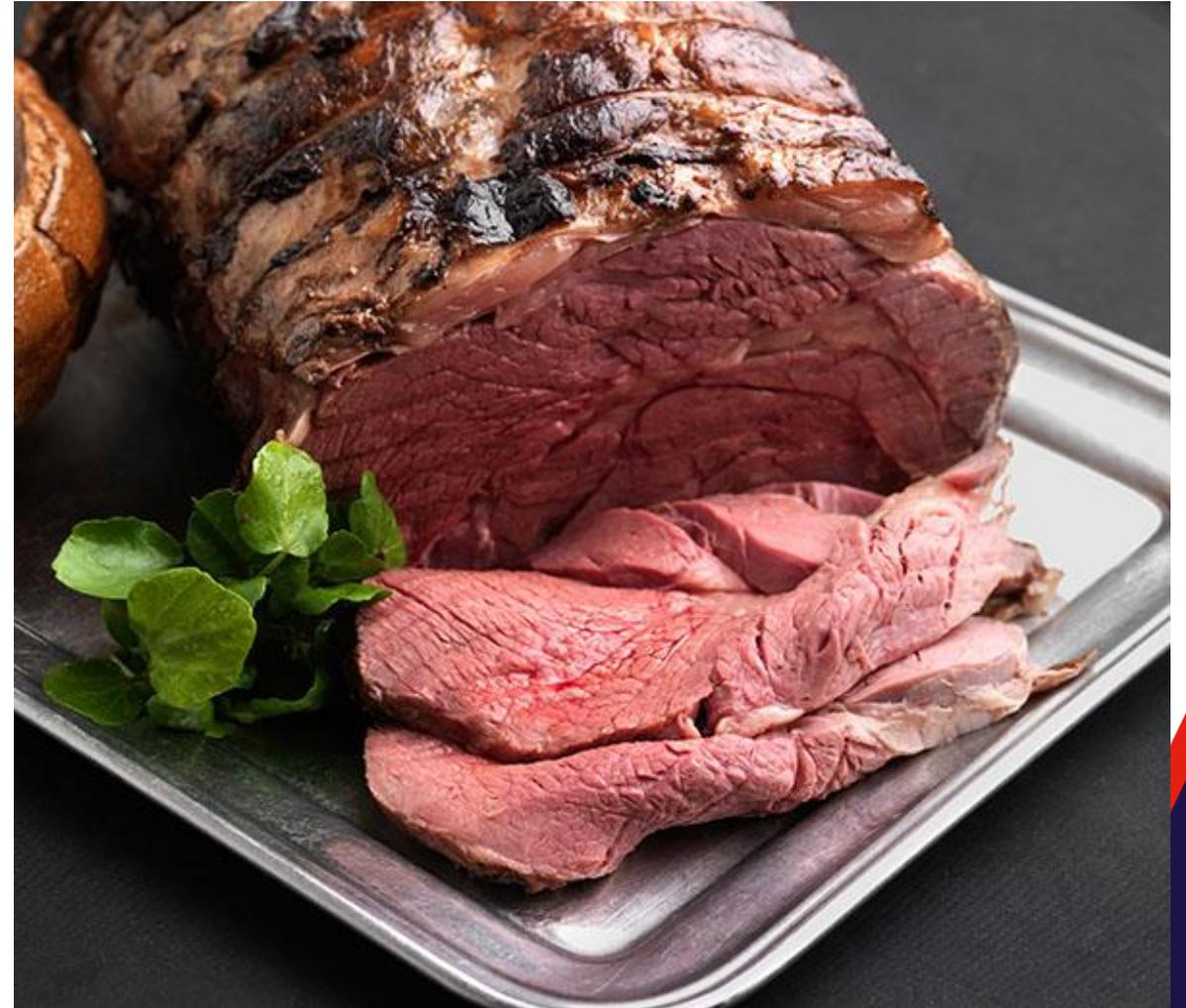
Pay attention to Halal Certification

- There are 18 Halal certifiers in the UK
- Certificates issued by some certifiers are not recognised by authorities in the Middle East
- ALWAYS ask the certifier to provide evidence that they are accredited by authorities in the importing countries
- The use of an unaccredited certifier may lead to your products being detained, returned to you (at a cost) or destroyed at the point of entry



SFDA recent notice on Halal certification

- Starting from 1 November 2020 for countries where there are certification issuing authorities recognised by the Halal Center
- Starting from 1 March 2021 for countries where there are no Halal certificate issuing authorities

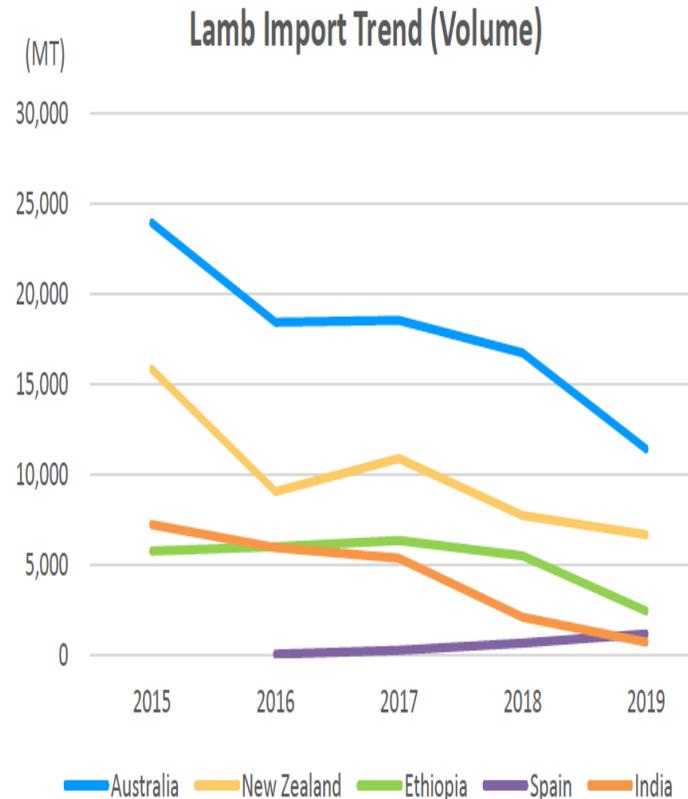


Key facts about the major markets

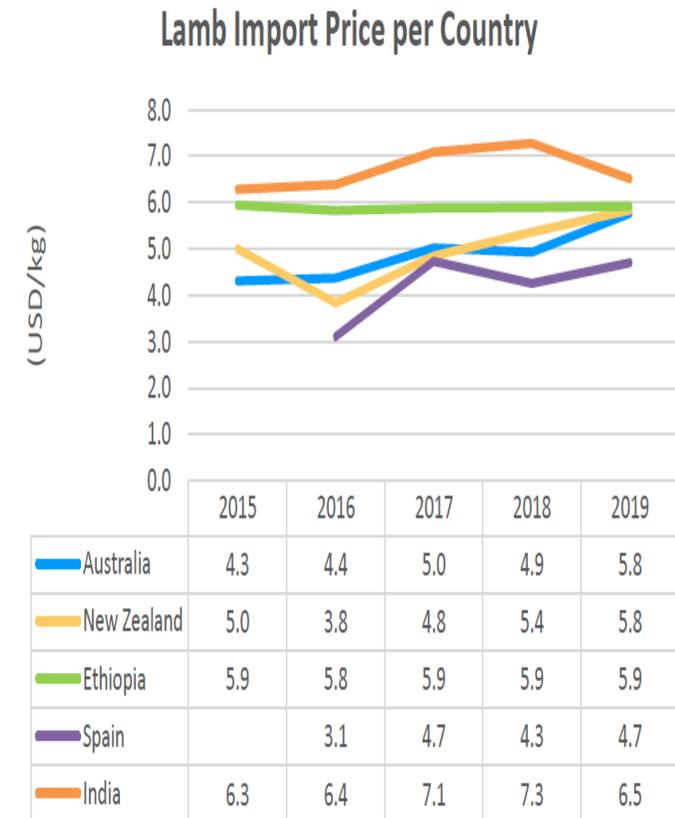


Saudi Arabia

- Population (34 million), with 70% below 30 years old
- Imported meat is mainly consumed by expats and religious tourists, indigenes prefer live import
- No tariffs on fresh and chilled meat but 5-7% tariff on frozen meat
- Recent increase in prices (Aus and NZ) led to some importers switching to Europe (e.g. Spain)
- Meat market affected by exodus of expats, due to the introduction of taxes combined with low oil prices. VAT has tripled from 5 to 15%
- Covid has stopped religious tourism, over 2 million people prevented from visiting



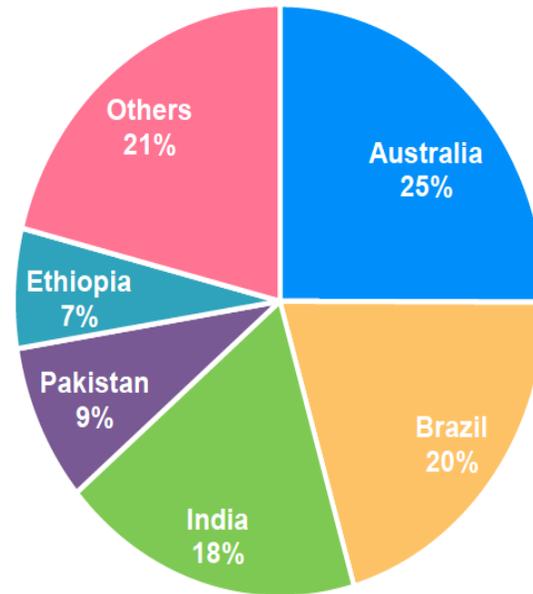
Source: ITC



The UAE

- Population: 10m, with 20% being indigene or Emirati population
- Economy is now concentrated around tourism due to the drying of oil reserves
- Domestic livestock are used for festivals (Eid), but import of meat is valued at \$1.87 billion with red meat representing 56%
- In 2018, meat consumption per capita was 82.6 kg and the population is relatively younger with high disposable income
- Beware that without a Halal certificate, your products cannot enter the country

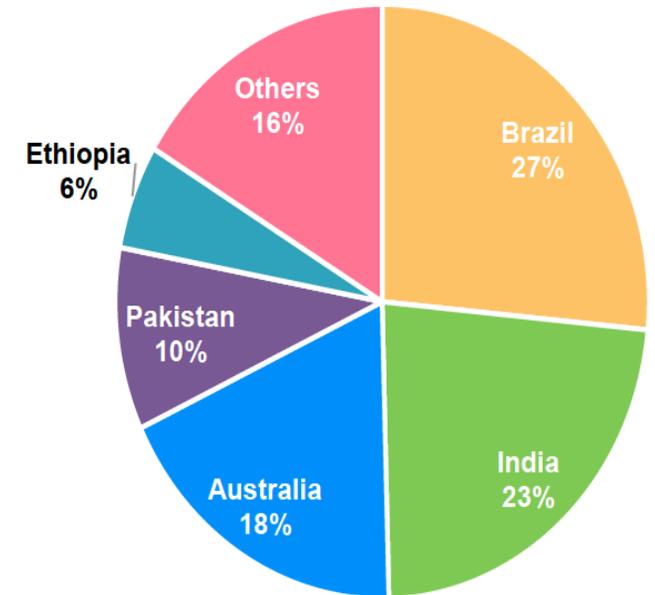
Figure 9 Top Exporting Countries (2018, Value)



Value: US \$ 1.05 billion

Source: ITC

Figure 10 Top Exporting Countries (2018, Volume)

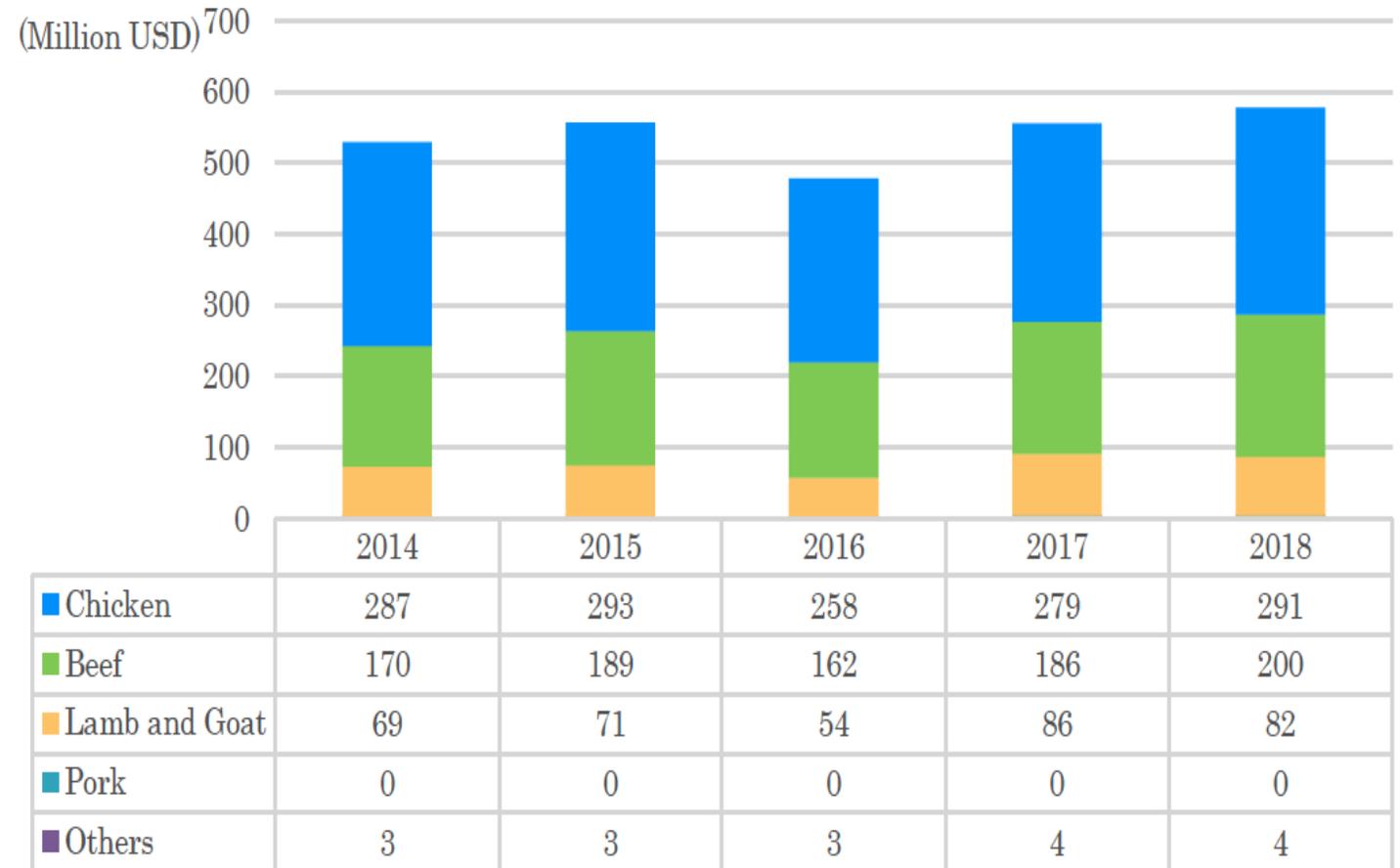


Volume: 215 Thousand Tons

Kuwait

- Population: 4.5 m, 29% are indigene
- Largest oil reserve in the region with the highest currency in the world (1KWD=2.96 EUR)
- Per capita meat consumption 47kg (2018). Indigenes prefer live import for local slaughter during festivals
- Red meat import valued at \$282.62 million representing a volume of 43,673 tonnes

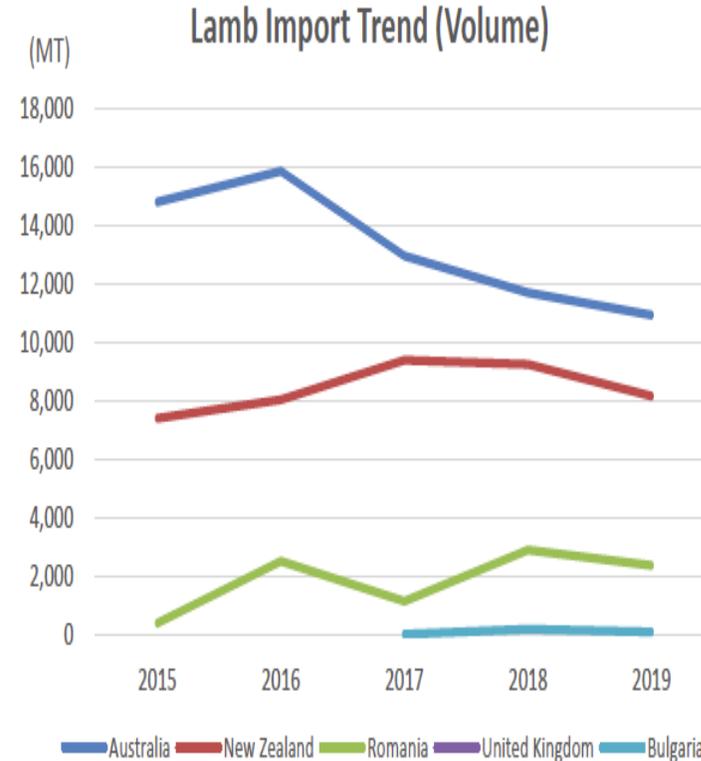
Figure 32 Meat Import by Type (Value)



Source: ITC

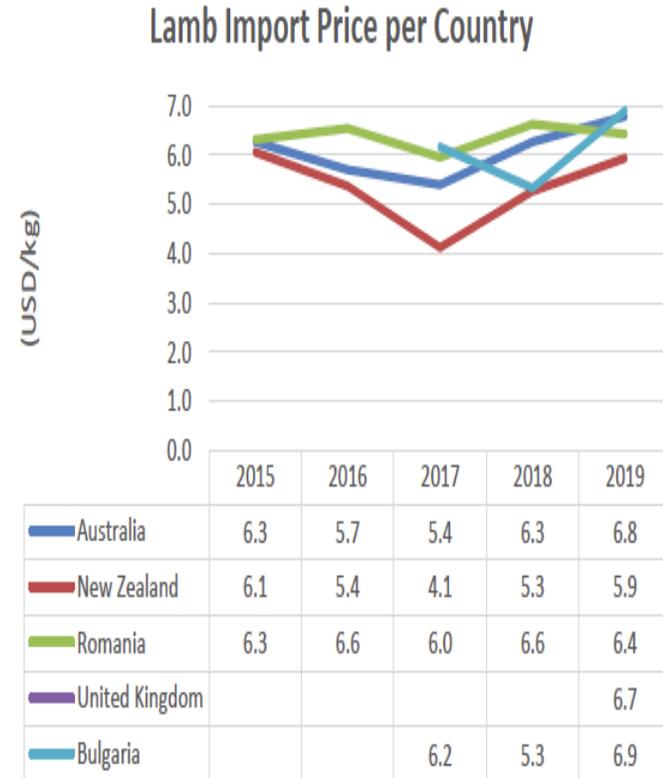
Jordan

- Population approximately 10 m
- Animals slaughtered locally are used for festivals and important social events
- Meat preference; sheepmeat, beef and goat meat
- Important to identify one of the 10 main importers who have good links with all the distribution channels
- Tariffs: 0% (chilled/fresh carcasses-button and lamb), 5-20% (Fresh/chilled boneless). Applicable to frozen products
- Aus (largest) and NZ are the major suppliers



Source: ITC

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Full market reports available on request

- The UAE
- Kuwait
- Bahrain
- Qatar
- Kingdom of Saudi Arabia
- Jordan



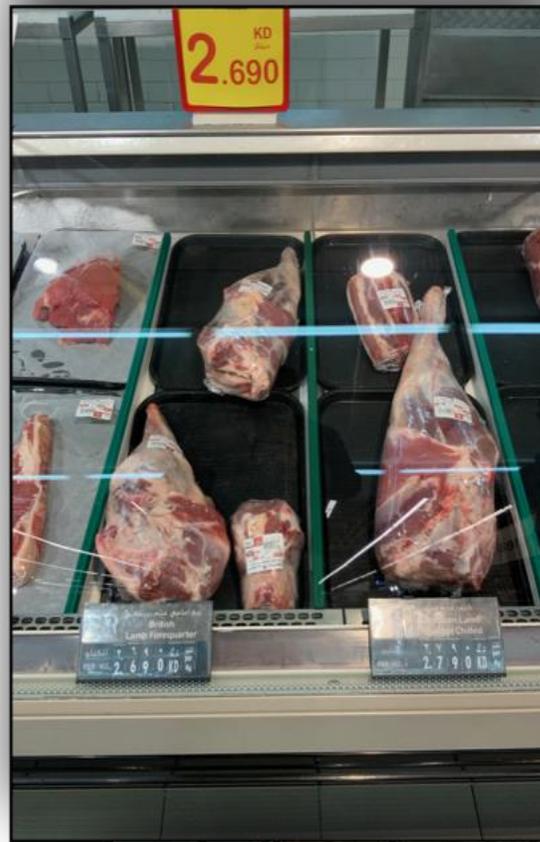
Things to note when doing business in the Middle East

- Arabs are polychronic in terms of their culture
- A raised voice is not a sign of anger, but a genuine feeling of encouragement
- They appreciate flattery and praise but they do not like bad news
- Being a good Muslim is considered good manners, Allah is featured in many conversation



Challenges

- Exchange rate fluctuations
- Seasonality and price
- Shelf life of products
- Consumer perception



With thanks to...



Department for
International Trade



Gula Al-sharafi-Kuwait



Adil Khan-The UAE

Our domestic work

- Working with key Halal stakeholders; farmers, abattoir operators, retailers, certifiers etc
- Knowledge exchange for farmers and stakeholders through farm visits
- Market intelligence – consumer behavioural studies, engagement with policy makers etc
- Working with industry and competent authority to facilitate trade in Halal products
- Involvement in research on restraint and slaughter methods to inform industry and Muslim authorities e.g. v-restraint, SPUC

Handling and cooking your Qurbani safely

Thank you for purchasing your Qurbani from us. You may, following in the footsteps of Prophet Mohammad (sas), want to prepare and consume your Qurbani quickly for religious reasons. The aim of this guidance is to help you SAFELY manage your Qurbani carcass or meat if it has not been fully chilled at the abattoir to the temperature of 7°C before dispatch.

Please follow these guidelines to ensure you get the most out of your Qurbani in the safest possible way. Where meat is to be further distributed to family and friends, this advice should actively be made available to them.

ENSURE YOUR MEAT IS CLEAN, CHILLED AND COOKED THOROUGHLY

It will have been wrapped for you if you collected it directly from the abattoir in your car. When you get your prepared meat home, it is important that you cut it up and do one of three things as soon as possible:

❶ CHILL IT – Put it in the coldest part of the fridge – should be below 5°C. This will slow down growth of bacteria which may be growing on the surface of the meat. Do not overfill your fridge. Leaving space allows air to circulate and maintains the set temperature.

❷ FREEZE IT – Freezer temperatures usually run at -18°C. This will stop bacteria growing on your meat.

❸ COOK IT – Make sure the meat is well cooked throughout.

REMEMBER

- Wash your hands before and after handling raw meat
- Do not cut up raw meat or chicken on the same chopping board as vegetables or herbs
- Most harmful bacteria will grow at temperatures above 8°C and below 63°C – this is known as the 'danger zone' for bacterial growth

SO WHEN YOU GET YOUR QURBANI HOME,
CHILL IT, FREEZE IT OR COOK IT



You can find more information on the Food Standards Agency website here:
[food.gov.uk/food-safety](https://www.food.gov.uk/food-safety)



Thank you

 **EXPORTING**

IS

GREAT

BRITAIN & NORTHERN IRELAND

UK Lamb – Export Opportunities to the UAE

23 Sep 2020



Department for
International Trade

**FOOD
IS
GREAT**
BRITAIN & NORTHERN IRELAND



DIT Middle East, Afghanistan & Pakistan (MEAP)

- The MEAP region consists of 12 countries consisting of the GCC, Jordan, Lebanon, Iran, Iraq, Afghanistan & Pakistan.
- Headed by Her Majesty's Trade Commissioner (HMTTC), Simon Penney, based in Dubai.
- Taken as a region, the GCC is the UK's 2nd largest export market outside Europe, behind only the USA.
- The UK exports more to the GCC than to China, and three times what we export to India.
- And within the GCC, the UAE makes up for 40% of our trade.
- In 2019, MEAP was the 5th largest export market of the 9 HMTTC regions, accounting for 4.9% of all UK exports.

DIT UAE & BCB

BCB

- The British Centres for Business (BCB) is DIT UAE's delivery partner since 2013.
- Help businesses navigate the business terrain in the UAE.
- Partner & distributor identification, product launches & market research.
- Across all sectors.

DIT

- DIT focuses on building & maintaining relationships with regulators & government entities, retailers, distributors, trade associations and the F&B sector in the UAE.
- With SDI, INI & the WG.
- Market Access & Trade Barrier issues.
- Organise & run large events such as the MTB at Gulfood.



Department for
International Trade

Food & Drink in the UAE



£24bn

UK global food exports 2019



85%

of UAE's food is imported



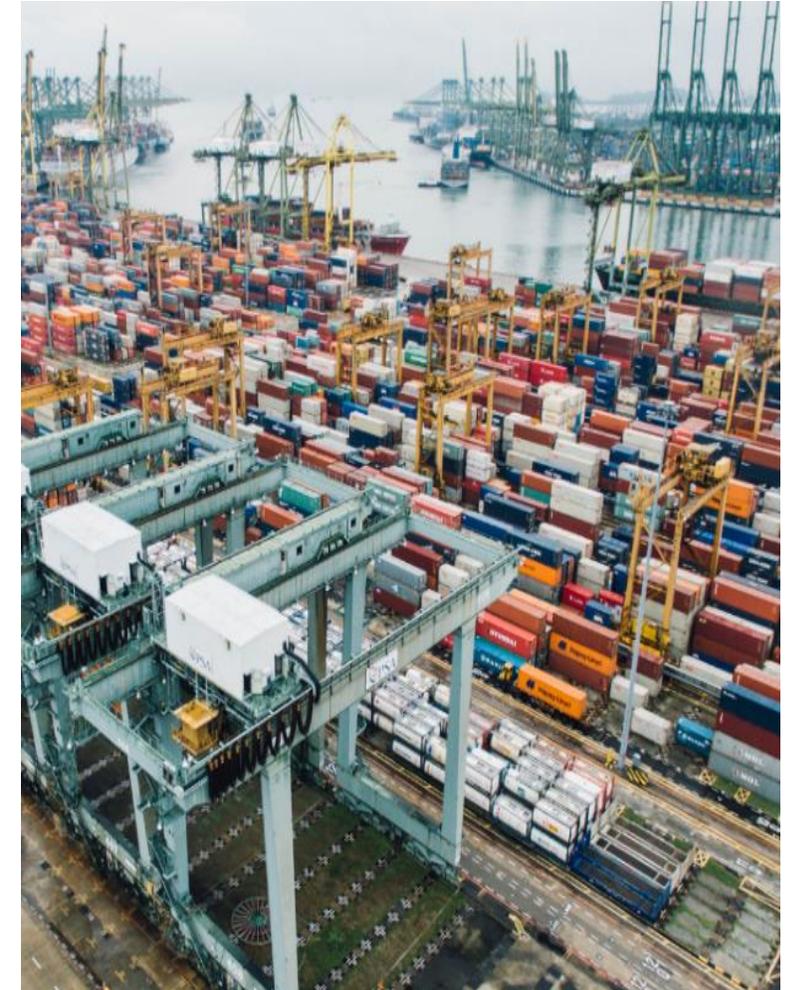
£361mn

UK F&B exports to the UAE in 2018



£427.5mn

Expected F&B sales at Expo 2020



UK Exports

The UK's overall food & drink exports stand at £24bn versus imports of £48bn, a trade deficit of £24bn.

The UAE already has well established British brands.

Regional Imports

The UAE along with KSA, account for over 80% of the region's net food imports. Expo 2020 is expected to see approximately 900mn meals served during the 6-month duration of Expo 2020.

DIT support to AHDB/Lamb suppliers

- Market overview and opportunities for BL.
- Identified and arranged meetings with buyers in Nov 2019.
- Followed-up with the buyers to arrange meetings during Gulfood 2020.
- Helped spread the information about AHDB's tender for an agent.
- Working with AHDB on organising a market visit in Dec 2020.
- Introducing British suppliers to local buyers on an ongoing basis.



Characteristics – UAE Lamb Market

- Important protein and auspicious meal to the Muslim community – huge demand during festive seasons – Ramadan, Eid and National holidays
- In addition to domestic consumption, the country attracts a large number of tourists annually (nearly 16mn in 2018 and almost 17mn in 2019) who in turn raise the demand for red meat.
- Growth of the hospitality sector, hotels and restaurants in the UAE, young population, wealthy expat residents and increased disposable incomes.
- Sheepmeat preferred over other types of meats by the UAE population – accounts for over 60% of total red meat consumption (source: GMI).
- Expo 2020 (Oct 20 to Mar 21) is expected to attract over 25mn tourists to the UAE raising demand for red meat even further.



Characteristics – UAE Lamb Market (continued)

- The UAE red meat market size is expected to grow at a CAGR of 6.3% until 2030 (source: GMI).
- The UAE imported 25% (46,500 tonnes) of the total boxed sheepmeat to the MENA region in 2018 (source: IHS Markit).
- Major imports from Australia, New Zealand, Brazil, USA and India.
- Romania, Georgia and Spain have become active recently.
- Significant market for both mutton and lamb.
- UAE is the 3rd largest re-exporter of food globally.
- The F&B market in the UAE is expected to be worth \$37bn by the end of 2020, an increase of 6.9% over 2019 (source F&S).



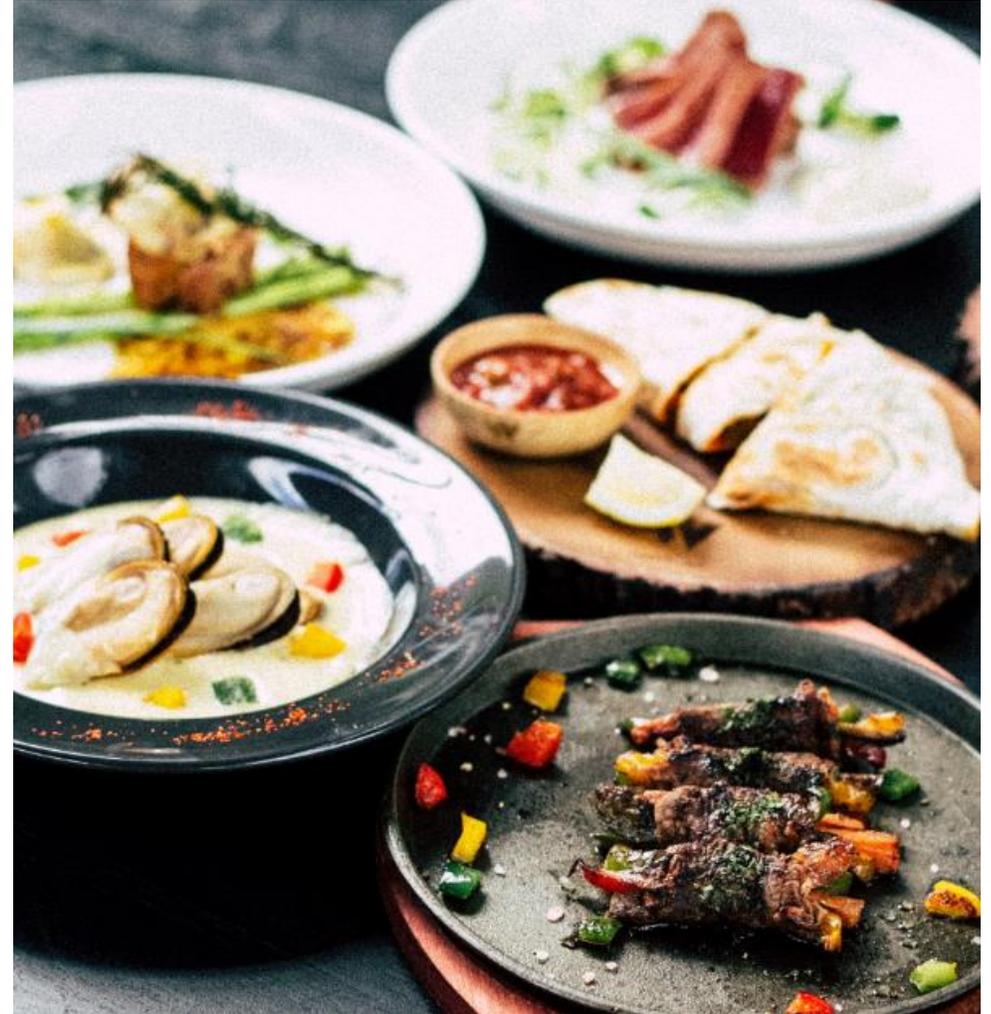
Trends & Challenges

- Ecommerce and online distribution is trending post Covid.
- Health and well-being is being taken very seriously by UAE residents.
- People want to know the provenance of the food they eat – farm to fork journey.
- Dietary habits are changing – people are turning to organic and free from products.
- Plant based foods are the ‘in’ thing. People are cutting down on their intake of red meat.
- Post Covid, people are eating out less. This is driving their demand for quality products and ingredients that provide their families with tasty, wholesome and nutritious food cooked at home.
- Competition from Australia, New Zealand and new comers like Spain, Romanian, Azerbaijan and others.
- Market access issues for UK products – halal certification, low shelf life of UK products compared to competition, unknown product to consumers, higher price point, seasonality hence cannot supply throughout the year.
- Promotion and marketing of UK Lamb – to convince buyers (retail and food services) to buy UK Lamb for their retail stores and for use in restaurant kitchens.

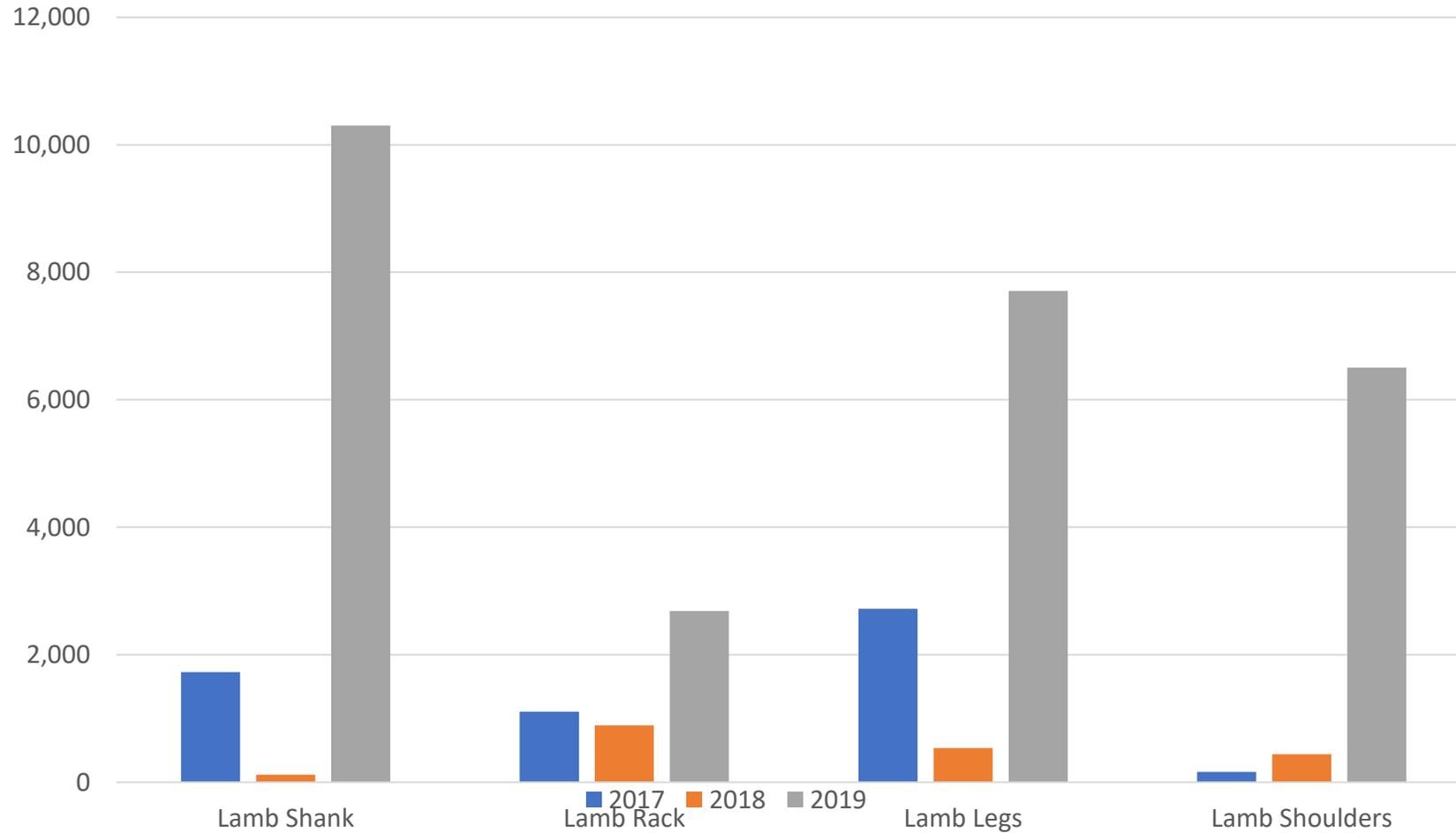
Opportunities

Massive opportunities for UK Lamb in the UAE:

- Premium product.
- Tastes better than competition.
- Focus on a few main distributors to drive volumes.
- Expo 2020 (in 2021) and FIFA World Cup big ticket opportunities for UK Lamb.
- An agent (BCB) in place to drive growth.
- Competitive prices needed to compete with Aus/NZ Lamb.
- Shelf life
- Marketing support, samples the norm in the market



UK Lamb exports to Dubai (Kg)



Thank you for listening!

Adil Khan

Trade & Investment Adviser

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Questions