



French Consulate officials and delegates from Jeddah Saudi French Business Group at the National Prawn Company site in Al-Laith.

## Saudi prawn farm attracts French trade interest

The National Prawn Company (NPC), among the world's largest integrated prawn farms, welcomed an official visit from the French Consulate of Jeddah and Jeddah Saudi French Business Group recently.

The delegation included about 27 people who visited the NPC site in Laith. The group had a full-day tour of the site. They were joined by journalists from major publications and the NPC's higher management.

The visit paves the way for strengthening potential business opportunities for the NPC.

The group witnessed various other production processes throughout the day and was briefed on the NPC's sustainability values and ecological ideas.

Commenting on the visit, NPC Managing Director Ahmad R. Al-Balla said: "This is a great opportunity for us since the visit would most likely bring about marketing prospects for NPC in the form of potential buyers. Such visits initi-

ate more cooperation and also show our commitment to the development of the aquaculture industry."

The French consul general to Jeddah, Christian Nakhleh, said the visit highlighted the importance role of aquaculture industry in Saudi Arabia, adding that the National Prawn Company has managed to put Saudi Arabia's name in the global aquaculture industry map.

The delegation also gained insight into the NPC's various aspects of production and ecological schemes.

The NPC's products have won praise from its customers around the world.

No antibiotics are used at any stage of production.

The company also has a policy of low-density stocking and partial harvests to prevent overcrowding.

An extensive bio-security program is maintained at all times.