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Saudi Shrimp attracting the French potentials



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. Delegations included about 27 people who visited NPC site/Laith on Thursday 17th November 2011. The group was warmly greeted and had a full day tour of the site. Journalists from major publications were present to witness this along with NPC's higher management who accompanied the delegations and media throughout their stay.

The visit flags and paves the way for strengthening potential business opportunities for NPC through utilizing this gathering in introducing Aquaculture projects/Future plans etc. The group gathered in the morning and spent the entire day at Laith visiting the site and various other activities throughout the day that included a brief on NPC's sustainability values and ecological ideas to name few.

Commenting on this visit, the Managing Director of NPC, Eng. Ahmed R. Al Bala, 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. We are glad since such visits initiate cooperation between other countries and also show our commitment in the development of Aquaculture Industry.

The French Consul General to Jeddah Mr. Christian Nakhleh who was present at this occasion said "this collaboration visit between the French Business group and NPC would outline clear imprint on the importance of Aquaculture Industry, where Kingdom of Saudi Arabia is playing a major role the due thanks goes to National Prawn Company that has managed to take Saudi Arabia's name in the Aquaculture industry on the world Map." Further he added "We Thank Ahmed Bala for the heartfelt hospitality shown during this visit, and the valuable information provided regarding various aquaculture elements such as ponds, farms and the mechanism of packaging, sterilization, and many more."

Jeddah Saudi French Business Group promotes and develops interests and business connections between France and the western region of the Kingdom of Saudi Arabia. The Saudi French business group presents a strong knowledge of the local economic society and integration within business community of Jeddah. Jeddah Saudi French Business Group and French consulate collaborate frequently with the International development companies, the French Economic Mission, the JCCI, TCCI, MECCI, and MCCI to exploit potential business opportunities that would be beneficial to both the parties.

The delegation was introduced to NPC's unique aspect of production and the ecologically sound shrimp idea. Beginning with a small project in 1982, with dedication is now a significant business. NPC is committed to maintaining and developing its operations to the general benefit of Saudi society economically, socially and environmentally. NPC produces shrimp to a variety of sizes as required by our customers around the world and is renowned for its superior taste and quality by internationally acclaimed chefs and satisfied consumers alike including those in Saudi Arabia, the United Kingdom, Spain, Italy, Japan, Korea, USA, China and Australia

It is worth mentioning that every aspect of NPC's production is based on sustainability from pond to plate. No antibiotics are used at any stage of production. NPC has a policy of low-density stocking and partial harvests to prevent overcrowding. An extensive bio-security programme is maintained at all times with daily sampling of various elements from NPC's scientists in the Quality & Sustainability Department. NPC is certified for ISO 14001.