



استثمر في عُمان
Invest OMAN

Setting Up A Poultry Meat Product Plant





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Invest OMAN

WHY OMAN



100% Ownership



Up to 10 Years Investor Residency



30 Years Tax Exemption



4th globally in quality of life index



No minimum capital



Market Access



Long Usufruct agreement



Free Trade Agreements with: USA, Singapore,
South Korea & European Union



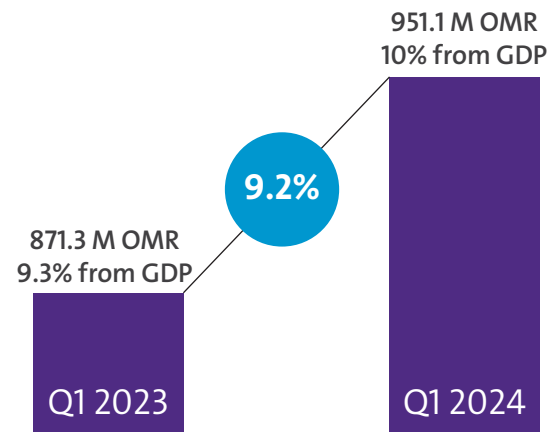
استثمر في عُمان
Invest OMAN

MOODY'S
Ba1
Stable outlook

**STANDARD
& POOR'S**
BB+
Positive outlook

FitchRatings
BB+
Stable outlook

Sector Overview



*Output of manufacturing industries statistics by (NCSI, June 2024)

key inferences with respect to the sector performance:

- The increase in the value of fixed assets and output indicate a growth in the sector performance.
- The labour efficiency and the capital efficiency is also improving, indicating change in technology improvements in the sector.
- Like in other GCC, Oman too has major producing farms equipped with modern technology and has the support from logistics industry.
- There are a few major integrated projects including breeding farms, hatcheries, etc.

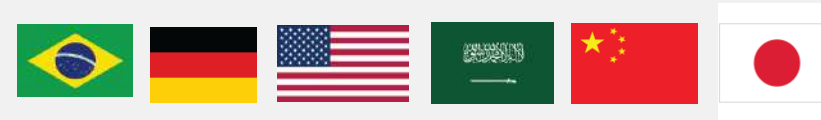
Market Attractiveness

Global Market 4%

CAGR (2019-2023) in the poultry meat market

Governments and players involvement in poultry meat products:

Active governments:



The Key Market Players



Overview Opportunity

Description

An opportunity in a new production facility which will process and preserve poultry for retail and commercial food sectors. The project shall produce white meat including both fresh and frozen items.

Rationale

There is a growing demand for the product (both fresh or chilled and frozen chicken meat).

About 50% of the domestic demand is met by imports.

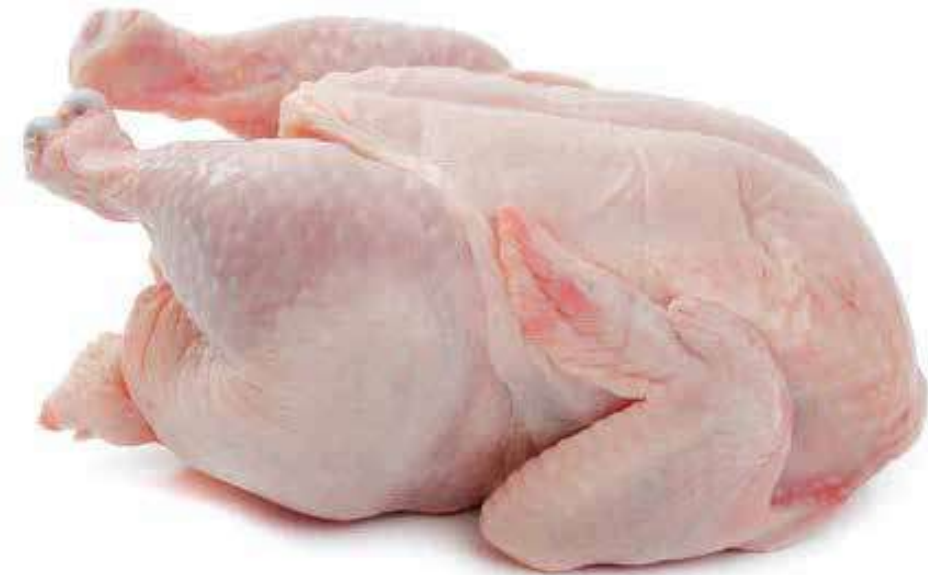
The chicken consumption per capita has been estimated at approximately 32 kg in Oman.

Per capita consumption has been estimated to grow at a rate of 5% annually.

Types

The unit can start with sales of whole chicken (fresh/chilled and frozen) initially and then get in to the sales of parts.

- Fresh or Chilled Chicken Meat – Whole (H.S. CODE 02071100)
- Fresh or Chilled Chicken Meat – Parts (H.S. CODE 02071300)
- Frozen Chicken Meat – Whole (H.S. CODE 02071200)
- Frozen Chicken Meat – Parts (H.S. CODE 02071400)



Key indicators

Total Investment Value

3,329,000 RO

IRR

13.6%

Project Capacity

2,200 tons\ year

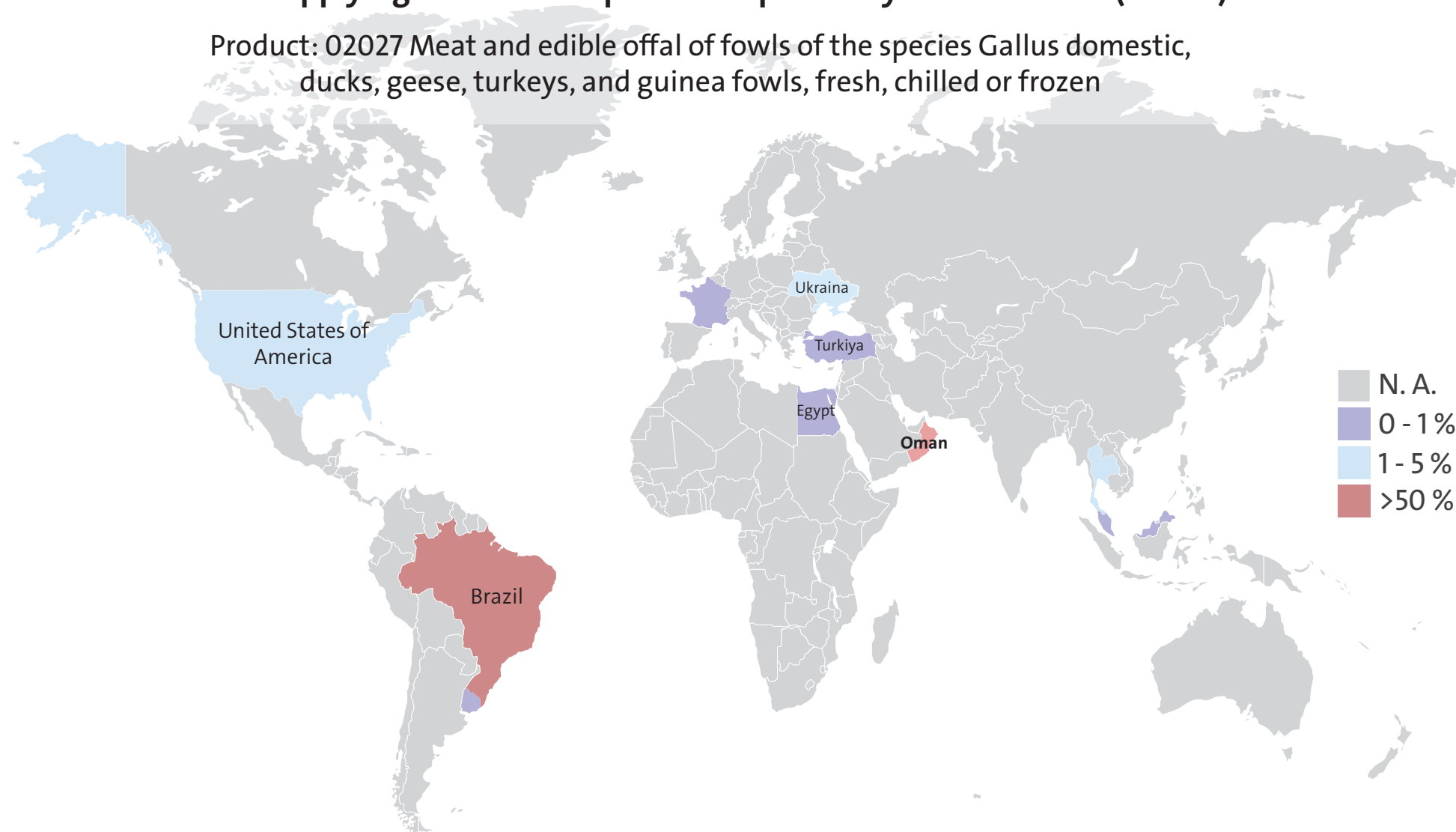
Land Availability

514,500 SQM

Demand Analysis

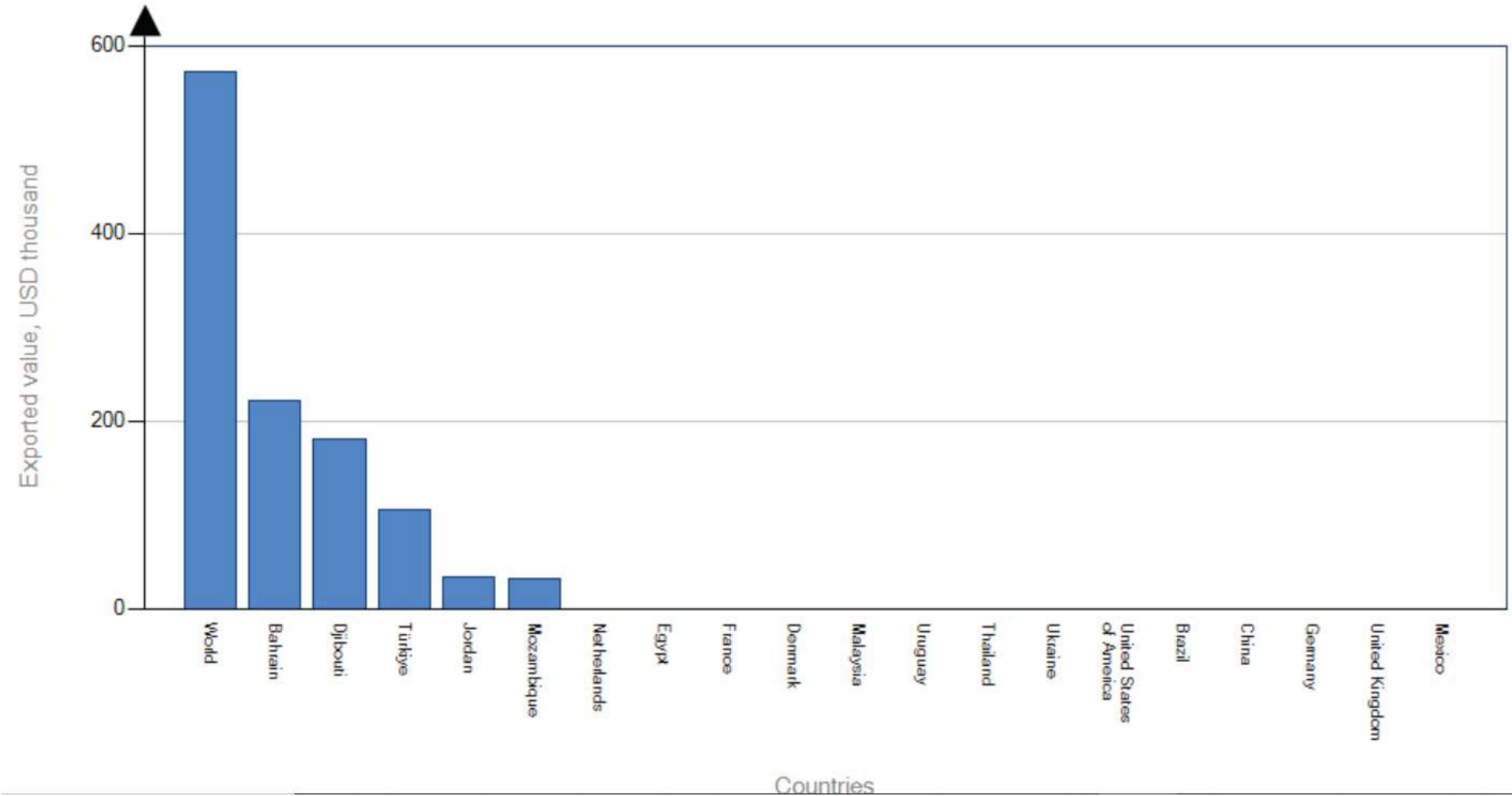
List of supplying market for a product imported by Oman in 2023 (Mirror)

Product: 02027 Meat and edible offal of fowls of the species Gallus domestic, ducks, geese, turkeys, and guinea fowls, fresh, chilled or frozen



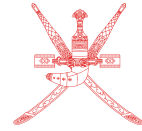
Demand Analysis

List of importing markets for a product exported by Oman in 2023
Product: 0207 Meat and edible offal of fowls of the species Gallus domesticus, ducks, geese, turkeys and guinea fowls, fresh, chilled or frozen



Stakeholder's interaction and incentives

Sultanate of Oman سلطنة عُمان
وزارة التجارة والصناعة وترويج الاستثمار
Ministry of Commerce, Industry & Investment Promotion



الهيئة العامة للمناطق الاقتصادية الخاصة والمناطق الحرة
Public Authority for Special Economic Zones and Free Zones
Sultanate of Oman سلطنة عمان



سلطنة عمان
وزارة الثروة الزراعية
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