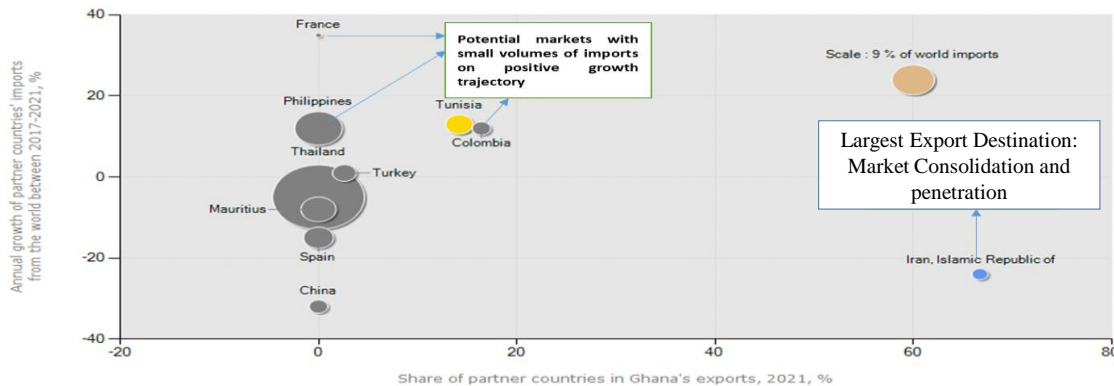


## POTENTIAL MARKETS – SKIPJACK

### Potential growth at current top export destinations

- With 4 market destinations, Ghana has an untapped potential of over US\$27m for its skipjack. Ghana's exports of Skipjack decreased from US\$13.1m in 2020 to US\$6.7m in 2021. In terms of global ranking of countries that exported Skipjack, Ghana garnered the 23<sup>rd</sup> position.
- Islamic Republic of Iran was the largest market for Skipjack from Ghana with estimated imports of US\$4.45m, representing 66.7% of all skipjack exported to the world in 2021. The Iranian market showed a decline of -23% of Ghanaian Skipjack from 2017 to 2021.
- Other notable importers of Skipjack from Ghana included Columbia (US\$1.1m representing 16.4%), Tunisia (US\$947,000 representing 14.2%) and Turkey US\$174,000 representing 2.6%)
- The top four importing countries comprising Iran, Columbia, Tunisia and Turkey accounted for about 99.9% of total value of exports of the products from Ghana.
- Between 2020 and 2021, exports from Ghana to Iran and Turkey declined by -18% and -21% respectively whilst exports from Ghana to Columbia and Tunisia grew by 81% and 61% respectively.
- In 2021, Iran's global importation of the product under consideration amounted to approximately US\$12.9m with Ghana emerging as the 2<sup>nd</sup> supplier to the Iranian market. India was the largest supplier to Iran with an estimated export value of US\$4.8m (37.7%). Other notable suppliers to the Iranian market included Singapore, Spain and U.A.E.

### Prospects for market diversification for the product exported by Ghana in 2021



### Potential New Markets

- Globally, import value of Skipjack increased from US\$1.377bn in 2020 to US\$1.49 bn in 2021. However, the average annual growth rate from 2017 to 2021 registered a decline of -6%.
- Thailand was the largest importer of the products with an estimated import value of US\$694m. Other notable global importers were Philippines (US\$169.9m), Mauritius (US\$87.7m), Spain (US\$64.1m), Ecuador (US\$61.2m), and Tunisia (US\$51m). Of the top 6 importers, Ecuador's imports value of the products grew averagely by 19% between 2017 and 2021.
- Beyond the notable importers of Ghana's Skipjack, new and potential markets with attractive and positive average growth rates for market diversification and penetration by Ghanaian companies and TPOs are Indonesia (62%), Morocco (29%), Ecuador (19%), and Columbia (12%). The average positive growth rate recorded by these countries is indicative of increased demand for the product.

### Selected potential new markets for Ghana

Country	Average annual growth (2017-21)	Imports 2021 (US\$'000)	Ghana's share (%)	Leading suppliers
Indonesia	62	28,109	0	Seychelles (31.4%), Japan (26.8%), Korea Republic (16.4%)
Morocco	29	28,675	0	Spain (80.3%), Senegal (10.4%), France (5.4%)
Ecuador	19	61,155	0	Ship Stores & bunkers (45.7%), Venezuela, Bolivarian Republic (11.6%) and Nauru (9%)
Tunisia	13	50,950	1.9	India (49.4%), Seychelles (17.1%), Korea, Republic (10.9%)
Philippines	12	169,856	0	Papua New Guinea (51.9%), Taipei Chinese (13.3%) and Nauru (16.4%)
Columbia	12	19,108	5.7	Seychelles (46%) Cote d'Ivoire (25.3%), Solomon Islands (14.7%)

Source (ITC Trade Map)

### Potential Global Buyers of skipjack

	COMPANY	COUNTRY	CONTACT
1	Food project (Siam) Company Ltd.	Thailand	+6627708888/+6626782525 <a href="http://www.foodproject.co.th">http://www.foodproject.co.th</a>
2	Astorgana Fish	Spain	+34916545080 <a href="http://laastorgana.com">http://laastorgana.com</a>
3	Prima Fish	Tunisia	+216734494750 <a href="http://www.primafish.net">http://www.primafish.net</a>
4	Group Sagun	Turkey	+902165611070 <a href="http://www.sagun.com">http://www.sagun.com</a>

Source (ITC Trade Map)