



GOVERNMENT OF
WESTERN AUSTRALIA

Report on Ministerial Visit to Doha, Qatar

3 – 4 July 2018

Hon Alannah MacTiernan MLC

Minister for Regional Development; Agriculture and Food;
Minister Assisting the Minister for State Development, Jobs
and Trade

Delegation List

Name	Position
Hon Alannah MacTiernan	Minister for Regional Development; Agriculture and Food; Minister Assisting the Minister for State Development, Jobs and Trade
Mr Cole Thurley	Chief of Staff, Office of the Minister for Regional Development; Agriculture and Food; Minister Assisting the Minister for State Development, Jobs and Trade
Mr Pankaj Savara	Commissioner – Middle East and Africa The Western Australian (Government) Trade Office
Mr Aziz Saba	Business Development Manager The Western Australian (Government) Trade Office

Overview

The Hon Alannah MacTiernan MLC visited Doha, Qatar on 4 July 2018 for meetings with representatives of key food production and import companies. The visit provided an opportunity to:

- better understand the market and supply chain for Western Australian produce, particularly chilled and frozen meat
- promote Western Australian produce, and
- promote investment in Western Australia.

The visit demonstrated that Western Australian produce, particularly chilled meat, was highly valued and there was considerable opportunity to grow exports into Qatar. There is a strong middle-class of consumers in Qatar that are seeking high quality produce.

Regular air freight from Western Australia is limited to the cargo capacity of Qatar Airways passenger services. Dedicated air freighters remain a possibility although it is unlikely to be commercially viable without greater volumes of return freight.

There was a high level of awareness amongst all those we met with of reported animal cruelty in the live sheep trade. A number of people expressed concern about the way in which Qatar was portrayed in the recent *60 Minutes* reporting.

Acknowledgements

I acknowledge the outstanding support provided by Mr Pankaj Savara and Mr Aziz Saba from the Western Australian Trade Office. Without their knowledge, commitment and dedication the trip would not have been possible.



Figure 1: Minister MacTiernan and Mr Pankaj Savara with Western Australian Bravo Apples

BRAVO™ Apples

The Bravo apple – Western Australia’s new home-grown apple variety – is making a name for itself on the world stage.

The Bravo was developed and grown in Western Australia following 20 years of breeding and testing by the Department of Primary Industries and Regional Development (DPIRD) at a research centre in Manjimup.

The Minister chose to give Bravo apples as a gift to all meeting attendees.

Meeting Schedule

Tuesday, 3 July 2018

Travel – depart Perth

Wednesday, 4 July 2018

Travel – arrive Doha

Meeting 1 **Qatar Airways**

Meeting 2 **Hassad Food**

Meeting 3 **Carrefour and Tour of Hypermarket**

Meeting 4 **Meat Importers Lunch**

Travel – depart Doha (Minister commenced personal leave)

Meeting Summary

Qatar Airways

Brief Profile

Qatar Airways is one of the youngest global airlines to serve all six continents. Qatar Airways connects more than 150 destinations every day, with a fleet of the latest-generation aircraft, and an unrivalled level of service from their home and hub, the five-star airport, Hamad International Airport in Doha, the State of Qatar.

Qatar Airways offers daily services between Perth and Doha utilising the modern A380-800 aircraft.

Attendees

Mr Akbar Al-Baker, Group Chief Executive

Key Discussion Points

- Clear evidence of a growing market for Western Australian produce in Qatar, particularly chilled meat. Servicing this market is limited by freight capacity with the new A380-800 aircraft providing more capacity for passengers but less for air freight.

- Qatar Airways have a growing dedicated air freight service but it was acknowledged that for a service to be viable from Perth it would require greater volumes of freight on the return leg.
- Concern regarding recent media reporting of animal cruelty in the live sheep trade.
- The Minister provided an overview of the Western Australian economy, including the potential for growth in mining and tourism.
- Investment opportunities in Perth, particularly in the luxury hotel market.
- Mr Al-Baker indicated that he would welcome the opportunity to visit Perth on his next trip to Australia to see first-hand the developments in the city and new investment opportunities.



Figure 2: Minister MacTiernan with Mr Akbar Al-Baker, Group Chief Executive, Qatar Airways

Hassad Food

Brief Profile

Hassad Food Company is a venture capital firm specialising in investing in start-up companies and green-field projects; joint ventures; and acquisition of shares in private or public companies.

The firm seeks to invest globally in the agri-business and food production sectors, mainly in animal proteins, grains, rice and sugar. It focuses on projects with long term investment focus of 50-100 years.

Hassad Food Company was founded in 2008 and is headquartered in Doha, Qatar. It operates as a subsidiary of Qatar Investment Authority. It is estimated that Hassad Food (globally) now raises 250,000 head of sheep and produces 179,000 tonnes of grain annually.

Hassad Australia (a fully owned subsidiary of Hassad Food) currently owns nine farms across three states, spanning over a total land area of more than 152,000 hectares. The company's annual production from grains is around 130,000 tonnes, and 160,000 heads of sheep per year.

Hassad Australia runs a large grain operation in Western Australia across three properties (Amarinya, Bindana Downs and Yupiri).

Attendees

Mr Mohamed Badr Hashem Al-Sada, Chief Executive Officer

Key Discussion Points

- Operating and ownership models for Hassad Australia's farming investments were discussed, with the Minister recommending a shift towards an equity partner model with local management.
- Mr Al-Sada expressed a desire to consider further invest in food processing, value adding and supply chains. The Minister outlined a range of investment opportunities in Western Australia.
- The current cessation of the live sheep trade was discussed.
- Mr Al-Sada indicated that he would welcome the opportunity to visit Perth on his next trip to Australia and meeting with the Minister to further explore investment opportunities in Western Australia.



Figure 3: Minister MacTiernan with Mr Mohamed Badr Hashem Al-Sada, Chief Executive Officer, Hassad Food

Carrefour and Tour of Hypermarket

Brief Profile

Carrefour, one of the largest hypermarket chains in the world, was introduced to the Middle East and North Africa (MENA) market in 1995 by Majid Al Futtaim, the leading shopping mall, retail and leisure pioneer across MENA.

Carrefour has become the most dynamic, fast-moving and exciting hypermarket chain in the region and shared its growth with more than 36,000 employees from more than 70 nationalities in 15 countries, providing shoppers with variety and value-for-money.

Carrefour started its first operation in Qatar in the year 2000, and currently operates over 250 hypermarkets, supermarkets, and online stores in 15 countries across the region, with plans to extend into 38 countries in the Middle East, Central Asia, Africa and Russia.

Attendees

Mr Pierre Daniel Jean-M. Guillien, Store General Manager, Carrefour Villaggio Store
MAP Hypermarkets Qatar

Key Points

- Tour of the Carrefour Villaggio store highlighting the range of fresh produce including processed Western Australian meat.
- A clear growing demand for high quality produce in Qatar.
- Strong demand for Western Australian chilled and frozen meat, particularly Fletchers and WAMMCO lamb.
- Mr Guillien raised some difficulties that he was having with the terms of trade of some Western Australian meat processors. The Minister undertook to raise this directly with them.



Figure 4: Western Australian beef at Carrefour



Figure 5: Minister MacTiernan and Mr Savara with Mr Guillien, Store General Manager and Western Australian lamb.

Meat Importers Lunch

Brief Profile

Deliopolis WLL

Deliopolis WLL is a quality food service company with focus on the high end market. Established in 2008 as a subsidiary of Al Rayyan Tourism Investment Company, the international hospitality subsidiary of Al Faisal Holding, Deliopolis' core business is the import, distribution and general supply of quality food and beverage products for wholesale and retail markets. In particular, the company is specialised in setting up and maintaining short time supply chains for sensitive fresh market products, such as fresh fish, shellfish, meat, poultry and niche market produce.

Benina Food

Established in 2012 to import fresh products from France to Qatar, Benina Food has grown to become a leader in the specialty products segment and a serious player in ambient food products distribution within the state of Qatar.

Benina imports products from more than 15 countries, representing around 50 companies, and are looking to stay a leader in the specialty products sector, and increase their market share through intensive marketing activities, developing new ways of consumption, and introducing innovative products from our suppliers on regular basis.

Global Food Trading Co. WLL

Global Food Trading Co. (GFT) established in 2012 and is driven by a committed/professional team with a common goal and vision to be one of the leading Food Trading & Distribution Companies in Qatar. GFT adds value and provides supply chain support by bringing the best quality products from all over the world at an affordable price. GFT represents leading international manufacturers and distributes their products in Qatar and in the region.

Attendees

Ms Stephannie Balani, Procurement Supervisor, Deliopolis

Mr Zakaria Ahmed, Sales Executive, Deliopolis

Mr Mohamad Fahs, Operations Manager, Benina Food

Mr Khaled Al Merhi, Meat Category Development Manager, Global Food Trading

Key Discussion Points

- Strong demand for Western Australian produce in Qatar, particularly chilled and frozen meat.
- Strong competition for Western Australian chilled and frozen meat from the Eastern States and internationally.
- All importers are looking to establish reliable alternate supplies of meat, particularly lamb.
- The Minister committed to providing further detail regarding the Western Australian meat industry, particularly the names and contact details for processors. Subsequent to the trip, the Minister provided each meeting attendee with a copy of the *Western Australian Meat Industry Guide* which provides a comprehensive overview of the sector.



Figure 6: Minister MacTiernan with representatives of meat importers