

AQUARIUM FISH INDUSTRY

A CASE OF AFRICA

Overview of the African Industry

- The bulk of ornamental fish traded internationally are freshwater in origin and farm-bred
- Marine fish export is catching pace as hobbyists are more and more moving towards keeping reef tanks.
- In Africa, marine ornamental fish and invertebrates are mainly wild-caught using non-harmful traditional hand-net collecting methods.
- The trade in Africa is growing: currently our share in international trade is estimated at around 5% with Kenya being the largest exporting country of marine life



KENYA

Fastest growing
ornamental industry
in Africa

300,000+

Fish & invertebrates
Collected annually

Most collected fish are from the families:

Wrasses, Angels, Gobies, Blennys, Scorpion
fishes, tang fishes and clown fishes

✓ Locally wild caught marine species



MAIN EXPORT

KENYA'S CASE

THE MARKET IS SMALL-SCALE

10 REGISTERED EXPORTERS | ONLY 2 GLOBAL PLAYERS

176 DIFFERENT TYPE SPECIES FROM KENYA TO THE
AQUARIUM TRADE

IS AFRICA ANY DIFFERENT?

WHAT SETS US APART!



TRADITIONAL FISHING
NO CRUDE METHODS

HANDLING
ACCLIMATIZATION PROCESS

TRANSIT
LIMITED STRESS TO FISH

CONTROL OF SUPPLY

NO MIDDLEMEN

➤ FISHER DEPARTMENTS

- INVERTS COLLECTION
- SHALLOW WATER
- DEEP WATER



Fish only collected per order to avoid over-collection

➤ EVERY OTHER DEPARTMENT
RELATED TO EXPORT IS IN-HOUSE



Save on cost and afford customers flexible rates

ALL FISHERMEN PART OF KENYA MARINE CENTER TEAM

- Provision of equipment for fish collection
- Allows us to strictly manage our fish collection



KENYA MARINE CENTER
Quality African Marine Livestock



SHORT TIME SUPPLY

DISTANCE MATTERS

TRANSIT TIME IS SO VITAL TO THE HEALTH OF THE LIVESTOCK. WE STRICTLY MONITOR AND CONTROLL ALL TRANSPORT TO AVOID STRESSING LIVESTOCK



Few hours reach from fishing ground to quarantine facility



Proximity to airport – Less than 1hr



Great relationship with logistics partner/ part of our family



COMMITMENT TO UN SUSTAINABLE GOAL 14

LIFE BELOW WATER

Conserving and sustainably using our
ocean resource and working towards
creating community awareness



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STRICTLY HAND-NET CAUGHT



NO CRUDE METHODS



NO CYANIDE



NO STANNING

100%

TRADITIONAL

100%

HAND

100%

BARRIER AND SCOOP NET CAUGHT

FISHING GROUND TO FISH STATION





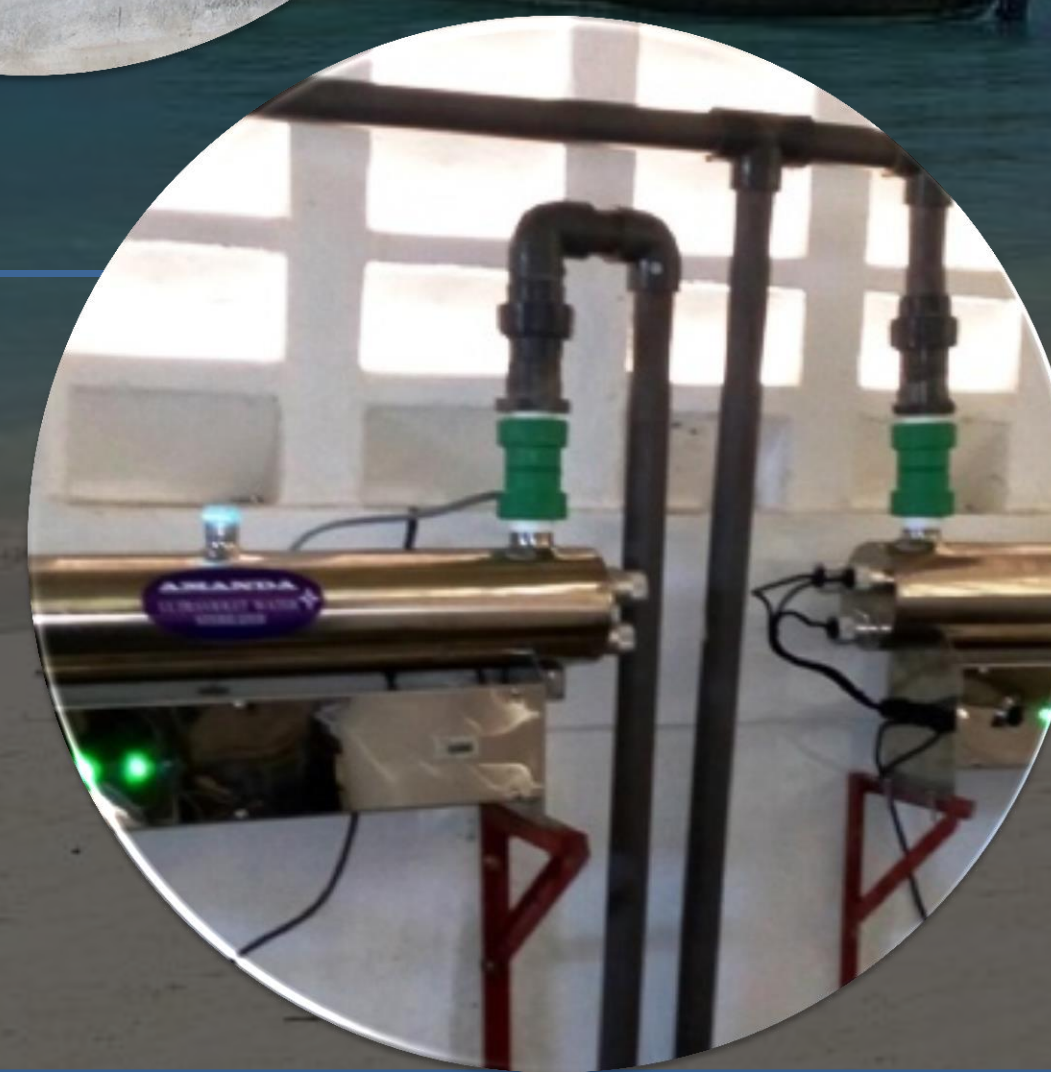
**QUARANTINE FACILITY
(KMC)**



WELL-TRAINED STAFF



STATE OF THE ART EQUIPMENT



**FACILITY MEETS HIGHEST
INDUSTRY STANDARDS**

STERILIZED



CHILLED



UV-C TREATED



**PACKING
WATER**



KENYA MARINE CENTER
Quality African Marine Livestock

***NO ANTIBIOTICS *NO TRANQUILIZERS**
*** NO MEDICATION**



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Quality African Marine Livestock

***NO ANTIBIOTICS**

***NO TRANQUILIZERS**

***NO MEDICATION**

PURE HEALTHY FISH

IN TRANSIT



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**ENDEMIC SPECIES
UNIQUE TO THE
EAST AFRICAN
COAST**







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FOR FURTHER INQUIRIES

VISIT OUR BOOTH

N5J56

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