



The case of EU investments in small scale pelagics value chain in Mauritania

Ahmed Babou | Cornelis Vrolijk's Cap Blank Company

Berlin, 23rd May 2024



SEMINAR

FISHING COMPANIES WITH INVESTMENTS AND OPERATIONS IN THIRD NON-EU COUNTRIES: AFRICA CASE STUDIES



Co-funded by the European Union



CBP

We fish for you

AT CAP BLANC PÉLAGIQUE, WE FISH FOR YOU

Presentation by Ahmed Babou
Empowering Communities Through Sustainable Seafood Production.

INTRODUCTION

- We are committed to revolutionizing sustainable fishing practices in Mauritania by focusing exclusively on producing nutritious seafood for human consumption and community engagement.
- To deliver high-quality frozen fish, we have been relying on the decades of experience of Cornelis Vrolijk since our establishment in 2017, a Dutch family owned fishing company.
- CBP is initiated by Cornelis Vrolijk's CSR plan.



CAP BLANC PÉLAGIQUE AND CORNELIS VROLIJK.

A sustainable and effective partnership



GOALS

- We make nutritious seafood of excellent quality available to the people of Mauritania and Africa with fish from our Mauritanian waters.
- To set an example for responsible and sustainable fishing practices.
- We preserve and respect the products caught: through scientific partnerships, fisheries management, control and monitoring of catches.
- Our dedication to promoting food security and economic development in the region.
- We create an example for fishing for human consumption in Mauritania and encourage a responsible and sustainable fishing activity.
- Attracting foreign investments.

CAP BLANC PÉLAGIQUE

A model for building unity around a promising market



PRODUCTION FACILITY

- Through substantial investments, we have created in Nouadhibou our factory:
 - Our freezing system is one of the most innovative.
 - Our efforts to improve our products are continuous.
 - Our rigorous quality processes are widely recognised.
 - In Mauritania and beyond our borders, our products are highly appreciated.
- Our main species are sardines, mackerel (colias), and horse mackerel.
- We are committed to our consumers: our quality standards enable us to produce the highest quality products for all our consumers.
- From preparation to packaging, everything is organised to produce products with unparalleled taste and nutritional value.

THE CAP BLANC PÉLAGIQUE
PRODUCTION LINE
Modernity and quality above all



COMMUNITY IMPACT

- Commitment to fostering community well-being:
 - Ensuring a safe and attractive working environment for employees.
 - Emphasize fair wages and benefits to support families in Nouadhibou.
 - Our approach to job creation through human-centered production practices.
- Investment in skills training programs to empower local workers.
- Employment well-being:
 - Competitive salaries and benefits to ensure a decent standard of living.
 - Employee engagement initiatives to foster a sense of belonging and ownership.



CAP BLANC PÉLAGIQUE EMPLOYEES
A social and professional ambition

INVESTMENT OPPORTUNITIES

- Investment in Infrastructure:
 - Investment in local infrastructure, such as processing facilities, cold storage, and port infrastructure, to enhance efficiency, quality control, and value addition within the pelagic fishing supply chain or demersal fishery supply chain.
- Future Growth Prospects:
 - Vision for the future of pelagic fishing in Mauritania, including plans for continued investment, innovation, and collaboration to ensure sustainable growth, economic prosperity, and environmental stewardship in the years ahead.
- Challenges:
 - Competition from companies that do not adhere to rules and 'exploit' people and fish stocks.
 - Bureaucracy.
 - Chinese competition.

LE CAP BLANC PÉLAGIQUE SITE
An international influence



CONCLUSION

- We love our job, and we are proud to work for products that are intended for human consumption. This is our goal.
- Through sharing our knowledge, skills, quality management and process technology, we are focusing on improving the future of the small pelagics sector in Mauritania, and as a result the future of Mauritania and Mauritanians.
- Our teams, men and women in our offices, factories and vessels, are crucial: we are keen to make them proud of their work and to create rewarding and long-term jobs.

LE CAP BLANC PÉLAGIQUE SITE
An international influence



Q&A.

CAP BLANC PÉLAGIQUE
A commitment to the future

We fish for you

