



VII SUMMER  
DAIRY  
SUMMIT  
...  
VII ЛЕТНИЙ  
МОЛОЧНЫЙ  
САММИТ

middle east agrifood  
publishers



DAIRY PROCESSING MAGAZINE

Bovine & Ovine  
middle east & north africa

أبقار و أغنام  
الشرق الأوسط وشمال أفريقيا

St. Petersburg 27 May 2019

# MIDDLE EAST and NORTH AFRICA DAIRY MARKET

Ghassan A. Sayegh

# MIDDLE EAST DAIRY MARKET - STRUGGLE IN THE DESSERTS

Index

## OF THE ARABIAN MARKET

- The Microeconomics (a reminder);
- Potentials of the MeNa Market (Is it Importer or producer?);
- Is ME-NA a Competition arena or a Growing Local Producer? (in

“Is there any cheese to eat?”

- How to face the MeNa market avoiding Mistakes and “holes”?

(The emmenthal model)

Ghassan A. Sayegh



# Economics (a reminder)

MEAP: Middle East Agrifood Publisher  
General Manager

SaySoft: Online Agrifood & Traceability  
Software

General Manager

Alice International / Probiological Health -  
BIOTEC

Starters and Rennets Export Consultant

World Poultry Sciences Association (Italy)

Board Member

**Гhassan Аhmed Bayegh**

**Сайех**

# Economics (a reminder)

## MICROECONOMY

The Microeconomy is based on  
Supply and Demand... Selling and Buying:



Simple Positive and Negative operations

It is defined by Big Words Like  
economic equilibrium... out of equilibrium... innovations...  
etc...

BUT The FACT IS:



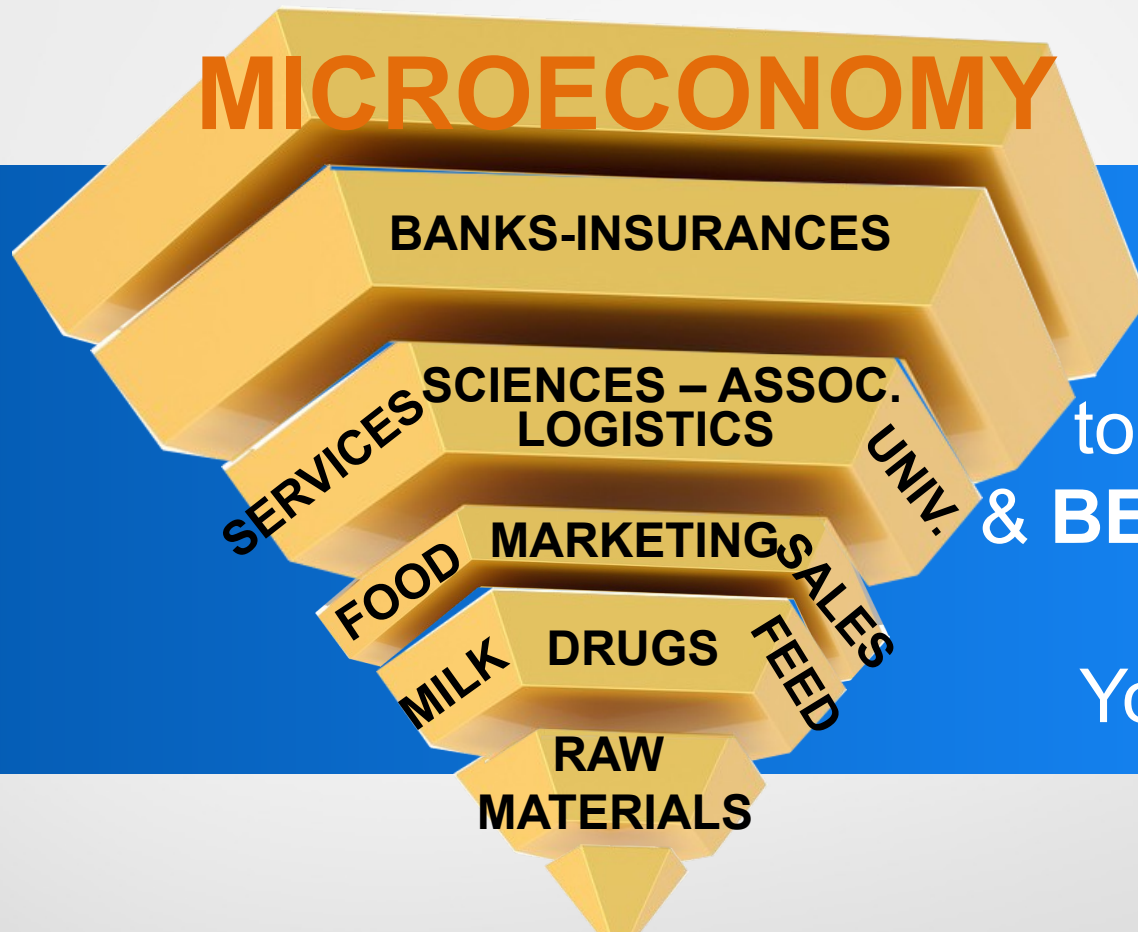
**You cannot BUY anything  
if you don't SELL**





# Money

## MICROECONOMY



You  
have  
to **SELL**  
& **BE PAID**  
before  
You can  
buy

THOSE WHO GET THEIR  
**FARMERS** -  
YIELD FROM THE LAND  
**PETROLEUM - MINES**



**BEARING THIS IN MIND**

**By smashing the FARMERS we decrease the  
Purchasing Power**

**And we will be  
Sawing off the branch we are sitting on**



**THE FARMERS**



# Dairy Data in the ME & NA Regions

**BEARING THIS IN MIND...**

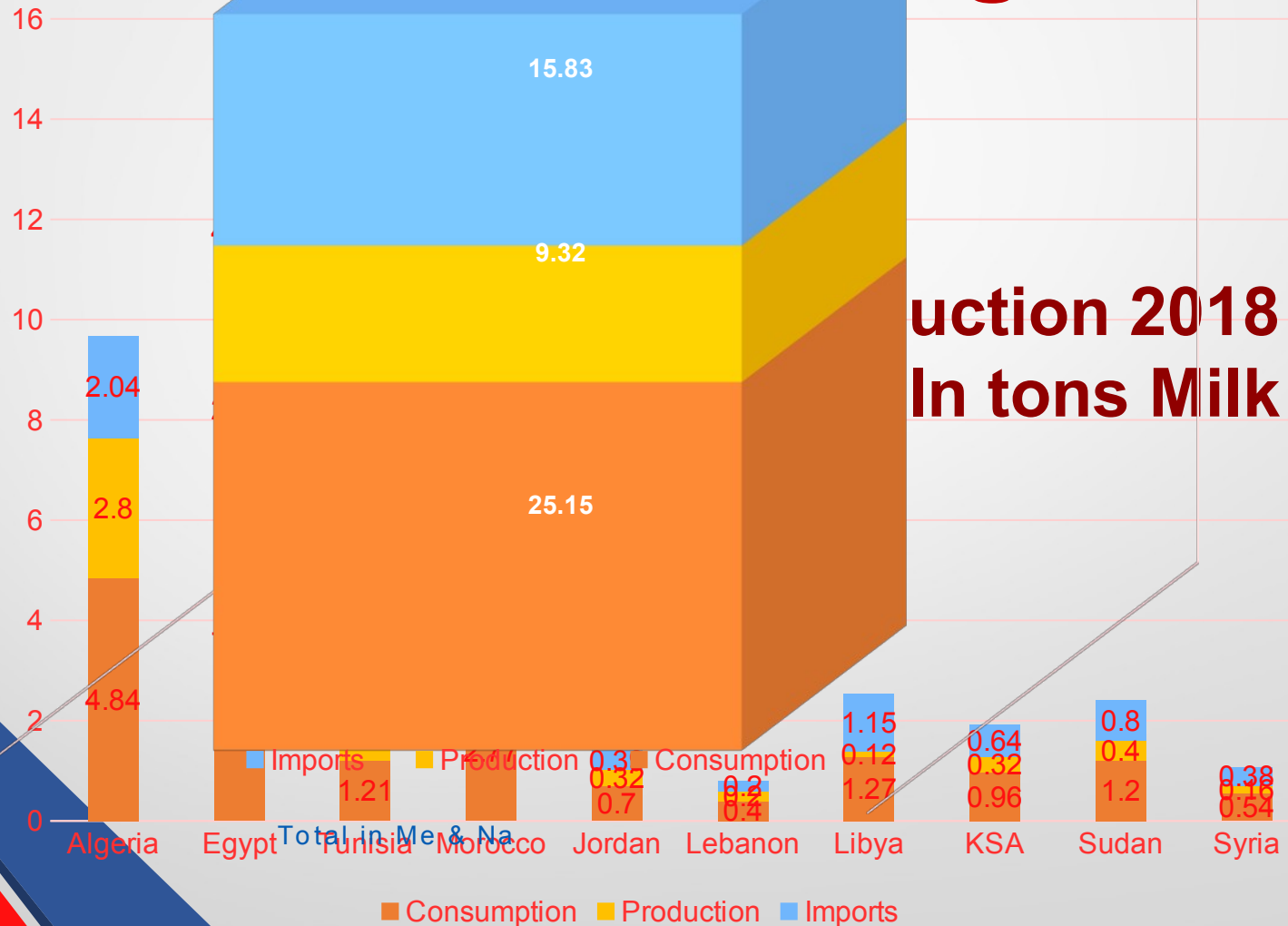
And asking to respect the regions by  
**RUNNING  
SUSTAINABLE MARKETING.**

**I will start giving some  
NUMBERS And TRENDS**



# Dairy Data

## in the regions





# ME & NA Regions Dairy Data Trends

World's population is increasing From **7**  
to **10** billion in 30 years **+ 40%**

**The Arab world has a faster growth rate**

It is one of the youngest regions in the  
world:

**52.7% is 14-25 years old**

**Milk consumption is expected to  
increase**

at least by **52%**

**in the coming 30 years**



# PRODUCTION GROW FASTER THAN CONSUMPTION?

(Struggle in the desserts)

27 May 2019





# CAN PRODUCTION GROW FASTER THAN CONSUMPTION? ADVERSE CONDITIONS

- **Political instability:** The Arab world is young, disintegrated and in conflict;
- **Lack of Water** (despite desalination);
- **Global Warming effect** (Less arable land *pro capite*);
- **Increase in birth rate** (Higher than the average).

This will increase the gap between  
Production and Consumption  
Even if drastic measures are taken.





The Middle East &  
North Africa  
Will always be

**IMPORTERS**  
of Dairy Products

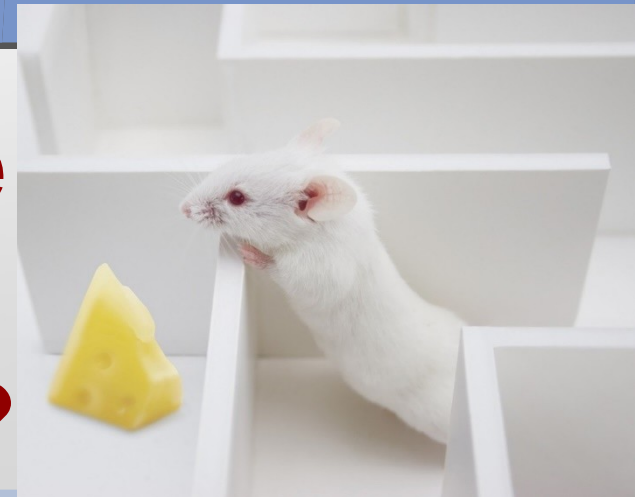


The market figures will  
double in less than 30

**HOW TO FACE IT?**

How to get our “cheese”  
in that maze?

Is that maze  
an  
**EASY GAME?**





# COMPETITION?

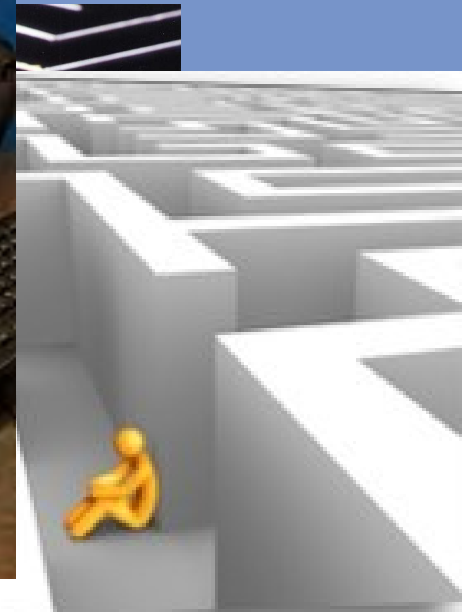
Russia and CIS the only exporters to

# MARKET CRISIS?

PURCHASING POWER, Excess end product,  
DUMPING....

## WHAT IF SOMEBODY OVED OUR CHEESE?

## HOW TO ACT ... OR REACT?





**So: The market is AVAILABLE**  
**But: It is DIFFICULT**

**CREATIVITY is needed**  
**NO BODY CAN TEACH YOU**  
**OR CAN EVER IMAGINE**  
**YOUR TOMORROW**

**CREATIVITY in marketing**  
**IS AN ART**

**On the other hand, One can learn how to avoid mistakes.**

**ERRORS ARE FATAL  
COMPETITION WILL BENEFIT**

**We should wait in the  
MISTAKE OF THE COMPETITORS  
to recover our Market**

**HOW TO AVOID  
MISTAKES?**

**DO**

**about «NOT TO DO» !**



# The EMMENTHAL MODEL

**Our aim is  
To «eat» the cheese  
(avoiding the «HOLES»)  
THE EMMENTHAL MODEL**



# The EMMENTHAL MODEL

**INSTITUTIONS  
MISTAKES**

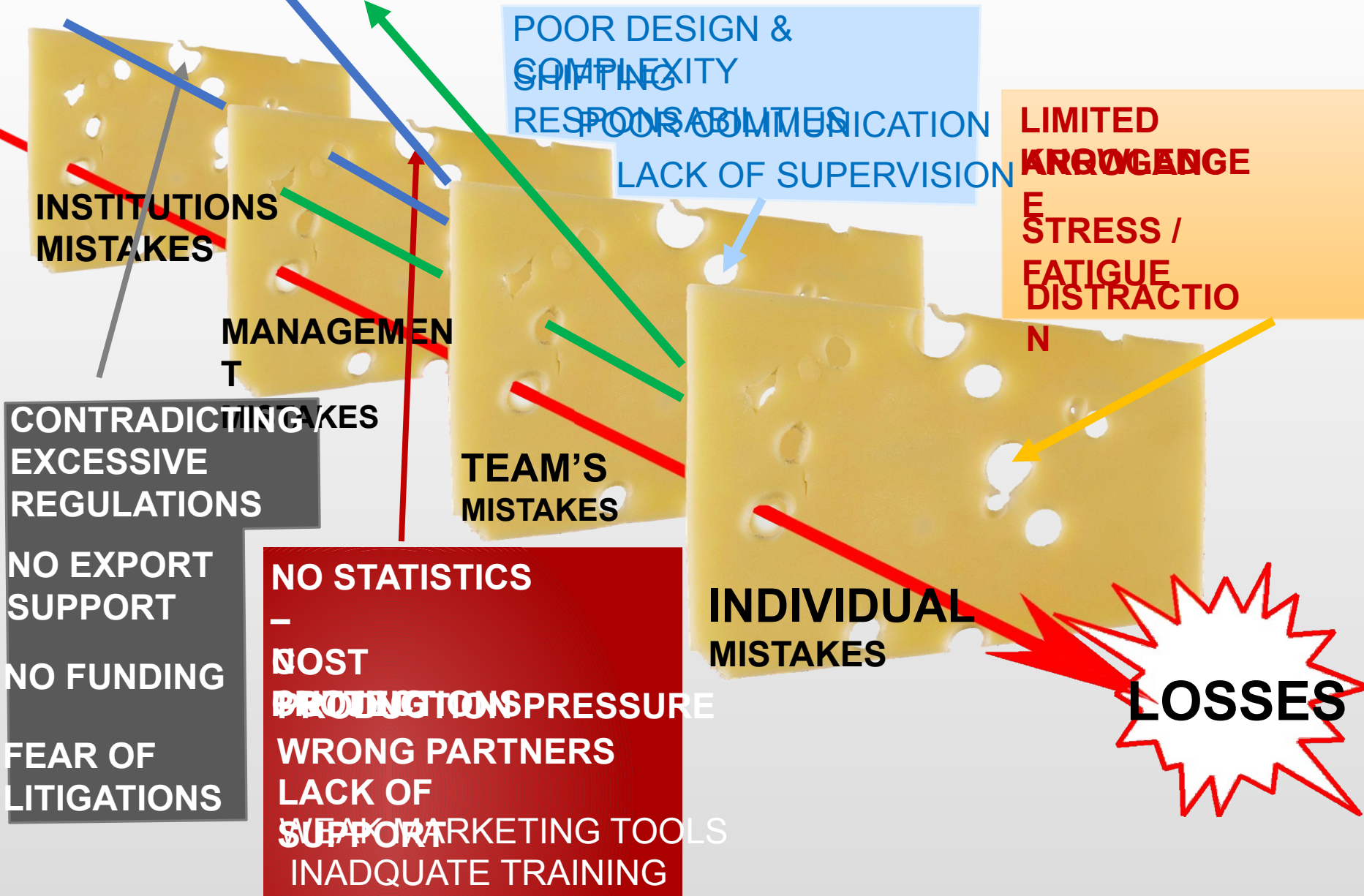
**MANAGEMENT  
MISTAKES**

**TEAM'S  
MISTAKES**

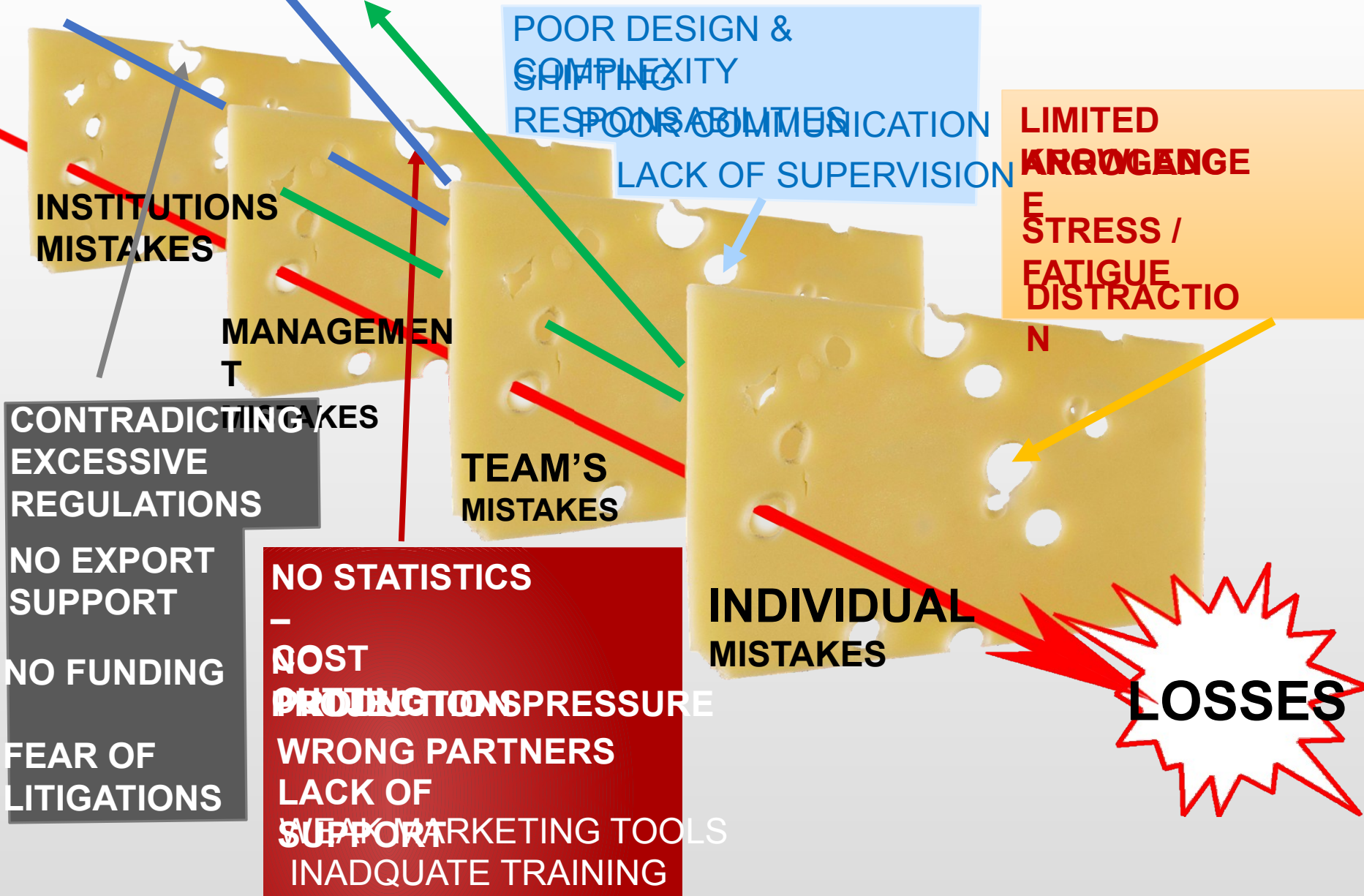
**INDIVIDUAL  
MISTAKES**

**LOSSES**

# The EMMENTHAL MODEL



# The EMMENTHAL MODEL





# Dairy Economy

## I still have ONE question

Why the dinosaurs got extinct?



**Because they didn't adapt !**



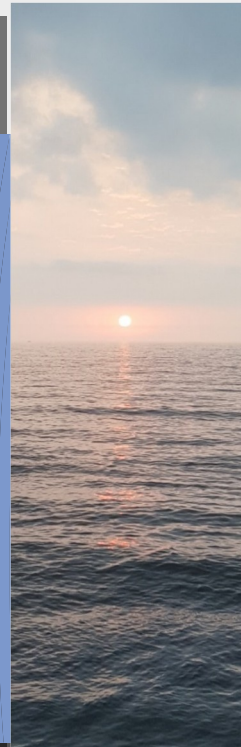
**And LAST  
But NOT LEAST**

**Do not forget**

**PASSION**

**Agriculture cannot survive  
Without PASSION**

Thank you



Any question?