



# Hooks & Baits

## EQUATORIAL MARINE RESOURCES

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National Fisheries Authority

Equatorial Marine Resources (EMR) is a joint venture company between Sanko Bussan (PNG) Limited and Blaise Paru. The Company was incorporated in August 2002 and currently operates nine fishing vessels and manages eight other longline fishing boats. They are into business of fishing for yellowfin and albacore (tuna) and exporting mainly to Japanese markets.

Speaking to the Managing Director of EMR and Resident Director for Sanko Bussan (PNG) Ltd, Mr Blaise Paru for the start of this special edition of the NFA Newsletter, he recalled the humble beginnings of EMR with these words;



• Catches of Yellowfin Tuna being unloaded from fishing vessel.

"Things started happening when I received a telephone call from a friend in April 2002 and since then EMR has now developed much further and plays a significant role in complimenting the Government's Export Driven Economic Policy:"

EMR was established in 2002. It went into joint operations with Sanko Bussan in 2003 was issued its first fishing licence in April of the same year. EMR started off with the exporting of fresh whole tuna and only until recently ventured into tuna loins and first exports commenced in June 2004. Currently, the company is

exporting fresh whole chilled tuna and loin products to sashimi markets in Japan and frozen raw products to regional countries, such as American Samoa, Fiji, Thailand, Singapore and Vietnam. It is now preparing to export to the European markets following the Brussels Exposition and expects this to commence by the last quarter of this year.

Mr Paru said despite many local and international challenges he has never looked back. The company continues to source best options and to pursue and maintain its overall goals and operations in the fishing industry. He stresses self-respect and respect for others, no matter what their status are, as the tool for communication, staffing matters, organising and planning and in any form of interaction. Having had a vast experience in airline management, freight forwarding and commercial management, these skills are added bonuses for his company's success in PNG within a short space of time.

"Being a fairly new establishment, our focus is consolidating and we will continue to explore the opportunities for growth, expansion and diversification. Currently, we are exporting about 130 tonnes of fresh whole tuna per month and around 70 tonnes of frozen chilled tuna loins per month also, Mr Paru said.

He said, although he is looking at the European markets now, he would be examining the freighting logistics carefully. "I'd be exploring new markets into Australasia and Asia and evaluating savings on costs of logistics given these markets close proximity to PNG, he said.

On 26 July 2004, EMR qualified for the European Union Accreditation, which



• A pallet of tuna being loaded onto an Air Niugini flight for Japan.

means that EMR is now able to export its products to the EU markets. Mr Paru hails it as one of the



• A Yellowfin Tuna being loined.

greatest achievements for his company. They continually review their work practices to improve their processing, handling, storage, staff training and general facilities. With an initial staff of 20, the company has increased its manpower to over 120 in 15 months.

EMR and Sanko Bussan (PNG) Limited are located in Shed No.1 of the main wharf Fairfax Harbour, Port Moresby and leases the building from PNG Harbours Board.



• EMR Sanko Bussan PNG Ltd has its in-house filleting training. Mr Rommel Tunacao, a Japanese is the Production Manager and is a specially trained person in fish filleting. He has so far trained five Papua New Guineans the art of filleting tuna, the Japanese way. Fishing Line was invited to one of Mr Tunacao's training session, and he explained that when filleting for export, the skin of the fish is left on and the black part of the fish is removed. As for the local market, the skin is removed and the black part of the fish stays on. About 10 fish are filleted each day for the local markets and about 80 to 100 fish are done each day for export.



• Whole tunas are weighed and packed into sterilized foam boxes called polystyrene. The polystyrene boxes are imported from Australia.



# EQUATORIAL MARINE RESOURCES LTD

**Equatorial Marine Resources (EMR) Ltd** is a national registered company under the PNG's Investment Promotion Company Act, 1997.

The company was registered in 2002 under a joint venture arrangement between SANKO BUSSAN (PNG) Ltd and Blaise Paru, a PNG citizen.

The company's main office and facilities are based at the Port Moresby Fairfax Harbour and currently employees over 150 persons.

Equatorial Marine Resources Ltd operates its own 9 longline fishing vessels and provides management, marketing and operational services for eight local longliners.

The onshore facilities consist of modern processing and ice making facilities and a chilled/cold store for storage of finish product and bait.

The policy of the company is to provide its customers with a high healthy quality product and to deliver the product on time to its clients.



**Mr. Blaise Paru**  
Managing Director

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#### Business Activities

Tuna Loglining  
Export Products  
Fresh chilled sashimi grade tuna  
Frozen yellowfin and Bigeye  
Current Production Capacity  
Sashimi - 50 tonnes per month  
Frozen tuna - 60 tonnes per month

#### Current Markets

Japan, Thailand, Singapore, Vietnam, Fiji, American Samoa

#### Export Experience

Exporting since 2002

#### Future Plans

To venture into processing and export of tuna loins and steaks.

#### Expected Outcome

Investigate market expectations and secure new buyers.



• Yellowfin tuna in ice containers.



• Packed box of tuna ready for export.

For further information on the activities of the National Fisheries Authority, please contact:



#### National Fisheries Authority

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