



## AILAN SEAFOODS LTD

Ailan Seafoods Limited (ASL) is a fish processing company based in Kavieng, New Ireland Province. ASL was established in 2002. It was awarded a contract from the National Fisheries Authority to lease its processing facility, a part of a fishing complex that was built by the National Fisheries Authority through funding from the Asian Development Bank and the AusAID.

Ailan Seafoods Ltd is a business-arm of Emirau Marine Products (EMP) of New Ireland Province. EMP owns 51 percent of ASL and the remaining 49 percent is owned by Ailan Seafood Limited of New Zealand.

It is specialised in buying reef fish, snappers, mackerel, crayfish, lobster, beche-de-mer, trochus shells and later processes and exports them in frozen and chilled form. It usually buys marine products from local islanders. Lobsters mostly are bought from the villagers along the Buluminski Highway.

The Managing Director of Ailans Seafood Limited, Mr Reinhard Mangels said, ASL has recently gone into agreement with the MAPS Tuna Limited of Lae, Morobe Province to land their tuna catches and then processes them into tuna loins for export overseas, mainly to Holland. During the last two months, over 120 tonnes of fish was processed, loined and filleted.

MAPS Tuna Limited has four boats fishing for tuna in the deep seawaters off New Britain, which are off-loading their catches at ASL for processing and for loining. ASL currently employs 60 staff.

"ASL is also a private sector partner for the European Union Rural Coastal Fisheries Development Project in New Ireland. It has entered into agreement with the local villagers to buy fish from them which will assist them pay off the boats which have been acquired through funding from the EU. Each EU or ELA82 boat lands about 400kgs of fish per week." Mr Mangels said.

Being an arm of Emirau Marine Products Limited (EMP Ltd), it usually does processing for EMP and that means handling and processing all marine products. EMP Ltd is managed by Mrs Warinah Mangels, which has a separate staff ceiling of 110. In fact, it is through the dedicated and successful operations of the EMP that ASL was established and also awarded the contract by the National Fisheries Authority.

EMP was established by Mr and Mrs Mangels in 1992, which Mr Mangels recalled, started with only a deep freezer. They were only buying lobsters at that time because fish was not selling. Their customers were the local hotels,

mainly, the Port Moresby Travelodge, now Crowne Plaza and the Madang Resort Motel. "We were only buying from locals. Our policy is 'never to turn anybody away. If they have a product, accommodate them.' We slowly moved into reef fish, crabs and then trochus shells, which we were selling to the Rabaul button factory and now we have expanded our market overseas to Italy, Japan, Hong Kong and Madagascar. We are exporting 120 tonnes of shells per year. Our main market for crabs is Australia, with an export of 10 tonnes a year. We are exporting only frozen crab

claws and meat, however, we are looking at exporting live crabs next year. As for lobster, we are exporting 10 tonnes a year of lobster tails to Australia. With beche-de-mer, we have offices both here in Kavieng and Lorengau, Manus Province, which buys beche-de-mer from locals. Our market is mainly Hong Kong, where we export 50 tonnes of beche-de-mer per year." Mr Mangels said.



• FV Kissomaru, one of ASL's fishing boats.



• Deepwater snappers being sorted for filleting.



• Mr & Mrs Mangels holding a deepwater snapper caught by local fishermen and sold to ASL.



• Employees filleting reef fish.

# AILAN SEAFOODS LTD & EMIRAU MARINE PRODUCTS LTD



**Mr Reinhard Mangels**  
Managing Director  
Ailan Seafoods Ltd



**Mrs Warinah Mangels**  
Managing Director  
Emirau Marine Products Ltd



• Trochus shells being dried out in the sun.

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## Main Business Activities

Buying of tuna, other pelagic fish species, reef fish, crustaceans, beche-de-mer, sharkfin and trochus shells, processing and marketing

## Export Product

Snapper fillets, reef fish fillets, frozen whole reef fish, frozen crab claws/meat, frozen and chilled lobster tails, tuna loins, chilled/frozen whole lobsters, slipper lobsters, coconut crabs.

## Current Production Capacity

- 40 tonnes of fish fillets per year
- 60 tonnes of whole reef fish, per year
- 10 tonnes of crab, claws & meat per year
- 10 tonnes of lobster tails per year
- 200 tonnes of tuna loins per year
- 120 tonnes of trochus shells per year
- 50 tonnes of beche-de-mer per year

## Current Export Markets

Australia, Holland, Italy, Japan, Hong Kong, Madagascar, Guam, Taiwan



• Sharkfin being checked and packed.



• A female employee displaying beche-de-mer.



• Mr Mangels with a packed box of filleted fish.

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



## National Fisheries Authority

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