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Some prospects on food industry in Euro-Mediterranean countries

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► To cite this version:

Jean-Louis Rastoin, . Associazione Internazionale Di Economia Alimentare E Agro-Industriale. Some prospects on food industry in Euro-Mediterranean countries. AIEA2 Workshop, Feb 2005, Bologne, Italy. 4 p. hal-02825167

HAL Id: hal-02825167

<https://hal.inrae.fr/hal-02825167>

Submitted on 6 Jun 2020

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Med. SMEs opportunities

- **Traditional products : the mediterranean diet**
- **Reconquest of the domestic market**
- **Capture of the international market**

SMEs constraints

- **asymmetric competition with FMNs and with the « new producing countries »**
- **Capture a « territorial rent » (« AOP »)**
- **Quality Control**
- **Agriculture modernization to improve profit and raw materials availability**
- **Insure Traceability**
- **Consolidate Equity to increase business cycle (Investment)**
- **=> Improve the management level**

A « mediterranean new strategy »

- **Strategic alliance based on regional AOP and enterprises network**

Top 100 World Food Industry Performances - 2002

Sector	Leading firms by sector			
	Number of firms	Average net sales (\$ \$)	Average number of employees	Net margin
Soft drinks	3	17,6	80 616	15,5%
Alcoholic beverages	5	6,1	22 443	9,4%
Beer	13	5,4	27 185	7,5%
Multiproducts	25	9,6	55 473	6,8%
Ingredients	6	3,6	13 507	4,2%
Confectionery	5	6,0	15 330	2,8%
Cereals	10	10,1	41 737	2,5%
Meat	14	5,7	24 166	1,4%
Milk	16	4,7	13 878	0,5%
Frozen Foods	3	3,8	16 254	0,3%
All sectors	100	7,1	32 785	5,4%

Source: Agribusiness 2003