

Aa







Morocco

Top sardine exporter Unimer targeted by competition authority

Published on 09/05/2024 at 05:40 GMT

Morocco's leading sardine exporter **Unimer** is in trouble. The group, which is owned by Moroccan business magnate **Saïd Alj**, is directly concerned by a communiqué issued by the **Conseil de la Concurrence** on 30 April in which the competition authority announced that it was investigating on its own initiative a certain number of companies involved in the canned sardine industry. Headed by Morocco's former ambassador to the **European Union**, **Ahmed Rahhou**, the authority suspects Unimer of having reached an agreement on prices with some of its competitors in the Moroccan market.

The announcement came after a year marked by ups and downs at the company which is

15% OFF your subscription

Special offer: Only 3d and 14h to take advantage of it

Consult our offers

This offer is open to all new subscribers and runs until 28/02/2025

Set up email notifications for

Click to go back, hold to see history

00200259

days | hours | mins | secs

Special offer: 15% OFF your subscription

Consult our offers

Menu

Headlines All countries Regions Topics

In Focus Palace Intrigues Inner circles The New Guard Running stories

👤 🔍

The announcement came after a year marked by ups and downs at the company, which is run by Said Alj's son, **Mehdi Alj**. Although its revenues increased in 2023, the group suffered a fall in sardine production which had a negative impact on its profits. In the Moroccan market, Unimer is in competition with **Aveiro Maroc**, **Cumarex** and **Midav**, a company headed by **Mehdi Dhaloomal**, who is also chairman of the canned fish industry representative body, the **Union Nationale des Industries de la Conserve de Poisson** (UNICOP).

Unimer, which mainly exports its products, including to other African countries, and is active on all five continents, is owned by holding company **Sanam Agro**, itself controlled by **Sanam Holding**, which is headed by Said Alj.

© Copyright Africa Intelligence. Reproduction and dissemination prohibited (Intranet...) without written permission. - 108298583

notifications for these topics

- + Morocco
- + Ahmed Rahhou
- + Aveiro Maroc
- + Conseil de la concurrence
- + Cumarex
- + European Union
- + Mehdi Alj
- + Mehdi Dhaloomal
- + Midav
- + Said Alj

See all keywords

What is an email alert?

