

SIIM wins the Madagascan lychees export campaign marketing contract following the international call for applications launched by Madagascan Groupement des Exportateurs de Litchis (GEL).

Rungis, 1 July 2021 – SIIM, main subsidiary of Omer-Decugis & Cie, an international group specialising in fresh and exotic fruits and vegetables, will organise the Madagascan lychees export campaign starting next autumn after its application was selected by Groupement des Exportateurs de Litchis (GEL).



By winning this contract, Omer-Decugis & Cie is consolidating its position as leader in the European exotic market and is entering a sector that is strategic in the economic and social development of Madagascar, which is the third largest producer in the world and number one exporter to Europe. In Madagascar, the export of this exotic fruit provides a living, directly or indirectly, for nearly 300,000 people, who work as producers, transporters or packhouse employees.



Madagascan lychees are very popular at Christmas and New Year, which is why they are distributed in Europe specifically during the holiday season. Sixteen thousand tonnes of fruit are marketed from the beginning of December until the end of January, half of which will be distributed by SIIM.



“We are very proud to have won the trust of Madagascan exporters to organise the distribution of local lychees starting with the 2021/2022 campaign, organised at the international level by Groupement des Exportateurs de Litchis (GEL) under the supervision of the Madagascan Ministry of Trade. Having obtained Global GAP (Grasp) certification and with its Fairtrade offer certified by FloCERT, the Madagascan lychees sector has developed based on production protocols made up of three essential pillars of sustainable agriculture (health safety, respect for the environment, socially responsible working conditions), aiming for taste quality and fruits with unique and refined flavour. Given our shared know-how and synergies in the management of a seasonal campaign, particularly in the organisation of efficient supply chains, we had every reason to include lychees in our range of exotic products. In addition to the successful marketing of lychees in France and Europe for the next Christmas and New Year festive season, our action will be part of a long-term partnership to support the sustainable development of lychees in Madagascar”, says Vincent Omer-Decugis, Chief Executive Officer of Omer-Decugis & Cie and managing director of SIIM.

From its traditional base in Africa where it was founded in 1978 and as Europe’s leading exporter of mangoes from West Africa, SIIM intends to use all its know-how and commercial, logistical, operational and technical capacities to guarantee its customers and, through them, European consumers, outstanding quality lychees for next Christmas and New Year.

The aim is also to get involved locally and to mobilise the Group’s Corporate Foundation (Fondation Louis Omer-Decugis) by supporting lychee sector community development projects in the areas of health and education, as is the case in the majority of regions where the Group operates (Africa and Latin America).



About SIIM

As a producer, importer, ripener and distributor of tropical fruit and vegetables, **SIIM** is a subsidiary of the **OMER-DECUGIS & CIE** Group (ISIN code: FR0014003T71 – Ticker symbol: ALODC), which was incorporated in 1850. The company is a name of reference on the European market and a market leader in Africa. **SIIM** is involved with production in Africa and Latin America and runs its own distribution network in France and Spain from where it supplies all European markets. Its specific expertise in fruit ripening (pineapples, mangoes and avocados) allows the company to offer a range of pineapples and exotic fruits with guaranteed ripeness from its ripening platform at Rungis. **SIIM** is involved in each stage of the value chain from production to distribution. It is recognised for its commitment to quality and food safety (IFS Food certification, OAS accreditation). **SIIM** is a member of the amfori BSCI (Business Social Compliance Initiative), observes the United Nations Global Compact and supports the Rainforest Alliance.

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