**Press Release**

**Morocco exploring new agribusiness opportunities in the Middle East.**
As a part of the ambitious strategy of developing the marketing of local products, which remains among the most important ones of the Green Morocco Plan, the Agricultural Development Agency (ADA) organizes the Moroccan participation in the 8th edition of the International Food Trade Fair **SIAL Middle East**, held from December 12th to 14th in the United Arab Emirates. This fifth consecutive Moroccan participation in SIAL ME aims to capitalize on the achievements of its presence within the previous editions, along with attesting the importance of the Middle East market for the Moroccan food sector.

During important agribusiness event , a beautiful showcase of 130 high value-added products such as PDO and PGI labeled products, will be presented by no less than 25 exhibitors of local products composed of 16 agricultural cooperatives, 3 Groups of Economic Interest (EIG) and 6 private companies that will be present onsite to represent the Moroccan offer, a great opportunity to highlight the strengths of Moroccan products and the qualitative leap experienced by the sector thanks to the strategy of the Green Morocco Plan.

Prior to this business-oriented event, the exhibitors benefited from the needed marketing assistance delivered by the ADA to enable them to better position their products and prepare them for an intensive program of 250 B to B meetings organized in parallel of this fair. This program focuses on the introduction and reinforcement of Moroccan products in the Middle East market with *central buying group*, retailers, delicatessen and organic shops.

Built on an area of ​​300 sqm, the Moroccan pavilion immerses visitors in a lively tasteful world, rich in colors and scents. A guaranteed immersion in Moroccan hospitality thanks to the animation created around the local products, a scripting made sure to reflect faithfully the richness of the Moroccan culture and land.

As a reminder, the SIAL ME International Food Show expects this year 900 exhibitors representing about 45 countries and more than 16,000 visitors from 91 countries.