

MOROCCO

AUTHENTIC PRODUCTS

Hall 6/7

10 - 12 December 2018 - SIAL / Abu Dhabi

PRESS RELEASE

Morocco strengthens the positioning of local products in the Middle East market

Morocco is taking part in the **SIAL Middle East 2018** International Food Show that will be held in Abu Dhabi from **10th to 12th December**. Organized for the sixth year in a row by the Agricultural Development Agency (ADA), in the framework of the ambitious development strategy for the marketing and promotion of local products, set up in the framework of the Green Morocco Plan, which has given particular importance to this segment and made it one of its privileged objectives.

11 regions of the Kingdom will be present at this show through **24 exhibitors** producing local products representing about **100 agricultural cooperatives** and gathering more than 3130 small farmers. During the 3 days of this world food industry meeting, the Moroccan participants will present a wide range of finely selected products, amounting to more than 130 local products including 14 labeled products, which stands up as an opportunity to showcase the great diversity and dynamism of the Morocco offer to the **16,000 professionals** expected during this event.

Prior to this event, the exhibitors benefited from the marketing and commercial support needed by the ADA to assist them in order to highlight the potential of their products and prepare their meetings with prospects from the United Arab Emirates and Gulf countries. No less than 250 B to B meetings are scheduled on the margin of this fair with major customers, so as to introduce and further strengthen the presence of local products on the Middle East market, particularly with purchasing groups, retails, fine groceries as well as specialized organic stores.

Combining tradition and modernity, the Moroccan pavilion allows visitors to live a unique experience through its colors and flavors and to immerse them in Moroccan hospitality. The pavilion also displays a series of culinary and cultural events, especially cooking shows and tastings of Moroccan dishes offering a real glimpse of the assets and the richness of the gastronomy and the cultural heritage of Morocco.

As a reminder, the SIAL ME International Food Show welcomes this year **1,000 exhibitors** representing about **30 countries** and more than **16,000 visitors**.

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An exemplary Participation in 2017

According to many visitors and professionals, Morocco was well noticed at the SIAL Middle East 2017 trade show. In total, the pavilion hosted several hundred prospects of the various Middle East countries, several contracts have been signed due to 240 B to B meetings organized by the Agriculture Development Agency for local products producers.

Moroccan hospitality was also present, through a warm pavilion evoking openness and authenticity, culinary shows provided by Moroccan chefs have sublimated visitors who were able to discover for the first time the quality and richness of the Moroccan cuisine.

This participation was also an opportunity to present Morocco's agricultural and agribusiness offer in the field of traditional products as well as the opportunities offered by the Kingdom in agriculture for strengthening trade with the United Arab Emirates.

Local products featured in the Moroccan pavillion

Located in an area of 320 m², the Moroccan pavilion evokes authenticity and modernity through an architecture inspired by the traditional Moroccan and contemporary culture. In addition to the 24 areas dedicated to exhibitors, the pavilion also includes a reception area to inform and guide visitors, a space for B to B meetings was made available to participants to enable them to meet with potential partners as well as a tasting area and entertainment conceived to be the heart of the central attraction of the Moroccan pavillion, this space will be especially dedicated to the culinary shows performed by a famous Moroccan chef, to make visitors discover the richness of taste and quality of Moroccan dishes using local products.

The Moroccan delegation will consist of 24 exhibitors; cooperatives, Economic Interest Grouping and private companies working in the field of local products.

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List of Exhibitors at SIAL ME 2018

Group Name	Sector
Ain Bouadi Cooperative	Red pepper and spices
Taitmatine Cooperative	Almonds
Miloudia Cooperative	Honey
Oum Dregua Cooperative	Couscous and cereal products
Les Aromes du Sud Cooperative	Perfume rose
N'kob Cooperative	Almonds and Henna
Toumour Toudgha EIG	Dates
Toumour Wahat Aoufous EIG	Dates
Dar Azzaâfarane EIG	Saffron
Chabab Zerhoune Cooperative	Prickly pear oil
Lemta EIG	Olive oil
Al Iklil Cooperative	MAP and Derivatives
ALMABROUM Cooperative	Couscous and cereal products
Toubkal Cooperative	Honey
Arij Al Ghaba Cooperative	MAP and Derivatives
Timraguine Cooperative	Argane and Derivatives
Abaynou EIG	Olive oil
Ahlaf EIG	Olive oil
Errahma EIG	Honey
Manahil Souss Cooperative	Honey
Targante Cooperative	Argane and Derivatives
Aoumerkt Cooperative	Argane and Derivatives
Ikbar Cooperative	Argane and Derivatives
Tamuda Cooperatives Union	Honey
Raihane Cooperative	MAP and Derivatives



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Local products : A key sector and a dedicated strategy

Considered as a strategic priority for Moroccan agriculture by the Green Morocco Plan, the local products are a real opportunity for the establishment a sustainable local development, particularly in rural geographically and economically isolated areas.

The development strategy for local products introduced by the Green Morocco Plan aims to promote the mutation of a local production to a more organized formal sector, offering quality product lines with high added value with a sustainable access to national and international markets.

To this end, the Agency for Agricultural Development (ADA) in charge of the implementation of the Green Morocco Plan, introduced in 2011, the Traditional Products Development Department with the primary and exclusive mission to develop the marketing of these products .

Axes of the Local products marketing development strategy :

The local products development strategy is based on five priority intervention levers at different levels of the value chain:

1. Upstream development and equitable aggregation partnerships ;
2. Creation of regional logistical and commercial platforms nearby producers ;
3. Improved market access to modern distribution channels nationally and internationally;
4. Support the efforts of traditional product labeling ;
5. Realization of institutional communication campaigns to establish the reputation of local products with the general public.

Product labeling

Essential prerequisite for any strategy for labeling and protection of locam products, the introduction of the system for distinctive signs of origin and quality of these products has started since 2008 by the Ministry of Agriculture and Maritime Fisheries. Promulgated on May 23, 2008 as part of the Green Morocco Plan, the law No. 25-06, on Distinctive Signs of Origin and Quality (SDOQ) of agricultural and fisheries products, created the necessary legal framework for the recognition and protection of Moroccan local products. Three Distinctive signs were selected: The Geographical Indication (GI), the Appellation of Origin (AO) and Agricultural Label (AL).



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Since the entry into force of Law No. 25-06, the Moroccan labeling system allowed the recognition of 62 Distinctive Signs of Origin and Quality (SDOQ) (50 PGI, 6 PDO and 6 AL.) after study and review of specifications relating thereto, by the National Commission SDOQ. Indeed, 62 products have been certified, these include the Protected Geographical Indication (PGI) «Argane», the PGI «Clémentine de Berkane» the Protected Designation of Origin (PDO) «Safran de Taliouine « the PGI «Dattes Majhool de Tafilalet» the PGI «Amande de Tafraout» the PGI 'Keskes Khoumassi» the PGI «Figue de Bararie d'Ait Baamrane» the PGI «Dattes Boufeggous» the PGI «Câpres de Safi»

Morocco-UAE cooperation

The diplomatic relations between the Kingdom of Morocco and the United Arab Emirates go back to the year 1971, and ever since then, the relations between the two countries remained close and strong , based on the mutual desire to enhance cooperation between them in all fields.

The economic relations between Morocco and the United Arab Emirates are organised under more than 60 cooperation agreements, in particular:

- A memorandum of understanding in the field of agricultural investment and livestock, signed in Casablanca on March 17, 2015;
- A memorandum of understanding in the field of veterinary health and safety of animal and fish products, signed in Casablanca on March 17, 2015;
- A memorandum of understanding in the field of plant quarantine and trade in agricultural products, signed in Casablanca on March 17, 2015;
- An agreement to create a free trade zone signed in Agadir on June 25, 2001, which entered into force as of July 2003;
- An agreement on the promotion and protection of investments signed in Dubai on February 9, 1999, which entered into force as of January 2002;
- A cooperation agreement in the agricultural sector, signed in Rabat, on April 14, 1988, which entered into force as of January 1991.

Outcome of the Agricultural Cooperation

April 2012: A delegation of senior officials from the UAE Ministry of Environment and Water made a visit to Morocco, within the framework of an exchange of experiences. in the field of valuing, canning and packaging of vegetables;



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April 2013: Following the royal visit of October 2013 to the United Arab Emirates, a high-level Moroccan delegation led by the Minister of Agriculture made a visit to the United Arab Emirates in the context of the implementation of cooperation programmes between the two countries. The two parties declared their willingness to develop and improve cooperation programmes in the agricultural sector and strengthen bilateral partnerships, particularly in the red meat, citrus, fruits, vegetables, milk and aquaculture production sectors;

May 2013: A high level UAE delegation made a visit to Morocco and organised business meetings with the Agency for Agricultural Development, the Food Safety National Office and the Exports Control and Coordination Independent Agency. The delegation also made field visits to the areas of the West (the project of asparagus production) and Loukkos (projects of Citrus fruits, pink and dairy cattle breeding);

November 2013 and November 2014: Morocco's participation in the Middle Eastern Food Exhibition in Abu Dhabi, and exhibition of Moroccan products in the Kingdom's hallway.

November 2014: A delegation from the Agency for Agricultural Development participated at the International Exhibition of soft products in Abu Dhabi.

March 2015 : the official visit of the Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi to Morocco, on the occasion of this visit, three agreements defining the new legal framework of the Morocco-Emirates cooperation.

From the 7th to 9th December 2015, As part of the Morocco's participation in the 6th edition of SIAL Middle East in Abu Dhabi which was marked by the signing of three agreements with UAE investors for the implementation of six agricultural projects in Morocco as part of a public-private partnership over an area of 1515 hectares for an investment of 407 million dirhams. It concerns :

- Olive project on 190 hectares for an investment of 77 million dirhams in El Hajeb;
- Citrus project over 200 hectares of citrus, for an investment of 60 million dirhams in Kenitra;
- Tree Program over 1125 hectares for an investment of 270 million dirhams, located in Kenitra, Sefrou, Fkih Ben Saleh and Marrakech.

Cooperation prospects in the field of agriculture

- The Moroccan-Emirati cooperation took a new turn since 2012, thanks to the important exchanges of visits between senior executives in the sectors of agricultural sectors in both countries;



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- The legal arsenal put in place during the last two years, including agreements in the veterinary and phytosanitary area, promotes the increase of commercial transactions;
- The agreements on investment promotion, signed in 2015, provide an opportunity to attract more UAE investors to the Moroccan agricultural sector;
- The experience and know-how of the United Arab Emirates in the date palm cultivation and valuing of dates, offer an opportunity for developing technical cooperation with Morocco.

Emirati private direct investments are particularly oriented towards the Middle East region and North Africa, especially in banking and tourism. In Morocco, UAE Investments range from real estate, tourism and telecommunications and occupied the third place in 2010 among the foreign investing countries in Morocco.

With the advent of the Green Morocco Plan, which is part of an opening line on Morocco's economic partners and international donors, the Department of Agriculture wants to establish a strategic cooperation model with the UAE, including developing the following perspectives:

- Enrich the legal framework of cooperation by signing:
 - Draft Memorandum of agreement in the veterinary field and security of products of animal and marine origin;
 - Draft cooperation protocol to set quarantine and protection and exchange of agricultural products;
 - Draft Memorandum of Agreement for the Promotion of Investments in the agricultural and livestock field.
- The Moroccan agricultural sector presents business opportunities, a skilled workforce, a much improved climate of business and a strategic positioning and accessibility to European and American markets via the arsenal of exchange agreements signed by Morocco. In addition, the Department of Agriculture makes available to foreign investors lands through the Public Private Partnership initiative.
- The UAE, a country structurally dependent on agricultural imports; the Emirati market could be an outlet for leading Moroccan agricultural products in particular the export of citrus fruits and canned vegetables and possibly for local products;
- Working to expedite the raising of the Emirati part of the GCC funds through a strategic partnership with that country for the development of the agricultural sector under the Green Morocco Plan. This partnership could focus on the financing of actions undertaken by the Department of Agriculture as part of the strategy of agricultural advice, the field of agricultural research, marketing of local products ...

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About ADA

The Agriculture Development Agency (ADA) is a public institution created in February 2009. Operating under the Ministry of Agriculture, Maritime Fisheries, Rural Development and Water and Forests, the ADA provides project management and piloting of the Green Morocco Plan. It also aims to give new impetus to investments in agriculture and to promote an agriculture that is both competitive, sustainable and inclusive. The ADA, under the General Direction of Mr. El Mahdi ARRIFI, is organized into five directorates respectively responsible for the aggregation, engineering of projects, project management, development of local products and support functions. This organization was chosen in order to effectively support agricultural and agro-industrial projects at every stage of their evolution.

The Agency for Agricultural Development's mission is to participate in the implementation of the Green Morocco Plan.

It is responsible for proposing to governmental authorities action plans in support of agricultural sectors with high added value with a view to improving productivity, through:

- Research and mobilization of land for the expansion of agricultural areas and the development of high-value crops;
- Incitement to the development of agricultural products through the introduction of new irrigation, farm equipment, packaging and marketing systems;
- Promotion of agricultural investments and the implementation of partnerships with investors.

The Agency for Agricultural Development is also responsible for proposing to governmental authorities action plans to support solidarity agriculture through the promotion and implementation of economically viable projects to improve farmers' income.

To carry out the tasks assigned to it, the Agency shall:

- Propose to the Government the systems of incentives and subsidies in the agricultural investment code and within the framework of past program contracts between the State and the farming profession according to the priorities of the Green Morocco Plan strategy and its progress at the national and regional level;
- Promote domestic supply in terms of agricultural investments through the organization, in collaboration with government authorities and other relevant organizations, events, trade fairs and other communication campaigns in connection with its tasks;
- Take any action likely to favor partnerships with any organization interested in investing in the agricultural sector;
- Organize communication, awareness and information campaigns to investors and the various stakeholders in the agricultural sector;
- Monitor and evaluate actions related to its missions.