



**SIAL MIDDLE EAST**  
ABU DHABI NATIONAL EXHIBITION CENTRE  
**DECEMBER 09<sup>th</sup> TO 11<sup>th</sup>, 2019**

## COMMUNIQUÉ DE PRESSE

### **Morocco strengthens the positioning of local products in the Middle East market from 09th to 11th December**

Morocco is taking part in the **SIAL Middle East 2019** International Food Show that will be held in Abu Dhabi from **09th to 11th December**. Organized for the seventh 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.

This year, all regions of the Kingdom will be present at this show through **25 exhibitors producers** of local products that represent about **74 agricultural cooperatives** grouping more of 2466 members including 422 women. Throughout the 3 days that will last this agribusiness world meeting, Moroccan participants will have the opportunity to highlight a wide range of local products (including 12 labeled products) which have been finely selected and which come from more than 13 different industries, a powerful way of demonstrating the great diversity and the dynamism of Morocco, in front of **16,000 professionals** who are looking for business opportunities.

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 2018**

According to many visitors and professionals, Morocco was well noticed at the SIAL Middle East 2018 trade show. In total, the pavilion hosted several hundred prospects of the various Middle East countries, several contracts have been signed due to B to B meetings organized by the Agriculture Development Agency for local 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 318 m<sup>2</sup>, the Moroccan pavilion evokes authenticity and modernity through an architecture inspired by the traditional Moroccan and contemporary culture. In addition to the multiple 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 25 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 2019

Group name	Products
Errahma Cooperative	Spices
GIE honey high mountains	Honey
Cooperative Mabio Cosmetics	Vegetal oil
Al Kawtar Cooperative	Couscous
Cooperative Toumour Tinzouline	Dates
Cooperative Dades Rose	Perfume rose
GIE Ghriss Ferkla Amgha	Dates
Cooperative Addahab Al Ahmar	Saffron
Atlas Products Cooperative	Vegetal oil - Honey
GIE Local products Walili	Olive oil - Carob tree seed dry legumes
Cooperative Aknari	Prickly pear and derivatives
Farah Al Khair Cooperative	Couscous
Cooperative Tudert	Medicinal and aromatic plants
Cooperative Zouyout Regraga	Argane and derivatives - Olive oil
Al Wahda Beekeeping Union	Honey
Cooperative Yahya Bio Oil	Vegetal oil
Cooperative Annaime	Honey
Cooperative Al Hadga	Couscous
Al Kimma Cooperative	Saffron
Dar Assafwa Cooperative	Argane and derivatives
Cooperative Tizi N'Touri	Argane and derivatives - Couscous
Cooperative Taitmatine	Argane and derivatives
GIE Louzeima	Almonds
Bni Kaoulach Agricultural Cooperative	Dried figs - Olive oil
Chorafaa Tamla Cooperative	Olive oil



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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 of 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 local 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). 5 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



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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» ....

## About ADA

The Agricultural Development Agency (ADA) is a public institution with legal personality and financial authority. It is under the supervision of the Ministry of Agriculture, Fisheries, Rural Development, Waters and Forests.

The Agency is subject to the financial control of the State which is applicable to public institutions and other bodies in compliance with the legislation in force.

Since its creation in 2009, the ADA plays a key role, in achieving the strategic goals set for the agricultural sector by the year 2020 under the «Green Morocco Plan» (GMP).

Boosting GMP initiatives, promoting and renewing of 'Morocco Offer', launching concrete projects, intermediation, implementation monitoring, and managing partnerships with institutional and social investors are the core tasks entrusted to the ADA.

The ADA is also responsible for proposing action plans to government authorities' to support solidarity agriculture through the promotion and implementation of economically viable projects to improve farmers' incomes.

As part of the implementation of the development strategy for the local products marketing, ADA launched the various programs with the objective of developing the value chain of Moroccan territory products in both national and foreign markets.

In addition, the ADA, as the National Implementation Entity (NIE) of the Adaptation Fund and Accredited Entity of the Green Climate Fund in Morocco, gives it direct access to the financial resources of these two countries funds for the implementation of climate resilient projects and programs for the agricultural and other strategic sectors in Morocco.