



Press release

Local products: Morocco represented by 25 cooperatives in Abu Dhabi

Morocco takes part in Abu Dhabi International Food Exhibition (ADIFE), which is held in Abu Dhabi from 27th to 29th November 2023. Organized by the Agency for Agricultural Development (ADA), this participation aims to strengthen the achievements of the Kingdom in the field of the export of local products, to develop future partnerships and diversify opportunities for Moroccan supply in the international circuit.

Spread over an area of nearly 300 square meters, the Moroccan pavilion features the participation of 25 producers of local products representing the twelve regions of the Kingdom, bringing together more than 2600 members. Driven by a strong commitment to continue its unwavering support for local product cooperatives, in line with the "Generation Green 2020-2030" strategy, the ADA aspires to open wide doors to carefully selected exhibitors in order to faithfully showcase the great diversity and dynamism of the Moroccan offering to the 18,000 professionals expected at this event.

On the program of these 3 days of the show, B to B meetings are planned between the various exhibitors and representatives of potential exporters from the Middle East, namely the purchasing centers, the large retail chains, etc. Being the cornerstone of participation in this exhibition, these meetings were preceded by a laborious work of preparation and prospecting by the ADA to ensure a better match between supply and demand, in the sole objective of successfully positioning Moroccan local products in an increasingly competitive market.

Combining authenticity and modernity, the pavilion reflects a contemporary Morocco rich in its history and culture. It offers a pleasant immersion experience into the cultural heritage of the Kingdom through a series of culinary presentations by a renowned chef, highlighting the generosity of Moroccan gastronomy and hospitality.

As a reminder, the ADIFE exhibition stands as one of the largest events gathering professionals from the food sector in the Middle East region. This year, it hosts 1,300 exhibitors representing around 50 countries.