

COME TO DISCOVER

The
Moroccan
seafood

Meet us at

EXHIBITORS
DIRECTORY

Busan International Seafood & Fisheries Expo 2014

Bexco exhibition center II Busan, South Korea

July 2-4, international zone, 3rd floor



Kingdom of Morocco



Ministry of Agriculture
and Marine Fisheries



MOROCCAN  **SEAFOOD**
Naturally





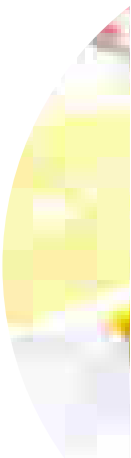
The
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INSTITUTIONS



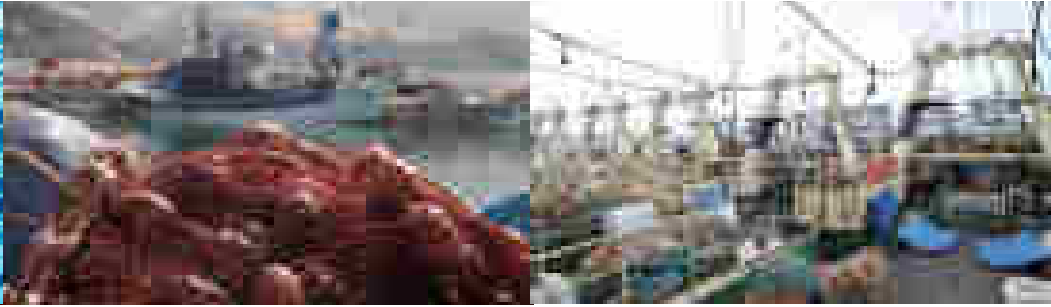
MINISTRY OF AGRICULTURE AND MARITIME FISHERIES - DEPARTMENT OF MARINE FISHERIES -

The Ministry of Agriculture and Maritime Fisheries - Department of Marine Fisheries - is the government authority in charge for the management and development of the national fisheries sector. Its mission involves the design, orientation, organization, control and promotion of fishing, aquaculture and processing seafood. To carry out these tasks, the Department has to :

- Ensure the highlight and rational exploitation of fishery resources ;
- Achieve scientific researches along with technical, economic and social studies related to the fisheries sector ;
- Ensure the preservation of the seafood quality ;
- Take all needed measures for the upgrading of seafood ;
- Determine the suitable strategy for maritime labor promotion ;
- Take necessary safety measures for navigation, protection and marine environment preservation ;
- Provide training for seafarers and foster their social and professional promotion.

476 Agdal Rabat - MAROC

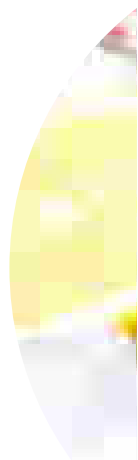
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FOOD EXPORT CONTROL AND COORDINATION ORGANIZATION (EACCE)

Food Export Control and Coordination Organization (EACCE) is a public institution aiming to support the sector of agro-food products intended for export. His expertise covers the sectors of fresh fruits and vegetables, plant processed products and fishery products. Many tasks are assigned to the EACCE, including :

- ◆ Technical control over agri-food and seafood products to be exported ;
- ◆ Compliance with the technical conditions laid down in different exportation product agreements (agri-food and seafood products) ;
- ◆ Moderation and coordination of the sectoral committees related to exports ;
- ◆ Promotion of the institutional image and the quality of agri-food and seafood products exported by Morocco ;
- ◆ Organization and participation in different events or actions which promote and develop the exportations of Moroccan agrifood and seafood products ;
- ◆ Competitive intelligence on the Moroccan agri-food and seafood products export markets ;
- ◆ Help and assistance of small companies in order to add value to their exported products.





EXHIBITORS

EXHIBITORS







AVEIRO MAROC

Founded in 1946, Aveiro Maroc company is specialized in the production and marketing of canned fish thoroughly selected and caught in the Moroccan coasts.

The experience and the ultra-modern equipments of production have allowed the company to transform raw material selected with much care in order to provide products that meet the quality, hygiene and security standards. Along with its production units, Aveiro Maroc company has managed to sustain a vision oriented towards highly valued activities.

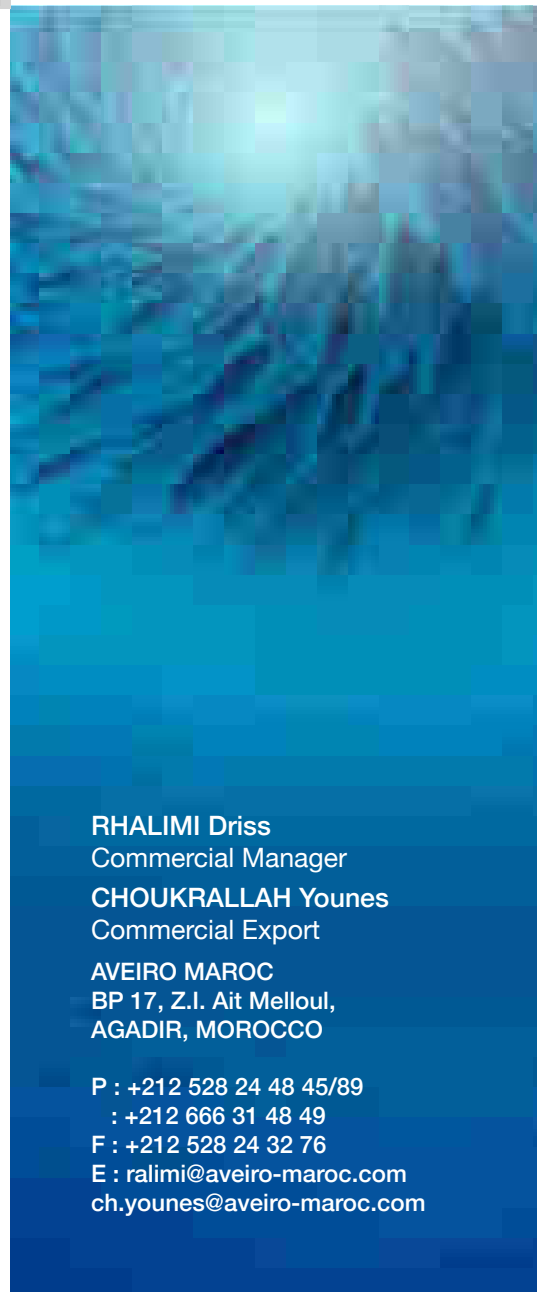
All the company's products are manufactured in a new factory located in the new industrial area of Ait Melloul in Agadir. Each year, the company processes to within about 40.000 tons of raw material and offers a full range of tinned fish : Sardine, Mackerel and Tuna which are marketed throughout four international brands : Delmonaco – Liberator – Limao – Samaki and others, either for customers or retailers.

Activity :

Aveiro Maroc is specialised in canned Sardines and Mackerel

Products :

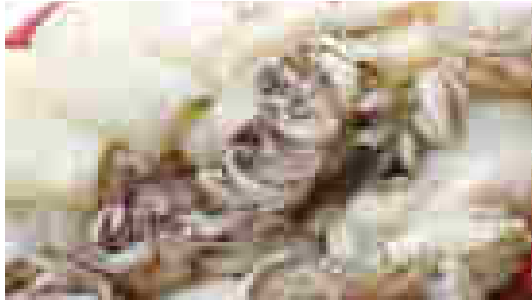
- ◆ Plain sardines (in vegetable oil - in tomato sauce - in spiced vegetable oil - in olive oil)
- ◆ Sardines skinless and boneless
- ◆ Plain mackerel
- ◆ Mackerel fillets



RHALIMI Driss
Commercial Manager
CHOUKRALLAH Younes
Commercial Export

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BELFISH

Bel Fish is one of the largest units of fish processing and freezing technologies in Morocco since its creation in 2000.

Our products originating from fishing off the Moroccan coast are sold to large market in Europe, North America and Asia.

Belfish has a highly qualified and experienced team to guarantee a processing respectful of sanitary requirements and compliant with international standards.

Activity :

Fish processing and freezing

Products :

Cephalopods: octopus - squid - cuttlefish - Pelagic sardine - mackerel

BELHOUM Abdellah
General Manager

BELHOUM Aicha
Export Manager

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IGLOFISH

IGLO FISH is based in port of Laâyoune, its activity started in 1995. We are leader in HGT pelagic ready for caning. We export to more than 20 countries. Our staff is composed of about 450 people based in port of Laâyoune, Boujdour and Dakhla. IGLO FISH is approved by the EU, certified ISO 9001 version 2008 and ISO 22000 version 2005. In order to assure the availability of raw material, the company has many contracts with RSW vessels and coastal boats in South area.

Activity :

Freezing of pelagic fish.

Products :

Pelagic fish, Sardine hgt, Sardine fillets in block or iqf, Sardinella hgt, Frozen cuttlefish, hgt mackerel.

TAZI Mohamed Nabil
Managing Director

TIHLATI Soumiya
Sales Manager

ANTONIO OLIVEIRA Martins
Marketing & Sales Manager

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KING PELAGIQUE

King pelagique is a moroccan group in the fisheries sector, with more than 20 years of experience, covering the entire value chain : from our “rsw” fishing vessels, to the processing of the fish in our own facilities and the freezing process in order to get a high quality product with a unique freshness and organic properties ensuring full traceability throughout the entire process.

Activity :

- ◆ Fishing - Benis Pêche
- ◆ Trading - Benis Pelagique
- ◆ Treatment and freezing - King traitement & Gold Sea Fish
- ◆ Surimi - Maroc Surimi
- ◆ Canned fish - ERG Conserve
- ◆ Precooked products - ERG Delice

Products :

- ◆ Sardines
- ◆ Horse mackerel
- ◆ Canned Fish
- ◆ Mackerel
- ◆ Surimi base
- ◆ Deli Fish

CHAMI Reda
General Manager
KUCHARSKI Kazimierz
Business Development Manager

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MARONA

Marona (A subsidiary of SNI Group) is an offshore fishing company founded in 1989. Having put together more than forty of the best ships in Morocco and constantly being upgraded, our catches are very diverse with the best quality and present in the most important international fish markets.

Certified by BUREAU VERITAS, our ships are among the most modern in the country. They guarantee perfect compliance with environment standards, safety and quality.

Approved by the European Union, our ships are listed on the official website of the fisheries commission in Brussels.

We have a satellite monitoring system that allows us to monitor real time positioning of the entire fleet in the aim of verifying compliance with current regulations on zoning (authorized fishing zone)

Activity :

Frozen fish

Products :

Cephalopods :

Calamar; Octopus; Cuttlefish

Fish Scales :

Common Sea Bream; Stargazer; Red Mullet, Salmonete; Cutlassfish Atlantic; Horse Mackerel and Scad ...

Flat fish :

Common Sole, lenguado; Wedge Sole, Acedia; Common Stingray, raya

Noble fish scales :

Common Dentex, Denton; Porgy tipped blue, Rokera; Smooth Hound, Cazon; Conger, Congrio ...

ACHIQ Abdelbasset

Managing Director

EL YACOUBI EL IDRISI Laila

Sales Manager

LAAJI Abdellah

Deputy Director of Operations

MARONA

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**EXHIBITORS
DIRECTORY**



NUOVA ONDAMAR

Since its creation in 2004 NUOVA ONDAMAR works to be a leading seafood exporter, especially cephalopods. Through serious and competence of the team, it becomes one of the pioneers with an average of 160 exportations per year during the past three years, our main markets are the European market : Italy, Spain and Greece.

We are reaching for other markets like Asia and America.
Our motto is quality.

Activity :

Export of frozen fish

Products :

Cephalopods

BRAMATO Salvatore
Manager

PAAUNER CORBETO Ignacio
Commercial

BRAMATO Simone
Production Manager

NUOVA ONDAMAR
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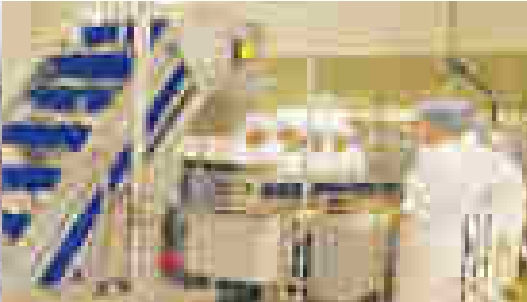
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**EXHIBITORS
DIRECTORY**



SILVER FOOD

SILVER FOOD is one of the largest fish canneries in Morocco. Specialized in canning sardine, mackerel and tuna, the factory covers an area of more than 73 500 m² and has an actual annual production capacity of more than 150.000.000 cans , which is equivalent to the transformation of over than 160 tons per day, of which 70% are for export. With a highly qualified team of more than 1200 employees, Silver Food enters the market and brings a real added-value thanks to its innovating products and its state-of-the art modern technology.

SILVER FOOD is certified IFS V6, Kosher and is FDA Registered, but is also in progress for ISO 1401 certification, BRC and Friend of the Sea Label. It supplies, manufactures, produces, packages and distributes its products according to the international quality standards. Established as a new generation factory, SILVER FOOD is among the leaders in the fish packing sector.

Activity :

Canning sardines, mackerels and tunas.

Products :

Sardines :

Sardines in vegetable oil, Sardines in tomato sauce, Sardines in chili oil, Sardines in olive oil, Sardines in sunflower oil, Sardine meatballs in vegetable oil, Sardine meatballs in tomato sauce, Moroccan Sardines Tajine with vegetables

Mackerels :

Mackerels in vegetable oil, mackerels in tomato sauce, mackerels in olive oil, mackerels in sunflower oil

Tunas :

Tuna fillets in vegetable oil, tuna fillets in vegetable oil and lemon, tuna in vegetable oil, tuna in tomato sauce, tuna in olive oil, light tuna, tuna in chili sauce



BEN OTHMANE Hicham
Sales Manager

BEN JEMOU Abdelkarim
Plant Manager

BOUKHANFER Hassan
Sales Manager

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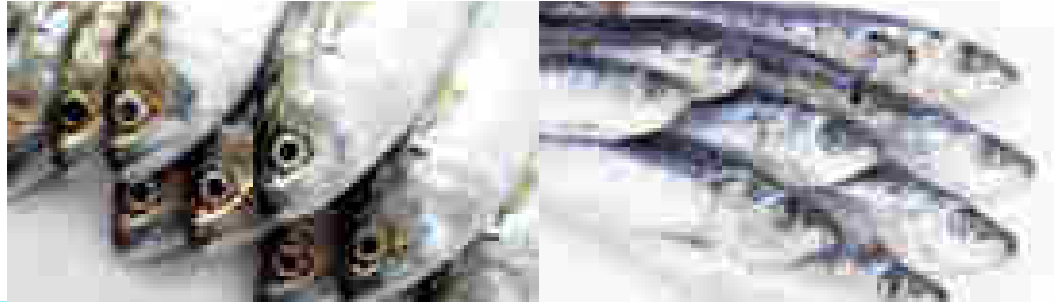
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SOPCODA

Founded in 2002, SOPCODA, Oued Dahab fishing Coast Company is one of the largest company of processing and freezing of small pelagic fish in Morocco. With its know-how and advanced technology, SOPCODA focuses all its activities on the business of processing and freezing of raw materials.

Concerned about the requirements of the local and international market, SOPCODA continually ensure to source high quality raw material, establishing a close monitoring of production process to ensure the highest quality of the product. With these commitments, SOPCODA is among the most popular local companies to export, and to consolidate its position as a major industrial development in processing, freezing and packaging of small pelagic.

Our company attaches great importance in research and development of new derived fish products.

Activity :

Frozen Fish

Products :

- ◆ Frozen Sardine whole block.
- ◆ Full frozen Sardine IQF.
- ◆ Headless, tailless, eviscerated and frozen sardine IQF (Individual Quick-Frozen-).
- ◆ Headless, tailless, eviscerated frozen block sardine.
- ◆ Frozen fillet sardine IQF.
- ◆ Frozen fillet sardine block.
- ◆ Headless, tailless, eviscerated and frozen block mackerel.
- ◆ Frozen block whole Mackerel.
- ◆ Headless, tailless, eviscerated fresh sardine.
- ◆ Headed, eviscerated, listao, skipjack tuna frozen block.

BEN JEMOU Abdelkarim
Plant Manager

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UNICOP

The National Union of Canned Fish Industries «UNICOP» is a professional organization whose major preoccupations are the promotion, the expansion and the defense of the interests of the profession that it represents.

Its fundamental objectives are:

- ◆ Representation and defense of the interests of its members ;
- ◆ Study of suitable measurements and means in order to develop the canning industry ;
- ◆ Improvement of the conditions of production, distribution and sale of the products ;
- ◆ Participation in all the works, concerning the sector, initiated by the Administration ;
- ◆ Participation in the works of the Codex Commission in what relates to professional matters ;
- ◆ Participation, within the federal framework, with the other branches of fish transformation and development, in all the common actions for the promotion and the defense of the industry of fish products.

Activity :

Canned fish industry

Canned fish industry is the result of a long evolution and accumulation of know-how

- ◆ Treated Species: Sardine, tuna and mackerel ;
- ◆ Number of manufacturing units : 44 from 33 companies, including 1 quoted in the Stock Exchange ;
- ◆ Processing capacity installed : 800,000 T of raw material in 230 work days ;
- ◆ Annual Production: approximately 350,000 T of treated raw material approximately 150,000 T of finished products ;
- ◆ Generated Employment : - Direct: 26,000 - Indirect: 100,000 ;
- ◆ Geographical Implantation: Tetouan, Mohammedia, Casablanca, Safi, Essaouira, Agadir, Tan Tan, Laayoune, and Dakhla.

Products :

Sardina Pilchardus Walbaum: thanks to its authenticity and its originality, we have made of it a worldly recognized product for its gustatory quality and its benefits for health. Canned sardine, tuna and mackerel are exported to more than 100 countries.

BICHA Mohamed
President

EL KHAMLIHI Nadir
Administrative Secretary

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UNIMER

Producing and distributing its products to create value for all its partners and shareholders ; that is what UNIMER Group is about, with the ultimate goal to become a global player in the agro-business sector.

UNIMER Group creates value through its subsidiaries, with sound management and high profitability requirements.

Innovation, strong brands, quality and responsibility are key commitments towards all customers and partners around the world.

UNIMER Group has reached both a national and international leading position thanks to an aggressive growth strategy in different agro-industry segments.

Activity :

Export of canned sardines and anchovies, marinated and frozen vegetables.

Products :

- ◆ Salted anchovies
- ◆ Marinated anchovies
- ◆ Canned Sardines and Mackerels
- ◆ Marinated grilled vegetables
- ◆ Frozen vegetables

BENWAHHOUD Jalil
General Manager

EDDERKAOUI Mohammed
Managing Director of Marketing
and Sales unit

PENY Arnaud
Export Manager

FARES Ali
Account Manager

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