



MOROCCO

Authentic Flavours

EXHIBITORS DIRECTORY

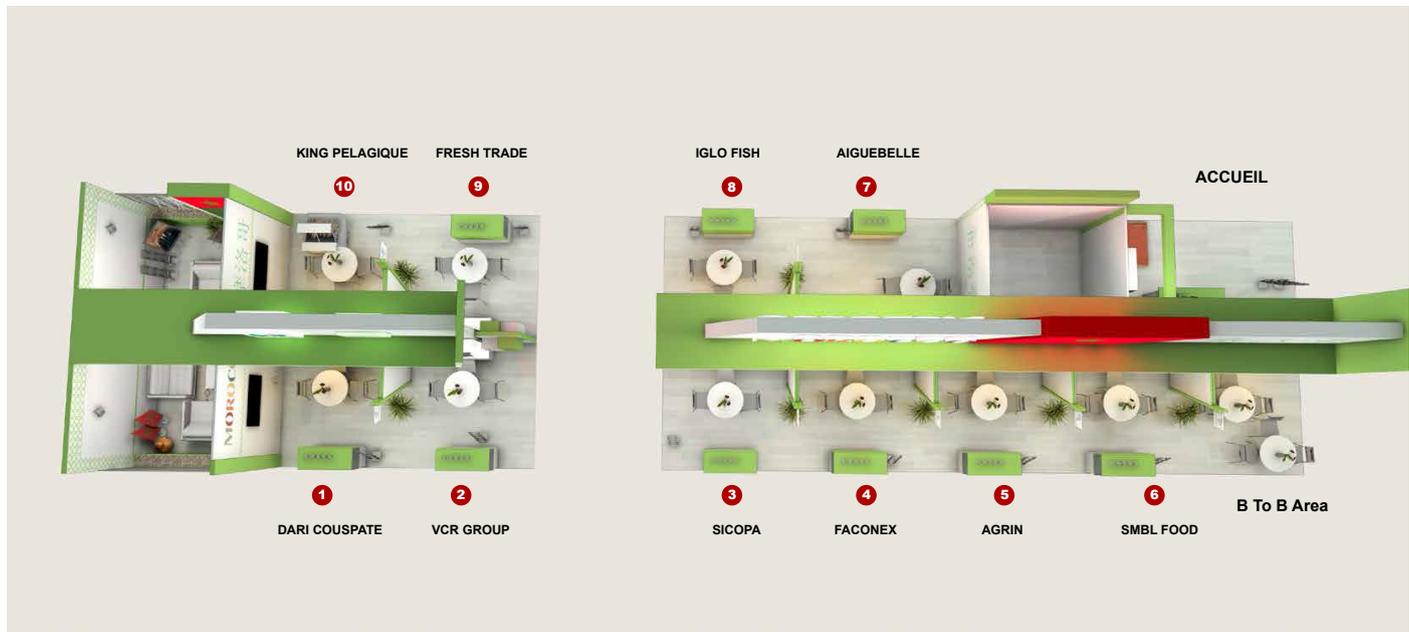
SIAL CHINA 2017
17th - 19th May







FLOOR PLAN



CONTENTS

AGRIN MAROC.....	06
CIE CHERIFIENNE DE CHOCOLATERIE - AIGUEBELLE.....	08
DARI COUSPATE.....	10
FACONEX.....	12
FRESH TRADE.....	14
IGLO FISH.....	16
KING PELAGIQUE.....	18
SICOPA.....	20
SMBL FOOD.....	22
VCR GROUP.....	24



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AGRIN MAROC S.A.

AGRIN MAROC, the largest Moroccan processor of Herbs, Spices and Essential Oils with 3 plants for over 35.000 SQM. Thanks to its geographical position in Fez, center of Morocco, it has set up large cultivations and collections in one of the largest and efficient Agricultural areas of production fields enabling a full traceability from Farm to Fork.

AGRIN MAROC is specialized in the production and processing of Spices, Aromatic herbs such as thyme, rosemary, oregano, coriander, spearmint, Basil, Marjoram, orange peel, Verbena..., and a large range of Medicinal Herbs & Essential Oils.

For more than 20 years, AGRIN MAROC is improving its Management quality system to meet positively its customer's needs worldwide and is now serving more than 25 countries. It has been awarded by multiple Food Safety and quality Certifications: BRC V7, ISO 22000 (BVQI), Organic, Kosher and Halal.

Moreover, the company has a steam sterilization plant in house for Herbs & Spices in order to guarantee the microbiological specifications of the finished product intended for the Food and Cosmetic industry. Additionally, AGRIN MAROC has invested in a new plant of Essential Oils in order to meet its customer needs.

For more information, please visit www.agrinmaroc.ma

Activity : Production and Processing of spices, aromatic and medicinal herbs

Marketed Product :

Thyme, Rosemary, Oregano, basil, Marjoram, Lemon verbena, spearmint, peppermint, Coriander, Orange peels, rose buds, saffron



www.agrinmaroc.ma





Aiguebelle

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CIE CHERIFINNE DE CHOCOLATERIE - AIGUEBELLE

For more than 70 years in Morocco , Aiguebelle chocolate Factory has been offering all her ancestral knowledge to chocolate lovers in Morocco and worldwide.

With different formats (tablets, drops, coated, bars, sprinkles, spread, powder ...) but also different types (dark, milk, white, filled ...) Aiguebelle product range meets the most demanding consumers' needs, and is getting wider to satisfy also Chocolate Chefs and other professionals.

It is thanks to a strict quality policy and R & D investment accompanied by consumer oriented marketing and research that the brand with the gazelle logo has become today the chocolate of all generations continually aiming to meet the expectations of all good chocolate lovers.



Aiguebelle[®]
Since 1868



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DARI COUSPATE

DARI is Morocco's leading company in Couscous & Pasta Markets. It is the largest Moroccan exporter of couscous with a presence in more than 42 countries (USA, Canada, Brazil, France, UK, Netherlands, Spain, Italy, Russia and other European countries: Australia, China, Japan...) and is listed in the main retail chains in Europe such as Carrefour, Auchan, Leclerc and Metro. DARI is currently expanding its distribution in Middle East, Europe, Asia and Americas.

DARI is specialized in premium quality couscous, with a wide range of products: Premium Moroccan Couscous, Barley Couscous, Whole wheat couscous, Organic Whole Wheat couscous, Corn Couscous and Pearled Couscous.

DARI is listed in Casablanca Stock Exchange since 2005 and operates currently under international quality standards such as ISO 9001 & ISO 22000 and BRC quality system.

Certifications : ISO 9001 v2008, ISO 22000 v2005, BRC Food.



Premium Quality Couscous





FACONEX
Manufacturing of confectionery for export
Fabrication de la confiserie à l'export

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FACONEX

Faconex is the first company in Africa and Middle East to manufacture industrial Cotton Candy and Pop Corn, and the first in the world to develop Cotton Candy with seven flavors in buckets of 50gr (Strawberry, Banana, Vanilla, Mango, Tutti Frutti, Lemon, Apple) packed in a beautiful and attractive packaging with IML print and in buckets of 25gr (Strawberry, vanilla, tutti frutti, Banana) in sleeve cups. The caramelized Pop Corn made in our factory contains no GMO and no preservatives, gluten free and has a natural color and flavor.

In 2017 our company started to develop its production by innovating new products as the Chocolate Pop Corn and the Cotton Chewing-Gum with different flavors (Mint, Canella, Orange, Strawberry) and by using smaller Jars of 20 grams for the old products.

90% of our production is exported to more than 20 foreign countries (Algeria, Bahrain, China, Egypt, France, Gabon, Dubai, KSA, UK, Belgium, Netherlands, USA, Lebanon, Iraq, Libya, South-Korea, Kuwait, Spain, Israel, Vietnam...) in the four continents (Asia, America, Africa, Europe).

We made contracts with our partners in many countries around the world to distribute our products in supermarkets, candy-shops ... Faconex enjoys a remarkable reputation among Moroccan and foreigner consumers thanks to the quality of its products and its innovation for being at the level of their expectations.

Faconex is always planning to develop new products in the confectionery field.

FACONEX

Manufacturing of confectionery for export
Fabrication de la confiserie à l'export

Another way to taste
cotton candy and pop corn

Barbe à papa et pop corn,
dégustez-les autrement

التشار و عزل البنات
تذوقوه بطريقة أخرى...

Faconex has reinvented the Cotton Candy and Pop Corn taking it from an artisanal product into a high quality manufactured one. Many flavors are offered for the first time in international markets.

Faconex a révolutionné la barbe à papa et le Pop Corn en la transformant d'un produit artisanal en un produit industriel de haute gamme avec de différents parfums qui n'existait pas auparavant sur le marché international.

أبدعت فاكونكس بتحويلها لعزل البنات والتشار من منتج تقليدي إلى منتج مصنع ذي جودة عالية وأذواق مبتكرة لم يسبق لها وجود في الأسواق العالمية.

All the production processes are respecting international hygiene and safety standard. Our Customer Satisfaction is a priority. Environment is important too, we choose the best ecofriendly rules.

L'élaboration des produits se fait, durant toutes les étapes de réalisation, dans un souci d'hygiène maximale et de qualité sanitaire totale respectant ainsi les normes internationales.

Nous sommes très sensible à la sécurité sanitaire de nos consommateurs, et très concernés par la protection de l'environnement. Nous avons opté pour les meilleures normes et standards ...

تصنيع المنتجات في كل مراحلها يتم وفقاً لمعايير عالمية تضمن السلامة الصحية والجودة. إيماننا بأهمية الحفاظ على البيئة اخترنا أفضل المعايير والمقاييس ...

We made a strong partnership with countries in the four continents: France, UK, Belgium, Netherlands. U.S.A., Egypt, Lebanon, Iraq, Saudi Arabia, Kuwait, Dubai, Bahrain, China, south Korea, Morocco, Algeria, Libya, Gabon.

Nous avons des partenaires dans les quatre continents du monde : France, UK, Belgique, Netherlands. U.S.A., Egypte, Liban, Iraq, Arabie Saoudite, Kuwait, Dubai, Bahraïn, Chine, Corée du Sud, Maroc, Algérie, Lybie, Gabon.

لدينا شركاء في القارات الأربع من العالم: فرنسا، المملكة المتحدة، بلجيكا، هولندا، الولايات المتحدة الأمريكية، مصر، والمملكة العربية السعودية والكويت وديبي والبحرين والصين وكوريا الجنوبية والمغرب والجزائر وألبانيا واليابان، لبنان، العراق

SHAL

INSPIRE FOOD BUSINESS

17TH - 19TH MAY 2017
SNIEC - SHANGHAI

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fresh Trade
Trading-Import-Export

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FRESH TRADE

Fresh Trade is a company that operates in trading, importing and exporting a wide range of agricultural, agri-food and fishery products. Its location in Morocco, more precisely in the economic capital Casablanca, allows it to act easily in Africa and Europe in terms of both sourcing and export.

Its extensive network of partners in the Middle East and Asia facilitates access to these markets.

With the capital expertise and networking of its founder, Fresh Trade aims to become a leading player in agricultural and agri-food trading in Africa.

The Fresh Trade concept is based on the optimization of value chains to provide both the exporter and the importer with maximum added value while ensuring a choice of product quality, competitive prices and a service Optimized logistics.

Fresh Trade aims infinitely to the satisfaction of these partners-clients.

Mission :

To provide quality services in terms of trading, importing and exporting agricultural, agri-food and fishing products solicited by our customers.

Vision :

Become an African leader in the field of trading of agricultural, agri-food and fishing products.

Values :

The entire Fresh Trade team shares the same values-based culture: Sharing, Trust, Ethics and Sustainability.

www.freshtrade.co

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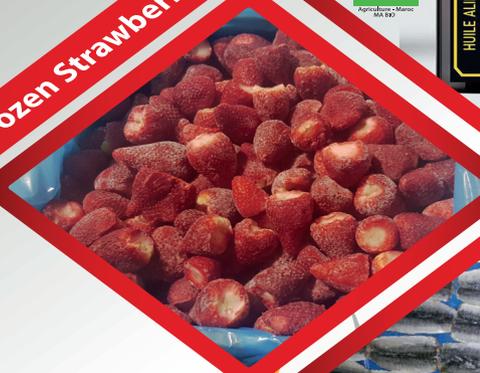
Canned Olives



Cakes Excelo



Frozen Strawberry



Organic Argan Oil



Frozen Sardine





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IGLO FISH

- We work in pelagic fish since 1997
- We are certified ISO 22000 and ISO 9001. The company has the EU approval (number is 2407) and we are agreed to export to Russia and China.
- We export to more than 30 countries since 20 years
- We process more than 35 000 tons of raw material per year
- We have contracts with vessels:
- 16 coastal ad 4 RSW doit être renbtrés un peu pour faire part de we have contracts.
- Our main production is sardine HGT, fillets of sardine, Mackerel HG and HGT, fillets of mackerel, Sardinella HGT, bonito and cuttlefish.
- We have a detailed and rigorous monitoring and tracking device quality
- IGLO FISH is known in the international market for its high level of quality or product and service



IGLO FISH





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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 fresh fish in our cannery and our freezing plant, to get high quality products with a freshness and unique organic properties and complete traceability during the entire process.

Vertical integration

Sardines, Mackerel and Horse Mackerel are fished with our “RSW” vessels, and we own the whole chain from the sea to the final product, without using any outside vendor.

To ensure optimal quality of our product : Storage process during fishing is done with RSW system: to cool fish to between 0° and 2°C using refrigerated sea water.

Our plants locations are based in the Dakhla port the biggest port for Pelagic catches. We are the only cannery plant to be based near resources.

The canning process takes less than 5 hours: from unloading fish to having the final product in tins. Synergy and coordination of all companies guarantees minimum levels of histamine, and maximum quality and outstanding flavour.

Products :

- Frozen Sardines & Mackerel
- IQF or BQF Frozen WR, HGT, Fillets, Tail on or Tail off
- Canned Sardines & Mackerel
- Frozen Precooked Fish products : Nuggets, Fingers, Burger, Dumpling, Breaded Sardines Fillets
- Mackerel & Sardines “Patés”





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SICOPA

Celebrating 40 years of tradition and innovation

SICOPA was established in 1974 in Fez, Morocco as a family owned business and was able to develop a notorious market share as a food product exporter. The company export traditional products such as olives, capers, semi-dried tomatoes, and sweet peppers, also some new products like grilled and marinated vegetables, stuffed cherry peppers, and sundried tomatoes.

To meet its client's demands, SICOPA is in constant improvement of its industrial park, investing in new machinery and improving its processes to meet international food processing and safety criteria. SICOPA is certified for HACCP, IFS BRC and PIAQ. It has also Kosher and Halal certificates.

SICOPA's products are marketed for export under two own brands: SICOPA and ALIA. However, the company promotes marketing under its client's brand names (over 80 brands).

Products:

- Olives: Green, Black (in drums, pouches, bags, tins...), whole, pitted, sliced, marinated, Greek style...
- Capers, and caper berries
- Grilled vegetables: eggplant, zucchini, red bell peppers, yellow bell peppers, onion... plain or marinated
- dried tomatoes: oven dried or sun dried, plain, with herbs...
- Cherry peppers: sweet, sliced or stuffed with anchovies, tuna mixture, goat cheese...

Activity: Olives, Capers, peppers and roasted vegetables.



Sicopa





Soho

SMBL FOOD

We offer to our customers the most popular flavors in a wide range of clear and appealing packaging.

We adapt our formats depending on our customers market. The weight of our savory range can vary from 60 g to 100 g.

Available in single serve and sharing bags, you may choose the format that best fits your market from 18 g to 100 g.

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Soho

Planet Pop Corn

CRUNCHY SNACKS



Follow us on Facebook
facebook.com/sohopopcorn



Best tasting gourmet and savory pop corn



WWW.SMBLFOOD.COM



VCR SODALMU

VCR SODALMU is the result of various company mergers initiated in 1936. In the past, the company's activity was limited to the production of canned gherkins and vinegar and its distribution within the Moroccan market.

Today, VCR SODALMU is considered as a leading company in the food-processing industry and offers a wide range of products commercialized under more than 20 brands.

Thanks to the experience gained throughout the years, a strong knowhow and a performing marketing, VCR SODALMU's brands benefits from strong notoriety on the Moroccan market and also abroad. In fact, Dessaux vinegar, Pikarome sauces & canned gherkins, and Ice soft drinks are exported today to more than 20 countries worldwide

For more than 80 years, VCR SODALMU has never stopped its expansion. In fact, its latest acquisition of the Tajini brand in 2015 allows it to further diversify its product list with traditional Moroccan simmer sauces and ready-made meals.

Major brands:

Dessaux (vinegar) – Pikarome (sauces – canned vegetables – canned fish) – Ice (soft drinks) – Mazine (water) – Vanelli (pastas) – Vima (sauces) – Tajini (Moroccan simmer sauces and ready meals).

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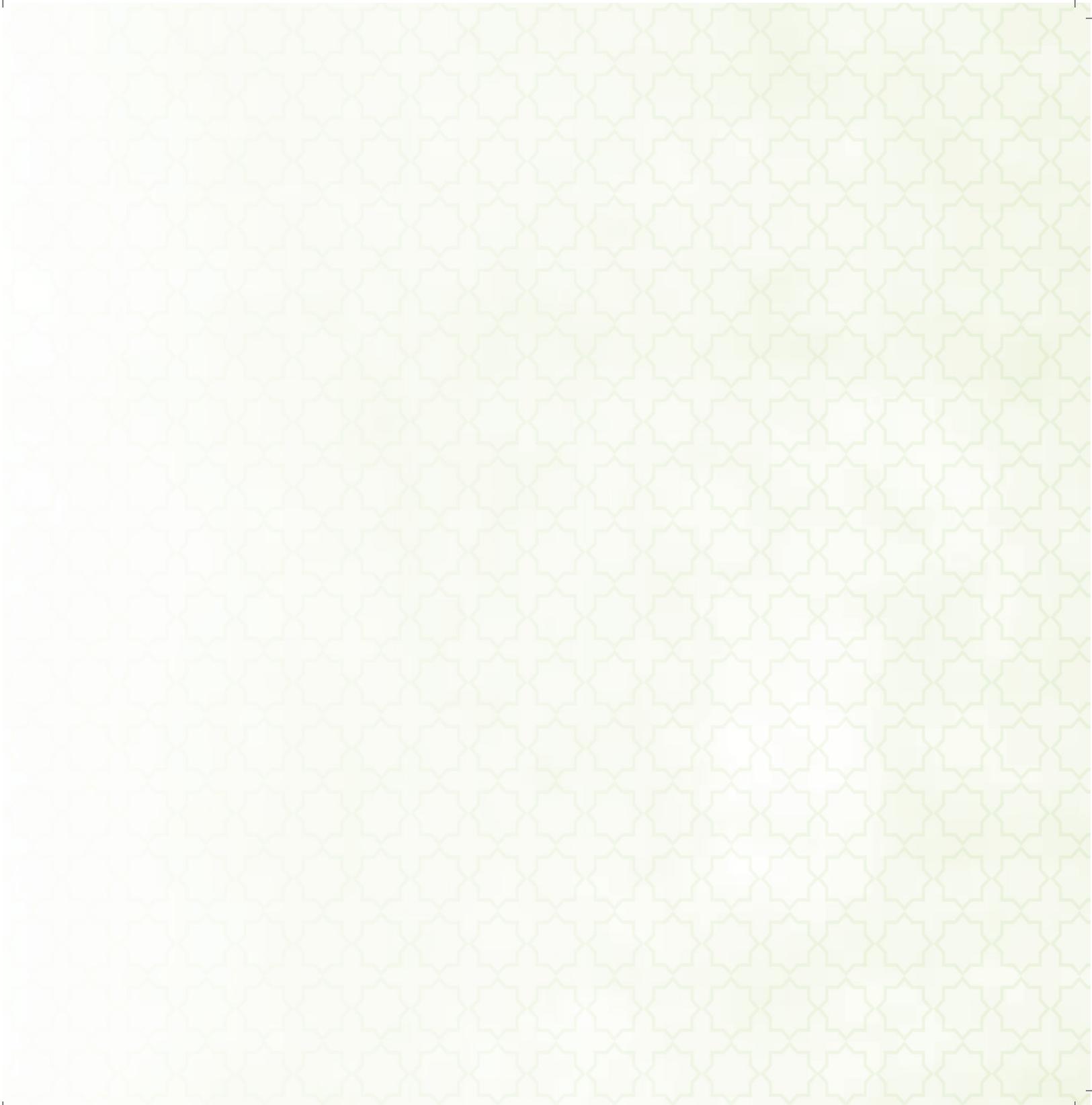
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TICKLE YOUR SENSES







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