



# MOROCCO TAKES PART TO THE ALIMENTARIA BARCELONA FAIR FROM 25<sup>TH</sup> TO 28<sup>TH</sup> APRIL 2016

*As part of the implementation of the «Green Morocco Plan» and «Halieutis Plan» strategies, especially in their food exports development component, the Food Exports Control and Coordination Organization (EACCE), under the auspices of the Ministry of Agriculture and Maritime Fisheries, organizes the participation of Morocco in the Alimentaria fair, held from 25th to 28th April 2016 in Barcelona.*

A large delegation of over 20 Moroccan companies will travel to Barcelona to present and promote the Moroccan offer in the agribusiness sector.

The Alimentaria exhibition is currently considered among the leading exhibitions in the food and beverage sector, thus being a privileged place for meetings with buyers from the food industry. More than 3 800 exhibitors will come from about 120 countries and over 140 000 visitors from several countries are expected.

Covering an area of 270 sqm, the Moroccan pavilion will highlight the richness of Moroccan exportable offer through the exhibition of a diversified range of food products .

The Moroccan participation in this event aims to:

- Promote the Morocco origin and highlight the quality and diversity of Moroccan food products;
- Communicate about these products and their competitive advantages to strengthen their position on the international market;
- Seizing the opportunity of the presence of major industry players to forge new partnerships and new markets;
- Highlight the potential, achievements and development of this sector projections under the «Green Morocco Plan» and «Halieutis Plan».

All attainable goals through quality improvement efforts, upgrading and certification of agricultural and marine products made in the context of these strategies.

Alongside the exhibition stands, the Moroccan pavilion will also host a series of Moroccan culinary events. Visitors to the show will also be invited to attend a cooking show and taste several Moroccan recipes.

## THE GREEN MOROCCO PLAN

In April 2008, the Moroccan government adopted the «Green Morocco Plan» strategy to revive the economy of the agricultural sector. This new policy aims the development of the whole agricultural potential of the Moroccan territory, so as to turn agriculture into the main growth engine of the national economy within the next 10 to 15 years.

The strategy is built around a comprehensive approach covering all stakeholders according to their own goals. It is based on two major pillars:

### **Pillar I: An agriculture with high added value**

The objective of Green Morocco Plan's Pillar I is the accelerated development of high added value agriculture along with high productivity. This involves the deliberate creation of agricultural and food development centers with high added value, and fully meeting market requirements.



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This development also could be achieved through the triggering of a new wave of massive investment, around new stakeholders with strong managerial skills, of industry structures rationalization and pooling resources around private economic interest groups and cross-professional groups.

Eventually, the Pillar I should cover 400,000 farmers, generate 150 billion MAD of investments dedicated to 900 projects.

## Pillar II: A sustainable agriculture

The Green Morocco Plan provides, through its Pillar II, a sustainable support of smallscale agriculture through the following main objectives:

- The solidarity-based modernization of smallscale agriculture in order to fight against poverty;
- The integration of these areas in a strategy of integrated rural development, along with the set up of alternative sources of income.

Between 600,000 and 800,000 farmers are involved in this strategy. The planned investments are estimated at over 15 billion MAD. Three million rural people should see their living conditions improved.

## The Halieutis Plan: A Strategy for a competitive Moroccan offer

Since 2009, Morocco has adopted a strategy called HALIEUTIS, aimed for the development and competitiveness of the National Fisheries sector. This strategy intends to build the sector into a real niche for the economic and social development of the Kingdom. Based on the sustainable development of national fishery resources, its objective is to bring the Moroccan fishery products exports to 3.1 billion USD and triple the sector's GDP by 2020, so as to turn into a real growth engine for the Moroccan Economy.

This sectoral strategy is based upon 3 major axis:

**Sustainability** : a sustainably exploited resource for future generations for :

- Ensuring the resource sustainability,
- Providing economic actors the necessary visibility for investing ,
- Making fishermen the primary actors of responsible fishing

**Performance** : an equipped sector organized for optimal quality from landing to commercialization, so as to:

- Ensure optimal quality conditions in the processing of products,
- Create more transparency throughout the value chain,
- Ensure sales mechanisms on efficient markets

**Competitiveness**: better valued and competitive products aimed for the conquered markets to maintain them, along with great potential markets, so as to:

- Ensure the availability and consistency of a quality raw material,
- conquer market shares at national and international level



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## The Institutional marketing strategy for seafood promotion

Morocco is ranked among seafood's world leading producers, especially sardines and octopus, considered as flagship products of the Kingdom.

The Moroccan offer is characterized by many advantages, including:

- sustainable fisheries;
- species with distinctive sensory values (taste, appearance, texture);
- a confirmed know-how;
- authentic species and a living fishing tradition.

At the international level, a considerable effort was conducted under the Halieutis strategy to support the work of professionals-including seafood trade promotion - to establish their presence in international markets.

However, due to the low-level of communication and promotion activities, the advantages of the Moroccan offer remain poorly known.

To act in this field, the Department of Maritime Fisheries has defined a strategy for corporate marketing to enhance brand awareness and brand image of Moroccan seafood products.

## Moroccan Seafood

The Moroccan Seafood program, designed by The Ministry of Agriculture and Maritime Fishing, is dedicated to the institutional labeling and marketing of seafood.

Label



Signature de communication



A strategy for promoting Moroccan sea products on national and global level, while supporting quality efforts undertaken by all stakeholders in the Moroccan fishing industry.

This program is based on two strategic objectives of the Halieutis Plan:

- Increasing and encouraging the consumption of seafood at the national level,
- Directing the choice of foreign consumers to the products of Moroccan origin.

This strategy aims to improve the image and notoriety of Moroccan sea products on the local market as well as exports markets through:

- Labeling quality products to provide a guarantee to the consumer;
- Communicating about the sector and ensuring the collective promotion of Moroccan seafood products.



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On the International level, the institutional marketing strategy includes four aims of communication:

**Durability** : highlighting initiatives undertaken for fisheries sustainable management in Morocco;

**Sensory Value** : highlighting sensory values of the Moroccan sea products (taste, appearance, texture);

**Industrial Skill** : communicating on the know-how and expertise of the Moroccan fishing industry;

**Authenticity & Tradition** : Promoting authentic Moroccan fish species and enhance the traditional and small-scale fishing methods.

On an operational level, this marketing strategy defines a global, integrated and focused promotional plan around nine strategic actions

## About the EACCE

Founded in 1986, the Food Exports Control and Coordination Organization (EACCE) is a public establishment dedicated to the sector of export-intended food products. As such, its activity covers the fruits and vegetables, processed plant products and seafood products sectors.

## Missions of the EACCE :

The main tasks assigned to the EACCE are:

- The technical inspection of Moroccan agricultural and marine food products intended for export
- The development of discussions inside specialized sectoral committees, dedicated to the exports coordination of Moroccan agricultural and marine food products
- The promotion of Moroccan agricultural and marine food products on external destination markets.
- The achievement of operational business intelligence on export markets for Moroccan agricultural and marine food products
- The support of small exporting companies for the qualification and development of products intended for export.

To achieve all these tasks, the EACCE has set up 21 regional offices spread in different production and export areas, to provide a local service for professionals of the agro-food sector. It also has 4 delegations in Europe, mainly dedicated to the verification of the shipment status of exported products, in terms of quality and compliance, along with a sectoral intelligence with the reporting of all information that may be useful for the agrifood export sector.