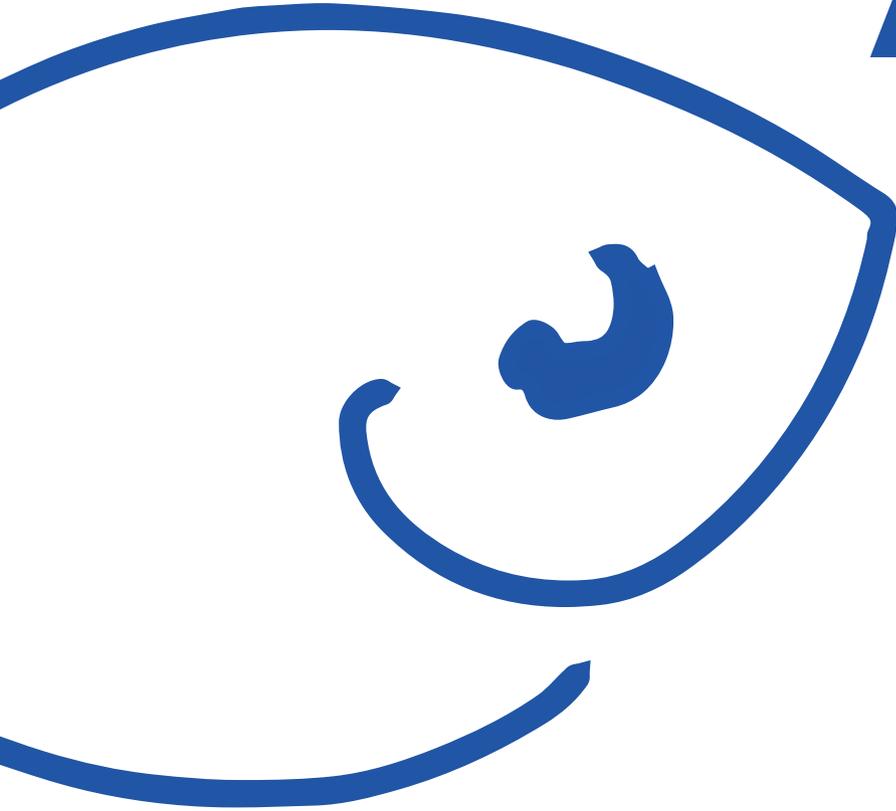


MOROCCO

EXHIBITORS DIRECTORY



MARCH 06-08, 2016
BOSTON CONVENTION AND
EXHIBITION CENTER
BOSTON, USA

Kingdom of Morocco

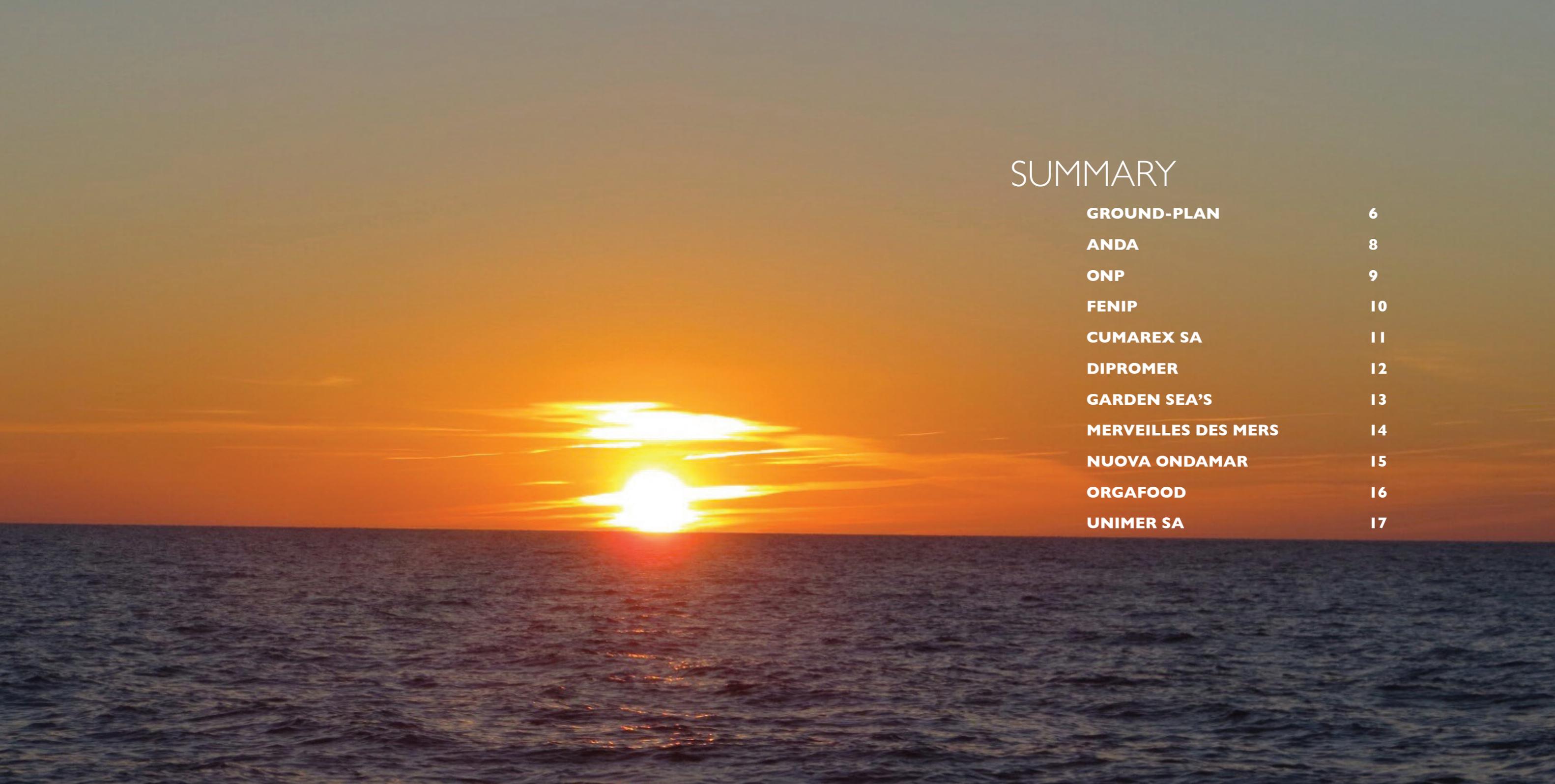


Ministry of Agriculture
and Maritime Fisheries



EXHIBITORS

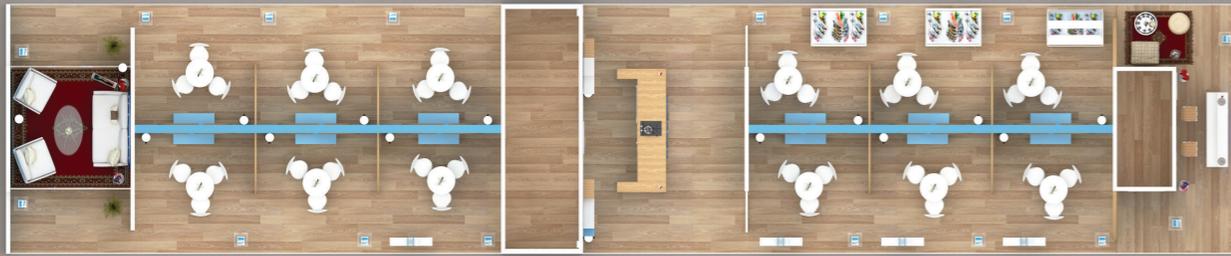


A full-page background image showing a sunset over the ocean. The sun is a bright yellow-orange orb on the horizon, with its light reflecting on the dark blue water. The sky transitions from a deep orange near the horizon to a pale, hazy grey at the top.

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GROUND-PLAN





The National Aquaculture Development Agency (ANDA) is a Moroccan public institution involved in Marine aquaculture development throughout national coastline, an area of 3500 km.

Established in February 2011, ANDA is one of the main achievements of the Halieutis strategy in terms of sustainability. And thus, it shows the Government willingness and determination in developing this activity.

Activity and Mission

3 missions were assigned to the Agency to promote the development of the national aquaculture especially by:

- Contributing in the implementation of the government policy on the aquaculture sector;
 - Suggesting specific action plan according to the guidelines determined by national strategy for fisheries sector and the regulatory framework thereon;
 - Promoting aquaculture activities and developing exchanges for the export as well as for local market;
- In order to accomplish its missions, ANDA was assigned

5 main attributions:

- Promoting and supporting investments in aquaculture through the implementation of specific action plans;
- Proposing any regulatory measures in order to foster the development and organization of the sector;
- Studying aquaculture pilot projects in partnership with public and private actors;
- Assisting investors in establishing their projects;
- Implementing a suitable communication policy and information by participating in some events and by organizing others to promote the sector.

Director of the national aquaculture development agency : Ms Majida Mâarouf
 Head of Investment, Promotion and studies Department : Mr Yassine El Moutchou
 Head of Promotion and Communication Service : Mr Mohamed Nabil Lahlou
 Head of support to investors Service : Mr Mustafa Amzough
 In charge of geographic information system and management planning : Mr Ayoub Amrani

Adress : Avenue ANNAKHIL, bâtiment « Les Patios », 4e étage, Hay Riad, Rabat, Morocco
 Phone : 00 212 5 38 09 79 00 - Fax : 00 212 5 38 09 97 70
 E-mail : Contact@anda.gov.ma
 Website : www.anda.gov.ma



The National Office of Fisheries (ONP) is a Moroccan public institution established in 1969. Its major missions are the development of coastal and artisanal fisheries and the organization of fish wholesale trade.

Under the auspices of the Ministry of Agriculture and Maritime Fisheries, (ONP) is assigned with task to undertake the governmental strategy for the development and the promotion of the competitiveness of the Moroccan fisheries sector. Thus, assuring it a management in accordance with criteria of profitability, partnership, public services.

As a Global Operator, the ONP seeks to provide its customers an integrated management of Moroccan fishing ports within the following objectives:

- Management of all fishing ports;
- Contributing to a better control of fisheries management plans;
- Ensuring a better quality control and traceability of seafood products;
- Upgrading the landing and marketing infrastructures;
- Providing professional and quality service.

The major activities of the ONP is :

- The management of fish auction halls inside sea ports, and the management of network of fish wholesale markets in accordance with standards ensuring the safety and quality of products ;
- Grading of the Industrial Fish;
- Monitoring of fish products landings and data collecting;
- Promote domestic consumption of fish.

Strategy and Marketing Director PI : Mr El Basri Khalid
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 Manager of the External Communication Service : Badiss Hassan
 Phone : 00 212 5 22 24 05 51 / Fax : 00 212 5 22 24 23 05
 E-mail : h.badiss@onp.m - Website: www.onp.co.ma

Adress : 15, Rue Lieutenant Mahroud 20 300 Casablanca, Morocco



The Moroccan National Federation of seafood processing and valorization industries (FENIP) is a professional organization that has been created to fulfill the following objectives:

To represent and defend the professional interests of its members.

To study measures suitable to develop seafood processing industries and to improve conditions of production, distribution and sale of the products.

To provide assistance to its members in promoting and developing their activities.

**Seafood processing industries group presently seven branches;
Six of which are represented by professional associations:**

- Semi-preserved fish industry
- Fishmeal and fish oil industry
- Freezing and elaboration of Seafood
- Seafood transformation and valorization industries in Agadir
- Aquaculture
- Canned-fish industry
- The sector of Seaweeds Processing.

President of the Federation : Mr Hassan Sentissi El Idrissi

Adress : 7, Ghmara Rue Longchamp, Casablanca, Morocco
Phone : 00 212 5 22 94 48 94 / 00 212 6 61 72 75 34 - Fax : 00 212 5 22 36 61 54
E-mail : fenipinformations@gmail.com / fenip@fenip.com - Website : www.fenip.com



CUMAREX S.A is a result of a constant adaptation of a family business structure dedicated to traditional canning fish, starting from the accumulated experience and constant innovation as a driver of change, it has expanded its geographical horizons and areas of activity to become currently one of the main national groups in the elaboration and distribution of seafood.

The Activity

Canned Fish

List of Products

- Sardine Fillets In olive-oil
- Sardine Fillets In Sunflower Chili
- Sardine Fillets In Tomato Sauce
- Sardines In Olive Oil
- Sardines In Sunflower Oil
- Sardines In Sunflower with Lemon
- Sardines in Tomato Sauce.

Managing Director : Mr Hassan Oualit

Adress : 39, Zone industrielle, BP 6037, Tétouan, Morocco
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E-mail : cumarex@cumarex.com - Website : www.cumarex.com



Seafoodexport is making waves in seafood business since 18 years. Our company is specialized in producing and exporting the highest quality of fish to over 50 countries. We are fully integrated company: fishing, processing and marketing. We guarantee the highest service procurement, available 24/7 all the year round, seeking to provide the best seafood quality from our processing unit dipromer i in laayoune.

The Activity

- Valorization,
- Process,
- Import,
- Export

List of Products

- Sardine,
- Sardinella,
- Mackerel,
- Sardine Cans, Mackerel Cans,
- Fish Oil,
- Fish Meal,
- Crustaceans, cephalopods

CEO : Mr Sussmann David

Adress : Immeuble Dipromer, 70000 Port de Laâyoune, Morocco

Phone : 00 212 5 28 99 83 35 / 00 33 4 91 59 89 54 - Mobile : 00 33 6 99 31 49 90 / 00 33 6 07 52 10 47

Fax : 00 33 4 86 17 22 47

E-mail : sfemaroc@seafoodexport.com



Founded in 1998, Specialized in fish processing industry ,we share since 1979, the same values as the Holding's Garden Sea's , where we draw our experience and allows us to differentiate ourselves by our expertise and above all the quality that we offer to our customers. To meet the demands of the market, we settled in the industrial area Ouled Salah Bouskoura 17 km from Casablanca. Our business started in early 2008; we set up a skilled workforce which ensures day after day compliance with national and international standards. Standards of quality and hygiene do not just stop with the implementation of a HACCP (HazardAnalysisCritical Control Point) performance: Analysis of Critical hazards - mastery points, but goes beyond this.

From the selection of raw materials from suppliers to the various checks from the reception at the factory and daily control within the plant (plant hygiene , personal hygiene , control of the temperature in the production room temperature of the fish at the time of treatment and weekly training staff) . For a good quality at the end of the production depends primarily on the quality of raw material production and admitted monitoring the reception to storage. To meet the market needs in terms of quality and volume, we deploy sophisticated means of production from our investments in technology and high-performance equipment.

Thus, in our local indoor area of 2700 m², we have: 2 freezing tunnels with a capacity of 5 tons per cycle and per tunnel, 4 negative storage rooms with a capacity of 360 tonnes and 4 positive storage chambers of 60 tons.

The Activity

Freezing, Marinatin,g Shelling, Smoking, Fresh fish

List of Products

Anchovies , Sardines , Mackerel , Octopus , Smoked fish (Salmon, Swordfish,Amber colored), frozen fish (Cephalopods, Octopus, Cuttlefish, Squid, Puntilla), Cell freezing of wild fish.

Vice-Présidente : Ms Selma Lahlou

Adress : 28 Zone Industrielle Ouled Saleh Bouskoura, BP 270 Casablanca, Morocco

Phone : 00 212 5 22 59 00 43 - Fax : 00 212 5 22 59 04 32 - Mobile : 00 212 6 61 25 94 30

Website : www.gardenseas.com



Based in Tan Tan, a southern Moroccan town known for its fishing port and its rich fisheries resources, the company Merveilles Des Mers specializes in canned sardines and mackerel since early 2012. To meet the quality standards and international market requirements, Merveilles des Mers operates a modern Facility and has a demanding process which places it today, as a reference unit in the area of Distributors Brands in Europe, for major European Retail Groups. We always take great care in selecting our ingredients and preparing our products. We are committed to maintaining the quality of our services and we strive constantly to balance quality, safety and Taste for our products. To ensure high quality of our products, we control all steps carefully, from the selection of our suppliers, to the distribution of our products. Our quality policy starts from the purchase of raw materials; we carefully select our suppliers (Fish, Oil, Sauces, ingredients, ...) with high standards level, often greater than what is required by local regulations. We always carry out further analysis on all our raw materials upon arrival in our factories. We then perform multiple checks of our products at all stages of manufacturing and automatically before the release of each lot. Recognizing the importance of quality and health standards, we are engaged in a process of certification and compliance that ensures full traceability on all our products.

The Main Advantages Of Merveilles Des Mers ARE

- A proximity to the major Fisheries of Southern Morocco.
- State-of-the-art manufacturing equipment with a large production capacity.
- An Experienced Management Staff with high standards in quality management.

Our Certifications

We are Proud to be IFS (V6) and BRC certified. Merveilles des Mers is also FDA approved. Conscient of the importance of preserving its Environment and Fishing resources, Merveilles des Mers is committed towards Sustainable Fishing and is certified by Friend of The Sea program.

General Manager : Mr Mustapha Oubarka

Adress : Zone industrielle, Route Tilemzoune, P.B. 270 - Tan Tan City, Morocco
 Factory (Tan Tan) : Phone : 00 212 5 28 76 67 60 - Fax : 00 212 5 28 76 67 62
 Administration (Agadir) : Phone : 00 212 5 28 24 69 23 - Fax : 00 212 5 28 24 21 35
 E-mail : info@merveillesdesmers.com / direction@merveillesdesmers.com



Since 2004, NUOVA ONDAMAR has built its name as a leader in the treatment field and packing fresh and frozen fish. installed in the city of Agadir, one of the major port cities in Morocco.

Has a production's capacity for more than 2.000 tonnes, registered with the U.S Food and Drug Administration (FDA).

The Activity

Frozen fish and Packaging

Our Certifications :

Octopus:

Octopus Flor IQF, Octopus Block, Octopus Patas, Octopus flower shape, Flower shape octopus i.q.f vaccum pack shrinquet, Block frozen octopus japan quality, Octopus tentacles i.q.f vaccum

Cuttlefish:

Clean Cuttlefish block, Cuttlefish Whole round block, Cuttlefish IQF, Cuttlefish IQF vaccum pack, mongo, Cuttlefish tentacles skin on IQF, Cuttlefish Roe

Squid:

Clean Squid IQF, Squid Block, Squid IWP, Clean squid butterfly stile 1 kg block, Squid IWP IQF

Ribbon Fish / Puntilla / Almendrita:

Ribbon Fish, Puntilla, Almendrita

General Manager : Mr Bramato Salvatore

Adress : 80, Tassila 3, Zone industrielle, Agadir, Morocco
 Phone : 00 212 5 28 83 80 78
 Fax : 00 212 5 28 83 81 11
 E-mail : contact@nuovaondamar.com
 Website : www.nuovaondamar.com



ORGAFOOD, founded in 2010, is one of the leading industries in Morocco specialized in the production and marketing of canned sardines and canned mackerels. All our products are made with fresh Moroccan wild caught sardines or mackerels.

ORGAFOOD offers a full line of canned fish: Sardine and mackerel, marketed through our international brands TISSA & TIDLI and private labels.

The Activity

Fish Canning Industry

List of Products

- Skinless and boneless sardines in vegetable oil,
- Sardines in vegetable oil,
- Sardines in tomato sauce,
- Sardines with chili,
- Sardines in brine.

General Manager : Mr Nabil Benaichour

Adress: Route Djorf B.P 298, SAFI, Morocco
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 Fax: 00 212 5 24 65 36 39
 E-mail: orgafood@yahoo.fr
 Website : www.orgafood.ma



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.

Business Sector

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

Marketed Products

Salted anchovies, Marinated anchovies, Canned Sardines, Mackerels and Tuna, Marinated Sardines and Mackerels, Marinated grilled vegetables, Frozen vegetables.

Managing Director of Marketing and Sales unit : Mr Mohammed Edderkaoui
 Account Manager : MsYassmina Essebre

Adress : KM 11 rue L Route des Zenâtas, Ain Sebaa Sidi Bernoussi QI, Casablanca, Morocco
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Food Export Control and Coordination Organization

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