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SEAFOOD

BUSAN INTERNATIONAL SEAFOOD & FISHERIES EXPO

October 29-31, 2015

International zone, Bexco exhibition center 1

PRESS KIT



Kingdom of Morocco



Ministry of Agriculture
and Maritime Fisheries



MOROCCAN  **SEAFOOD**
Naturally

PRESS RELEASE

Moroccan seafood products at the «Busan International Seafood & Fisheries Expo 2015»

Under the aegis of the Ministry of Agriculture and Maritime Fisheries, Morocco takes part for the second time at the International Exhibition of seafood products «Busan International Seafood & Fisheries Expo» which is held from October 29 to 31, 2015 in Busan, South Korea.

This trade show is considered as one of the biggest seafood products trading events in the world and particularly in Asia.

Attracting over 380 exhibitors from 29 countries, BISFE 2015 represents an excellent platform offering Moroccan seafood professionals direct access to qualified buyers and suppliers representing all sectors of the fishing industry.

Organized by the Food Exports Control and Coordination Organization (EACCE), the Moroccan participation comes within the framework of the implementation of the international component of the institutional marketing strategy for seafood promotion designed by the Ministry of Agriculture and Maritime Fisheries.

Through the organization of trade fairs, B to B missions, and showrooms, this strategy aims to enhance awareness of Moroccan seafood on the most promising markets.

On the occasion of this event, Moroccan seafood will be exhibited under the 'Moroccan Seafood' banner, a common signature, aiming in particular at improving the positioning of Moroccan seafood in this region.

For this purpose, in order to ensure a significant presence in this exhibition, the EACCE has reserved an area of 144m², which will host more than 10 companies specialized in seafood products., in order to offer to commercial visitors a wide range of Moroccan seafood products.

In addition, the show will also be an opportunity to establish a platform for exchange, sharing and discussion between Moroccan and Korean business people, via B2B meetings organized by the trade show.

The purpose through the participation in this event is to strengthen the brand-awareness of Moroccan offering of processed seafood in the Korean and possibly the Asian market, in particular by highlighting the strengths of Moroccan products such as Moroccan quality, authenticity, diversity, and know-how.

By participating in BISFE, Morocco will access new opportunities to strengthen the reputation of its products, to establish new business partnerships and above all to improve the positioning of Moroccan products on the South Korean market.

The fisheries sector in Morocco

With about 3500 km of coastline (including sixth located in the Mediterranean), Morocco has diversified fishery resources in a privileged area that is submit to the combined effect of the cold Canary stream and the upwelling, along the Atlantic coastline. The maritime surface of Moroccan coast totals more than one million km², which is an important competitive advantage in this sector.

As a real driving force of socio-economic development, the Moroccan fisheries sector counts as 2,5% of GDP. It is also an important source of income for a large segment of the population, since it generates 170 000 direct and 490 000 indirect jobs.

Halieutis Plan: A Strategy for a competitive Moroccan offer

The HALIEUTIS strategy, which was adopted in 2009, is part of economic and social development policies. Based on the sustainable development of national halieutic resources, its objective is to bring the Moroccan fishery products exports up to 3,1 billion dollars and triple the sector's GDP by 2020.

This strategic approach is based on three major aims:

- **Durability:** sustainably exploited resource for future generations; which involves:
 - Ensuring the sustainability of the resource,
 - Provide visibility to economic actors to invest,
 - Make fishermen the primary actors of responsible fishing.
- **Performance:** A sector equipped and organized for optimum quality, from landing to marketing, in order to:
 - Ensure optimal quality conditions in products processing
 - Create more transparency throughout the value chain,
 - Provide offer-for-sale mechanisms for efficient markets.
- **Competitiveness:** better valued and competitive products to maintain conquered markets, and also intended for high potential markets.
 - Ensure the availability and consistency of high-quality raw materials,
 - Conquer market shares at national and global level.

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 .

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.

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.

Program of the Moroccan Ministry of Agriculture and Maritime Fisheries dedicated to the labeling and institutional marketing of Moroccan seafood



Label



Communication signature

A strategy to promote Moroccan seafood nationally and internationally and to support quality efforts made by all players of the Moroccan fisheries sector.

Based on two strategic objectives of the Halieutis Plan, namely:

- Encouraging and increasing the consumption of seafood at the national level;
- And guiding the choice of foreign consumer towards products of Moroccan origin,

this strategy aims at increasing awareness and improving the image of Moroccan seafood in the domestic market and in export markets:

- By labeling the quality of products to provide a guarantee to consumers;
- Through communication relating to the sector and by ensuring the collective promotion of Moroccan seafood.

On the international scene, the institutional marketing strategy includes four communication pillars:

- **The “Sustainability and value” pillar:** making the most of initiatives undertaken to contribute to the sustainable management of fisheries in Morocco;
- **The “Sensory Value « pillar :** highlighting the sensory values of Moroccan seafood (taste, appearance, texture);
- **The “Industrial Expertise“ pillar:** communication relating to the expertise of the Moroccan fishing industry;
- **The “Authenticity & Tradition» pillar:** promoting the authenticity of Moroccan fish species and making the most of traditional and artisanal fishing methods.

From the operational standpoint, this marketing strategy has defined a comprehensive promotion plan, integrated and focused around nine strategic actions, namely:

- Participation in trade fairs;
- B2B meetings;
- Showroom;
- Tourism advertising campaign;
- Advertising campaign on the markets experiencing a strong growth;
- Contests around recipes using sardines;
- Symposium on Moroccan seafood in hospitality schools;
- Octopus-tasting sessions for the catering industry;
- Promotional campaign for Moroccan seafood, with a quality label.

The South Korean Market:

With more than 50 million people, this country represents a large market for food products including seafood. South Korea holds a central position in East Asia, which is high- potential entry point for Moroccan companies wishing firstly to penetrate large markets and secondly consolidate their market shares in Asian countries. The country remains a valuable market for Moroccan seafood.

Presentation of the Busan International Seafood and Fisheries Expo:

The Busan International Seafood and Fisheries Expo, «BISFE», is an international annual show for seafood professionals, aiming to enhance product quality and the expertise of professionals in the Maritime fisheries sector. With nearly 350 exhibitors from 29 different countries and 700 stands on an exhibition area of around 20,000 square meters, the Busan International Seafood and Fisheries Expo, «BISFE» is a perfect meeting place and an efficient platform for sharing and debating with Korean and Asian importers and distributors.

About EACCE:

The Food Exports Control and Coordination Organization (EACCE) is a public organization in the service of Moroccan agricultural and seafood products intended for export. Its intervention covers the sectors of fruit and vegetables, processed vegetable products and fishery products. The missions assigned to the EACCE are:

- The technical control of Moroccan agricultural and Maritime food products intended for export;
- The animation of sectoral committees specialized in the coordination of exports of Moroccan agricultural and sea food products.
- The promotion of the image and the quality of Moroccan agricultural and sea food products on the foreign destination markets
- The organization, execution, and participation, in Morocco and abroad, in events or actions aiming at the promotion and growth of exports of Moroccan agricultural and seafood products.
- Keeping operational strategic watch on the export markets of Moroccan agricultural and sea food products.
- The support to the exports of small businesses for the qualification and optimal use of products intended for export.

In order to carry out all these tasks, EACCE has 21 regional offices distributed in different production and export areas, in order to ensure a local and tailored service to the professionals of the agribusiness sector. EACCE also has three delegations in Europe and one delegation in St.Petersburg in Russia.