



# PRESS RELEASE

## **5<sup>th</sup> participation of Morocco in SENA Boston**

from March 06th to 08th, 2016

In line with the implementation of "Halieutis Plan" strategy, and particularly in its part dedicated at the development of the sea products export, and under the auspices of the Ministry of Agriculture and Sea Fishing, the Independent Institution for Export Control and Coordination "EACCE" organizes the participation of Morocco in SENA trade fair that will be held in Boston from March 06th to 08th, 2016.

A Moroccan delegation of about 10 national companies will go to Boston so as to present and promote the Moroccan range of sea products for the benefit of the fishing sector.

SENA trade show is considered as being the most important fair dedicated at the sea products industry in North America and worldwide and thus it represents the place to be, as this very trade fair gathers every year decision-makers stemming from all around the world, operators and buyers belonging to the fishing industry. More than 1200 exhibitors representing 51 countries and more than 21000 visitors are expected to attend this big event.

Accommodated within 186 m<sup>2</sup>, the Moroccan pavilion will showcase the wealth of the Moroccan Export Offer, through the exhibition of a wide range of sea products (canned fish, semi-perishable products, fresh products and frozen fish).

During this mass-gathering, all of the Moroccan products shall be exposed under the brand "Moroccan Seafood", a common baseline labeling which indeed aims at improving the anchoring of the Moroccan sea products on the American continent.

The Kingdom is well-known worldwide for the quality of its sea products, and by partaking in the 6th edition of SENA, Morocco is ambitioning to canvass new opportunities of economic partnerships, and to showcase the novelties of the Moroccan Export Offer.

Therefore, the Moroccan participation in this event aims at:

- Promoting the "Designation of Origin Morocco" and showcasing the quality and the diversity of the Moroccan products;
- Informing and presenting these products and their competitive advantages so as to anchor their world-market positioning;
- The main actors of the sector being all gathered over there, seize the opportunity to build new partnerships and penetrate new markets;
- Highlight the potentialities, the achievements and the development projects of this sector within the framework of "Halieutis Plan";

And so on... so many feasible goals, thanks to the efforts made in terms of quality improvement, upgrading and certification of the sea products, always within the framework of the "Halieutis Plan" strategy.

The United States of America represent for sure a big hub for the trade of the sea products in this region of the world. Renowned for its local high demand, the US market is also considered as a real launchpad of re-exportation all over the world.