



MOROCCAN AGRIFOOD ON SHOW AT « WORLDFOOD MOSCOW » EXHIBITION FROM 12th TO 15th OF SEPTEMBER 2016

Morocco takes part for the third consecutive year to the " WorldFoodMoscow " exhibition. This event will be beheld from 12th to 15th of September in Moscow. The Moroccan participation is organized by the Food exports control and coordination organization (EACCE) under the aegis of the Ministry of Agriculture and Maritimes Fisheries.

Year after year, the Moroccan participation in this international gathering of products has become significant as well as constant.

More than thirty Moroccan companies are expected in this major event to introduce a wide range of products such as citrus, fruits and vegetables, juices and seafood within a 405 m² pavilion.

This global event will be enhanced by the organization of a series of B to B meetings between Moroccan operators and major contractors in the Russian market. The main goal is to consolidate the Moroccan position and explore new opportunities for more important economic partnerships.

Tasting sessions, held by a Moroccan chef, will also be scheduled on the sidelines of the Moroccan participation in order to communicate on the Moroccan exportable offer and allow exhibition visitors to appreciate the quality of Moroccan products.

As one of the most important international exhibitions, " WorldFoodMoscow " is the meeting place par excellence for food industry between professionals in Russia and the world. It brings together more than 1,500 exhibitors from 62 countries and attracts more than 30,000 visitors, mainly buyers, distributors and wholesalers. It thus represents a crucial platform for exchange and exploration of new business opportunities internationally.

In 2015, the Moroccan agrifood exports to Russia were worth 1.6 billion dirhams, representing 98% of total exports to this market. In 2015-2016, Moroccan exports reached 341,000 tons, with an increase of 24% compared to 2014-2015 (276,000 tons).