



MOROCCO

THE MOROCCAN PARTICIPATION IN THE

SIAL PARIS

October 16-20, 2016



Kingdom of Morocco



Ministry of Agriculture
and Maritime Fisheries



Morocco participates in SIAL Paris 2016 **80 companies will exhibit the best products** **from the food and national fishing industries**

Morocco will participate in the 2016 edition of SIAL Paris to be held from October 16 to 20 at the Villepinte Exhibition Centre.

Considered one of the largest food industry meetings in Europe and worldwide, SIAL Paris attracts around 6,300 exhibitors from over 100 countries and approximately 160,000 professional visitors.

Morocco will be represented by a large delegation of 80 national companies led by the Food Export Control and Coordination Organization (EACCE), under the Ministry of Agriculture and Maritime Fisheries. For this event, Moroccan exhibitors will present the diversity of Moroccan supply in the food and fisheries sectors.

Being a true food showcase, Morocco's pavilion at SIAL Paris offers an important opportunity to promote local production potential and develop new relationships with international importers. SIAL Paris remains one of the most important international food trade fairs.

Morocco's participation aims at promoting Moroccan products and communicating about products and their competitive advantages, in order to strengthen their position in the international market, especially in the European market. In addition, EACCE will highlight the development potential, achievements and projections of agricultural and fisheries sectors in Morocco as part of the Green Morocco Plan and Halieutis Plan. These government strategies are primarily aimed at improving the quality and development of agricultural and marine products, as well as their labeling.

These products will be exhibited at SIAL Paris 2016 in a 1,750-m² pavilion. Moroccan companies will highlight the quality and originality of Moroccan products, which are world-renowned.

The European Union is the first export market for Moroccan exports of agricultural and seafood products. In 2015, Morocco's exports to the EU reached nearly 16 billion dirhams (MAD) of agricultural products and 12 billion MAD of fishery products, a respective share of 65% and 61% of the total export value to the EU. Moroccan agricultural exports consist largely of fruit and vegetables, which represent a share of 82% of the total value of agricultural exports.

This event will also enable professionals from the food and fisheries sector to learn about new market trends and processing technologies for these products, which offer interesting business opportunities as all participants in the supply chain are represented.

At SIAL Paris, Morocco will reveal the diversity and richness of its supply through a well-chosen range of products and help the public discover local culinary trends with demonstrations performed by renowned chefs, a delight for the thousands of visitors expected from October 16 to 20.

1. About the Green Morocco Plan

Agriculture is a strategic sector for Morocco, as it plays a key role in the macroeconomic balance of the country. Indeed, it represents 19% of the national GDP (15% for agriculture and 4% for agro-industry). The sector employs over 4 million people living in the countryside. It represents a source of income for 80% of the Moroccan rural population. Agriculture also creates about 100,000 jobs in the agribusiness sector.

In April 2008 the Moroccan government adopted the strategy called Green Morocco Plan (Plan Maroc Vert) to revive the agricultural sector's economy. This policy aims to develop the Kingdom's agricultural potential and make agriculture the main growth engine of the national economy over the next 10 to 15 years.

The strategy is the center of a comprehensive approach that includes all stakeholders according to their own goals. It is based on two main pillars:

Pillar I: High added value agriculture

The Green Morocco Plan Pillar I objective is to accelerate development of agricultural value added and high productivity. This requires establishing agricultural and food development centers with high added value, in conformity with market requirements.

This development will be accelerated through massive investment around new players with strong managerial ability, private economic interest groups, and inter-professional groups.

Eventually, Pillar I will involve 400,000 farmers and generate 150 billions dirhams of investments concerning 900 projects.

Pillar II: Inclusive agriculture

Through its Pillar II, the Green Morocco Plan provides solidarity-based support for smallholder agriculture with the following main objectives:

- Solidarity-based modernization of smallholder agriculture to mitigate poverty;
- The integration of these areas in a strategy of integrated rural development and development 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 dirhams. Living conditions will improve for three millions rural people.

2. Plan Halieutis : A strategy for competitive Moroccan supply

Le Maroc s'est doté, depuis 2009, d'une stratégie de développement et de compétitivité du secteur halieutique national, baptisée HALIEUTIS. Cette stratégie entend ériger le secteur en un véritable créneau de développement pour le Royaume. Le Plan Halieutis a pour ambition de valoriser durablement la richesse halieutique marocaine. Son objectif est de porter les exportations marocaines en produits halieutiques à 3,1 milliards USD et de tripler le PIB du secteur à l'horizon 2020 pour en faire un véritable moteur de croissance pour l'économie marocaine. Since 2009, Morocco has a development and competitiveness strategy for the national fisheries sector, called HALIEUTIS. This strategy intends to build the sector into a veritable development opportunity for the Kingdom. Plan Halieutis aims to sustainably develop the Moroccan fisheries' wealth. Its objective is to increase the exports of Moroccan fish products to 3.1 billion and triple the sector GDP by 2020 to transform it into a growth engine for the Moroccan economy.

The vision for this sector is based on three major areas:

Sustainability: sustainable use of resources for future generations:

- ensure the sustainability of the resource;
- provide economic actors with the necessary visibility to invest;
- make fishermen the primary actors of responsible fishing.

Performance: a sector equipped and organized for optimum quality, from unloading to marketing, in order to:

- ensure optimum quality conditions in the processing of products;
- create more transparency throughout the value chain;
- ensure sales mechanisms to efficient markets.

Competitiveness: better valued and competitive products, on the most promising markets, by implementing actions to:

- ensure the availability and regularity of quality resources;
- conquer market share at the national and global level.

Institutional marketing strategy for the promotion of seafood

Morocco ranks among the world's leading producers of seafood, especially sardines and octopus, flagship products of the Kingdom.

Moroccan supply is distinguished by numerous advantages, including:

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

Internationally, considerable effort was made under the Halieutis strategy to support the work of professionals -including trade promotion of seafood- to establish its presence in international markets.

However, due to weak communication and promotion efforts, the strengths of the Moroccan supply remain little known.

As such, the Department of Maritime Fisheries has defined an institutional marketing strategy to enhance the reputation and image of the Moroccan seafood brand.

Moroccan Seafood

The Ministry of Agriculture and Maritime Fisheries program for the labeling and institutional marketing of Moroccan seafood



A strategy to promote Moroccan seafood nationally and internationally and support quality efforts by all actors within the Moroccan fisheries sector

Based on two strategic objectives of the Plan Halieutis :

- increase and encourage the national consumption of seafood;
- guide the selection of foreign consumers towards Moroccan products.

This strategy aims to increase awareness and improve the image of Moroccan seafood in the domestic market and in export markets by:

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

Internationally, the institutional marketing strategy includes four communication areas:

- Sustainability: enhance the initiatives undertaken to contribute to the sustainable management of Moroccan fisheries;
 - Sensory Value: highlight the sensory values of Moroccan seafood (taste, appearance, texture);
 - Industrial Expertise: communicate about the Moroccan fishing industry's know-how;
 - Authenticity & Tradition: promote the authenticity of Moroccan fish species and develop the traditional and artisanal fishing methods.
- Operationally this marketing strategy has defined an overall marketing plan that is integrated and focused around several strategic efforts.

3. About EACCE

Founded in 1986, the Food Export Control and Coordination Organization (EACCE) is a public organization to support the food products sector for export. As such, its activities cover the fruit and vegetable, processed agricultural products, and seafood products sectors.

EACCE Missions:

The main tasks assigned to EACCE's are:

- Technical inspection of Moroccan agricultural and seafood products for export
- Facilitation of specialized sectorial coordinating committees for Moroccan exports of agricultural and seafood products
- Promotion of Moroccan agricultural and seafood products in foreign markets
- Conducting operational business intelligence on export markets for Moroccan agricultural and seafood products
- Support of small business exports for the qualification and development of products for export.

To carry out these tasks, EACCE has 21 regional offices located in different production and export regions in order to ensure local service for agro-food sector professionals. It also has 4 delegations in Europe mainly responsible for verifying the incoming condition of exported products in terms of quality and compliance, monitoring, and the sharing of information useful for the agro-food export sector.