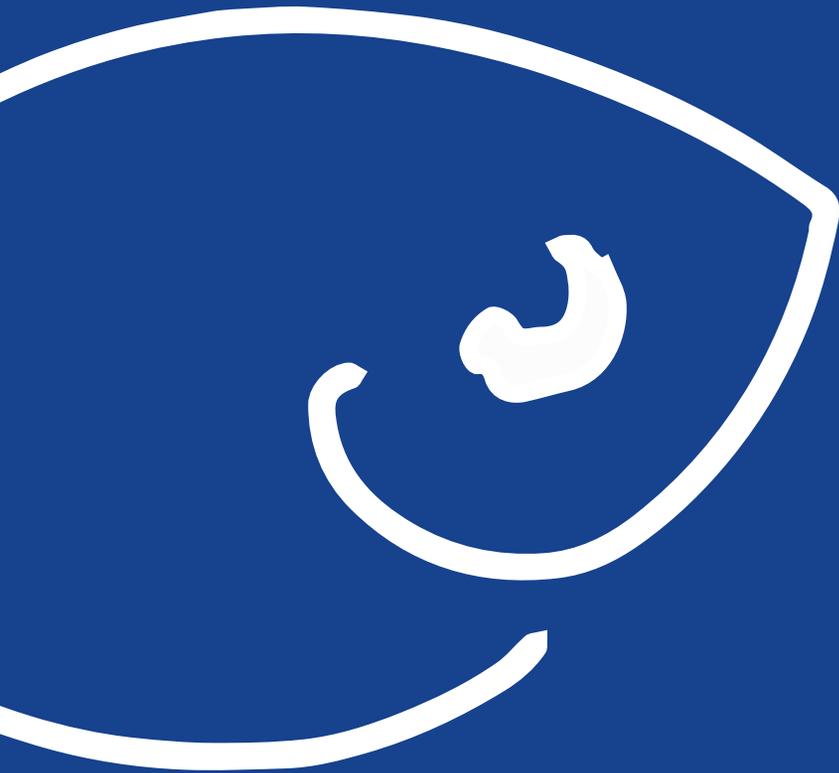


MOROCCO

corporate brochure



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



Kingdom of Morocco

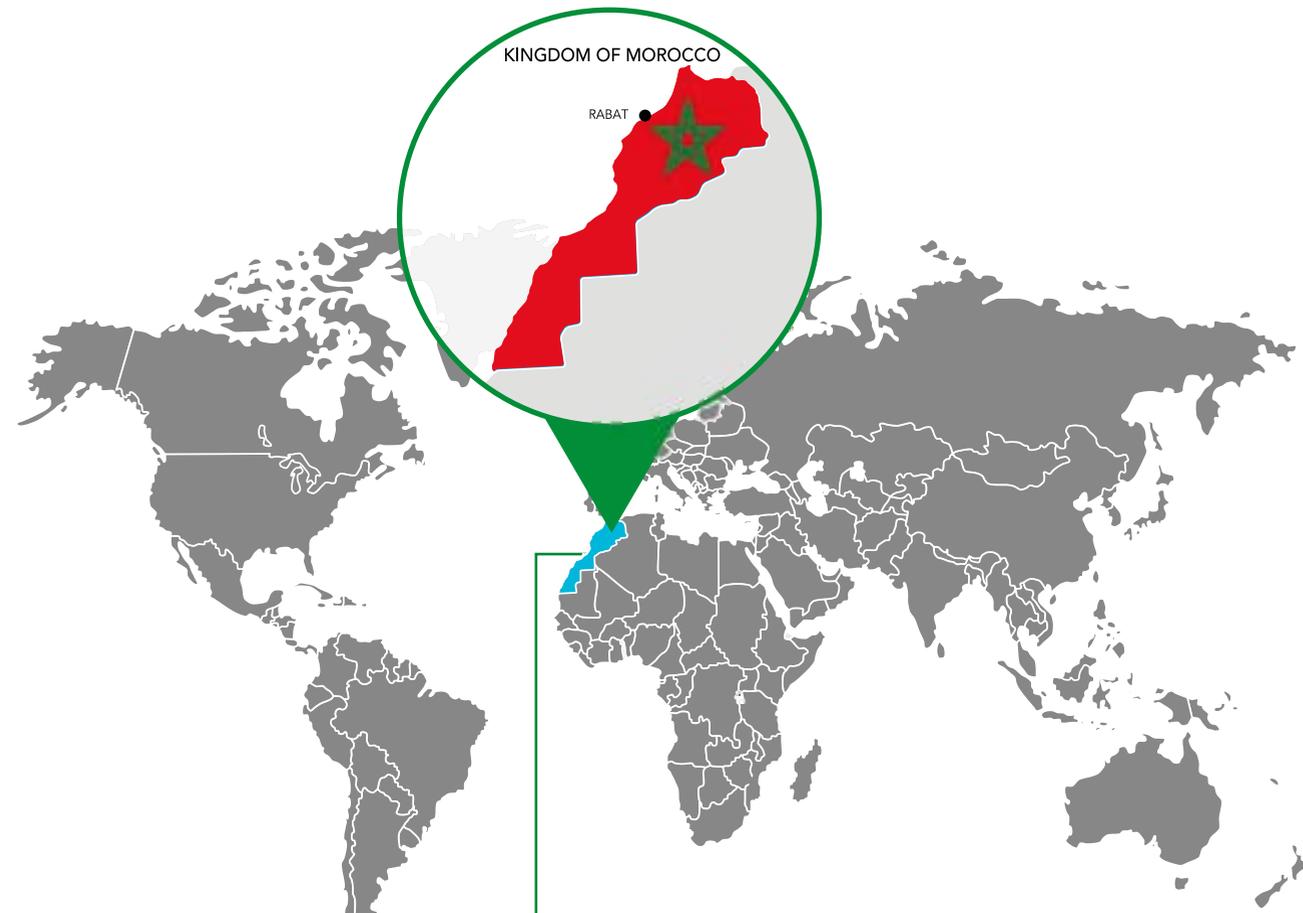


Ministry of Agriculture
and Maritime Fisheries





His Majesty The King Mohammed VI



- Capital: Rabat
- Size: 710 850 sq Km
- Population: 33,8 millions
- Currency: Moroccan Dirham (MAD)
- Time zone: UTC + 0 ; + 1 summer time

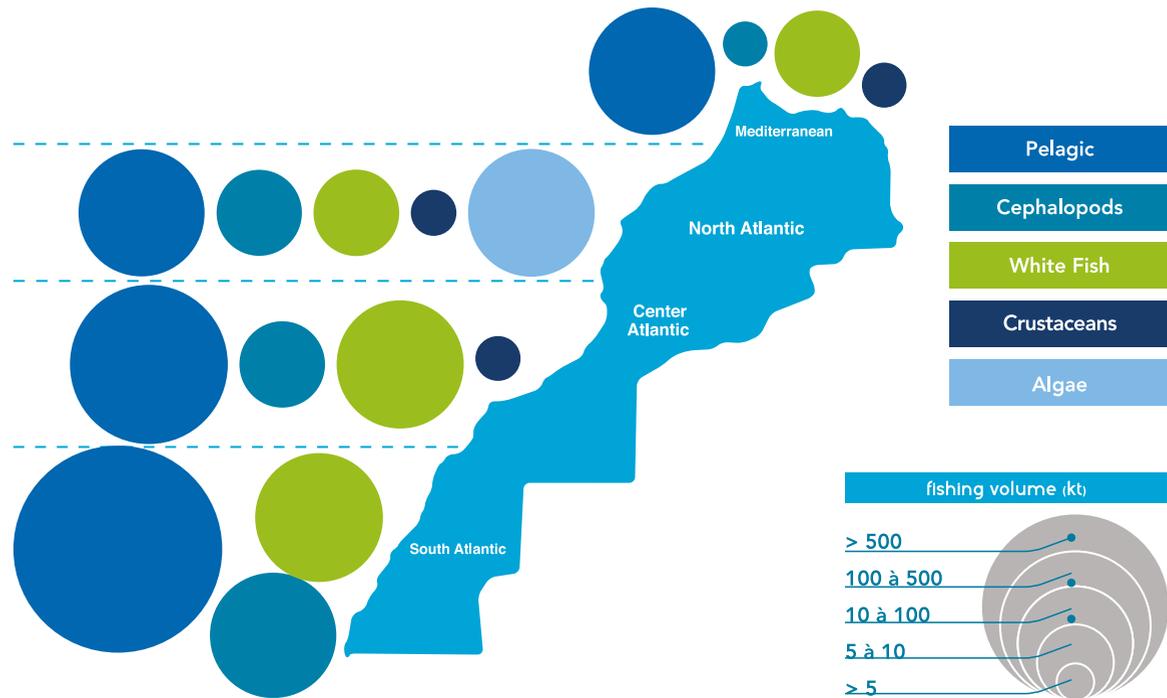
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FISHING SECTOR IN MOROCCO

With more than 3500 km of coastline and a strategic geographical position, which stands as a crossroad of Canary cold currents combined with the Upwelling, Morocco displays an exceptional range of submarine ecosystems hosting a wide variety of fish, mollusks, crustaceans and shellfish.

Ranked among the richest fishing areas in the world, the Moroccan coast, with more than one million square kilometers of exclusive economic zone, ranks the Kingdom among the leading producers of seafood in the world. Morocco is the world's first exporter of sardines, including the *Sardina Pilchardus Walbaum 1792* species, internationally known and recognized.



A VITAL SECTOR

2,5%
Of national GDP

JOBS PROVIDER :

170.000

Direct jobs

490.000

Indirect jobs

A HIGH POTENTIAL IN EXPORT :

8,5%

Of total exports

44 %

Of agrifood exports

1st SARDINES EXPORTER WORLDWIDE :

Sardina Pilchardus Walbaum 1792, internationally known and recognized.



FISHING FLEET

Morocco has three types of operational fishing fleet:



Traditional fleet

15 594 small boats



Inshore fleet

1 725 coastal vessels



Offshore fleet

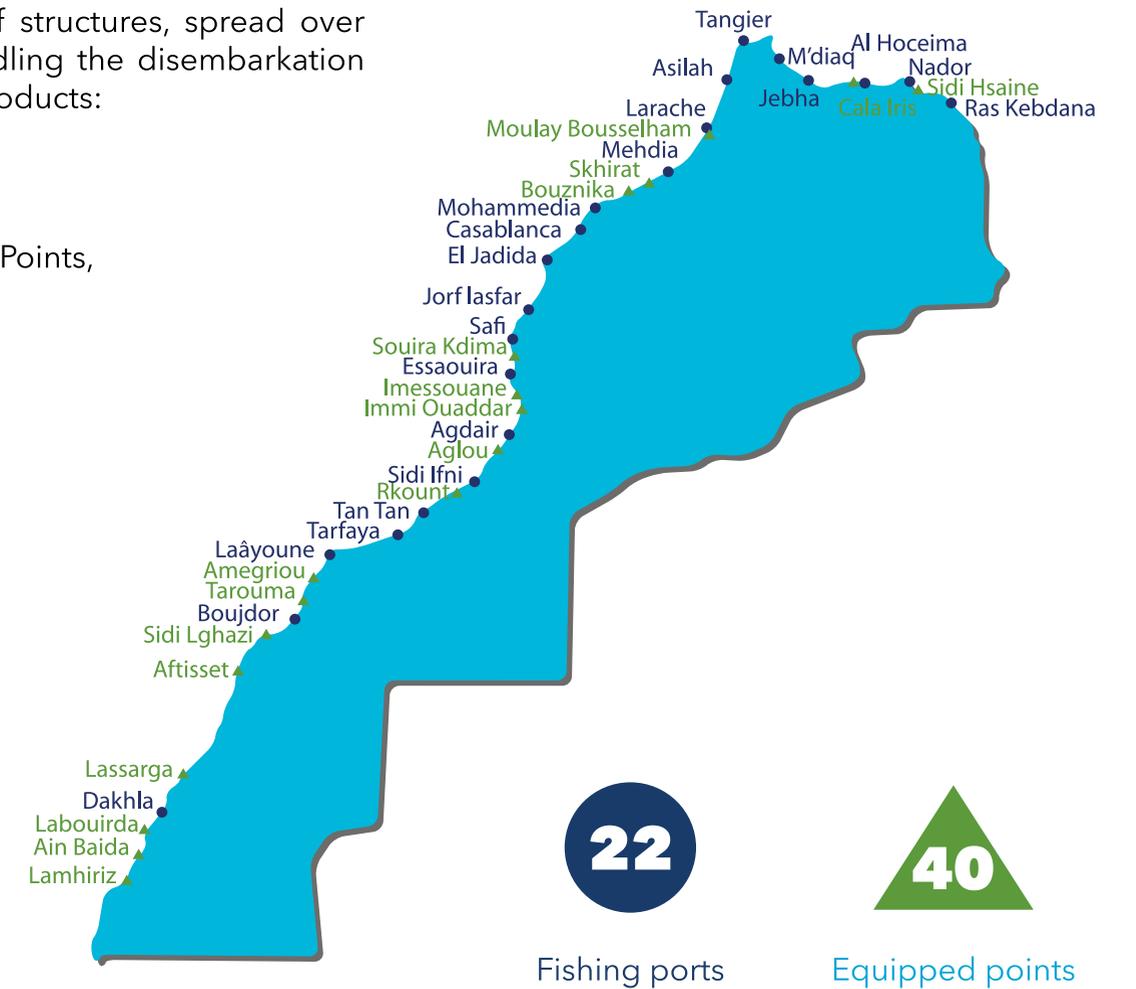
303 offshore vessels



PORT INFRASTRUCTURE

Morocco has 2 kinds of structures, spread over the entire territory, handling the disembarkation of Moroccan fisheries products:

- Fishing ports,
 - *Equipped Landing Points,
 - *Fishing Villages.



22

Fishing ports

40

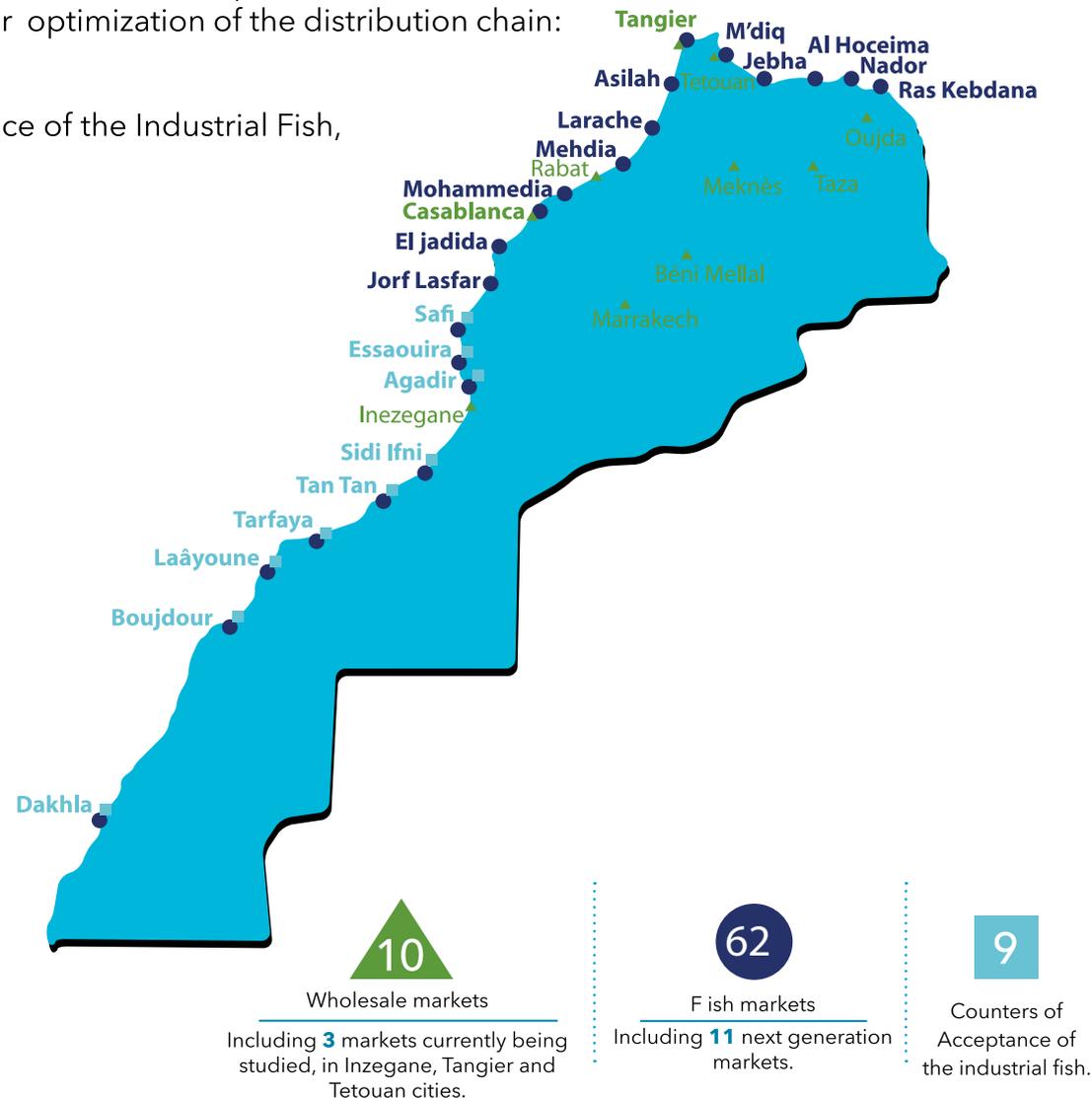
Equipped points

among which 23 equipped landing points, 13 fishing village and 4 sites under construction.

COMMERCIAL INFRASTRUCTURE

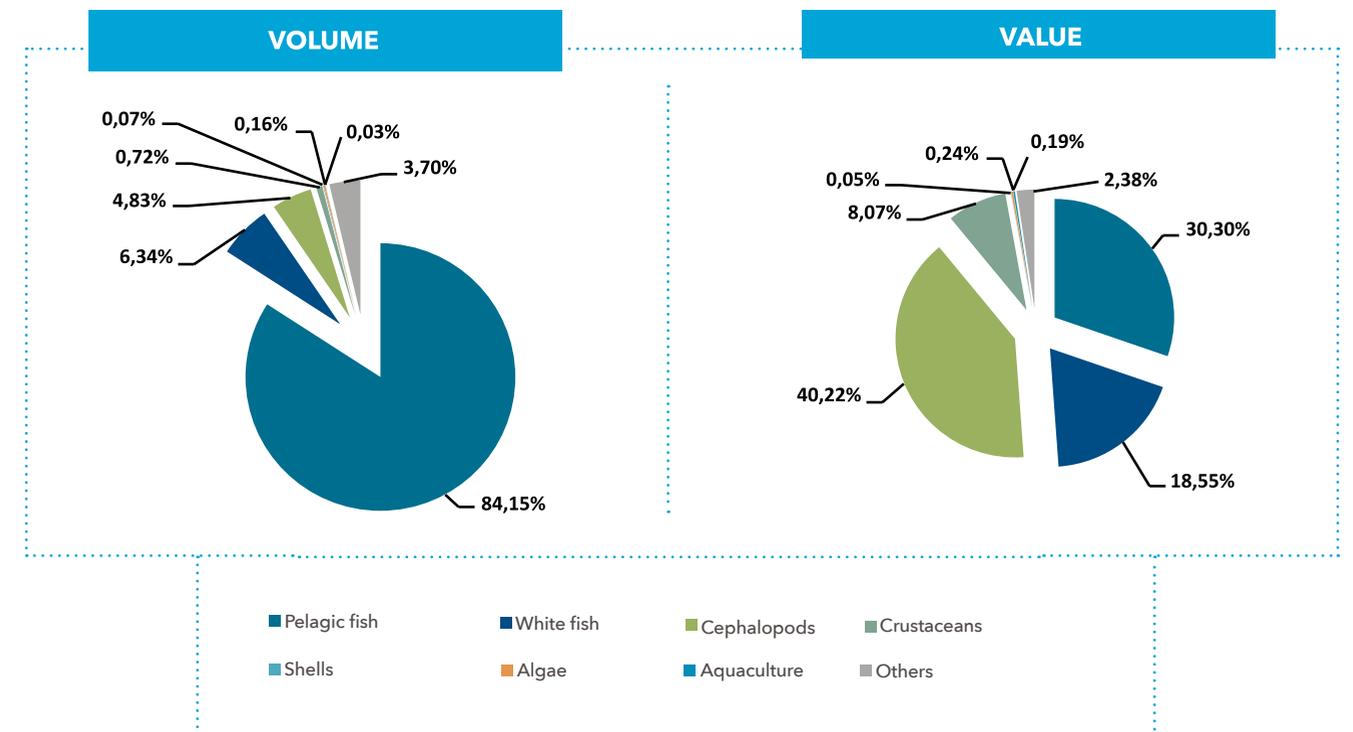
Morocco has 3 kinds of structures, spread over the entire country, ensuring better optimization of the distribution chain:

- Fish markets,
- Counters of Acceptance of the Industrial Fish,
- Wholesale markets.



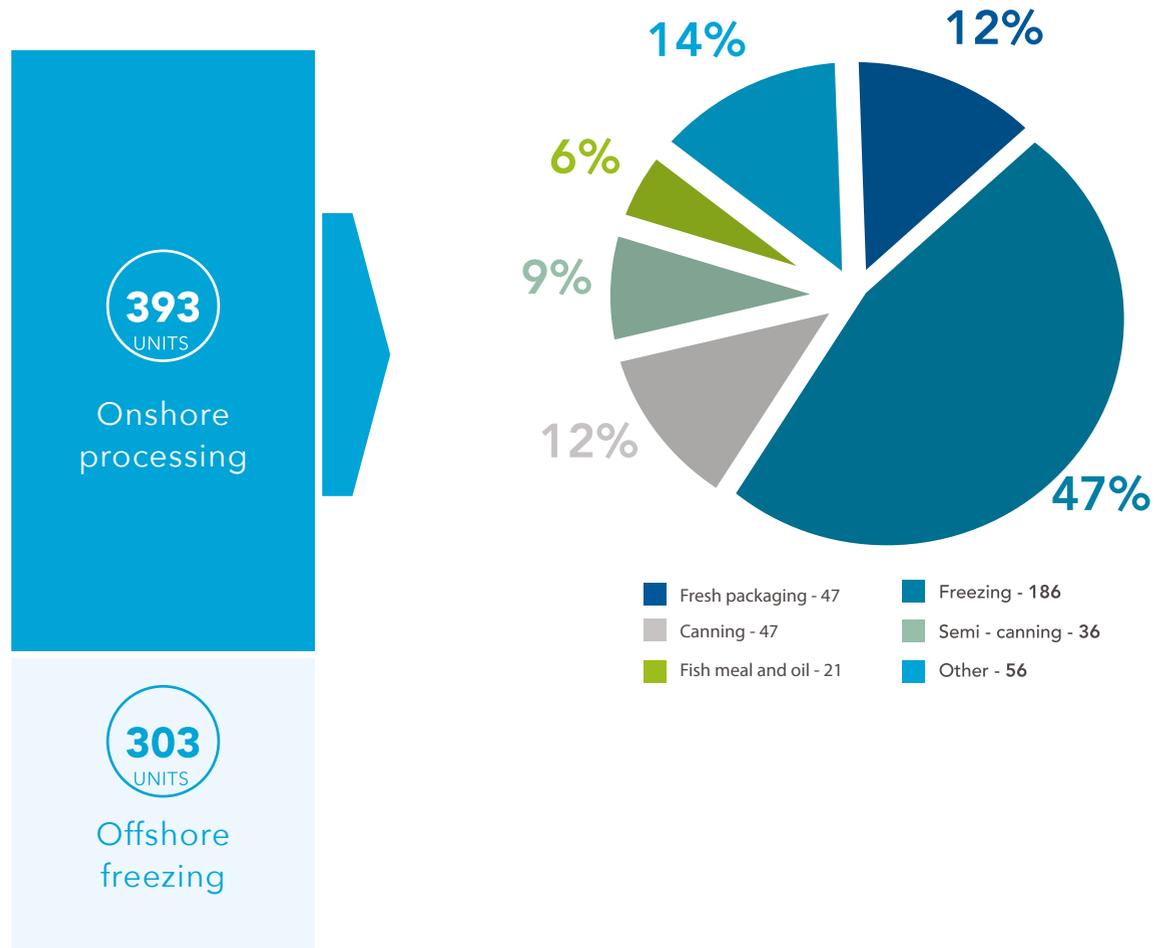
HALIEUTIC PRODUCTION

In 2014, the fishing production reached 1,65 million tons valued at more than USD 1 billion, distributed as follows:



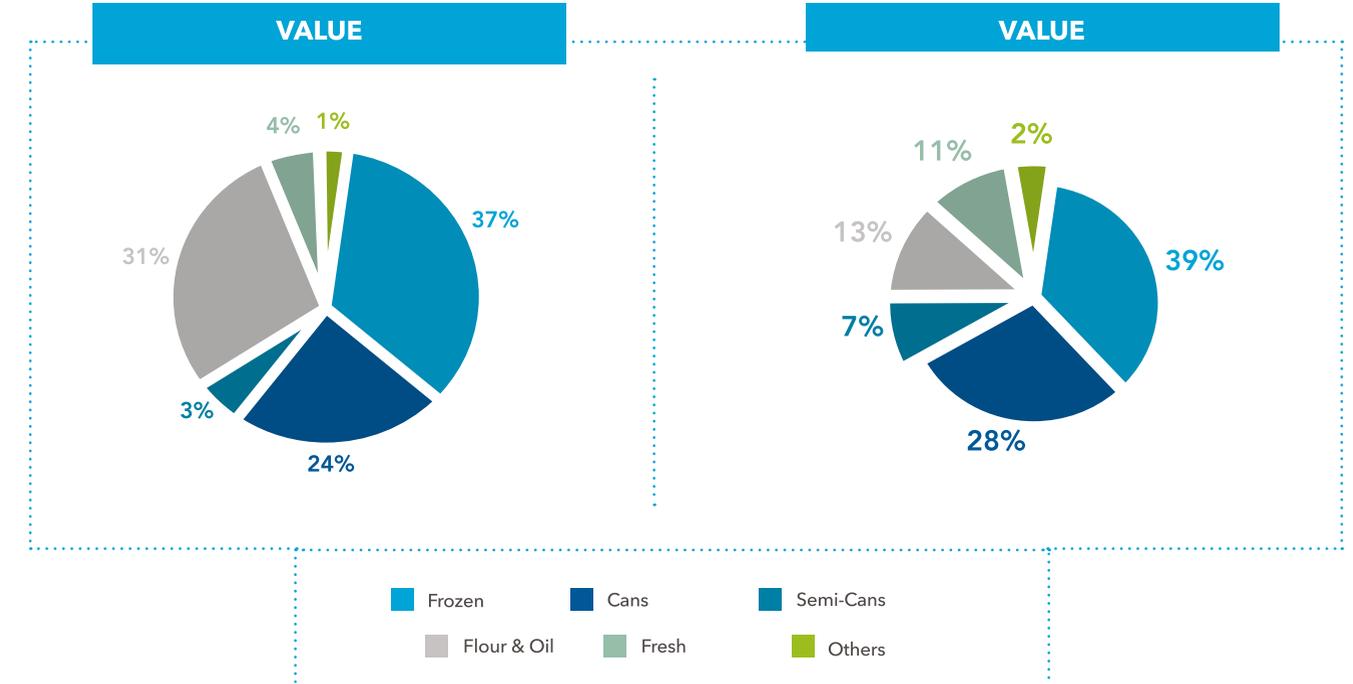
VALUATION INDUSTRIES

The fisheries processing sector in Morocco is composed of:

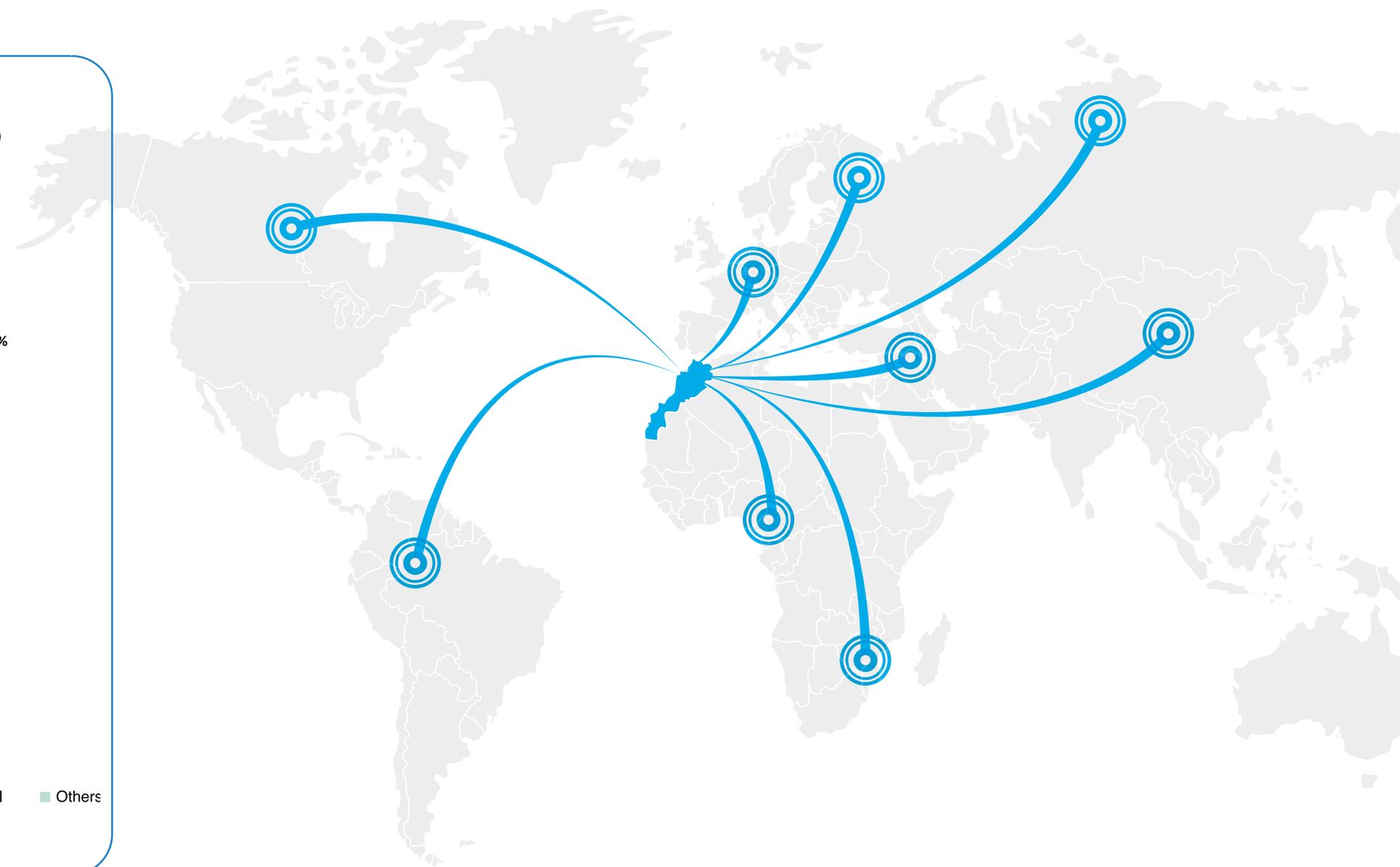
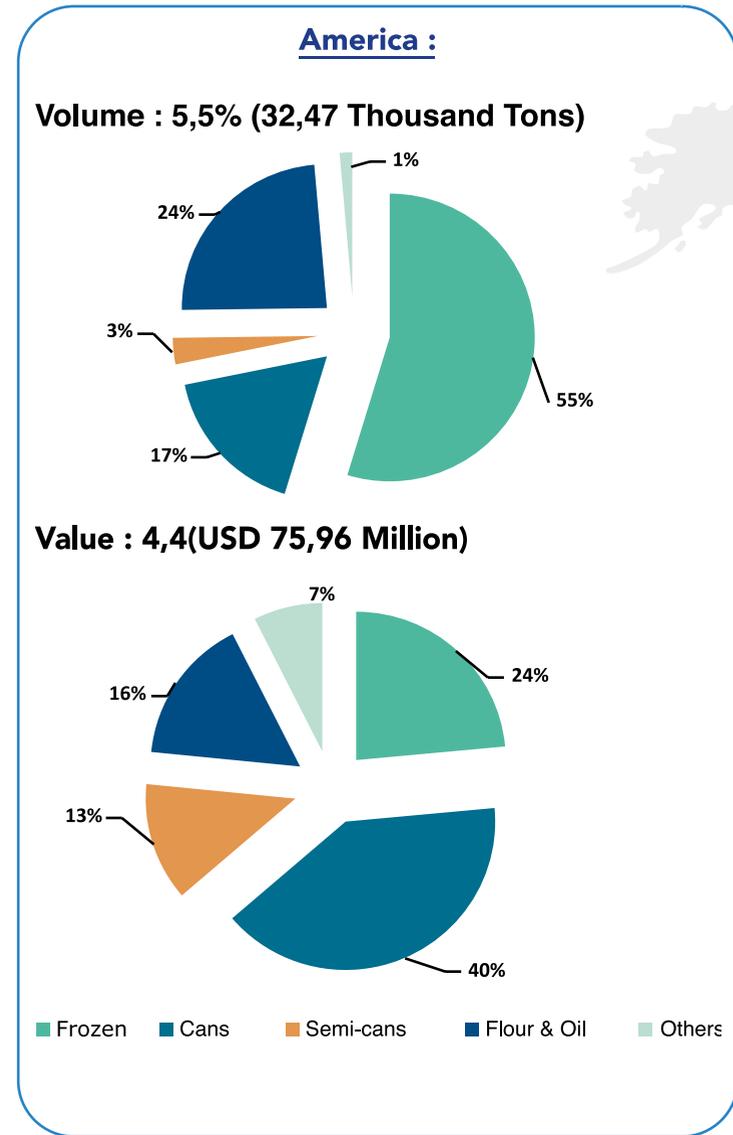


SEAFOOD EXPORT

In 2014, the Moroccan fisheries exports reached 590 264 tons, valued at USD 1,7 billion distributed as follows :



DESTINATION MARKETS



EU	Volume : %44,2 Value : %62,2
REST OF EUROPE	Volume : %16,2 Value : %6,5
ASIA	Volume : %7,9 Value : %9,0
MIDDLE EAST	Volume : %2,6 Value : %2,5
AFRICA	Volume : %23,3 Value : %15,2
OTHER	Volume : %0,3 Value : %0,2



HALIEUTIS PLAN

Since 2009, Morocco has adopted a strategy called HALIEUTIS, aimed for the development and competitiveness of the National fisheries sector. Developed in accordance with the strategic guidelines of His Majesty the King Mohammed VI, HALIEUTIS intends to build the sector into a real growth driver for the economic and social development of the Kingdom.



Based on the sustainable development of national fishery resources, its objective is to bring the Moroccan fishery products exports to USD 3,1 billion and to rise threefold the sector's GDP by 2020.



MOROCCAN SEAFOOD

As an implementation of the Halieutis plan, the Moroccan Seafood program, issued by the Ministry of Agriculture and Marine Fisheries, is dedicated to the institutional marketing and labeling of Moroccan sea products.



Promoting Moroccan sea products nationwide and worldwide, while supporting quality efforts undertaken by all the actors in the Moroccan fishing industry.

SUSTAINABILITY

Give prominence to the effort made in contribution to a sustainable management of the fishing sector in Morocco

SENSORY VALUE

Highlight the sensory assets of the Moroccan sea products (taste, look, texture)

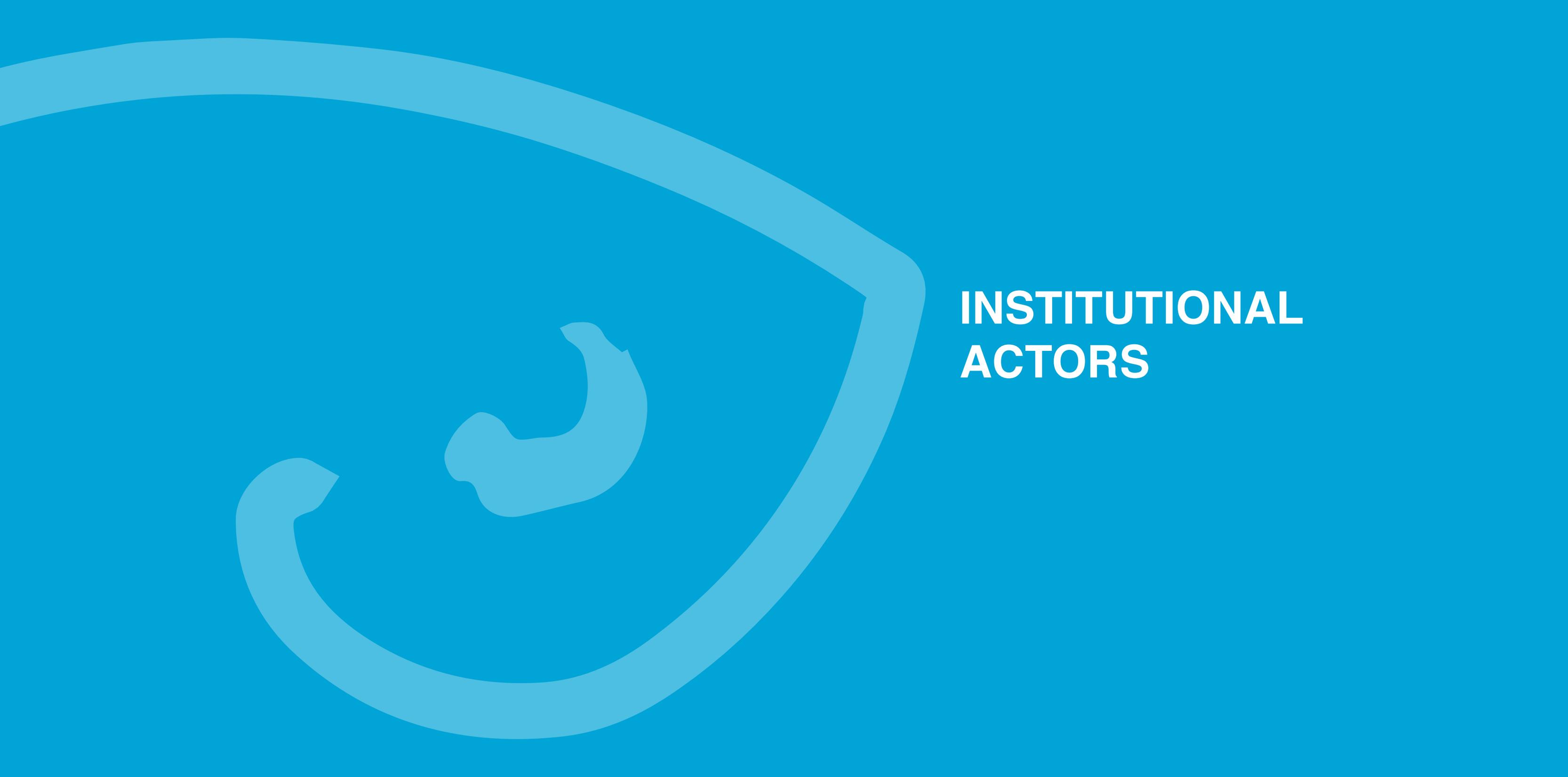
MAKE THE FOREIGN CONSUMERS USE PRODUCTS OF MOROCCAN ORIGIN

AUTHENTICITY AND TRADITION

Promote the authenticity of the Moroccan halieutic species and value the traditional and the craft fishing methods

KNOW-HOW

Share about the know-how and the expertise of the Moroccan halieutic industry



**INSTITUTIONAL
ACTORS**



NATIONAL FOOD SAFETY OFFICE



The National Food Safety Office for Food Safety (ONSSA) is a public institution with its own legal personality and financial autonomy.

The ONSSA operates on behalf of the State in all the fields concerning the consumers' healthcare as well as the protection of healthiness for animals and vegetables.

The ONSSA applies the government policies and regulations regarding healthcare security as for the vegetables, the animals and the foodstuffs, from the raw materials up to the end-customer, including the animal feed.

ONSSA missions are :

- To assure the control and the sanitary protection of plants and animals species at the national level and at the borders,
- To assure the foodstuffs safety since the raw materials up to the end consumer, including the fishing products and the animal feed,
- To approve and check the inputs in agriculture (seeds, pesticides, fertilizer), the same goes for the veterinary medicines.

Address : Direction générale. Avenue hadj Ahmed Cherkaoui – Agdal. Rabat
Téléphone: 00212 5 37 67 65 05 / 06 / **Fax :** 00212 5 37 68 20 49
Site Web : www.onssa.gov.ma



NATIONAL FISHERIES RESEARCH INSTITUTE



Created in 1996, the National Fisheries Research Institute (INRH), a reference in fisheries research in Morocco, undertakes all research activities, studies, experimental activities and offshore or onshore jobs that target the development and rationalization of managing fisheries resources and aquaculture as well as their valuation.

INRH is in charge of :

- Fishing resources stock-takings and monitoring of their use,
- Survey of the sea environment quality and safety,
- Study of the sea and shore ecosystems' functioning,
- Testing of new fishing techniques and upgrading of sea products,
- Research and participation in the Moroccan aquaculture growth.

Address : Route Sidi Abderrahmane Club équestre Ould Jmel. Casablanca
Téléphone : 00212 5 22 94 07 73 / **Fax :** 00212 5 22 94 07 73
Site Web: www.inrh.ma



NATIONAL OFFICE OF FISHERIES



Created in 1969 as manager of the first-sale market of seafood, the National Office of Fisheries (ONP), is a major actor in the national fisheries sector in terms of promotion and marketing of the fishery products.

ONP is in charge of :

- Promoting the local whole sale consumption of sea products,
- Managing and handling the wholesale fish markets in compliance with the global standards for food safety and product quality,
- Approving the industrial fishing for supplying the onshore processing,
- Implementing promotion and upgrading programs for the modernization of that coastal fishing fleet still operating with traditional means.

Address : 13, rue du Lieutenant Mahroud Mohamed - 20300. Casablanca
Téléphone : 00212 5 22 24 05 51 / 52 / **Fax :** 00212 5 22 24 23 05 / 22 24 36 92
Site Web : www.onp.co.ma



NATIONAL AQUACULTURE DEVELOPMENT AGENCY



Created in 2011, the National Agency for the Development of Aquaculture (ANDA) aims to promote the development of national aquaculture.

ANDA is in charge of :

- Implementing the government measures and policies regarding aquaculture,
- Proposing specific action plans in line with the guidance given by the national strategy dedicated to the fishing sector and by the relevant regulatory framework,
- Promoting the aquaculture activity and developing the trade of the aquaculture products on both local and global markets.

Address : Avenue Annakhil, Immeuble les Patios, 4ème étage, Hay Ryad. Rabat
Téléphone : 00212 5 38 09 97 00 / **Fax :** 00212 5 38 09 97 70
Site Web : www.anda.gov.ma



FOOD EXPORT CONTROL AND COORDINATION ORGANIZATION



The Food Export Control and Coordination Organization (EACCE) started operating as from 1986 as a public body in the service of the food-processing sector for the products intended to be exported. As such, its scope of intervention covers as well the fresh fruits and vegetables, the processed products and the sea products.

EACCE missions:

The Food Export Control and Coordination Organization (EACCE) has been created in 1986. Since then, its main missions involve the promotion of agricultural and marine export-oriented products, considering them as pillars of the country's economic growth.

The EACCE missions are:

Technical control:

- Performing technical control of Moroccan agricultural and marine food products aimed for export.

Exports coordination:

- Animating sectoral specialized coordinating committees for exports of Moroccan agricultural and marine food products,
- Ensuring respect of the technical requirements referring to the various conventions related to export of Moroccan agricultural and marine food products.

Exports promotion:

- Contributing in the promotion of the image and quality of Moroccan agricultural and marine food products in foreign target markets,
- Organizing, setting up and participating in events or actions aimed at the promotion and development of Moroccan agricultural and marine food products exports, in Morocco and abroad.

Sectoral monitoring:

- Providing operational strategic watch on export markets for Moroccan agricultural and marine food products,
- Supporting small enterprises exports for the qualification and development of products intended for export.

The EACCE has also 4 delegations in Europe that contribute to the technical surveillance and coordination processes by sending information on the status of the arrival of exported goods and their compliance to quality standards. They also track the products from competitors states. This not forgetting the providing of strategic information for the benefit of Moroccan agricultural and marine food products intended for exports.

Address : 72, Angle Bd Med Smiha et Rue Med El Baâmarani. Casablanca

Téléphone : 00212 5 22 30 51 04 / **Fax :** 00212 5 22 30 25 67

Site Web : www.eacce.org.ma



Food Export Control and Coordination Organization

Adress : N° 72, Angle Bd. Mohamed Smiha & Street Mohamed El Baâmrani
Phone : +212 (522) 305 104 • Fax : +212 (522) 302 567
Website : www.eacce.org.ma