

# Morocco

## CENTURIES OF RICH TASTES

PRODEXPO

MOSCOW/RUSSIA, 10<sup>th</sup> - 14<sup>th</sup> FEBRUARY, 2014

Pavilion 2 Hall 3 Stand 23A50 - 23A55

Pavilion 2 Hall 3 Stand 23C30 - 23C36

Pavilion 1 Upper level Stand 12A50 -12A56



EXHIBITOR'S DIRECTORY



[www.marocexport.gov.ma](http://www.marocexport.gov.ma)

# SUMMARY

4 AGRI BUSINESS, AGRICULTURAL AND SEAFOOD PRODUCTS, WORLDWIDE SECTORS OF MOROCCO

7 SECTORIAL DEVELOPMENT PLANS

21 INSTITUTIONAL PARTICIPANTS

MAROC EXPORT  
FENAGRI  
FICOPAM  
FENIP

25 MAIN SECTORIAL INDICATORS

41 MOROCCAN EXHIBITORS

SUMMARY

**Agri business, Agricultural  
and Seafood products,  
Worldwide Sectors of Morocco**

## Processed Fruits and Vegetables



465 Operators  
265 Thousands tons of exports  
4,6 Billions dhs turnover

## Biscuit Chocolate and Confectionery



10 Operators  
17 Thousands tons of exports  
300 Millions dhs turnover

## Fishery Products



430 Operators  
490 Thousands tons of exports  
13,4 Billions dhs turnover

\*Year 2012





# 3 SECTORIAL DEVELOPMENT PLANS

The strategy of Green Morocco Plan concerns a sector which contributes to the national GDP by 19%: 15% in agriculture and 4% in agro-industry. This sector employs 4 million country people and creates about 100 thousand jobs in the field of agro-food processing. This sector plays a determinant role in the macroeconomic balance of the country. It supports an important payroll; given that 80% of 14 million country people depend on agriculture.

Green Morocco Plan strategy was built upon seven foundations:

**First foundation:** Making of agriculture the main growth lever for the 10-15 coming years.

Agriculture must be raised to the rank of major growth driver, through:

- Strengthening the contribution of agriculture in GDP by 70 to 100 Moroccan dirhams, knowing that the current GDP amounts to 74 Moroccan dirhams.
- Creating 1.5 million of additional jobs.
- Fighting poverty and improving agriculture revenue from 2 to 3 times in favour of three million country people.
- Increasing exports value from 8 to 44 Moroccan DHs in sectors where Morocco is competitive (citrus, olives, fruits and vegetables).
- launching a new wave of investments estimated at MAD 10 billion annually by the implementation of 1506 projects.

**Second foundation:** Adopting aggregation as an organizing model of agriculture.

Green Morocco plan was built upon the principle of aggregation as a development tool of agricultural sector. It is implemented through the creation of win-win partnerships between productive mainstream and commercial or/ industrial downstream.

**Third foundation:** Ensuring Moroccan agricultural development as a whole, without excluding any component. Morocco is characterised by two types of agriculture:

Modern agriculture, located in irrigated zones and of favourable cottages. It occupies 20% of cultivated surface and it is characterized by a strong productivity thanks to the use of modern techniques.

Traditional and food producing agriculture is located in disadvantaged cottages and mountains and oasis zones. This type occupies 80% of the UAA.

Taking into consideration this large diversity in the national agriculture, the Green Morocco Plan has adopted two approaches:

The first is called « Pillar I », the projects of which are the following:

Investment is private and aims to develop a modern agriculture of a high production or a strong added



value. This approach is achieved by the establishment of 961 aggregation projects and aims at 562 000, operating in an average investment of 75 billion Moroccan dirhams.

The second is called « Pillar II » for the development of supportive agriculture. It targets the increasing of vegetal and animal production in disadvantaged zones in order to improve the agricultural revenue of operators.

**The fourth foundation:** Promoting private investment

It emphasizes on the need to promote private investment accompanied by public support. For projects of Pillar II, 70 to 80% will be supported by national and international funding agencies. The rest will be covered by the Agricultural Fund for Development (AFD).

For the projects of the Pillar I, to encourage private investments, the State offers financial support in the framework of Agricultural Funds for Developments (AFD). The support takes form of grants and allowances. The objective is to induce an annual investment of 10 billion Moroccan dirhams around a Moroccan dedicated offer.

**The fifth foundation:** Adopting a contractual approach to implement the Green Morocco Plan.

The implementation of Green Morocco Plan requires the mobilization of various stakeholders in different sectors, namely, administration, regional and local elected, professionals and associations.

All these stakeholders work in the framework of partnership that determines the field of action and responsibility of each intervener.

**The sixth foundation:** Sustaining the development of Moroccan agriculture.

The strategy envisages the achievement of its objectives, the protection of natural resources so as to ensure a sustainable agriculture.

To make the two pillars of this strategy successful, the reorganization of sector-based framework is of vital importance. This reorganization concerns the following all-round axes:

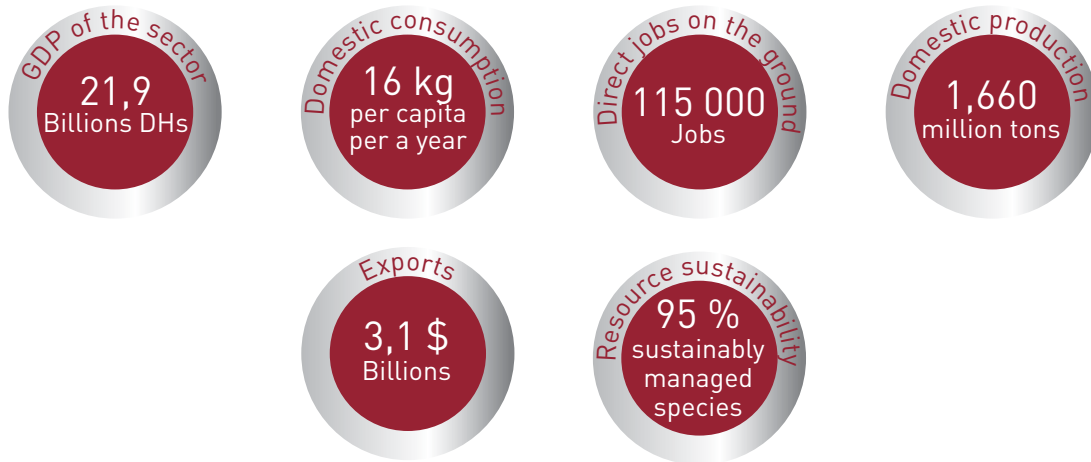
- Land reorganization
- Water management
- Agricultural sector fiscalization
- National market's modernization
- Support, follow-up /evaluation

### Fishery plan 2020

The fishery plan was launched in 2009. The main objective of this strategy is to preserve fishery resources and sea ecosystem with a view to reinforcing Morocco's position amongst supplier countries for world market in quality products.

The plan aims to triple the fishery GDP and to raise fish consumption in Morocco to reach 16 kg per capita per a year in 2020 against 10 kg currently. Additionally, 16 structuring projects are planned in the processing industries and seafood products enhancement. The Moroccan kingdom will be endowed with three new competitiveness poles (Tangier, Agadir, Laâyoune-Dakhla) which will necessitate a 9 billion Dhs investment.

### Objectives for 2020:



### 16 Strategic Projects

#### A. For resource sustainability:

1. Reinforcing and sharing scientific knowledge
2. Managing fisheries on quotas basis.
3. Adapting and modernising fishing effort;
4. establishing fish farming a major growth engine

### B. For a performing sector

5. Dedicating port areas to fishery and ensuring an efficient management thereto.
6. enhancing fish market's attractiveness
7. Structuring and stimulating internal market around wholesale and retail trade markets
8. Developing unloading infrastructures and equipments

### C. For a more competitive sector:

9. Supporting manufacturer's trends toward growth markets
10. Facilitating manufacturer's access to raw materials
11. Creating 3 competitiveness poles in the north, centre and south of the Moroccan kingdom.

### D. All-round actions:

12. Ensuring an efficient control and traceability all the way along the chain value line.
13. Clarifying and completing the legal mechanism  
Reinforcing competences and enhancing job attractiveness
15. Setting up a strong public governance to modernise the sector
16. Organising professional representation and encouraging joint trade organisations

In order to materialise these 16 structuring projects, 5 key tools were set up.

- The national committee for fisheries (governance)
- adjustment and modernisation fund for fishing effort (finance)
- The national agency.
- For the development of fishing farms (promotion and development)
- Centre for seafood products enhancement (technological watch)
- Employment observatory of fishery sector (proactive management)

(Source: ministry of agriculture and Maritime fisheries,  
Department of maritime fisheries)

## Vision and goals

This pact aims to specify the deployment programme of the Moroccan industrial development strategy. It aims on the other hand to sign contracts on reciprocal commitments of the state and private sector. The pact was built upon three fundamental ideas:

- Absolute necessity to focus industrial recovery efforts on sectors for which Morocco possesses clear and exploitable competitive advantages through dedicated development programmes.
- Necessity to address the entire enterprises fabric, without exception, through four major cross-cutting projects, come in a reinforcement project of the competitiveness of small and medium-size enterprises, an enhancement project of business climate, a training project and development plan of industrial parks of new generation called “integrated industrial platforms”.
- Necessity to set up an institutional organisation capable of implementing effective and efficient programmes.

The pact aims to set to the sector the following general objectives for the period 2009-2015:

- Creation of perennial industrial jobs and reduction of urban unemployment.
- Increase of the industrial GDP.
- Lowering of commercial deficit.
- Support for industrial investment, both national and foreign.
- Contribution to town and country planning policy.

## Development perspectives

Food processing sector represents a vital industrial sector (about 29 % of the industrial GDP, 26 % of industrial enterprises, 20% of formal jobs and 15% of processed products export).

In order for tapping into its fundamentals (work force costs, agricultural raw materials, culinary and industrial tradition, logistic position), Morocco must now voluntarily support this sector to sustain its growth, encourage investment and enterprises fabric reinforcement and create jobs.

Within this framework, the state has committed to support food processing sector's development through a proactive strategy built on five initiatives:

- A development plan for sectors with high export potential.
- Development and restructuring plans for national commodity sectors
- A targeted support plan in favour of intermediary sectors.
- An adapted training programme to the sector.
- A network of agropolis

The estimated impact is amounted to 10 billion DHs of additional GDP, and would result in the creation of about 24 000 direct new jobs by 2015.

Sectors with high export potential group together notably products from fruits and vegetables processing, olive and argan products, spices as well as aromatic and medical plants.

These sectors' development will be achieved by the definition of Morocco's Offer to the attention of domestic and foreign investors. Its implementation is ensured within the framework of Green Morocco Plan.

An action plan was drawn up and implemented. This one is articulated around five main activities:

- Participation in the sector's specialised fairs
- Accomplishment of tasks B to B
- Exploration of new markets
- Communication on Morocco's Products
- Preparation of export growth contracts

In order for ameliorating the sector's framework conditions, the state is committed to modernise applied regulations and standards for food processing products so as to guarantee products' quality and security.



*M*aroc  
Export

*Moroccan Center for Export Promotion*

34  
*years serving exporters*

# MAROC EXPORT

## Who Are We?

The Moroccan Center for Export Promotion is a governmental institution founded on December 17, 1976 (Hija 25, 1396) by Dahir NO 1-76-385.

The Center is in charge of promoting the export of industrial and agricultural products, services, and any products that do not fall under the jurisdiction of other administrations or organizations, by virtue of law or regulation.

In fact, handicrafts and tourism promotion are governed respectively by The House of Handicrafts and The National Office of Tourism.

## Contact :

Managing Director

Zahra MAAFIRI

Sectorial Director

Nadia RHAOUTI

rhaouti@marocexport.gov.ma

Communication Director

Hasna ALAOUI

El Mahi Mariame / Export Advisor

elmahi@marocexport.gov.ma

Add: 23, rue Bnou

Majed EL Bahar 20000,

Casablanca / Morocco

Phone : +212 5 22 30 22 10

Fax : +212 5 22 45 05 57

W: [www.marocexport.gov.ma](http://www.marocexport.gov.ma)



## Our Strategic Missions

- Promoting Moroccan exportable goods in international markets, in accordance with national sectorial strategies;
- Expanding markets for Moroccan exports;
- Supporting the internationalization of Moroccan companies;
- Organizing business information systems at the international level, in collaboration with economic and trade representations abroad
- Conducting studies on the exportability of Moroccan products and on the characteristics of foreign markets; assisting exporters in their marketing efforts and advertising Moroccan products abroad;
- Providing input in the development of global trade policies and a consistent program for promoting the exportation of manufactured products;
- Assisting export-promotion, credit system and export credit insurance institutions, simplifying and standardizing export-related documentation and procedures;
- Guiding public and private investors towards products that can be quickly assimilated into foreign markets with the best possible conditions;
- Contributing to the training of foreign trade professionals in export promotion techniques, information and marketing;
- Proposing legislative and regulatory texts necessary for the accomplishment of its mission.

# MAROC EXPORT

## Our Activities

- We organize Moroccan participation to professional international sector-based fairs to increase international exposure for the products and services oriented export;
- We set up business missions with B-to-B meetings for direct marketing towards foreign customers in targeted markets;
- Our high level institutional missions target decision makers of major international prime contractors in order to strengthen their sourcing from Morocco.
- Our large-scale multi-sectorial missions facilitate the penetration of Moroccan exporters into the sub-Saharan and MENA markets;
- Our Sectorial communication campaigns guarantee a better positioning of the Moroccan products and services oriented export on international markets;
- Our Business-to-Consumer (B-to-C) operations facilitate the referencing of Moroccan agricultural products with major international retail chains;
- We invite foreign decision makers to Morocco in order to promote Moroccan quality and know-how.
- We conduct training and information sessions to help identify the Moroccan products and services oriented export.

**Maroc**  
Export

*Moroccan Center for Export Promotion*

**34**  
*years serving exporters*





*Your Bridge to the World*

[www.marocexport.gov.ma](http://www.marocexport.gov.ma)





# INSTITUTIONAL PARTICIPANTS

## PRESENTATION

The international context highly dominated by modernization and the liberalization of national economy offers to the Moroccan agro-industrial sector an important opportunity. This opportunity aims to boost its potential and to adapt to market requirement, in order to become a strong industry.

It is in this regard that federations, associations and agri-food processing companies are gathered in a transversal organization: The Agri-food National Federation.

« FENAGRI » was created in October 15th, 1996, under the auspices of the General Confederation of Moroccan companies « CGEM ». It has become an autonomous Federation in March 11th, 1998, but it remained an active member of the CGEM.

The number of adhering sectorial associations and federations is currently 15. Moreover, 108 companies are directly adherent on an individual basis.

FENAGRI is an active member of CGEM, the National Council of companies, ASMEX, the Moroccan Association of Exporters, Competition Council and the economic and social council.

## MISSIONS

FENAGRI is a main stakeholder and an interlocutor for the different transversal issues in the agri-food sector.

It represents and defends the common interests of agri-foodstuff sector, in order to promote the development of the sector.

In this regard, it works on three levels:

1. Active participation as an interface between companies and economic and institutional operators, in order to address horizontal issues in particular: taxation and costumes, regulations and standardization, human resources, research and development and logistics.
2. Coordination of actions related to common problems occurring in all agri-foodstuff sectors in the form of a maximal synergy.
3. Service development in companies: availability of information, establishment of links, accompaniment.....

## TO CONTACT US

Address : Siège de la CGEM, 23, Boulevard Mohamed Abdou, Quartier Palmier Casablanca - Maroc.

Phone : 00 212 (0)5 22 99 70 55 / 00 212 (0)6 61 84 06 93

Fax : 00 212 (0)5 22 99 63 58

Email : [sg@fenagri.org](mailto:sg@fenagri.org)

## PRESENTATION

Under the name of "la Fédération des Industries de la Conserve des Produits Agricoles du Maroc" (The Federation of Canning Industries of Agricultural Products of Morocco), the FICOPAM includes several Professional Associations representing industries of agricultural products processing.

FICOPAM is an actor and an indispensable interlocutor for all matters which concern the sector of canned agricultural products. Alongside the traditional tasks of consultation, representation and defence of its members' collective interests, the FICOPAM aims to be a support structure for the promotion and development of the activities of operators in the sector,

The status of the federation is declared in accordance with the provisions of Royal Decree of Jumada I 3rd, 1378 (November 15th , 1958) regulating the right of association, as amended or supplemented notably by Dahir No. 1-73 - 283 Rabia I 6th, 1393 (April 10th, 1973) and the Royal Decree of July 23rd, 2002.

FICOPAM represents all sectors of horticultural products processing. It brings together eight associations operating in the sector of canning industry of vegetable products and it includes about sixty companies. The Federation aims at:

- Directing the development of the activity of its members and
- Studying, for this purpose, any matter of economic, social, technical and legal nature or that has to do with tax and customs;
- Informing, if need be, public authorities of the these study results and implementing, before them, all steps or actions deemed necessary for the defence and protection of the collective interests of its members.

## TO CONTACT US

Address : FICOPAM Ain Sebaâ Center, Esc B, 2ème étage, N° 35, Route de Rabat Casablanca 20 250 Morocco

Phone : 00 212 522 351081

Fax : 00212 522 351740

Website : [www.ficopam.ma](http://www.ficopam.ma)



## PRESENTATION

The Federation of Processing Industries and Fishery Products enhancement (FENIP) is a professional organization established on 21st November 1996. It succeeds the Federation of Canning Industries of Morocco «Ficoma» created in 1948.

The sector based federation member of the CGEM, the FENIP main purpose is to:

- Represent and defend the interests of its members,
- Consider appropriate measures in order to develop processing industries of fishery products and to improve conditions of production, distribution and products sale
- Provide its members with any assistance with a view to promote and grow their business.

The sector of processing industries of seafood products includes seven activity branches, of which six are represented in professional organizations within the membership of FENIP:

- Semi canned fish industry: represented by AMASCOP
- Fish meal and oil industry: represented by ANAFAP
- Onshore freezing of seafood products: represented by the ANICOM
- Packaging and export of fresh fish: represented by APROMER
- All processing Industries of seafood products in Agadir represented by FIPROMER
- processing industry of seaweed (AGAR AGAR ) associate member.

## TO CONTACT US

Address :

7 rue El Yarmouk-Longchamp Casablanca - Morocco

Phone1 : (+212) 522 36 57 43

Phone2 : (+212) 522 94 48 94

Phone3: (+212) 661 72 75 34

Fax : (+212) 522 36 61 54

Email: [fenip@fenip.com](mailto:fenip@fenip.com) / [infosfenip@gmail.com](mailto:infosfenip@gmail.com) / [fenip@menara.ma](mailto:fenip@menara.ma)

# MAIN SECTORIAL INDICATORS

# Processed fruits and vegetables

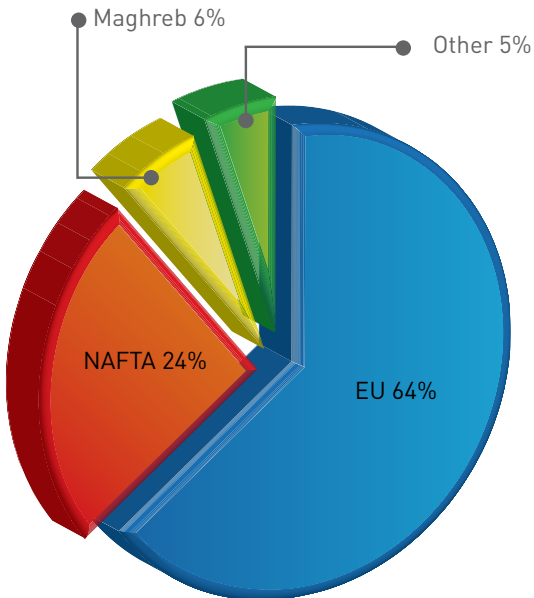
**Olives :**

65 Thousand tons of exports

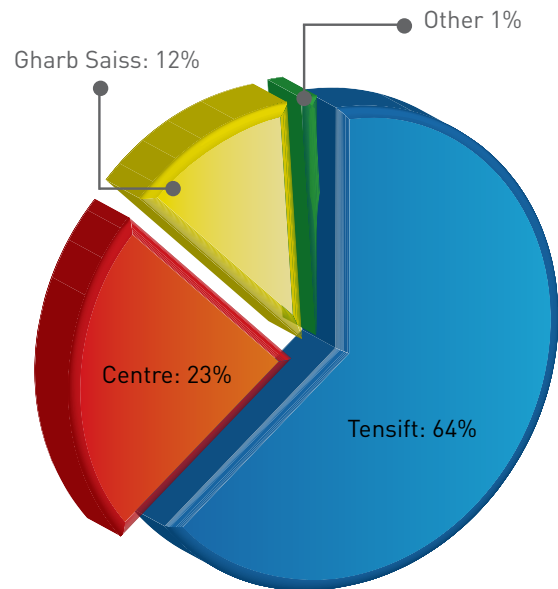
1,1 billions dhs turnover

55 Operators

**Export Markets**



**Export Regions**



\*Year 2012

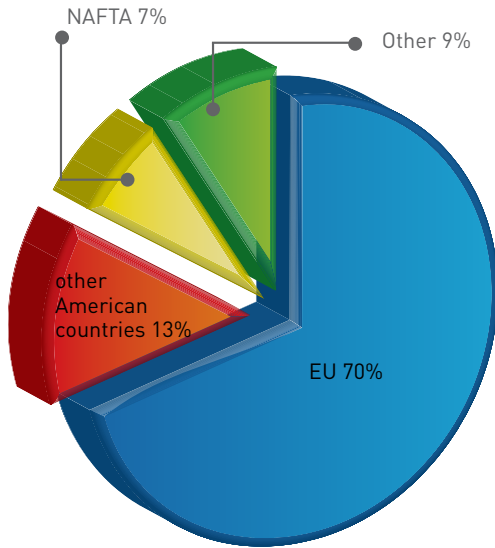
**Capers / Pickles :**

16 Thousand  
tons of exports

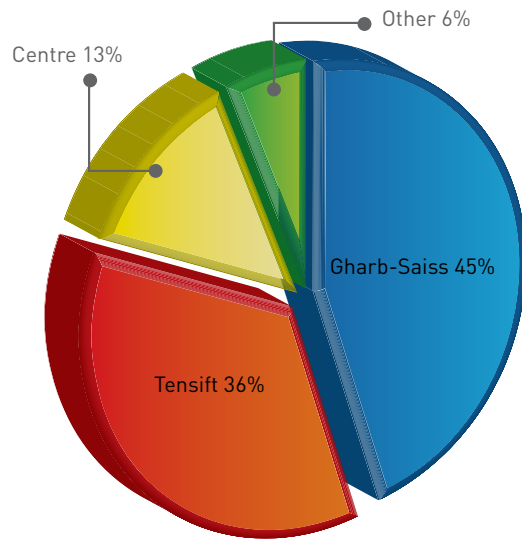
392 Millions  
dhs turnover

30  
Operators

**Export Markets**



**Export Regions**



\*Year 2012



# Processed fruits and vegetables

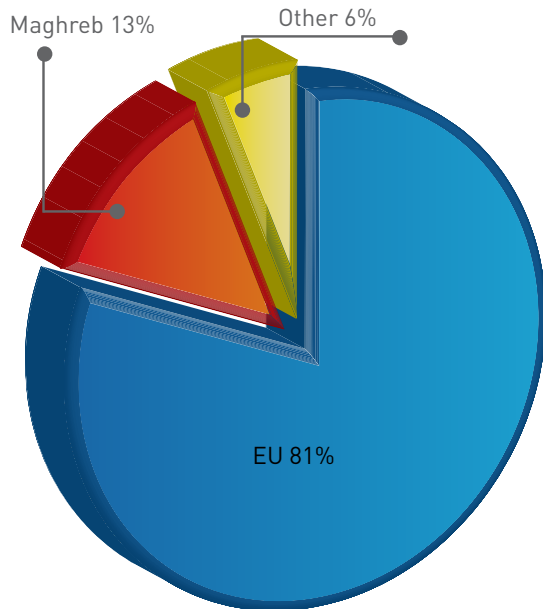
**Canned fruits :**

10  
Thousands tons  
of exports

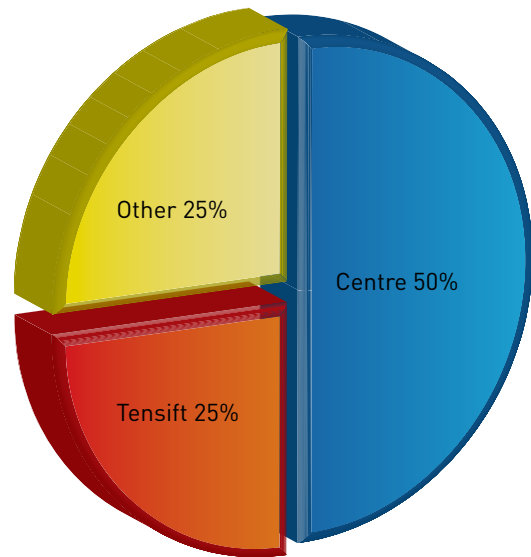
186 Millions  
dhs turnover

37  
Operators

**Export Markets**



**Export Regions**



\*Year 2012

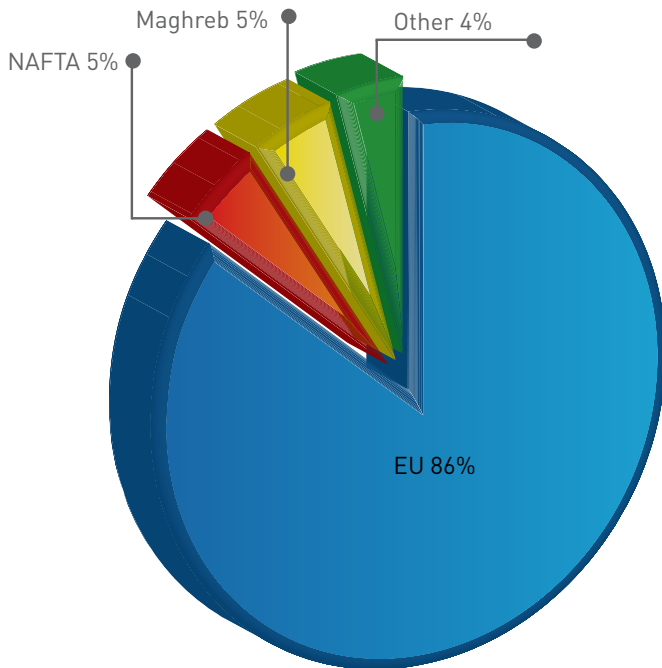
**Canned vegetables :**

4  
Thousands tons  
of exports

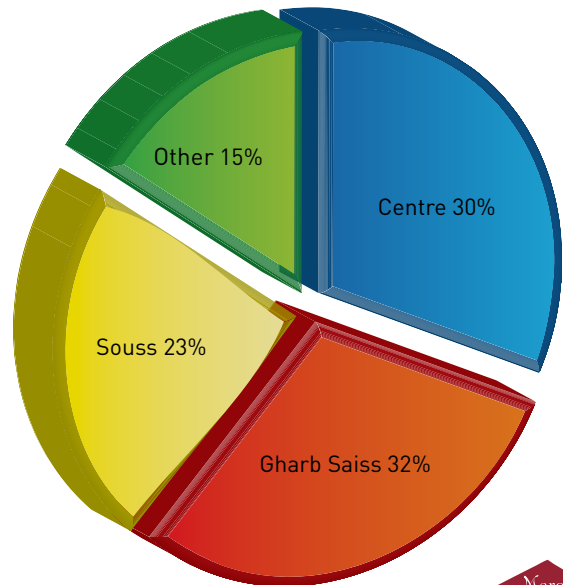
136 Millions  
dhs turnover

49  
Operators

**Export Markets**



**Export Regions**



\*Year 2012



# Processed fruits and vegetables

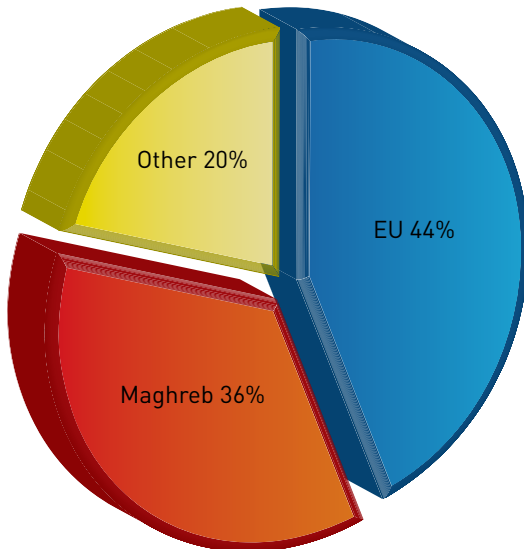
## Juices :

8,5  
Thousands tons  
of exports

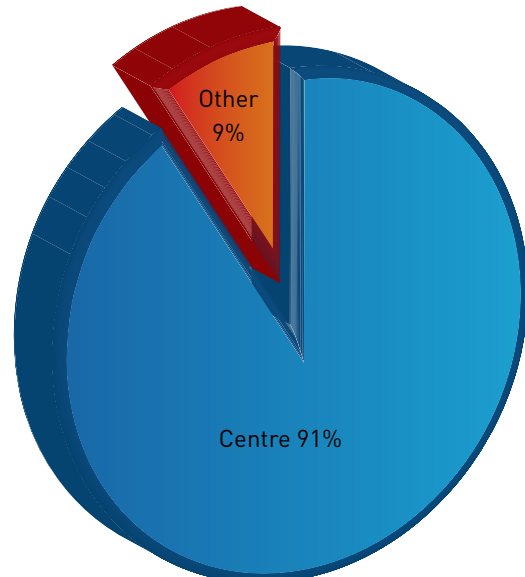
64 Millions  
dhs turnover

8  
Operators

**Export Markets**



**Export Regions**



\*Year 2012



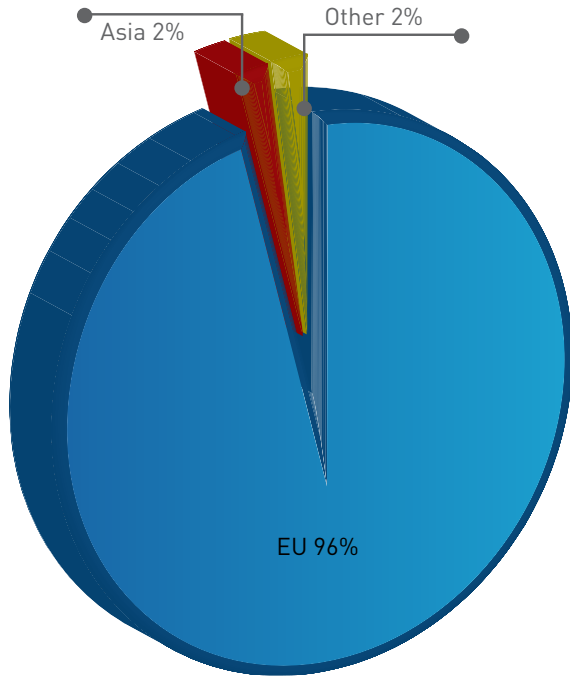
**Fruits and Vegetables  
frozen :**

**71**  
Thousands tons  
of exports

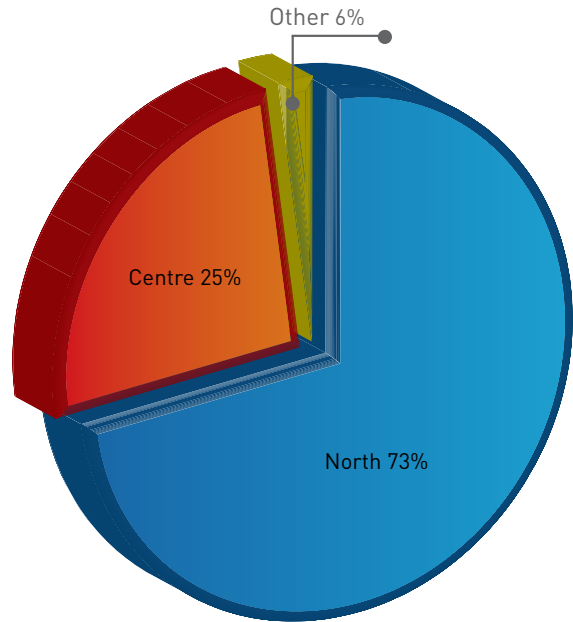
**826** Millions  
dhs turnover

**43**  
Operators

**Export Markets**



**Export Regions**



\*Year 2012



# Processed fruits and vegetables

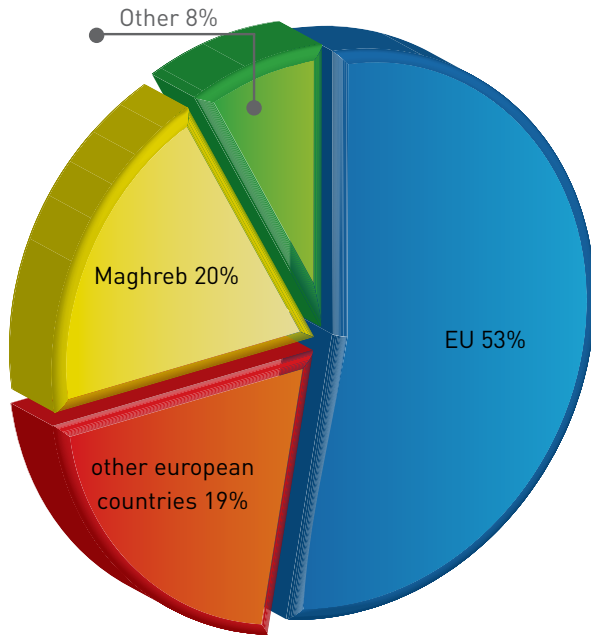
**seeds –legumes :**

4,2  
Thousands tons  
of exports

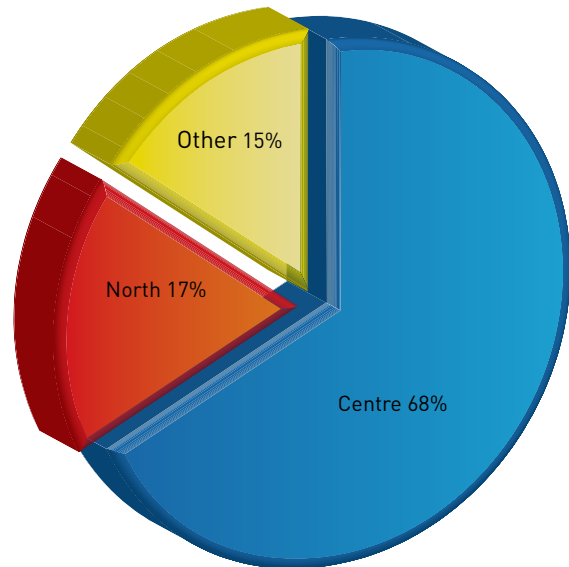
52,2 Millions  
dhs turnover

25  
Operators

**Export Markets**



**Export Regions**



\*Year 2012

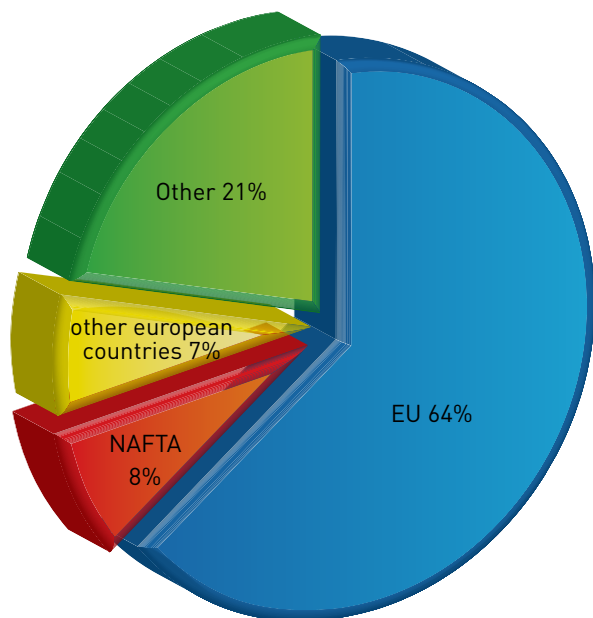
**Spices / MAP  
(Plants aromatic and medicinal) :**

50,2  
Thousands tons  
of exports

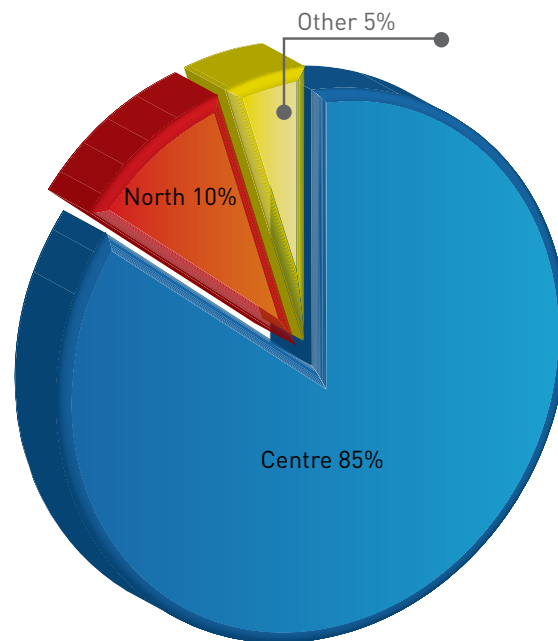
973 Millions  
dhs turnover

120  
Operators

**Export Markets**



**Export Regions**



\*Year 2012



# Processed fruits and vegetables

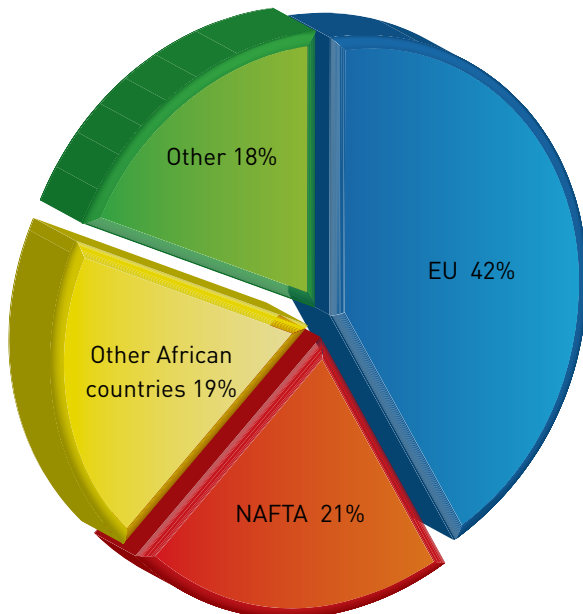
## Vegetable oils :

23  
Thousands tons  
of exports

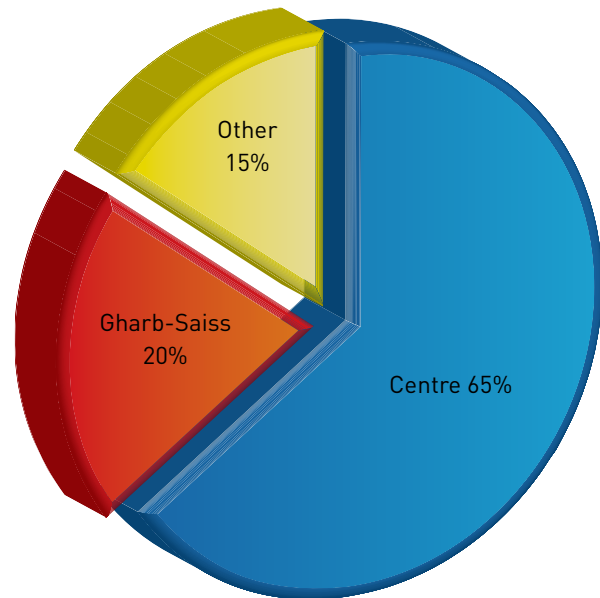
490 Millions  
dhs turnover

98  
Operators

Export Markets



Export Regions



\*Year 2012

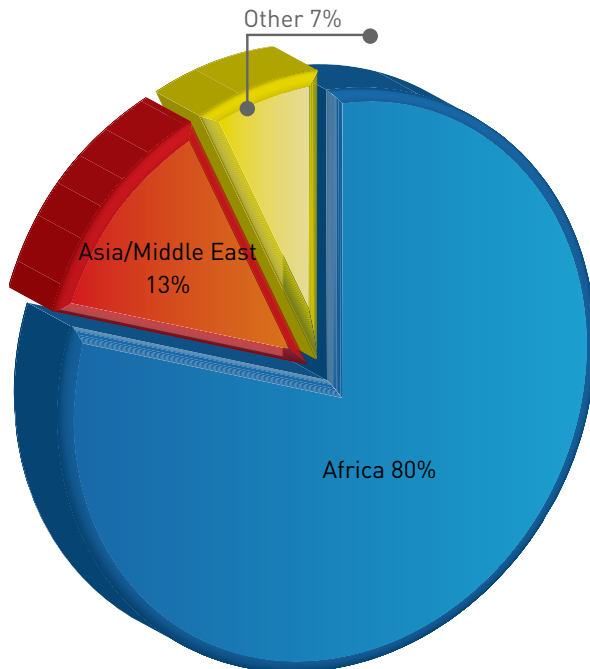
## Biscuit Industry, Chocolate and confectionery :

17  
Thousands tons  
of exports

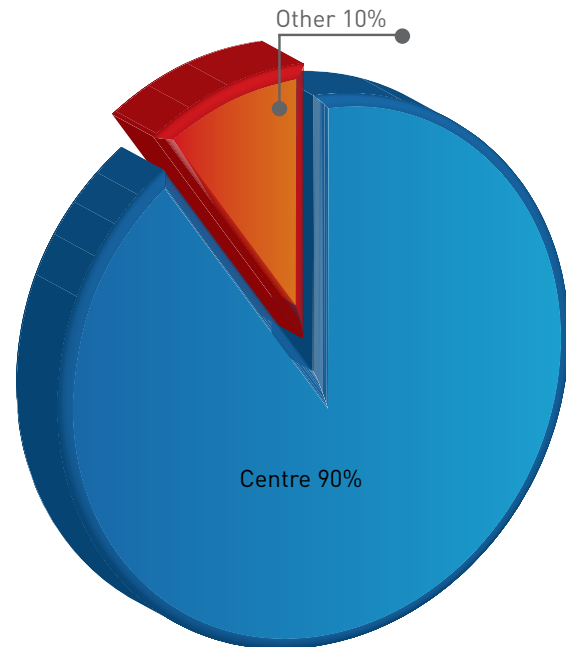
300 Billions  
dhs turnover

10  
Opérateurs

### Export Markets



### Export Regions



\*Year 2012

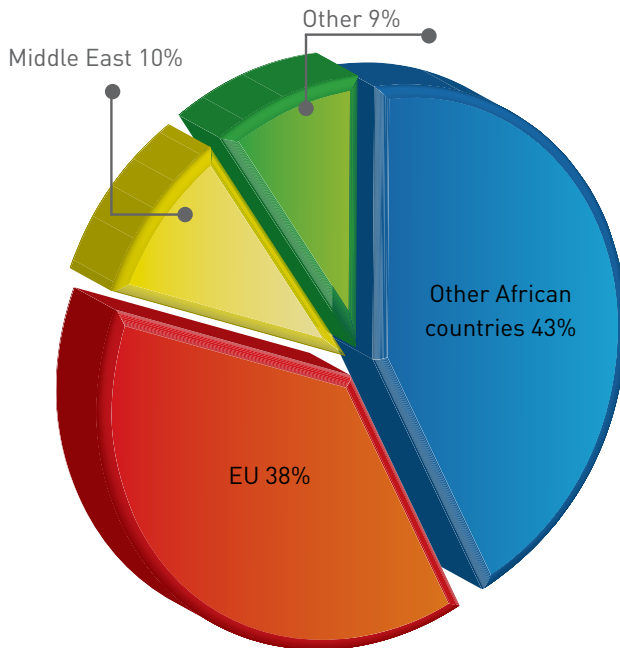
**Canned fish :**

122  
Thousands tons  
of exports

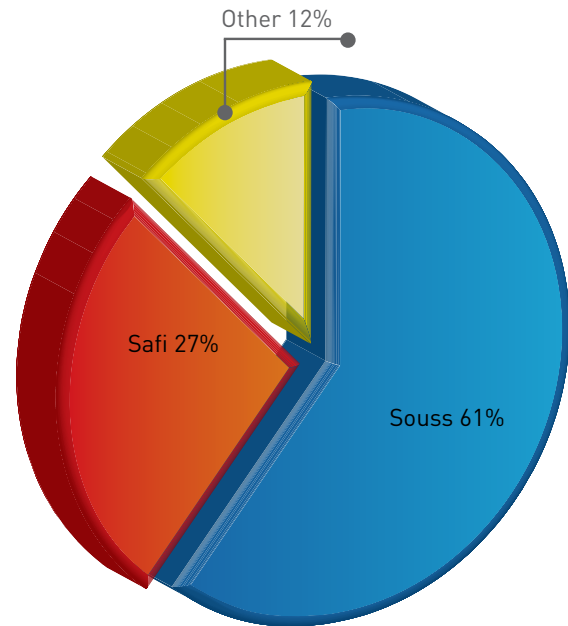
4,2 Billions  
dhs turnover

58  
Operators

**Export Markets**



**Export Regions**



\*Year 2012

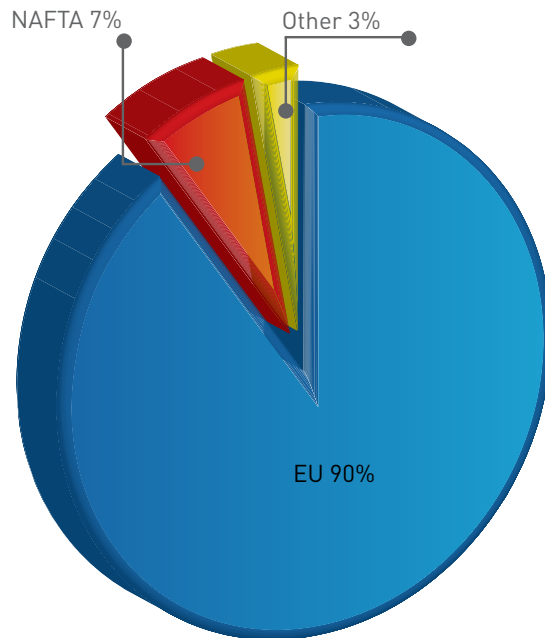
## Semi-preserved anchovy :

19,6  
Thousands tons  
of exports

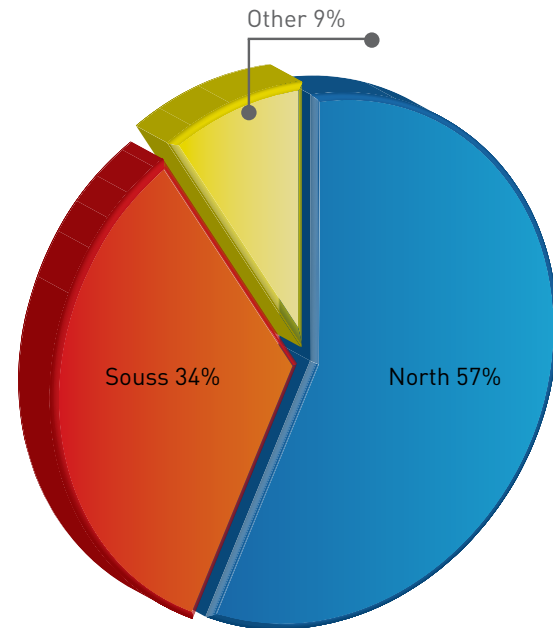
1,3 Billions  
dhs turnover

39  
Operators

### Export Markets



### Export Regions



\*Year 2012



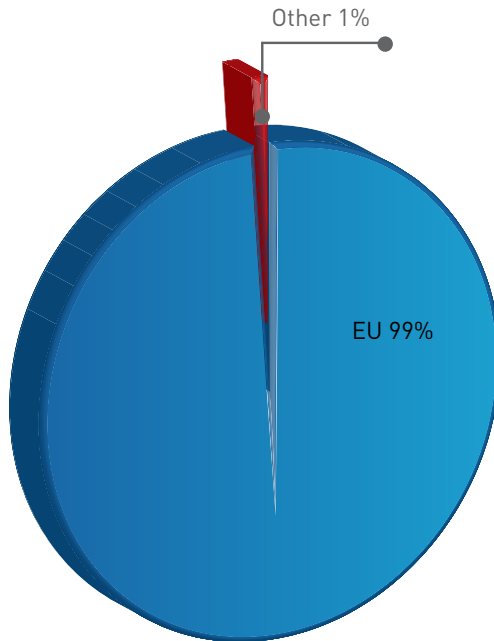
**Fish / Shellfish fees :**

16  
Thousands tons  
of exports

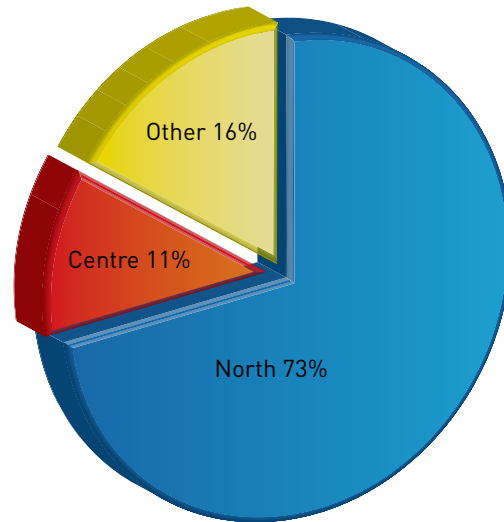
808 Billions  
dhs turnover

88  
Operators

**Export Markets**



**Export Regions**



\*Year 2012

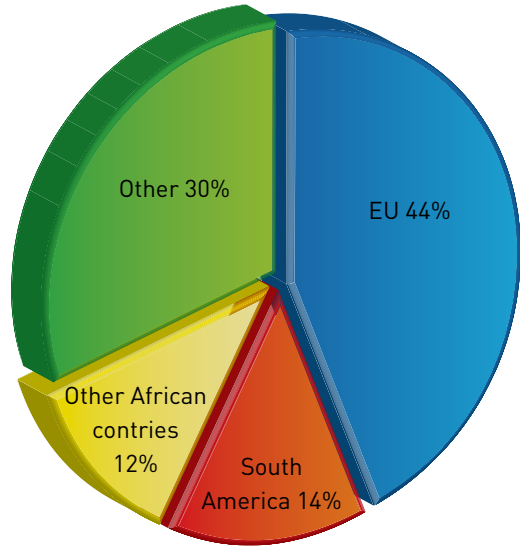
**Fish / Shellfish Frozen**

193  
Thousands tons  
of exports

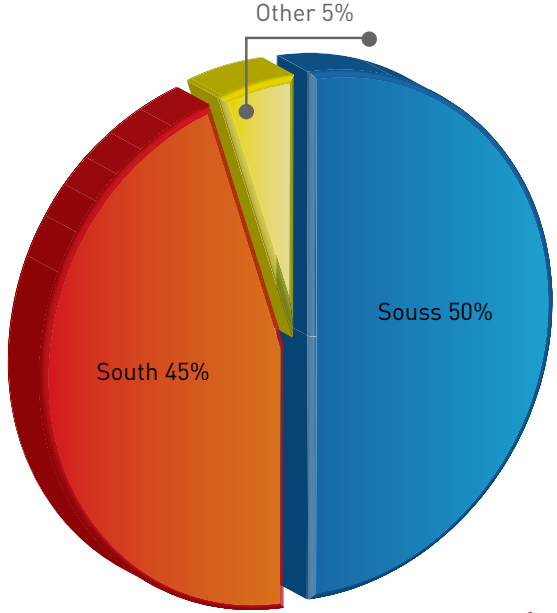
5,5 Billions  
dhs turnover

228  
Operators

**Export Markets**



**Export Regions**



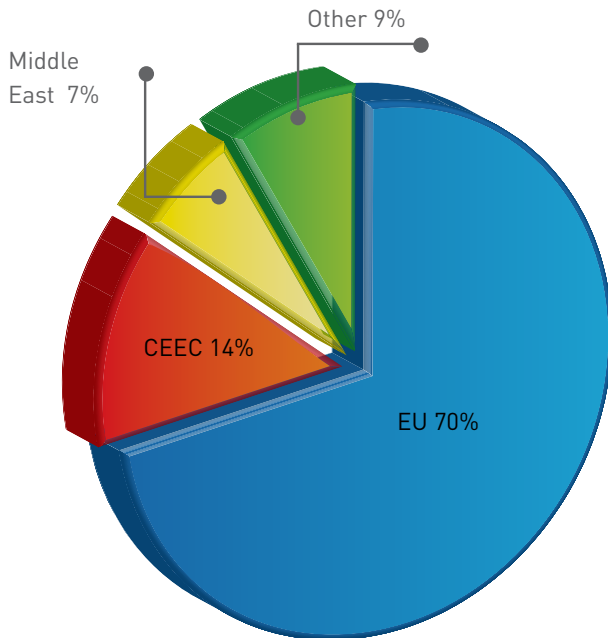
## Fish Flour :

89 Thousands  
tons of exports

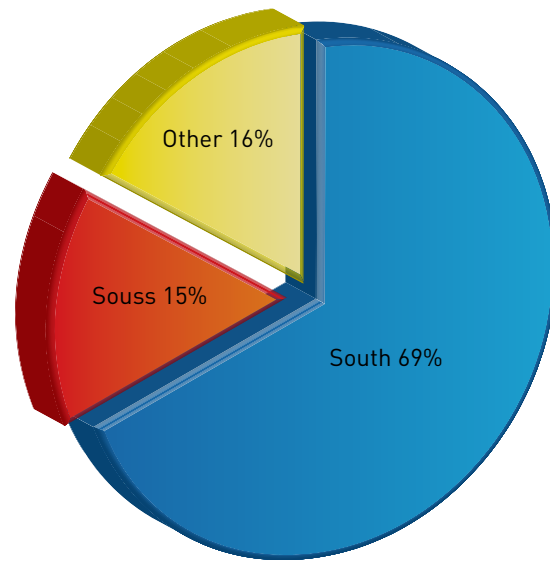
924 Millions  
dhs turnover

17  
Operators

### Export Markets



### Export Regions



\*Year 2012

# MOROCCAN EXHIBITORS



# ARGANISME

PRODUCTS

Olive Oil  
Argan Oil

ARGANISME cosmetics , is a company of production and commercialization of the cooking and cosmetic drifts organic argan oil. The commercial direction based at 55 bd Anoual to Casablanca in Morocco.

The production of the cooking and cosmetics organic argan oil, is since 1998 to Essaouira.

Arganisme works with several assistants: it is a matter of cooperatives ones, taking care of the harvest and crushes it first matter, by the men and the women of the regions of the harvest, with the intention of the solidary Business.

The annual production of the argan oil : The almonds pressure is done by machine. The extraction of the oil is done according to the international norms of security. The obtained oil is certified By ECOCERT NOP.

The annual production capacity of argan oil is estimated at 40 tons

A new range of food products in addition to our products of argan oil: olive oil, lemon, garlic, harrissa (hot paprika) and different kinds of olives.

MOROCCAN EXHIBITORS

## Contact :

Mrs EZZAHID Fatiha  
Add: 55, bd Anoual - Casablanca  
Morocco  
P: +212 5 22 86 05 18  
F: +212 5 22 86 07 15  
E: arganisme@gmail.com







# CARTIER SAADA

PRODUCTS  
Olives  
Apricots  
Lemons-Hrissa  
Moroccan  
Recipes

CARTIER SAADA is one of leading exporters of canned fruits and vegetables in Morocco. The company has been certified ISO 9001, ISO 22000 and BRC and listed on Casablanca Stock exchange.

CARTIER SAADA produces a large range of olives, apricots and others products for fine grocery, with several labels and different packaging.

The quality of our products and the name we successes to build with our brands allow us to export to more than 30 countries over the five continents.

MOROCCAN EXHIBITORS

## Contact :

MR Hassan DEBBARH  
Mrs Zhor LAHLOU  
Add: CARTIER SAADA S.A,  
285-291 ZI SIDI GHANEM 40110  
Marrakech / Morocco  
P: +212 5 24 33 68 68  
F: +212 5 24 33 50 74  
E: [contact@cartiersaada.com](mailto:contact@cartiersaada.com)  
W: [www.cartiersaada.com](http://www.cartiersaada.com)



# MARRAKECH

Morocco's best juice ever



 CITRUMA

# CITRUMA

PRODUCTS

Juices  
Orange juice  
Essential oil  
& aromas

CITRUMA is the leader of the citrus processing industry in Morocco and produces frozen and aseptic juices and concentrates. We always demand the best for our clients and use the most modern technologies and quality. Our quality system is in conformity with international standards. We are certified by SGF, the international reference for juices, and ISO 22000. Our quality procedure starts with the picking and selection of oranges from our best orchards. The freshness and delicate flavor of our products are guaranteed by aseptic Tetra Pak packaging

Nothing is left to chance in our quest for juices of exceptional quality that have the authentic taste of Moroccan oranges, recognised world-wide and sought after for its naturally sweet and fragrant taste.

CITRUMA products are mainly exported to Africa because of the proximity and demand (over 16 countries). We are also present in Maghreb, Russia and Sweden.

We both produce industrial products for B to B business and mass market products for the consumers in Morocco and abroad.

## Contact :

Mr Fodil CHERIF

Add : KM 4, ROUTE DE MAHDIA,  
Kenitra / Morocco

P: +212 6 65 18 22 64

+212 5 37 37 22 44

F: +212 5 37 36 56 55

E: [f.cherif@citruma.ma](mailto:f.cherif@citruma.ma)

W: [www.citruma.ma](http://www.citruma.ma)

MOROCCAN EXHIBITORS





**FaconeX**  
Manufacturing of Confectionery for Export

# FACONEX

PRODUCTS

Cotton  
Candy,  
Pop Corn

FACONEX is a Moroccan company specialized in confectionary production and distribution both at the local and international level. FACONEX is the first company in Africa producing cotton candy with different flavors in 50 and 20 grams, (Strawberry, Apple, Banana, Vanilla, Lemon, Tutti-Frutti and Mongo) and caramelized popcorn in buckets.

The production conception is made with respect to international standards of hygiene and quality.

The company plans to develop other products in the confectionary sector.

On one hand, FACONEX enjoys a remarkable reputation among the Moroccan consumer and foreigners as well thanks to the quality of its products, its innovation and for being at the level of their expectations.

On the other hand, FACONEX exports a 90% of its production abroad. Thus, with plans to expand to the international market, the company intends to reach an international dimension.

FACONEX has expanded its customers' database to include the Middle-East (Saudi Arabia, Kuwait, Lebanon, Bahrain and UAE), Europe (France, Netherlands, UK and Belgium) and Africa (Algeria, Libya, Egypt and Gabon).

MOROCCAN EXHIBITORS

## Contact :

Mr. Hamid MOUHIM  
Add : Z.I, AinAtiq 12040, Temara  
Rabat / Morocco  
P: +212 5 37 74 96 67  
F: +212 5 37 74 96 06  
E: faconex@faconex.ma  
W: www.faconex.ma





# Familia



# INDUSALIM

PRODUCTS

Couscous,  
Pasta,  
&  
Table margarine

Starting 1987, INDUSALIM was first to launch a margarine brand called "MAGDOR" in Morocco. This was representing then the first step for Indusalim towards an innovation based strategy focusing on providing the consumers with the best products for their well-being and health.

Very quickly, Indusalim started a diversification strategy through the launch of new brands and categories in order to anticipate consumers' specific needs.

Nowadays, INDUSALIM operates in several markets and categories. Its strategy is based on:

Strong brands: "Familia", "Magdor", "Ledda", "Florèle" and "Basma". These brands succeeded in building a very strong equity among loyal consumers in different African markets.

Product quality: As a result to its quality policy, INDUSALIM is ISO 9001 certified and is applying the HACCP method for the whole production process in its different plants.

Thanks to its quality process, Indusalim is delivering superior quality products that benefit from best in class raw material products.

Two production units equipped with modern manufacturing tools in line with international standards and allowing big manufacturing capacity

MOROCCAN EXHIBITORS

## Contact :

Mr Othman Drissi  
BELHOUCINE

Mr Abderbarie EL ALAOUI

Add: 6 rue Al Mortada  
Casablanca 20340 / Morocco

P: +212 5 22 23 79 48

F: +212 5 22 25 63 45

E: elalaoui.elazizi@gmail.com

elalaoui.elazizi@indusalim.com

obelhoucine@indusalim.com

TURN OVER  
3.1 M€

MAIN EXPORT MARKETS

Africa,  
Europe,  
USA,  
Canada







*Welcome  
to the land of  
a thousand and  
one flavors*



# KAYNA GROUP

PRODUCTS

Couscous  
&  
Pasta

## Activity:

Production of Couscous, Pasta, Semolina and flour

KAYNA GROUP is a large company that produces and sells pasta, couscous, semolina and flour. The Production unit has one of the most advanced technologies with monthly production capacity of around 2,400 tons between pasta and couscous. Our knowledge and our selection of High quality raw materials allow us to become a major player on the nationally and internationally.

The group already has its four active mills durum wheat, one for wheat, two others for barley, a unit of pasta and couscous. KAYNA GROUP is being certified for hygiene and food safety for all stages of manufacturing (HACCP and ISO 22000 version 2008).

MOROCCAN EXHIBITORS

## Contact :

Mr Nour Eddine BAHJI  
Add: Lot.N°7, Industrial Area  
26100, Berrechid / Morocco  
P: +212 5 22 32 60 40 / 055  
F: +212 5 22 32 60 44  
GSM : 212 6 60 64 09 17  
E: bahji@kaynagroup.com  
contact@kaynagroup.com  
W: www.kaynagroup.com





**KING PELAGIQUE**  
BENIS PELAGIQUE  
GOLD SEA FISH  
MAROC SURIMI  
ERG CONSERVE  
BENIS PECHE  
ERG DELICE

# KING PELAGIQUE

PRODUCTS

FROZEN SARDINA  
FROZEN SARDINELLA  
FROZEN MACKEREL  
CANNED SARDINA  
CANNED MACKEREL

We are a morroccan company offishing, processing and freezing pelagic fish. We have our own RSW vessels and our own Processing plant. We can process and freeze more than 300 Mt a day of raw materiel. We have our own storage more than 2500 Mt. Our excellent location-Port of Dakhla city-, just few miles from one of the richest fishing grounds on earth, gives us not only the advantage for the maintenance of high quality in all our products, but the possibility of having our vessels to discharge almost everyday, satisfying the quality requested and the quantity of orders.

As we know the importance of quality in the final product, our RSW vessels have been fitted with the most sophisticated and recent equipments, to ensure sustainable method of fishing and cooling in first class quality.

In order to provide and maintain high quality products, we rely on the back-up of our excellent cooling equipment on board; we are capable of maintaining the fish down to  $-2^{\circ}\text{C}$ . Our product complies with all traceability exigencies, maintaining the temperature at below  $0^{\circ}\text{C}$  in all process up to packing and freezing in our processing plants.

We are Eu approved, Haccp certified, IFS Certified Version 6, Friend of the Sea Certificad. All our production is dedicated to exports.

## Contact :

King Pelagique

Add: 234-235 Z.I BP 321 DAKHLA

OUED EDDAHAB / Morocco

P: +212 6 61 44 80 35

+212 5 28 93 01 97

E: redachami1@gmail.com

W: www.kingpelagique.org

MOROCCAN EXHIBITORS





# marocâpres

The Caper Specialist



Capers

Caperberries

Olives

Peppercorns



 marocâpres



# MAROCAPRES

PRODUCTS

Capers,  
Olives  
& Peppercorns

Marocapres is producer of capers, olives and peppercorns, packed in jars, tins and drums. The working facilities are settled in Fes, Safi and Marrakech, and work under the highest standard of safety and quality, complying BRC, IFS, HACCP and ISO 22000 standards.

We have full control of our capers from the picking to the ready to consume. We are the number one worldwide producer of capers.

We process our olives from the farm to the ready to pack or consume. We are the first Moroccan exporter of olives in drums.

Our factories operate according to the latest industry technologies of their sectors.

MOROCCAN EXHIBITORS

## Contact :

Mr. NIDDAM Yves

Add : 17-20 Rue de Nador

Q I Dokkarat BP : 2341 FES CP :

30000 / Morocco

P: +377 93 10 51 81

F: +377 93 10 51 89

E: [export@marocapres.com](mailto:export@marocapres.com)





**WE ARE HERE TO PACK FISH  
UNDER YOUR LABEL**



# SILVER FOOD SA

PRODUCTS

Canned Fish

## WHO WE ARE?

SILVER FOOD is one of the largest fish canneries in Morocco operating in the region of Casablanca. Specialized in canning sardine, mackerel and tuna, the factory is extended on 55 000 m<sup>2</sup> and has an annual production capacity of more than 100.000.000 cans , which is equivalent to the transformation of over 30.000 tons of raw material, 70% of which are for exportation.

With a highly qualified team of 1000 employees, Silver Food enters the market and brings a real added-value thanks to innovating products and its state-of-the-art modern technology.

MOROCCAN EXHIBITORS

## Contact :

Mr Aimad Mamdouh  
 Mrs Amina Errami  
 Mr Hassan Boukhanfar  
 Export Sales Manager  
 Add: Berrechid, Douar Bouhala  
 commune rural Lakhyayta /Morocco  
 Province de Berrechid - BP 290  
 P: +212 5 22 53 52 53  
 F: +212 5 22 53 52 79  
 E: [contact@silver-food.com](mailto:contact@silver-food.com)  
 W: [www.silver-food.com](http://www.silver-food.com)







# LES FRIGORIFIQUES BOUZARGTOUN

PRODUCTS

frozen  
&  
fresh fish

Established in Morocco in 1980, the Society Les Frigorifiques Bouzargtoun , was the first company that imports fresh fish and shrimp from Europe , processes and exports to the European Union.

Les Frigorifiques Bouzargtoun is now found a leader in the sector being one of the largest producer in Morocco, located in all large and medium surfaces at national level, our company is open to other horizons, strengthen through our distribution platform at Holland « MarSeaFood « it gives us the opportunity to meet the demand of our customers in Europe, Asia and North America.

Les Frigorifiques Bouzargtoun is certified according to BRC standard V6 in 2013 , which aims to create and maintain a system of quality management to improve customer satisfaction. With our experience we control the quality and safety of our entire supply chain from order to delivery to our customers

MOROCCAN EXHIBITORS

## Contact :

Mr El ghamarti Karim  
karim@greentable.com  
Add: BP 99 Bouskoura 20180  
Casablanca /Morocco  
P: +212 5 22 32 06 07  
F: +212 5 22 32 01 88  
E: info@greentable.com  
sales@greentable.com  
bouzargtoun@gmail.com  
khairykarim86@gmail.com





LAAYOUNE PROTEINE S.A.  
MARIN DE POISSON



# FISH MEAL

237, Bd de la Mecque - LAAYOUNE  
Tél : 05.28.99.86.59 / 05.28.89.29.70  
Fax : 05.28.99.86.60 / 05.28.89.44.80  
Web : laayoune-proteine.ma

PRODUCT OF MOROCCO

Poids Net 50 Kg



LAAYOUNE PROTEINE

# LAAYOUNE PROTEINES

PRODUCTS  
FLOUR  
PRODUCTION  
AND FISH OIL

The company LAAYOUNE PROTEINE was established in 1994, it's situated in the industrial zone of ALMARSA in LAAYOUNE city.

Owing to experience and its modern equipments the company LAAYOUNE PROTEINE produces fishmeal and oil with high quality made with fresh new materiel LAAYOUNE PROTEINE product a high quality of oil and fishmeal

The rate of protein in the fishmeal (100% steam dried) is always over 65% and the acidity of fish oil doesn't exceed 4% this oil is highly rich of OMIGA 3, 90% al the production is for export

LAAYOUNE PROTEINE attained the certification of international quality ISO 22000v2005 and ISO 9001v2000 due to its performance in the management system of security and GMP+ Feed safty Asurance.

MOROCCAN EXHIBITORS

## Contact :

**Mr Ali RAZAMA**

Add: 237 AV De la

Mecque BP 117

Laayoune / Morocco

P: +212 5 28 89 29 70

+212 5 28 89 20 03

+212 6 66 28 96 15

+212 6 61 38 31 51

P usine : +212 6 66 28 96 15

F : +212 5 28 89 44 89

E : laayouneproteines@gmail.com







# SOTRAGEL

PRODUCTS

FISH MEAL  
AND OIL

SOTRAGEL company belongs to KANTAOUI Group, settled in Morocco at Al Marsa, the industrial zone of LAAYOUNE city

Specialized in fish meal and oil production and commercialization , SOTRAGEL has a production capacity which reaches 150 tonnes per day of a high quality of fish meal . 100% steam dried with 65% minimum of protein, and 50 tonnes per day of fish oil with 3% maximum of acidity.

80% of fish meal and 95% of oil productions are intended for exportation .

Disposing of modern installation , the production is assured by highly qualified and experimented team having of a modern laboratory , in accordance with the haccp system, the company has outstandingly obtained the certifications of ISO 9001 V 2000 and ISO 22000 V 2005 in order to face the universal requirements in quality and food safety management system.

MOROCCAN EXHIBITORS

## Contact :

Mr Khalid KANTAOUI

Add: Siège Social : Z I Al Marsa

Laayoune BP 62. / Morocco

P: +212 5 28 99 84 50

+212 6 61 37 43 65

F: +212 5 28 99 84 51

E: sotragel@gmail.com

E: sotragel.commercial@gmail.com





# Port Tanger Med

Last generation of equipment to serve importers and exporters

Real sea bridge with Europe, Port Tanger Med offers:

- An annual capacity of 700,000 trucks and 3 Million T'EU'S
- Last generation of Equipment
- Highway connection to main Moroccan cities.

For more informations please contact  
+212 (5) 39 33 70 00 / +212 (5) 39 33 71 55 or visit [www.tmpa.ma](http://www.tmpa.ma)



# TANGER MED

PRODUCTS

Port  
services,  
warehouses

The Tanger Med seaport is a fully integrated industrial, logistical and trade platform on the southern shore of the Straits of Gibraltar.

Tanger Med is designed as a world class transshipment hub and a gateway for morocco's imports and exports. Its draft allows receiving the largest and latest generation of container ships.

Ideally located at the shortest distance between Africa and Europe (Less than 10 miles), Tanger Med provides direct and zero deviation access to major East/West seaways and confers the benefit of capturing service to Africa and South America as it marks the point where Atlantic and Mediterranean meet.

The current expansion plans undertaken by the Port of Tanger Med will enable it to reach by 2016, a processing capacity of over 8 million containers, 7 million passengers, 700 000 trucks, 2 million vehicles and 10 million tons of hydrocarbons.

Tanger Med integrated logistical platform features a logistical free zone managed by Medhub and offering companies world class infrastructure and a wide range of solutions for global logistics providers.

MOROCCAN EXHIBITORS

## Contact :

Mrs Meriem FARES

Add: Zone Franche de Ksar

El Majaz, Oued R'mel / Morocco

P: +212 5 39 33 70 00

F: +212 5 39 37 17 90

E: m.fares@tmsa.ma

W: www.tmpa.ma







[www.marocexport.gov.ma](http://www.marocexport.gov.ma)

Ministry Delegate to the Minister of Industry, Trade, Investment  
and the Digital Economy, in charge of Foreign Trade.

Mr. Mohamed ABBOU

Minister Delegate to the Minister of Industry, Trade,  
Investment and the Digital Economy, in charge of Foreign Trade.

Address: 63, avenue Moulay Youssef, 10000 - RABAT

Phone: +212 5 37 70 06 22 / +212 5 37 70 63 21

Fax: +212 5 37 72 05 53

Embassy of the Kingdom of Morocco in Russia

HE The Ambassador Of HM the King of Morocco in Russia

Mr. Abdelkader LECHEHEB

Address : Moscou 119034 , Pretchestinky per., D.8A.

Phone: +7(495)691-17-62 ; +7(495) 637-73-51

Fax: +7(495)609-94-93

E-mail: [sifmamos@gmail.com](mailto:sifmamos@gmail.com)

Site web : [www.ambmaroc.ru](http://www.ambmaroc.ru)









[www.marocexport.gov.ma](http://www.marocexport.gov.ma)

23, rue Bnou Majed EL Bahar  
20000, Casablanca - MOROCCO

Phone : +212 522 302 210

Fax : +212 522 450 557

Email : [info@marocexport.gov.ma](mailto:info@marocexport.gov.ma)

[www.marocexport.gov.ma](http://www.marocexport.gov.ma)