

AFRICA
FOOD
SHOW
MOROCCO
2ND EDITION

20 - 22 November 2024

Office des Foires et des Expositions
Casablanca, Morocco (OFEC)

**NORTH AFRICA'S PREMIER
B2B EVENT FOR GLOBAL
FOOD TRADE**



www.africafoodshow.com/morocco

Organized by:
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Africa Food Show 2024

ABOUT

AFRICA FOOD SHOW

Africa Food Show (AFS) Morocco 2024, is the premier event for global food and beverage suppliers seeking to tap into the Moroccan market. This gathering is an excellent B2B platform where you can explore various parts of the food and beverage supply chain. Morocco's food and beverage industry is showing promising statistics in 2024. The country's food and beverage exports are expected to grow, with a 5.90% increase projected for the alcoholic drinks market by 2028. Additionally, the Fruits and Vegetables Market in Morocco is expected to reach USD 4.37 billion in 2024, with a projected CAGR of 4.21% during the forecast period 2023-2028.

Over three days, attendees will dive into meaningful discussions, establish partnerships, finalize agency and distributorship contracts, and brainstorm innovative market strategies. AFS is a hub for collaboration, fostering new market approaches and cooperative procedures to benefit everyone involved.

We invite you to join us for an immersive experience, where you'll forge connections and unlock the vast potential of the Moroccan market.






FACTS & FIGURES

Agriculture contributes almost 15% to Morocco's GDP, and combined with the fishing and forestry sectors employs about 45% of Morocco's workforce. Morocco is a net importer of agricultural and related products. Morocco typically imports bulk commodities and raw materials from the United States and exports high-value, consumer-oriented products to the United States. The European Union is Morocco's primary trading partner, accounting for about 60% of Morocco's agricultural exports.

In 2024, Morocco's agricultural sector is expected to experience moderate growth, with the agricultural sector's value-added projected to increase by 0.5% on an annual basis in the first quarter of 2024.



The livestock sector comprises a substantial herd, with over 31 million heads, including 21.6 million sheep and 6.1 million cattle.



The dairy industry is also projected to grow, with the milk market in Morocco expected to grow by 7.39% from 2024 to 2028, resulting in a market volume of US\$1.25 billion in 2028.



The meat market is projected to grow by 5.07% during the same period, resulting in a market volume of US\$5.94 billion in 2028.

These projections indicate positive growth and potential opportunities in the agricultural, livestock, dairy, meat, and food processing industries in Morocco in 2024.

WHY AFRICA?

The agri-food business is an emblematic sector of the Moroccan economy, with an annual turnover of \$17 Billion.

Agriculture contributes almost 13% to Morocco's GDP, and combined with the fishing and forestry sectors employs about 31% of Morocco's workforce. It has an outsized impact on the economy due to highly variable rain-irrigation-based grain production.

The sector is dynamic and resilient which ensures the supply of local and export markets with competitive products, reinforcing its strong position and worldwide growth.



Africa is a fertile ground for farming and fishery, but growers and food suppliers from across the world eye ample business opportunities on the continent. With a fast growing middle class, the growing economic integration of African countries, and the urgent need to overcome pressing food shortages, comes increased business opportunities for international food and beverage suppliers.

The fast growing population of Africa will lead to fundamental changes in demand for F&B. Changing lifestyles, eating habits, and increased health awareness, are fueling the demand for alternative diets and healthy nutrition across all age groups and social levels.



EXHIBITS PROFILE

FOODSTUFF & FOOD TECHNOLOGIES

- Frozen Foods
- Canned and Bottled Foods
- Fresh Produce
- Organic Foods
- Pickled, Dried and Smoked Foods
- Ready-to-Eat Foods
- Spices, Herbs, Condiments &
- Seasonings
- Baked Foods
- Confectionery
- Desert & Leisure Foods
- Milk & Dairy Products
- Meat & Livestock Products
- Beverages and Beverage Technologies
- Food Processing & Packaging Equipment & Machinery

AGRICULTURAL PRODUCTS & TECHNOLOGIES

- Seeds
- Fertilizers
- Pesticides
- Organic Agricultural Products
- Agricultural Equipment, Machinery & Spare Parts
- Animal Feeding Devices & Machinery
- Slaughterhouse Equipment
- Animal Health Products
- Veterinary Supplies & Equipment
- Aquaculture Equipment
- Water Treatment System
- Irrigation & Water Technology
- Post Harvest Treatment
- Drying Preservation & Packaging Technology

SHOW HIGHLIGHTS



B2B MATCHMAKING

In order to streamline meetings between exhibitors and visitors, the event's organizer MIE Groups facilitates B2B matchmaking during the entire show, the perfect recipe to guarantee effective meetings, negotiations and business deals.



CONFERENCE DAY

A parallel conference session will host top speakers from the industry, organisations, addressing a variety of important topics, including how economic integration in Africa can bear fruit for the F&B industry.



WHO VISITS

5000+ Professional Visitors and Official Delegations from Morocco and Neighboring Countries expected Food importers, traders, distributors and wholesalers, hotel and restaurants, cafes, supermarket chains, gourmet shops, private and institutional caterers, prominent chefs, bakeries, trade associations as well as global industry publications.



AFRICA FOOD SHOW MOROCCO

ABOUT MIE GROUPS

- Founded in 2000: Professional exhibitions, trading and consulting organization
- International Offices in Dubai, KSA & USA
3 Offices in Africa
8 Offices across China
- Organized over 100,000 + international trading companies to exhibit in the Middle East & Africa
- Helping business growth of global entrepreneurs around the world

MIE GLOBAL PLATFORMS



BOOK YOUR SPACE NOW!

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