



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Required Report - public distribution

Date: 1/12/2000

GAIN Report #MO0002

## **Morocco**

### **Promotion Opportunities**

### **Promotion Opportunities - Morocco**

## **2000**

Approved by:

**Quintin Gray**

**U.S. Embassy**

Prepared by:

Aziz Abdelali

---

#### **Report Highlights:**

**SAM Food Show - March 2000**

**DAWAJINE Poultry Show - May 2000**

**U.S. Apple Exporters Team to Morocco - May 2000**

**U.S. Hides & Skins Exporters Team to Morocco - May 2000**

**Pulses Seminar for North Africa and U.S. Pulse Exporters to Morocco -June 2000**

---

Includes PSD changes: No

Includes Trade Matrix: No

Unscheduled Report

Rabat [MO1], MO

**Executive Summary**

*The Promotional activities listed are provided for informational purposes only. No Endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.*

**Section I. Trade Shows****ACTIVITY I****1. Title of the Event:** SAM-2000 Food and Agricultural Show

Best Food show in Morocco

**2. Dates:** March 23-26, 2000**3. Venue:**

Salon de l'Alimentaire et de l'Agriculture du Maroc (SAM)

Espace Toro - SAM

Contact: BOUMHAMDI, FatimEzzahra;

Boulevard Sidi Mohamed Ben Abdellah

Casablanca, Morocco

Phone: (212-2)940245/940247/940315

Fax: (212-2)940222/949371

**4. Organizer Contact Information:**

Salon de l'Alimentaire et de l'Agriculture du Maroc (SAM)

Espace Toro - SAM

Contact: BOUMHAMDI, FatimEzzahra;

Boulevard Sidi Mohamed Ben Abdellah

Casablanca, Morocco

Phone: (212-2)940245/940247/940315

Fax: (212-2)940222/949371

**5. Comments:**

The Fair gives U.S. exporters the opportunity to showcase various consumer-oriented food products to Moroccan distributors, consumers, and end-users.

Because of the high visibility of this fair in Morocco, the **Agricultural Attache in Rabat is planning to rent one "USDA" booth that can be used to display various American food products.** AgAtt encourages U.S. food exporters to send their brochures, posters, and products samples to:

Office of the Agricultural Attache

American Embassy, Rabat

PSC 74 Box 002

APO AE 09718

If you need additional information do not hesitate to contact us at:

Quintin GRAY, Ag.Attache  
Aziz ABDELALI, Ag.Specialist  
Phone:(212-7) 762265 Fax : (212-7) 765493  
Email: [AbdelaliA@fas.usda.gov](mailto:AbdelaliA@fas.usda.gov)

## ACTIVITY II

**1. Title of the Event:** POULTRY SHOW - DAWAJINE 2000

**2. Dates:** Mid-May 2000

**3. Venue:**

Espace Toro  
Contact: BOUMHAMDI, FatimEzzahra;  
Boulevard Sidi Mohamed Ben Abdellah  
Casablanca, Morocco  
Phone: (212-2)940245/940247/940315 Fax:(212-2)940222/949371

**4. Organizer Contact Information:**

Societe de Promotion des Aliments Modernes (SOPROMAL)  
RIADI, Abderrahman; President  
B.P. 4232, Temara  
Phone: (212-7)798534/740696 Fax:(212-7)740800

**5. Comments:**

The show gives U.S. feed and poultry industry the opportunity to showcase various products to the Moroccan poultry producers, feed manufacturers, and end-users.

Because of the high visibility of this fair in Morocco, the **Agricultural Attache in Rabat is planing to rent one "USDA" booth that can be used to display various Poultry related products**. AgAtt encourages U.S. exporters of feed and poultry related products to send their brochures, posters, and products samples to:

Office of the Agricultural Attache  
American Embassy, Rabat  
PSC 74 Box 002  
APO AE 09718

If you need additional information do not hesitate to contact us at:

Quintin GRAY, Ag.Attache  
Aziz ABDELALI, Ag.Specialist  
Phone:(212-7) 762265 Fax : (212-7) 765493  
Email: [AbdelaliA@fas.usda.gov](mailto:AbdelaliA@fas.usda.gov)

**Section II. Retail In-Store Promotions**

None

**Section III. Hotel, Restaurant, Institutional (HRI) Promotions**

None

**Section IV. Other Promotional Activities****ACTIVITY 1**

**1. Title of the Activity / Event:** U.S. Apple Exporters Team to Morocco

**2. Dates:** May 2000

**3. Venue:** Casablanca, Morocco

**4. Organizer Contact Information:**

Quintin GRAY, Ag.Attache

Aziz ABDELALI, Ag.Specialist

Phone:(212-7) 762265 Fax : (212-7) 765493

Email: AbdelaliA@fas.usda.gov

**5. Comments:** AgAtt plans to organize an U.S. apple exporters mission to Morocco.

AgAtt will assist American Exporters in organizing the trip to Morocco, touring production areas and distribution facilities, and will ensure that exporters meet with the key importers and distributors of apples in Morocco.

**ACTIVITY 2**

**1. Title of the Activity / Event:** U.S. Hides & Skins Exporters Team to Morocco

**2. Dates:** May 2000

**3. Venue:** Casablanca, Morocco

**4. Organizer Contact Information:**

Quintin GRAY, Ag.Attache

Aziz ABDELALI, Ag.Specialist

Phone:(212-7) 762265 Fax : (212-7) 765493

Email: AbdelaliA@fas.usda.gov

**5. Comments:** AgAtt plans to organize an U.S. Hides & Skins mission to Morocco. AgAtt will assist American

Exporters in organizing the trip to Morocco, touring production areas and distribution facilities, and will ensure that exporters meet with the key importers and distributors of hides and skins in Morocco.

**ACTIVITY 3**

**1. Title of the Activity / Event:** U.S. Pulse Exporters Team - Information Seminar

**2. Dates:** May 2000

**3. Venue:** Casablanca, Morocco

**4. Organizer Contact Information:**

Quintin GRAY, Ag.Attache

Aziz ABDELALI, Ag.Specialist

Phone:(212-7) 762265 Fax : (212-7) 765493

Email: AbdelaliA@fas.usda.gov

**5. Comments:** AgAtt plans to organize a information seminar and individual meetings between U.S. exporters and Moroccan importers. The seminar will be used to provide basic information to Moroccan importers about the U.S. pulse industry, standards and export procedures. After the seminar, importers will be invited to meet privately with U.S. exporters. AgAtt experience in organizing these types of activities and knowledge of the local pulse market will be invaluable to US participants.

\*\*\*\*\*

\*