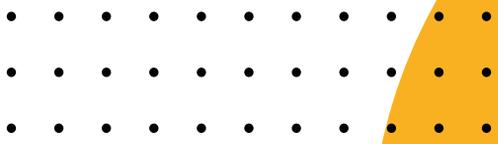
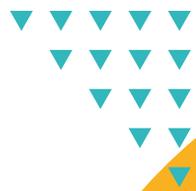




 **MOROCCO**  
**FOODEX**



**CATALOG**  
**OF EXPORTERS**





## PURPOSE OF THIS CATALOGUE

This exporters' catalogue is a showcase of the agri-food and fisheries exporting companies that are referenced at Morocco Foodex and have the required certifications to export to the UK market.

This catalogue presents UK-based principals (large-scale distributors, traders, wholesalers, etc.) with relevant information on Moroccan exporters in different industries (fish products, fruits and vegetables, citrus fruits, berries, processed products, olive oil, and organic products) with the aim of boosting their trade relations with Moroccan partners.

The companies featured in this catalogue have been selected based on their qualitative and quantitative Moroccan offering, their processes, and their rigour.

Morocco Foodex will be pleased to follow-up with UK-based importers regarding any information needed to facilitate their import procedures of Moroccan-origin agri-food and fishery products and to generally ensure good trading conditions.

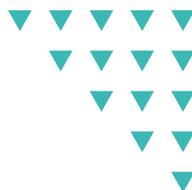






# SUMMARY

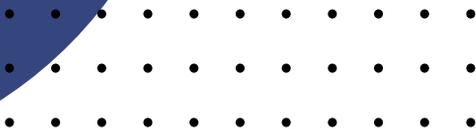
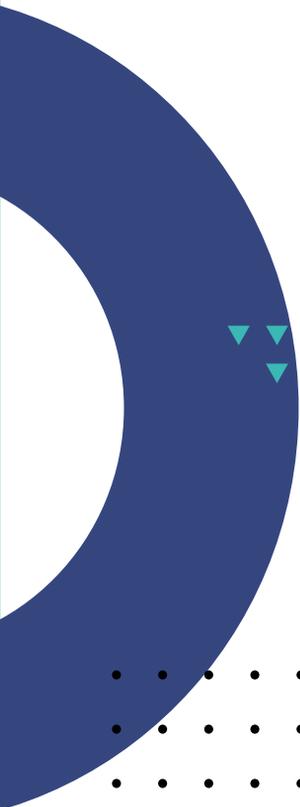
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# FISHERY PRODUCTS



# FENIP

## ACTIVITY

Moroccan sectoral Federation of Seafood Processing and Valorisation

## PRESENTATION

The National Federation of Seafood Processing and Valorization Industries (FENIP) is a professional organization created on November 21, 1996. It brings together 6 professional associations that encompass 350 companies of the seafood processing and valorization industries. As a sectorial Federation, the FENIP aims essentially to:

- Represent and defend the professional interests of its members.
- Study measurements suitable to develop seafood processing industries and to improve conditions of production, distribution and sale of the products.
- Provide to its members assistance in promoting and developing their activities.

Seafood processing industries group seven branches of activity, six of which are represented in professional organizations that are members of FENIP:

- The canned fish industry: represented by UNICOP.
- The semi-preserved fish industry: represented by AMASCOP.
- The fishmeal and fish oil industry: represented by ANAFAP.
- The seafood freezing industries: represented by ANICOM.
- The aquaculture industry: represented by UNAM.
- The seaweed processing industry: (AGAR AGAR) associate member.
- The seafood processing industries in Agadir: represented by FIPROMER.

**Hassan Sentissi El Idrissi**  
President

**Lamia Zragui**  
Manager

7, Ghmara St. Longchamps Dist. 20210  
Casablanca, Morocco

+212 522 944 894 / 365 743  
+212 522 366 154

fenip@fenip.com

www.fenip.com





# ANTIPASTI-MED

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Semi-preserved Pickled Fish, Grilled Vegetables, Tapenades and Vegetable Spreads, Anchovies Banderillas, Méchouia Salad

## PRESENTATION

Antipasti-med is an agri-food company, specializing in semi-preserved seafood products such as anchovies, octopus, seafood and antipasti. Located in Tangier between the two seas and with the Italian know-how, Antipasti-med selects the ingredients with the greatest care, masters the production processes and creates quality products with rich flavors, such as fish marinade, a wide range of marinated grilled vegetables, and so on.

Antipasti-Med offers the following product ranges:

- Semi-preserved pickled fish.
- Grilled vegetables.
- Tapenades and vegetable spreads.
- Vegetable/ anchovies Banderillas.
- Méchouia salad.

**Abdenbi Barda**  
General Manager

**Zakaria Adlani**  
Sales Manager

Zone Franche d'exportation, Ilot B1, Lot 2  
90090 Tanger, Morocco

+212 539 395 310

antipasti-med@hotmail.com

www.antipasti-med.com





# AVEIRO MAROC

## ACTIVITY

Freezing, Production, Marketing and Export

## MARKETED PRODUCTS

Canned Sardines and Mackerels: Plain Sardines and Mackerel, Skinless and Boneless Sardines, Mackerel Fillets, and Frozen Pelagic

## PRESENTATION

Founded in 1946, Nouvelle Aveiro Maroc company is specialized in the production and marketing of canned fish products, carefully selected and caught in the Moroccan coastal waters. The firm has a turnover of more than 90% of revenues, generated by exportations towards Europe, USA, Latin America, Africa and the Middle East. All the company's products are manufactured in a new factory, located in the new industrial area of Ait Melloul in Agadir. Each year, it processes about 40 000 tons of raw material and offers different types of canned fish, marketed through four international brands (Delmonaco, Liberator, Limao and Samaki), importers and distributors. As a branch of the Group, Tantan Frigo has over 70 years of experience in the fish market. It has a direct proximity to the sea in Dakhla, where its trawlers can provide the best raw material of seafood products: WR and HGT sardine and sardinella, WR mackerel and horse mackerel. The multiple services by facilities in Dakhla and Agadir, ranging from static freezing in tunnel and IQF to brine, allow to satisfy different segments.

### Mohamed Bicha

President

Z.I Ait Melloul, BP 117 - Agadir, Morocco

### Mourad Benabderrazik

Group Executive Advisor

+212 528 244 845

+212 528 243 179

### Younes Choukallah

Sales Deputy Director

m.benabderrazik@aveiro-maroc.com

ch.younes@aveiro-maroc.com

kh.yassine@aveiro-maroc.com

### Yassine Khalloufi

Sales Manager

www.aveiro-maroc.com





# BELMA

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Canned Seafood : Sardines, Tuna, Mackerel

## PRESENTATION

Founded in 1947 in Agadir, Belma produces and sells high-quality canned fish under its own brand and for other companies. Today, the company is a recognized player in the canned fish market. Belma manufactures its own products under the brands Belma and Armorial, as well as Connétable following a canning partnership agreement with the company Chancerelle in 2002. Its canned fish is sold on both local and international markets. Belma produces canned fish for European and North American retail outlets (generic brands), importers and manufacturers, for whom it develops product lines. The company's ongoing ambition is to satisfy its consumers, while preserving marine resources, the environment and the wellbeing of the women and men in its teams.

---

**Jean Charles Burnichon**  
Export Sales Manager

**Maxime Stanzel**  
Export Sales Manager

Lot 862 Zone Industrielle D'Ait Melloul -  
80152 Agadir - Morocco

+212 5 28 24 59 94  
+212 5 28 24 59 95

[info@belma.ma](mailto:info@belma.ma)

[www.belma.ma](http://www.belma.ma)





# BK FISH-TENDER FISH

## ACTIVITY

Freezing, Production and Export

## MARKETED PRODUCTS

Frozen Fish : Pelagic and Cephalopods

## PRESENTATION

TENDER FISH is one of the leading Moroccan companies in the fish industry with the main activity of freezing small pelagics: whole sardine, sardine without head and tail and eviscerated, sardine fillet, sardinella and mackerel. Located in the southern zone of Morocco, in proximity to the fishing port, the company sources fresh fish to offer its customers a safe and healthy finished product. The products are intended for export as well as the local market; for customers, whether they are specialists in the food industry, wholesalers, central purchasing, large-scale retail units, and freezer center. With over 20 years of experience in the fishery products industry, TENDER FISH now offers a diversified product range, through which it has won the trust of international partners, based in Europe, Africa and Asia.

**Kamal Yahiaoui**  
President

**Thami Abeskik**  
Plant Manager

Zone Industrielle, Port Laayoune, BP 52 -  
Laayoune, Morocco

+212 528 998 294

+212 528 978 553

[contact@tenderfish.com](mailto:contact@tenderfish.com)

[www.tender-fish.com](http://www.tender-fish.com)





# CIBEL

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Canned Plain Sardines, S&B Sardines, Mackerel Fillets and Anchovies

## PRESENTATION

Founded in 1963, CIBEL is a company that operates mainly in two business sectors: fish canning and the production of fish meal and fish oil. CIBEL's mission is to be among the best Moroccan producers of fisheries by offering the best solutions in order to continuously improve the commercial activity and the efficiency of the quality management system. CIBEL's main markets are USA, Europe, Africa, and the Middle East. Over the last years, CIBEL has been equipped with the latest technological tools, which have enabled it to satisfy its various and increasing consumer demand. This company is considered to be one of the major industries in the region and contributes positively to the development of the southern region.

---

**Loubna Ait Si**  
Export Manager

**Meryem Ziyadi**  
Export Assistant

**Majdouline Ettaleb**  
Export Assistant

Quartier Industriel Anza BP 311 Agadir

+212 528 204 010/11  
+212 528 204 080/40 80

[import.export@cibel.ma](mailto:import.export@cibel.ma)

[www.cibelmaroc.com](http://www.cibelmaroc.com)





# CUMAREX

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Canned Fish: Tuna, Sardines, Mackerel, Anchovy, Octopus, Shellfish

## PRESENTATION

Since 1992, Cumarex has been the result of a constant adaptation and development of a family business, dedicated to the traditional elaboration of canned fish. Through years of experience and constant innovation, Cumarex has gradually widened its geographical horizons, and has therefore become one of the current main national canneries operating in the field of sea products. The company masters and controls the supply of raw materials from their origin, thereby guaranteeing the service and competitiveness of its products to the customers. Cumarex has a large industrial infrastructure. Its factories are reference models at a national level. The company's industrial units are based in Tetouan and Dakhla. For more than 25 years Cumarex has been offering consumers canned mackerel, sardines, tuna and shellfish; always respecting traditions, relying on a know-how and raw materials of first choice, expecting the moment of tasting the products to be a moment of pleasure.

---

**Hassan Oualit**  
Director Of Operations

N°39, Zone Industrielle Route de Martil,  
Tétouan

+212 661 195 9-23  
+212 539 688 915-48

[commercial@cumarex.com](mailto:commercial@cumarex.com)

[www.cumarex.net](http://www.cumarex.net)





# DAMSA

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Canned Sardines and Mackerels

## PRESENTATION

Based in Laayoune, Damsa is a modern fish cannery that produces its own brand "Tamima", while also subcontracting for different foreign brands. The company produces canned sardines and mackerels with several recipes and in several formats. It aims to provide a wide range of quality products to consumers with rich flavors. Damsa also supplies more than 35 countries around the world. Damsa's markets are Europe, Africa, Middle East, and USA. The company is part of COPELIT Group, one of the main pioneers, operating in the seafood processing industry, in the southern provinces of Morocco. The Group owns five plants (for seafood processing and freezing), five RSW trawlers and has been growing constantly since 1986.

---

**Badr Bennani Kemmoun**  
President

**Driss Rhalimi**  
Commercial Manager

**Marie Aude Irma Beugre**  
Commercial Assistant

Lot A 59 Zone Industrielle, Al Marsa -  
Laayoune, Morocco

+212 528 294 550

+212 528 824 596

[contact@damsa.ma](mailto:contact@damsa.ma)

[www.copelit.net](http://www.copelit.net)





# DERHEM SEAFOOD

## ACTIVITY

Freezing, Processing and Export

## MARKETED PRODUCTS

Frozen Seafood: Cephalopods (Octopus, Squid, Cuttlefish, Puntilla, Almendrita), Pelagic (Sardine, Sardinella, Mackerel, Horse Mackerel), Molluscs (Oysters, Claws, Shellfish), Others (Bonito, Dogfish, Ribbonfish, Grey Mullet, Red Mullet)

## PRESENTATION

Since 1999, Derhem Seafood has been one of the leaders in Morocco in the freezing and processing of cephalopods, small pelagics and molluscs. Derhem Seafood has two production plants: one in Agadir and another in Dakhla. These two plants are equipped with the latest technology. If necessary, Derhem Seafood can use other production plants of the same standard to meet the urgent needs of customers. Derhem Seafood produces more than 10 000 tons per year. The success is explained by the respect of the quality standards, the freshness of the products and the respect of the very strict sanitary conditions.

---

**Said Derhem**  
General Director

**Hamid Taqiri**  
Export Manager

ZI Hay Salam - Dakhla, Morocco

+212 528 331 770

+212 528 331 774

[sales@derhemseafood.com](mailto:sales@derhemseafood.com)

[derhemseafood.ma](http://derhemseafood.ma)





FROZEN RIO DE ORO

The ocean is our home



# FROZEN RIO DE ORO

## ACTIVITY

Freezing, Processing and Export

## MARKETED PRODUCTS

Mar Gourmet & Solicom

## PRESENTATION

FROZEN RIO DE ORO is a Moroccan company located in the South of Morocco, specializing in seafood processing and exportation. The company can ensure any type of products from the ocean, as well as from the market depending on consumer needs.

**Brahim El Battah**  
President

**Said Laadraoui**  
Associate

**Jaouad Rahmane**  
Associate

Imm Hamana, RDC Massira I - Dakhla,  
Morocco

+212 661 464 872

[compta.frozenriodeoro@gmail.com](mailto:compta.frozenriodeoro@gmail.com)





# GIL COMES

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Canned Fish: Sardines, Anchovies, Mackerel, Vegetables and Fish Skewers

## PRESENTATION

Founded in 1969, and located in the Castellón town of Vinaròs, Grupo Gil Comes is one of the leading anchovies and sardines companies in the world. It has extended its range with the production of sardines, fresh anchovies and banderillas (skewers of pickled foods), respecting the company's origins without losing an ounce of its passion, and offering the best product on the market. With over 44 000 m<sup>2</sup> of facilities spread across Spain, Morocco, Perú and Argentina, Gil Comes can supply an extensive market and maintain its market shares throughout the year. The development process is identical in all facilities, ensuring quality and service. Gil Comes offers Anchovies in Olive Oil, Anchovies in Sunflower Oil, Mediterranean Sardines and Specialties El Menú.

---

**Abdelhafid Zaitouni**  
General Director

Nouveau Port De Larache, Larache 92000

+212 5 39-50 15 98  
+212 539-91 14 65

[zaitouni@gilcomes.com](mailto:zaitouni@gilcomes.com)

[www.gilcomes.com](http://www.gilcomes.com)





# GOLD SEA FISH

## ACTIVITY

Freezing, Production and Export

## MARKETED PRODUCTS

Frozen Fish: Sardines, Mackerel

## PRESENTATION

Gold Sea Fish is one of King Pelagique Group's subsidiaries. It specializes in preparing and freezing the selected fish. The company's main activities are receiving, grading, selecting and freezing the fish, with a freezing capacity of 200 MT per a cycle of 12 hours and storage of more than 2 000 tons of frozen products:

- Sardina pilchardus WR and HGT in BQF, IQF.
- Mackerel WR and HGT in BQF, IQF.
- Fillet Sardine IQF.

Gold Sea Fish is a place where the reception of the fish is executed with great care.

**Reda Chami**  
General Director

234, Z.I. Hay Assalam BP 321. Dakhla 73000  
Morocco

**Hicham Doughri**  
Export Manager

+212 5 28-93 02 58  
+212 6 61-35 95 47

Hossam.bouzid@gmail.com

www.kingpelagique.com





# HAFSA SAMAC

## ACTIVITY

Freezing, Processing, Marketing and Export

## MARKETED PRODUCTS

Cephalopods (Octopus, Squid, Cuttlefish, Baby Squid...) Pelagics (Mackerel, Ribbon Fish, Horse Mackerel ...) White Fishes (Denton, Rubberlip Grunt,...)

## PRESENTATION

Since 1993, HAFSA SAMAC has been operating in the fish sector in Morocco. With 26 years of experience, the company is one of the leaders in processing and marketing frozen fish. HAFSA SAMAC is well presented in the local market (supermarkets, restaurants, hotels, etc.) as well as in the international market, thanks to a variety of frozen fish products. In parallel, HAFSA SAMAC has known, through years of experience, how to develop its strength in the export market by having products that can suit all kinds of international markets. The company exports its products to more than 20 countries in:

- Europe (Spain, Italy, Portugal, Greece, Russia, England, Bulgaria).
- Africa (Tunisia, Algeria, Lybie, Egypt, Ghana, Ivory Coast, Cameroon, Togo, Equatorial Guinea, Angola).
- Asia (China, South Korea, Vietnam).
- North America (Canada).
- South America (Chili).

**Hassane Elbey**  
General Manager

332 Lotissement Lina, Sidi Maârouf -  
Casablanca, Morocco

**Mohamed Elbey**  
Import/Export Manager

+212 522 974 074/75 /76  
+212 522 974 077

**Mohamed Ayoub Kortbi**  
Commercial Manager

contact@hafsasamac.com

[www.hafsasamac.com/en/index.php](http://www.hafsasamac.com/en/index.php)





# HBZ GROUP

## ACTIVITY

Freezing, Processing and Export

## MARKETED PRODUCTS

Frozen Fish: Horse Mackerel, Mackerel, Sardines, Sardinella

## PRESENTATION

HBZ Group is a Moroccan fish processing company with an international orientation; it produces high quality fish products for markets all over the world. The company focuses on providing the best quality frozen fish and an excellent customer service in export. The manufacturing and processing of the sea products is indeed the specialty of Sud Process Fishing. The company is based in Dakhla, in southern Morocco. Sud Process Fishing has at its disposal 46 fishing vessel from which only the best quality of sardines is chosen before anyone else. The company's factory, Rijal Sakia El Hamra, is located in direct proximity to the port to ensure best time transit between harbor and the factory. For the production, it uses four basic pelagic fish of Morocco - sardinella, sardine, horse mackerel and mackerel as main raw material and processes it by using the most modern technologies. In order to ensure the best quality of products, the company's fully equipped laboratory provides a strict quality control that starts with the reception of raw material and continues through the entire production process.

**Abderrahim El Habza**  
President

Hassan II Avenue, Imm Tittrite N°53 -  
Agadir, Morocco

**Otmame Taoufiq**  
Marketing Director

+212 528 822 255  
+212 528 822 257

[marketing@hbzgroup.ma](mailto:marketing@hbzgroup.ma)





# IGLO FISH

## ACTIVITY

Freezing, Processing and Export

## MARKETED PRODUCTS

Frozen Pelagic Fish: Frozen Sardine HGT, Frozen Mackerel HGT, Frozen Sardinella HGT, Frozen Fillets of Sardine in blocks and IQF, Frozen Cuttlefish.

## PRESENTATION

Created in 1995 in the south of Morocco, Iglo Fish is one of the leaders in the processing of frozen pelagic fish. It's known for its high quality of products and service. The company's main objective is to satisfy its customers while providing a quality product, which is produced in accordance with international standards by using all the material and human means necessary to reach this objective.

---

### Mohammed Nabil Tazi

General Manager

### Soumiya Tihlati

Sales Manager

### Mohamed Riahi

Quality Manager

### Antonio Oliveira Martins

Sales Representative

### Luis Enriques Santana

Sales Representative

Bp 73 - Port de Laayoune, Morocco

+212 528 998 763

+212 661 766 252

+212 528 998 764

[iglofish@iglofish.ma](mailto:iglofish@iglofish.ma)

[iglofish@gmail.ma](mailto:iglofish@gmail.ma)





# KING PELAGIQUE GROUP

## ACTIVITY

Freezing, Production and Export

## MARKETED PRODUCTS

Canned, Frozen Pre-cooked Products, Fishmeal, Fishoil

## PRESENTATION

King Pelagique Group is a Moroccan group operating in the fisheries sector, with more than 20 years of experience, covering the entire value chain: from the RSW (Refrigerated Sea Water) fishing vessels, to the processing of the fresh fish in the group's subsidiaries (ERG CONSERVE: in charge of canning activity, BENIS PELAGIQUE: in charge of supplying unit, and ERG DELICE as pre-cooked products unit). King Pelagique is committed to producing high-quality services from fishing, processing, production, packing, transportation, and storages to meet the expectations of its clients. King Pelagique has developed and set a quality management system to meet international standards and the group exports its products to more than 46 countries around the world. The company's products are produced under its brands and its partner's private labels.

---

**Mohamed Zebdi**  
President

234, Z.I Hay Assalam BP 321 - 73000  
Dakhla, Morocco

**Reda Chami**  
General Manager

+212 528 931 445  
+212 528 930 197

**Hassan Aferyad**  
Sales Account Manager

[info@kingpelagique.com](mailto:info@kingpelagique.com)

**El Hadi Sekli**  
Sales Account Manager

[www.kingpelagique.com](http://www.kingpelagique.com)

**Nawfal Benrquia**  
Sales Account Manager





# LGMC-MUSTANDIS

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Canned Fish: Sardines in vegetable oil, sunflower oil, olive oil or spicy oil, Sardines in tomato sauce, lemon or brine, Skinless and boneless sardines in vegetable oil, sunflower oil, olive oil or spicy oil, Skinless and boneless sardines in tomato sauce, lemon or brine Mackerel filet in vegetable oil, sunflower oil, olive oil or spicy oil Mackerel filet in tomato sauce, lemon or brine Pilchards in vegetable oil, or tomato sauce

## PRESENTATION

Created in 1946, LGMC is one of the biggest players in Morocco, known for the production and export of canned sardines and mackerel. The company has 4 factories, 3 in Safi and 1 in Agadir, which are processing yearly more than 100 000 tons of fish. This production is almost totally exported all over the world (Europe, Africa, USA) under different size of cans and brands such as Anny, Josiane, Cyrus, Monica or Queen Mary. All of the company's factories are complying with the strictest and latest quality requirements in accordance with all type of markets and clients. LGMC's quality system has allowed the company to be certified by the major worldwide certifying organizations in the field.

**Mehdi Tak Tak**  
General Manager

**Tarik Bakkali**  
Head Of Sales

112 Boulevard Moulay Slimane, Ain Sebaa -  
Casablanca, Morocco

+212 522 666 908  
+212 520 422 254

contact@lgmc-mutandis.com  
m.taktak@lgmc-mutandis.com  
t.bakkali@lgmc-mutandis.com

www.lgmc-mutandis.com





# MARPEX

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Marinated Anchovies in Vinegar, Marinated Anchovies in the Sunflower Oil, Marinated Anchovies in Garlic and Prasley, Marinated Anchovies in the Oriental Sauce, Marinated Sardines in Basil

## PRESENTATION

Created in 2003, MARPEX is a company that specializes in producing and exporting marinated products based on anchovies and sardines. Thanks to years of experience, MARPEX has been able to adapt to the needs of the international market, and offer its partners a wide range of marinated products of high quality, and at very competitive prices. The company's positioning in the port of Agadir, a few meters from the dock of landing of catches, allows it to control the freshness of fish at landing, to guarantee the cold chain and to build strategic fish stocks to meet the needs of the customers on time.

---

**Abdelali Ech Chaoui**  
Manager

N°70, Ancien port de pêche, 80000 -  
Agadir, Morocco

+212 528 845 098

+212 661 296 408

contact@marpex.ma

ali@marpex.ma

www.marpex.ma





# MERVEILLES DES MERS

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Canned Sardines, Canned Mackerel

## PRESENTATION

Based in Tan Tan, a southern Moroccan town known for its fishing port and its rich fisheries resources, Merveilles des Mers is a company that specializes in canned sardines and mackerel since early 2012, and soon will be operating in frozen fish as well. To meet the quality standards and international market requirements, Merveilles des Mers is endowed with a modern facility and a demanding process which places it today, as a reference unit in the area of Distributors Brands in Europe, for major European Retail Groups. The company's main advantages lie in its proximity to the major Fisheries of Southern Morocco, a state-of-the-art manufacturing equipment with a large-capacity production, and an experienced management Staff with high standards.

---

### Mustapha Oubarka

General Manager

ZI Route Tilemzoune, BP 270 - Tantan,  
Morocco

### Fatima Zahra Laassal

Head Of Exports

+212 528 766 760

+212 528 766 762

### Abdessalam Fadl

Head Of Packaging Supply Chain

info@merveillesdesmers.com

www.merveillesdesmers.com





# MIDAV

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Canned sardines, Canned mackerel and Canned tuna

## PRESENTATION

Since 1984, MIDAV has been operating in the fish canning industry in the city of Safi, Morocco. It produces various types of canned sardines and mackerel, such as plain and fillets, in vegetable or olive oil, in tomato or in brine, with lemon, etc. The company has 2 production plants that can process more than 100 tons of fish per day, with more than 700 employees. MIDAV's production policy is aimed strictly on the quality of its raw materials and its suppliers are accessed by frequent controls carried out by the in-house laboratory. MIDAV has been working with most famous worldwide distributors (Carrefour, Princes, Tesco, Leclerc, Bumble Bee, Lidl, John-West...).

---

### Jean Siegel

General Manager

### Mehdi Dhaloomal

Deputy Manager

BP 301, Route de Sidi Ouassel 46 000 Safi  
Maroc

+212 5 24 46 24 20

+212 5 24 46 14 15

midav@midav.ma

www.midav.ma





**NOUVELLE  
OUGALA**  
FISH MEAL & FISH OIL  
FROZEN FISH

# NOUVELLE OUGALA

## ACTIVITY

Freezing, Production and Export

## MARKETED PRODUCTS

Fishmeal, Fish Oil and Frozen Fish

## PRESENTATION

NOUVELLE OUGALA is located in south of Morocco, in El Outia Tantan city. Bought in 2010, the company specializes in the production and trading of fishmeal, fish oil and frozen fish. Its main markets are UE countries, Russia, Turkey, ASIA, Taiwan, and Africa...

NOUVELLE OUGALA offers premium quality products 100% steam dried: Fishmeal 68% (min), Fishmeal 60% (min), fish oil 4% acidity (max.)

---

### Mohamed Hajji

President

### Lamya Hajji

Commercial Director

### Rida Hajji

Purchase Manager

### Youssef Hajji

Sales Manager

### Ossama Solhy

Plant Manager

Zone Portuaire El Outia - Tantan, Morocco

+212 661 282 765

+212 661 900 249

+212 661 344 989

+212 661 262 890

+212 665 743 307

+212 528 879 083

+212 528 879 182

[l.hajji@nouvelleougala.ma](mailto:l.hajji@nouvelleougala.ma)

[contact@nouvelleougala.ma](mailto:contact@nouvelleougala.ma)





# OCEAMIC LAAYOUNE II

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Canned Fish: Sardines, Mackerel

## PRESENTATION

OCEAMIC LAAYOUNE II is a fish canning factory based in Morocco, and dedicated to the production and export of canned fish products. The factory is located in Laayoune port which ensures the best quality of fresh raw material directly from the Atlantic Ocean. Thanks to new manufacturing units and a professional team, the company has developed plant that can produce up to 160 000 cans a day but the capacities allows twice more than that. The products are natural, free preservatives, and rich in essential Omega 3. Oceamic Laayoune II's offer includes quality fish prepared with different sauces and oils: canned sardine and mackerel, skinless boneless sardine, sardine and mackerel fillets. The cannery is the logical result of expanding business of Sarma Fish. It produces sardines for brands like Calvo, John West and Parmentier – the biggest seafood companies in Europe.

---

**Youssef El Houssaini**  
Sales Manager

Lot N°60, Zone Industrielle El Marssa -  
Laayoune, Morocco

**Boutaina Aboudihaj**  
Head Of Sales

+212 528 998 374  
+212 528 998 328

**Loubna Deouaoui**  
Commercial

[contact@oceamic2.com](mailto:contact@oceamic2.com)

[www.oceamic2.com](http://www.oceamic2.com)





# SILVER FOOD GROUP

## ACTIVITY

Freezing, Production and Export

## MARKETED PRODUCTS

Canned and Frozen Fish: Tuna, Sardines, Mackerel

## PRESENTATION

Silver Food is one of the largest fully integrated fish canneries in Morocco, operating in state-of-the-art modern facilities in the regions of Casablanca, Tan-Tan and Dakhla. It specializes in the canning of sardines, mackerel and tuna. The 75 000 m<sup>2</sup> facility has an annual capacity in excess of 100 million cans which is equivalent to over 50 000 tons of raw material, through 9 dedicated production lines. The company's 50 000 m<sup>2</sup> primary processing and freezing facility in Tan-Tan, has 4 freezing tunnels in addition to a spiral freezer capable of producing over 2 000 kilos per hour of Individually Quick Frozen products ensuring optimum quality and freshness for its clients. Silver Food products are distributed in over 30 countries across Europe, North America, the Middle-East and West Africa.

---

**Tarik Bennouri**  
Account Manager

Km 5 R.P 3005 Douar Bouhala, Lakhyayta,  
BP 290 - Casablanca, Morocco

**Youssef Jaridi**  
Account Manager

+212 522 535 253  
+212 522 535 279

**Abdelkrim Benjemou**  
Plant Manager

nabila.hanane@silver-food.com

www.silver-food.com





# SOCOPO

## ACTIVITY

Freezing, Processing and Export

## MARKETED PRODUCTS

Frozen Octopus, Cuttlefish, Squid

## PRESENTATION

Created in 1999, SOCOPO is a leader in the field of freezing, processing and marketing of cephalopods, with an annual manufacturing capacity of more than 5000 TN. The company set as its mission to provide sustainable seafood of high quality at competitive prices for its customers and markets. SOCOPO focuses on carefully selecting the best raw materials from the Moroccan coast. It further extends this care to the whole process of packaging, storage and distribution of its products.

---

**Larbi Taira**  
Commercial Director

ZI Laayoune Port N°80, BP 52, 70002 -  
Laayoune, Morocco

**Fuastini Filippo**  
Area Manager

+212 528 998 102

comercial@socopo-sarl.com

www.socopo-sarl.com





# SOGENCO

## ACTIVITY

Production, Marketing and Export

## MARKETED PRODUCTS

Canned Fish: Sardines and Mackerels, Fishmeal and Fish Oil

## PRESENTATION

Created in 1949, SOGENCO is a company that specializes in the production and the marketing of canned fish which is the core business, and fish meal and fish oil as sub-product. It has 2 canneries and 1 site for sub-products with an annual production capacity of 14 000 ton. The cannery generates 90% of its turnover from exports thanks to the know-how and experience of its staff while adapting to international markets. Based in Safi, near the fishing grounds, SOGENCO's entity is endowed with the most successful means of production and control. The company is constantly committed in the improvement of the quality of its products as well as in the process of certification and compliance with international standards.

**Brahim Liassy**  
General Manager

Route du Djorf El Youdi BP 56, 46000 - Safi,  
Morocco

**Mustapha Lyasse**  
Sales Manager

+212 524 652 072/73  
+212 524 652 658

**Omar Elyassi**  
Finance Director

sogenco@outlook.com

**Khalid Liassy**  
Purchase Manager

www.sogenco.ma

**Amine Liassy**  
Sales Representative





# SOGLAMA SEAFOOD PROCESSING

## ACTIVITY

Processing and Export

## MARKETED PRODUCTS

Semi-preserved Anchovies and Sardines, Frozen Fish

## PRESENTATION

SOGLAMA is the result of a 40 years family tradition in the seafood processing industry. This tradition has been perpetuated mainly around anchovies and sardines in the Port of Agadir. The company's tradition holds its roots in the 20th century, but its methods and techniques are nevertheless at the forefront of the technology, and the best practices of the food industry. SOGLAMA also has a detailed internal charter that defines its values and principles of action with internal and external partners. The management, employees and shareholders comply with this charter. They are individually and collectively its custodians, its guarantors and its actors.

**Zakaria Oulad**  
General Manager

Parcelle N° 2, Port de Commerce - Agadir,  
Morocco

**Amina Oulad**  
Administrative Officer

+212 528 828 462  
+212 528 828 482

**Ikrame Ribat**  
Production Manager

info@soglama.com

**M'bark Afainou**  
Quality Assurance Manager

www.soglama.com

**Amine El Hachadi**  
Maintenance Manager





# UNIMER GROUP

## ACTIVITY

Production, Marketing and Exporting

## MARKETED PRODUCTS

Canned sardines and mackerels, Semi Preserved Anchovies, Deep sea fishing, Fish meal and fish oil, Aquaculture

## PRESENTATION

Founded in 1973, Unimer Group has established itself as one of the greatest experts in the world of seafood. It operates a streamlined supply chain including its own international sourcing, an in-house product R&D department as well as diverse activities: canned sardines and mackerel; semi-preserved anchovies; deep sea fishing; fish farming; fish meal & fish oil; freezing. Unimer Group generates more than 97% of its sales outside of Morocco either directly or through its subsidiaries in England, France, Monaco or United States and Spain. The products are present all over the world through different brand names: either an in-house brand such as: Titus, La Monégasque, Vanelli, Madrigal, Princesse; or major distributors' brands.

---

### Lamia Mastour

Sales Administrator and Marketing Assistant

15, Jabal Saghrou - CIL I - 20120,  
Casablanca - Morocco

+212 522 791 480/ 85

+212 522 362 942

lamiaa.mastour@unimergroup.com

www.unimergroup.com



# FISHERIES

## (2019)



Export volume of maritime products  
**760 000 T**



of which  
**370 000 T**  
Sardines

• 56% frozen (208 000T)

Morocco's global positioning  
for sardine exports



Destination

**80%** for the seafood industry

**20%** fresh products for the  
local market

Annual maritime production

**93%**

are provided by a fleet of 1,800 inshore fishing vessels  
and 14,000 boats.

**5%**

by a deep-sea fleet of  
356 vessels

**2%**

Other activities

The 5 main categories of fish

**01**

Pelagic  
fishes

sardines,  
anchovies,  
mackerel,  
chinchar,  
swordfish,  
tuna,  
...

**02**

White  
fishes

hake,  
bass,  
sea bass,  
sole,  
...

**03**

Cephalopods

octopus,  
squid,  
dry,  
...

**04**

Crustaceans

shrimp,  
lobster,  
langoustine,  
...

**05**

Shellfish

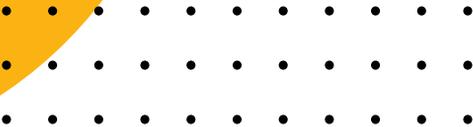
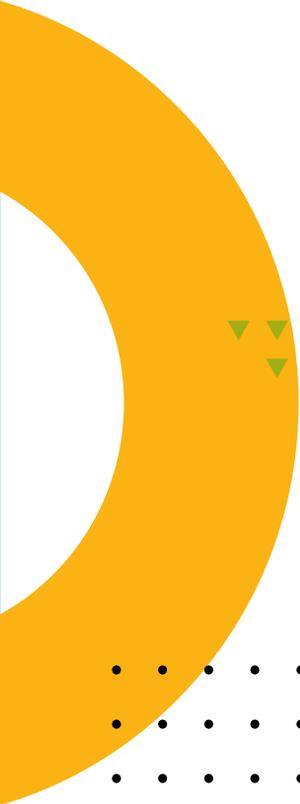
clams,  
seaweed,  
...







# FRUITS & VEGETABLES





# FIFEL

## ACTIVITY

Moroccan Interprofessional Federation of Production and Export of Fruit and Vegetables

## PRESENTATION

The Moroccan Interprofessional Federation for Fruit and Vegetables Production and Export (FIFEL) was founded on June 25, 2011. The FIFEL aims essentially to:

- Represent its members and defend their interests before public departments, financial institutions, national and regional organizations.
- Define the positions of the professionals of fruits and vegetables field in all legislative and law aspects.
- Make the sector products better known on national and international markets.
- Adopt within the field a strategy of coordination between all its operators at all levels.
- Participate, in coordination with all concerned departments and organizations, in the policy making related to the fruits and vegetables field.
- Work for the preservation and protection of the Environment.

**Lahoucine Adardour**  
President

**Ahmed Moufih**  
Director

Chambre d'agriculture de la Région Sous  
Massa Draa, Nouveau quartier administratif  
Haut Founty- Agadir, Morocco

+212 5 28 22 99 17  
+212 5 28 29 21 74  
+212 5 28 22 82 34

[communication.fifel@gmail.com](mailto:communication.fifel@gmail.com)

[www.fifel.ma](http://www.fifel.ma)





# MAROC CITRUS

## ACTIVITY

Defending the Interests of the Citrus Industry in Morocco

## PRESENTATION

The Moroccan Interprofessional Citrus Fruit Federation (Maroc Citrus) was created in 2009. It contributes to the development of citrus exports, improving the competitiveness of citrus products in foreign markets and diversifying opportunities. It also represents its members and defends their interests with public authorities. Maroc Citrus brings together 5 professional organizations representing all the links in the citrus fruit sector, namely:

- The Moroccan Association of Certified Citrus Plant Producers (AMAPAC).
- The Association of Moroccan Citrus Producers (ASPAM).
- The Association of Citrus Fruit Conditioners of Morocco (ASCAM).
- The Moroccan Association of Citrus Processing Industries (AMITAG).
- The Moroccan Association of Citrus Exporters (Citrus Export).

It is managed by a General Assembly made up of representatives of all the components of the citrus sector and by a Board of Directors made up of 24 members and a Bureau of 13 members. It also has a department responsible for managing the dossiers of this interprofessional federation and monitoring the implementation of its action plan decided by the Board of Directors.

---

**Moulay M'hamed Louliti**  
President

Avenue la Corniche, Projet le Yacht,  
Immeuble F n° 79 - Casablanca, Morocco

**Hassan Zouhry**  
Director

+212 5 22 94 18 71  
+212 5 22 94 19 08

maroccitrus2014@gmail.com

www.maroc-citrus.com



# AGRI-SOUSS

## ACTIVITY

Production, Packaging, Logistics, Marketing, R&D and Export

## MARKETED PRODUCTS

Fresh Fruit and Vegetables

## PRESENTATION

The Souss farmer's group was created in 1989, derived from the Association of Producers, Packers and Exporters of Moroccan Fruits and Vegetables. Agris-Souss exploits nearly 6 000 hectares for production, gathers more than 220 producers and 10 packing houses with a cooperative status for most. It currently exports more than 160 000 tons of citrus and vegetables all over the world. The group has implemented a strategy of supply concentration and integration of the chain from production to distribution, with special attention to packaging and logistics. Its competitiveness lays on an efficient organization targeting at once federating and empowering its members. Therefore, Agri-Souss offers high-quality production, controlled from start to finish, with steadily increasing volumes.

**Charifa Ibnoutabet**  
Export Manager

Imm Najah Cité Najah - Agadir, Morocco

+212 5 28 22 67 60

+212 5 28 22 32 42

mail@agrisouss.com

www.agrisouss.com





# AZURA

## ACTIVITY

Production, Packaging and Export

## MARKETED PRODUCTS

Market garden products: Tomatoes, Aromatic herbs, Edible flowers, Clams

## PRESENTATION

Proud of its identity, Azura is a family group of Franco-Moroccan origin created in 1988, and specialized in the fruit and vegetable sector. In 30 years, Azura has become one of the leaders in tomato production with 10 750 employees, 46 production sites and more than 1 000 hectares of tomato crops. The group's strategy is based on respect for the environment, commitment to a social approach, food safety and the integration of different professions: R&D, Quality, Production, Packaging, Logistics and Marketing. This approach allows Azura to control and continuously improve the quality of the products and services provided to its clients. Azura's Research & Development team works day by day to find the tastiest varieties of tomatoes through a precise process of testing different kinds and selecting the best ones for cultivation. The group's daily objective is to maintain excellence in the service of its clients, consumers and distributors. 100% of the production is sold to the main European retailers.

**Mohamed Tazi**  
President

Km39 Rte De Tiznit Tin Mansour Chtouka Ait Baha

**Hicham Harakat**  
General Manager

+212 661 913 290  
+212 528 303 000/01

nagzenay@icloud.com

[www.azura-group.com](http://www.azura-group.com)





# CAP AGRO

## ACTIVITY

Production, Packaging and Export

## MARKETED PRODUCTS

Citrus Fruits, Melons, Pomegranates, Olives

## PRESENTATION

Cap Agro is a privately-owned company which began upon its trajectory in March 2000. It started its activity with the cultivation of a small plot of Charentais melons for the French market. The company quickly gained a name for itself thanks to the quality of its products, and has developed its activities since then. Today, Cap Agro is one of the most established companies in Marrakech. With surfaces overpassing 1 300 hectares of crops (clementine, melons, pomegranates and olives), Cap Agro aims to export about 20 000 tons of fresh produce this forthcoming season with the planned objective to reach 30 000 tons. Thanks to the important means put in place during the recent years, the company will continue its development, while considering any new opportunity with complete tranquility. Last but not least, Cap Agro is not a board or a trading company: What it exports is what it grows!

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## Fouad El Hadiri

Commercial Manager

Rue Mansour Eddahbi; Residence Jaffar ;  
Immeuble N-2 ; Marrakech - Morocco

+212 662 171 376

fouad@capagro.com

www.capagro.com





# CLEMENTINA

## ACTIVITY

Production, Packaging and Export

## MARKETED PRODUCTS

Citrus Fruits: Orange, Clementine and Lemon

## PRESENTATION

Clementina is a fully integrated group specialized in the production, the packaging and the export of citrus. Located in the Souss region, the heart of the Moroccan citrus, the grown fruits manage to develop their widely recognized and appreciated taste, thanks to appropriate weather conditions and fertile lands. Clementina has the most advanced equipment and technologies in terms of packaging, processing, cold storage and citrus packaging. With 1 000 hectares of lands, a cutting-edge machinery with a treatment capacity of 45 000 T, a cold storage capacity of 5 000 T, it ensures to its customers, throughout the whole value chain, a premium quality product.

---

### Oussama Rhissassi

President

### Nordine Laayouni

Export Manager

### Hicham Rhissassi

Director Of Development

Headquarters, Factory, Sales management  
& Export : Douar Sidi Moussa El Hamri,  
Taroudant - Morocco

+212 522 973 051

+212 522 973 055

oussamaghissassi.pdg@clementina.co.ma  
n.laayouni@clementina.co.ma

[www.clementina.ma](http://www.clementina.ma)



# COMAPRIM

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Fresh Fruit and Vegetables : Tomatoes, Cucumbers and Peppers

## PRESENTATION

Created in 1998, Comaprim specializes in the production and packaging of all kinds of tomatoes, cucumber. Operating on a field of 400 hectares, with 25 growers, Comaprim produces high quality and fresh products. It has the ability to provide year-round supply for different varieties of tomatoes. The Summer farms are in proximity to the coast, thus providing 6 successful summer seasons supplying snacking tomatoes to UK supermarkets. All farms are within target area of desalination plant, due to launch in 2021. Comaprim has a turnover of over €40 million with 95% realized by exportations to the UK.

---

**Amine Maataoui Belabbes**  
Deputy General Manager

Tin Mansour Cr Inchaden Chtouka Ait Baha  
80250

+212 661 177 705  
+212 528 303 101/02

comaprim@gmail.com





# COPAG

## ACTIVITY

Production, Packaging and Export

## MARKETED PRODUCTS

Citrus and Vegetables

## PRESENTATION

Copag Delight, was born more than 30 years ago by the willingness of 39 citrus fruits and vegetables producers to regroup in a cooperative and manage their production intended mainly for export. Today, Copag Delight has reached more than 190 producers constituting one of the biggest international citrus and vegetables brands in Morocco. Copag Delight exports by sea, land and air freight to different international destinations via its sales business unit Prim'Atlas.

**Moulay M'hamed Loultiti**  
President

117, Avenue Hassan II, Imm. Oumlil N° 31/32  
- BP 549 - Agadir 80 000, Morocco

**Moulay Tijani Loultiti**  
Vice President

+212 5 28 82 67 90  
+212 5 28 82 67 88

**Khalid Aloumairi**  
Vice President

primatlas.copag@gmail.com  
amedafprimalas@gmail.com  
f.loultiti@mazaria.com

**Ahmed Afekhar**  
Sales Department Coordinator

[www.copag.ma](http://www.copag.ma)

**Lalla Fadua Loultiti**  
Sales Department



# DELIASSUS GROUP

## ACTIVITY

Production, Marketing and Export

## MARKETED PRODUCTS

Fruit and Vegetables: Speciality Tomatoes, Citrus, Grapes and Avocado

## PRESENTATION

Delassus Group is a Moroccan grower of snacking tomatoes, citrus, grapes, avocados and flowers with over 70 years of experience. It manages 3000 hectares and exports up to 100 000 ton per year. Created in 1948 by French growers, the company was made up of one small packhouse and few hectares of clementine trees. The Bennani Smires family bought the company in 1962 and since then they have continued investing and developing it, till it expanded into a group. Delassus Group is organized in 5 business segments which are managed, either by Delassus or by sister companies. Delassus handles 2500 hectares of citrus all over Morocco, 400 hectares of snacking tomatoes (Duroc) in Agadir area, 80 hectares of grapes (Tassoultant) in Marrakech and it is investing in avocado (Nozoma) and pomegranate. It is also growing flowers (Prim'Rose). 92% of Delassus Group's export comes from its own farms using dedicated pack houses. Packsouss for citrus and Duroc for snacking tomatoes are equipped with the state-of-the art technology. They answer the most demanding packaging requirements and are fully certified. The company also has Tassoultant (grapes), Nozoma (Avocados) and La Clementine (flowers).

**Kacem Bennani Smires**  
President

9, av Khalid Bnou Loualid, Ain Sebaa -  
Casablanca, Morocco

**Fatiha Cherrat**  
Commercial & Marketing Director

+212 6 65 18 68 68  
fatiha@delassus.com

www.delassus.com  
www.duroc.ma  
www.primrose.ma





# DOMAINE ELBOURA

## ACTIVITY

Production, Marketing and Export

## MARKETED PRODUCTS

Citrus Fruits

## PRESENTATION

Domaine ELBOURA grows, packs, and exports citrus fruits, while guaranteeing a full and genuine traceability. It also handles the marketing of its products. Freshness, extended shelf life, traceability and commitment are key elements that ensure ELBOURA's produce are in perfect condition. Domaine ELBOURA's total production is grown on 3 farms, that are located in the best citrus producing area, Taroudant in Southern Morocco. It uses the region's climatic advantages to be ecologically orientated. This also creates a very favorable environment for growing citrus fruits. The company's goal over the last 25 years has been to produce fruit using natural ways, with less chemical use. Domaine ELBOURA welcomes the opportunity to place its high-quality citrus fruits into the hands of the most discerning importers for the benefit of the consumer.

### Abdellah Radouani

Proxy

### Touria Bouloulad

Assistant

### Asma Ennya

Export Department

Physical address: Km 2 route Ait laaza -  
Taroudant, Morocco

Postal Address: PO.Box 259 - Taroudant  
83000, Morocco

+212 5 28 85 24 43

+212 5 28 85 23 06

[elboursaexport@elboursa.com](mailto:elboursaexport@elboursa.com)

[elboursa@elboursa.com](mailto:elboursa@elboursa.com)

[elboursa@menara.ma](mailto:elboursa@menara.ma)

[www.elboursa.com](http://www.elboursa.com)



# DOMAINES AGRICOLES BENZIT

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Peaches and Nectarines

## PRESENTATION

Domaines Agricoles BENZIT ensures the production, the handling, and the marketing of its peaches and nectarines while complying with the strictest standards in food and safety practice. It has the widest portfolio of exclusive early varieties of white and yellow peaches and nectarines, over their two different production sites of about 500 hectares; the historic property in Taroudant, and the new property in Marrakech. These regions are renowned for their high penetration rates of the sun and high chill units, which ensures the optimal color, size, flavor, and a higher internal structure (firmness, extended shelf life, etc). Domaines Agricoles Benzit, is the only producer in Morocco who has exclusive varieties adapted to the low chill areas, thus offering a solution to the missing Quality/Reliability between March and June, and meeting client's requirements by providing constant quality for Europe, mainly France, Italy, and Netherlands, as well as the Middle East and Russia. For 25 years, the company has been investing in varietal research to meet the different requirements, agronomic, logistical and commercial, with the objective of providing the consumer with a sweet and tasty fruit.

### Mohamed Benzit

Owner And President

110, Rue Moussa Ben Noussair - Casablanca  
20060, Morocco

### Meryem Ameziane

Commercial Director

+212 6 61 49 19 45

+212 5 22 22 07 35

meryem.ameziane@dabenzit.com

www.dabenzit.com





# DOMAINES ZNIBER

## ACTIVITY

Processing, Packaging and Export

## MARKETED PRODUCTS

Citrus: Clementine Berkane, Nour, Navel and Maroc Late

Stone Fruits: Peach Nectarine, Plum, Apricot, Apple, Persimmon and Pomegranate, etc.

## PRESENTATION

Founded in 1956, Domaines Zniber (DZ) is now the leader in the production of stone fruits and citrus. It is a subsidiary of the multinational corporation, Diana Holding. The company masters the entire value chain from production to marketing. With more than 8 000 hectares of planted area, 25 production sites, and 70 000 tons of production, Domaines Zniber markets a wide range of products recognized for their excellent organoleptic qualities all over the world. The company's Policy of Continuous Improvement, makes quality its main trademark whereas its commitment to enhance the production process, guarantees healthy and delicious fresh fruits to its consumers, worldwide. Domaines Zniber is present in Africa, Asia, North America, Europe, Middle East, and Russia.

---

**Othmane Michbal**  
Sales Director

**Meryem Baddou**  
Sales Manager

11 Rue Ibn Khaldoune - Meknes, Morocco

+212 661 73 94 32  
+212 5 35 30 00 05

omichbal@ldbz.ma

[www.domaineszniber.com](http://www.domaineszniber.com)



# EJJENNANE GROUP

## ACTIVITY

Production, Packaging and Export

## MARKETED PRODUCTS

Citrus Fruits

## PRESENTATION

Ejjennane Group specializes in the production, packing and export of a variety of citrus fruits: clementine, mandarins, oranges, and lemons. The packing station AYA has a total area of 58 000 m<sup>2</sup>. The citrus fruits come from orchards, located in Ouled Berhil, Taroudant and in Marrakech. They are also marketed under the brands: Helios and Aya Citrus. The company exports its products to international markets: Europe, Eastern countries (Russia...), Gulf countries, and North America. Ejjennane Group ensures the quality of its products by establishing the necessary technical installations, equipment and tools on site.

---

**Affifa Ejjennane**  
General Manager

**Mohamed Aberbach**  
Manager

BP 316 Ouled Teima, Taroudant

+212 5 22 39 37 87

+212 5 28 52 02 18

[s.stationaya@gmail.com](mailto:s.stationaya@gmail.com)

[a.ejjennane@gmail.com](mailto:a.ejjennane@gmail.com)

Four parallel orange diagonal lines in the bottom right corner.



# GROUPE KANTARI

## ACTIVITY

Production, Marketing and Export

## MARKETED PRODUCTS

Citrus: Clementine, Orange, Lemon

Vegetables: Tomato, Pepper, Zucchini

Fruits: Watermelon

## PRESENTATION

GROUPE KANTARI is one of the leaders, that specialize in citrus fruits and vegetables exportation. It's based in the region of Berkane, in North-East of Morocco, an area famous for its sweet and juicy Clementine. Berkane is commonly reputed as the "Terroir of Clementine", land of Clementine by excellence. In 2010, the Clementine of Berkane was awarded the label IGP (Protected Geographic Identification) initiated and supervised by GROUPE KANTARI. With more than 4 500 hectares of citrus trees GROUPE KANTARI is by far the biggest exporter of citrus in Berkane. Since its establishment, the Group mobilizes all necessary resources to ensure high quality products for costumers. Thus, all of its affiliated farms and packing stations comply with international standards. Aware of the importance of Food safety, GROUPE KANTARI has set up tough control systems to guarantee the safety of its products, from farms to final consumer. GROUPE KANTARI has been regularly awarded, nationally and internationally for the high quality of its products.

### Kamal Kantari

General Manager

KM2, Route de Saidia, BP. 416 - Berkane  
60300, Morocco

### Mohammed Ramdani

Commercial Manager

+212 5 36 61 77 79

+212 5 36 61 77 78

[contact@groupe-kantari.com](mailto:contact@groupe-kantari.com)

[www.groupe-kantari.com](http://www.groupe-kantari.com)





# LES DOMAINES EXPORT

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Fruits and vegetables: Clementine, Berkane PGI, Nour, Nadorcott, Navel Cara, Cara, Washington Navel, Navel Lane Late, Maroc Late, Cherry Tomato

## PRESENTATION

LES DOMAINES EXPORT is the undisputed leader in Moroccan citrus, with a total export that exceeds 115 000 tons of fruits and vegetables. The company's mission is to create value for both its customers and producers by marketing premium products with the best service in the market. LES DOMAINES EXPORT's growing areas and packing houses cover all regions within the Kingdom and are certified in accordance with international standards, thereby offering customers a continuous supply of top-quality products. The products are distributed worldwide through a diversified distribution network (Wholesalers, Large and Medium Supermarkets...).

**Bouâmar Bouâmar**  
General Manager

KM 5, Boulevard Abdelhadi Boutaleb Route  
d'Azemmour - Casablanca 21 000, Morocco

+212 602 615 641  
+212 522 350 260/77/81

yrian@domaines.co.ma

[www.lesdomainesexport.com](http://www.lesdomainesexport.com)





# LYMOUNA-MATYSHA GROUP

## ACTIVITY

Defending the Interests of the Citrus Industry in Morocco

## MARKETED PRODUCTS

Citrus fruits and early vegetables

## PRESENTATION

The Lymouna-Matysha Group is one of the major Moroccan producers and exporters of citrus fruits and early vegetables, operating in the area of Souss Massa and Taroudant for over 30 years. It aims to keep providing and serving a global clientele with high quality, tasty and healthy products. Its strategy is based on a concept of synergy and know-how sharing amongst the different teams from the nursery-trees to the conditioning station, and going through its local and international commercial department. Nowadays, the Group's team constantly aims to reach a premium quality throughout the whole value-chain of its processes and activities, while respecting all the requirements of very strict specifications. The main objective is to fulfill all the international norms, but most importantly to anticipate the consumer's expectations of having nothing less than excellent fruits.

---

**Taquier-Dine Cherradi Fadili**  
President

Les galeries al Inbiaat, imm n°4, Avenue  
Hassan II, Agadir Maroc

+212 661 163 454  
+212 528 841 453

[taquier-dine.cherradi@lymouna-matysha.com](mailto:taquier-dine.cherradi@lymouna-matysha.com)

[www.lymouna-matysha.com](http://www.lymouna-matysha.com)





# MASTER FRUIT

## ACTIVITY

Production and Export

## MARKETED PRODUCT

Mandarine, Nadorcott, Ortanique, Lemon, Eurêka, Orange Valencia

## PRESENTATION

Since 1968, Master Fruit has been operating as a company that specializes in the production and export of citrus fruits. The company grows, picks, packages, and sells its own products with transparency and traceability. In addition, Master Fruit cultivates a wide range of products, which allow it to supply its customers all year round. Thanks to its ethical commitment, the company is proud to have kept the taste that has made Moroccan citrus fruit successful all over the world.

---

**Ismail Benjelloun**  
President

**Narjiss Selassi**  
Manager

124bis Rue Pelvoux, Maârif - Casablanca,  
Morocco

+212 6 69 38 61 21

[contact.masterfruit@gmail.com](mailto:contact.masterfruit@gmail.com)





## MOROCCAN TASTES

### ACTIVITY

Production and Export

### MARKETED PRODUCTS

Fruits and Vegetables: Citrus, red fruits, grapes, tomatoes, peppers, zucchini, wheat, olives, olive oil

### PRESENTATION

Moroccan Tastes is an affiliate of the Jamaï Group, a well-known and well-respected industry leader in the real estate, textile and agricultural sectors. The company intends to turn Morocco into an important player on the world market of fruits and vegetables. For this purpose, Moroccan Tastes selects the best products throughout all regions of the Kingdom for export abroad providing its customers with full traceability. It also adopts an approach based on compliance with the highest standards in terms of quality, hygiene and safety. The company's staff is highly qualified and experienced, which combined with its production process ensures the finest in terms of premium quality products. Moroccan Tastes strives to place client satisfaction at the forefront of its company policy and values. Not only does the team work diligently to deliver a product of superior quality while respecting stringent deadlines, but it also works to surpass expectations and deliver solutions in the fast-paced produce industry.

---

**Achour Daoudi**  
General Director

9ème Etage N 92 265 Boulevard  
Mohammed Zerkouni, Casablanca , 20050,  
Morocco

+212 6 61 33 50 02

[sales@moroccantastes.com](mailto:sales@moroccantastes.com)

[www.moroccantastes.com](http://www.moroccantastes.com)



# NATURE GROWERS

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Bobby beans, Flat green beans, Chilies, Peppers and Zucchini

## PRESENTATION

Founded in 2013, Nature Growers is a company that operates as a Moroccan producer and exporter of many varieties of fresh vegetables, such as Bobby Beans, Stringless Beans, Fine Beans, Extra fine Beans, Peppers, Zucchini, and chilies. These products are cultivated in an area of 400 hectares (greenhouses and open field). The company is committed to high quality standards to ensure that the provided products meet or exceed customer's expectations. Nature Growers complies with the food industry's best practices and continually improves the effectiveness of its quality management system, which allowed it to be a part of the European Market. In addition to that, its main priority is to create and sustain an ethical behavior within the company.

### Ricardo Menoyo Molina

President

### Carmen Rocio Lopez Garcia

### Tatiana Alonso

Marketing and Communications

### Ricardo Menoyo Sanchez

Chief Commercial Officer

### Abdellah Hourii

Plant Manager

Avenue Ahmed Al hiba N°645 Zone  
Industriel - Ait Melloul, Morocco

+212 5 28 24 69 00

+212 5 28 24 69 04

richimenoyo@agroatlases  
abdellah@naturegrowers.net

<https://agroatlases.com/nature-growers/?lang=en>



# PROVIDENCE VERTE

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Fruits and Vegetables

## PRESENTATION

Providence Verte has set up its own sales unit in order to promote the exportation of its products. Today Providence Verte manages a packing house and proceeds through an integrated framework that encompasses production, processing until sales with an emphasis on the social dimension and on quality improvement by adhering to the main international quality standards. Providence Verte is present in 3 different regions of the Kingdom and has 1600 hectares of citrus. It has all the necessary certifications to work with large retailers. Providence Verte has a packing house of citrus with a total capacity of 50 000 tons / year.

---

### Hicham Chraibi

President

15 Rue Tétouan, Hassan - Rabat, Morocco

+212 5 37 21 37 94

### Hamza Idrissi

Development Director

[h.idrissi@providenceverte.com](mailto:h.idrissi@providenceverte.com)

### Mustapha Maher

Commercial Director

### Adnan Mottaqui

Country Manager





# SALAD TIME

## ACTIVITY

Production, Marketing and Export

## MARKETED PRODUCTS

Tomatoes and Nadorcott

## PRESENTATION

Founded in 2018, Salad Time is an agricultural and commercial company, with the support of its founders in fruits and vegetables market, with over 30 years of experience. It focuses on the production, marketing and export of fresh products offering excellent quality and services recognized by the most demanding international markets. Salad Time is located in Agadir, a region known for its ideal climate for growing fruits and vegetables. The company also exports quality tomatoes from Morocco for leading supermarkets mainly the UK and Netherlands. It succeeds by exceeding customer expectations, and prides itself on sustainable and responsible farming with strategic partnerships with its growers and customers.

---

### Ali Ajana

General Manager

Commune Rurale Ait Amira BP 731 -  
Chtouka Ait Baha 80250, Morocco

### Fauzi Idrissi

Packhouse Manager

+212 5 28 81 27 22

### Jalal Bouzerda

Supply Chain Manager

generalmanager@saladtime.ma  
packhousemanager@saladtime.ma

### Samir Jbali

Co-Founder

### Raphael Lis

Co-Founder

Four parallel orange diagonal lines are located in the bottom right corner of the page, above a green triangle.



# STATION KABBAGE SOUSS

## ACTIVITY

Production, Packaging and Export

## MARKETED PRODUCTS

Several varieties of citrus including Clementines, Oranges, Pomelos and Seedless Mandarins

## PRESENTATION

Station Kabbage Souss (SKS) is the pack house that is part of Kabbage Group (KG), one of the main Moroccan Citrus producers. It covers in Morocco different geographical areas, in particular Southern Morocco (Souss region) and the North (Gharb region), producing from October to June several varieties of citrus, including clementine, oranges, pomelos and seedless mandarins. The products are provided on several markets through its known brands as Iris, Guerdane, Zagora And Alia, covering Europe, Russia, Canada, USA and Middle East. Driving for continuous improvement, the company always strives to operate in accordance with international standards and to obtain certification.

---

**Saloua Kabbage**  
Director

Avenue Hassan II, N° 325 - Agadir, Morocco

+212 5 28 84 59 06/07  
+212 5 28 84 59 05

[contact@sk.ma](mailto:contact@sk.ma)

<http://sk.ma>





# SUNCROPS

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Several varieties of citrus including Clementines, Oranges, Pomelos and Seedless Mandarins Blueberry, Raspberry and Tomato

## PRESENTATION

Suncrops is a company that grows fruits and vegetables, such as round tomatoes, beef tomatoes, cherry on the vine tomatoes, blueberries and raspberries. It has 360 hectares of greenhouses totally irrigated with water of dam and experimented growers with engineer qualification. It actively participates in the development of the Agadir area, employing more than 1 800 persons in its various exploitations. Suncrops has 2 conditioning stations, and cold storage room with a capacity of 500 pallets. In addition, it has sales offices in Perpignan (FRANCE), Poznan (POLAND), London (UK).

### Ahmed Mouh Mouh

Suncrops Maroc Manager

### Xavier Ribes

Suncrops France General Manager

### Thomas Ribes

Director Of Suncrops Europe

### Krystian Lipiec

Director Of Suncrops Poland

### Sandra Vilaseque

Export Seller

### Tomasz Glaza

Polish Market Seller

### Włodzimierz Borowik

Russian Market Seller

Place de l'Oua Imm. Tinmel n. 27-2eme étage, Agadir

+212 528 828 535

info@suncrops.fr

secretariatsuncrops@gmail.com

thomas.ribes@suncrops-france.com

<https://suncrops.fr>





# TERRA CITRUS

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Yuzu, Caviar Lemon, Tahitian Lime, Buddha's hand, Kafir lime, Meyer Lemon, Kumquat, and Sudachi lemon

## PRESENTATION

Terra Citrus' history starts with a family farm, established in 1950. First it had only oranges, but in the past decade it introduced a large diversity of exotic citrus fruits such as yuzu, kaffir lime, sudachi, citrus caviar, Tahitian lime, Buddha's hand, kumquat and Meyer lemon. Terra Citrus sets organic farming at its core, and it is on a continual journey to improve labor standards, health and safety, environment and business integrity. The partners help the company fine tune different products as juices, lyophilized peel and powders.

---

**Younes Tazi**  
President

Résidence Taissir , Yves Saint Laurent  
road, Marrakech, Morocco

+212 661 483 996

terracruz1@gmail.com  
y.tazi@terracruz.bio

www.terracruz.bio



# FRUITS & VEGETABLES (2019)



Citrus export volume  
608 000 T



Tomato export volume  
546 000 T

World positioning of Morocco for citrus exports



Morocco's global positioning for tomato exports



Morocco's global positioning for caper exports



World positioning of Morocco for green beans exports



Morocco's global positioning for raspberries exports



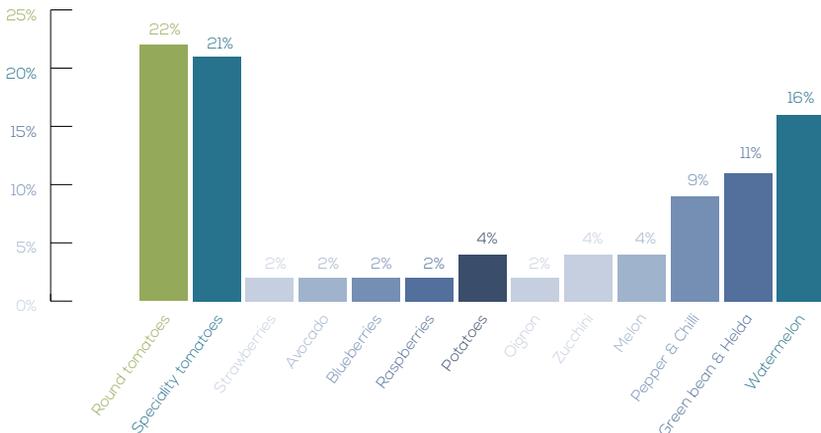
Annual Fruits & vegetables production (figures in tonnes)

2,6 M

Volume of citrus production

1,35 M (2019)

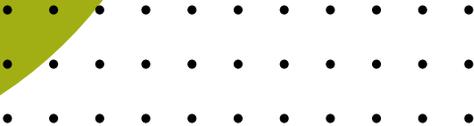
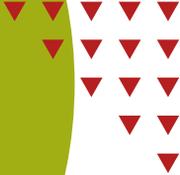
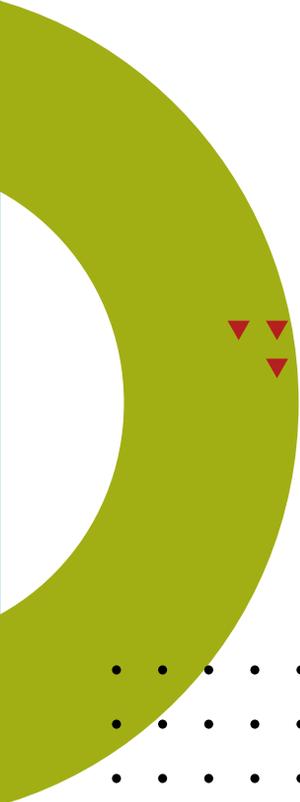
Tomato production







# RED FRUITS





# INTERPROBERRIES MAROC IPBM

## ACTIVITY

Moroccan Interprofessional Federation of Production and Export of Red Fruits

## PRESENTATION

With the objective of developing and promoting the red fruit sector, IPBM (INTERPROBERRIES Maroc) the Moroccan inter-professional federation was formed in Larache in 2018. At the origin of the launch of this structure, AMPFR (Moroccan Association of Red Fruit Producers) and AMCEFR (Moroccan Association of Conditioners-Exporters) who work to structure, improve and defend the sector. During the Constituent General Assembly held in Larache, a Board of Directors composed of 20 members was elected and Mr. Mohamed Alamouri was appointed President of IPBM. In Morocco, the red fruit sector (strawberries, raspberries, blueberries) is in full development. For the 2016/17 campaign the area dedicated to red fruits totaled 5,363 hectares (3,050 hectares of strawberries, 1,200 hectares of blueberries, 1,100 hectares of raspberries, 13 hectares of blackberries and Goji berries), and production 162,700 tons for 2015/16.

IPBM aims essentially to:

- Represent its members and defend their interests before public departments, financial institutions, national and regional organizations.
- Define the positions of the professionals of red fruits field in all legislative and law aspects.
- Make the sector products better known on national and international markets.
- Adopt within the field a strategy of coordination between all its operators at all levels.
- Participate, in coordination with all concerned departments and organizations, in the policy making related to the red fruits field.
- Work for the preservation and protection of the Environment.

**Mohamed Alamouri**  
President

BP 305 - 92 150 Ksar El Kebir Morocco

+212 661 872 969

**Acharki Abdeslam**  
Director

amcef.amcef@gmail.com  
ab\_acharki@hotmail.com

www.moroccoberry.com





# AFRICAN BLUE

## ACTIVITY

Production, Packaging and Export

## MARKETED PRODUCTS

Red fruits: Blueberries

## PRESENTATION

Created in 2007, African Blue is a company that grows, packs, and exports blueberries. While in the early years, the majority of the exports were destined for the European market, today the company is exporting to all over the world including Russia and many Asian countries. African Blue grows a mix of early, regular and late varieties which ensure a continuous supply of fruit during the season: Mayra, Kirra, or Kimba. The patented varieties are the result of many years of research and have been developed by the company's Australian partner COSTA. African Blue's main objective is to deliver a fresh and high-quality product to any part of the world, thus meeting its customers' requirements and expectations. It is committed to exceeding expectations and continuously improving the quality of its products.

---

**Albert Wizman**  
General Manager

220 Lot Belle Vue B.P N°15 -Moulay  
Bouselham Kenitra 10078, Morocco

+212 661 466 810

[jmlopez@surexport.es](mailto:jmlopez@surexport.es)

[www.africanblue.com](http://www.africanblue.com)





# BESTBERRY COOPERATIVE

## ACTIVITY

Production, Packaging and Export

## MARKETED PRODUCTS

Fresh strawberries and raspberries

## PRESENTATION

BestBerry Cooperative was created in June 2017 by berry growers operating in North Morocco, who share common values of hard work, honesty and a deep sense of dedication and ownership to their land. The growers' farms are all certified, registered and audited. They are also approved by the main British retailers. BestBerry Cooperative's grower base brings together different types of farmers from agronomists to traditional farmers. This diversity provides it with a better insight on various issues. They grow both public and proprietary varieties with renowned berry companies. The growers are managing their fields and nurturing their crops on a daily basis. Using integrated pest management techniques and best management practices, the berries meet the highest standards in terms of quality and food safety. BestBerry Cooperative is now growing over 200 hectares of strawberries, raspberries, blueberries and blackberries.

---

**Nabil Belmkaddem**  
Manager

14 Rue Youssef Ben Tachfine 92003  
Larache, Morocco

+212 661 815 736

[nbelmkaddem@bestberry.net](mailto:nbelmkaddem@bestberry.net)





# COOPERATIVE IBERRY

## ACTIVITY

Production, Packaging and Export

## MARKETED PRODUCTS

Red fruits

## PRESENTATION

Created in 2012, Iberrry is a producer, packer and exporter of fresh and frozen berries, mainly raspberries, strawberries and blueberries. Its main office is located in Moulay Boussselham, along with the main factory, where both fresh and frozen are produced around the year. The secondary office is in the region of Agadir, which enables to complete the production calendar. Iberrry has its own farms, while also collaborating with growers who share the same values. It offers a wide range of varieties, while also developing its own within the research department. Iberrry has its test plot where it tests new cultivars. It also has signed many collaboration contracts with many breeders to test and get access to new varieties for the 3 berries. Iberrry has its own commercial platform in UK, while also supplying many of the prestigious supermarkets in UK, Europe, Russia and Middles east.

---

**Mouhssine Ismaili**  
Administrator

**Loubna Rachadi**  
Operations Manager

Station Iberrry, 3 km Route Souk Larbae,  
Moulay Boussselham, Morocco

+212 660 109 990  
+212 619 296 857

[mismaili@iberrymarketing.ma](mailto:mismaili@iberrymarketing.ma)

[www.iberrry.farm](http://www.iberrry.farm)



# DRISCOLL'S

## ACTIVITY

Processing, packaging and export

## MARKETED PRODUCTS

Strawberries, raspberries and blueberries

## PRESENTATION

Driscoll's is the global market leader for fresh strawberries, blueberries, raspberries and blackberries. With more than 100 years of farming heritage and hundreds of independent growers around the world, Driscoll's is passionate about growing great tasting berries. Driscoll's exclusive patented berry varieties are developed through years of research using only natural breeding methods – that means no GMOs. A dedicated team of agronomists, breeders, sensory analysts, plant pathologists and entomologists help grow baby seedlings that are then grown on family farms. Driscoll's independent berry growers then work with Mother Nature, using experience and know-how to get the very best out of each strawberry, blueberry, blackberry and raspberry plant. Driscoll's is serious about yummy berries! Driscoll's is the trusted brand for Only the Finest Berries™.

---

**Kamal Ouhmad**  
Manager

**Said Zelai**  
Manager

Douar Dlalha B.P. 09, 14302 Moulay  
Bousselham, Kenitra, Morocco

+212 60 1606 304

Szelai@driscolls.eu

<https://www.driscolls.com>





# FRELITE

## ACTIVITY

Processing, packaging and export

## MARKETED PRODUCTS

strawberries, raspberries, blueberries, avocados, clementines, apricots, figs, potatoes, cereals

## PRESENTATION

Frelite is located at the heart of Moulay Bouselham, a touristic and agricultural zone known for being the first zone of production of red fruits in Morocco. It was created by a group of farmers who developed a know-how in terms of production of fruits and vegetables. Thanks to the experience and dedication of its members, Frelite is considered one of the leaders in the region in terms of production, processing, export and freezing of fruits and vegetables. Frelite has two production units, one unit for the production, processing and export of fresh fruits and the second one is for freezing and exporting frozen products. The processing plant capacity is of 3000 tonnes / year and the freezing plant capacity is of 2,5 tonnes / hour. The company made contracts with many partners all over Europe, in fact, its freezing unit is the fruit of one of its partnerships. Frelite is a member of AMCEFR.

---

**Ankoud Ouazzani**  
Manager

Lotissement Sadaka N°24 92000 Larache

+212 661 295 654

+212 537 444 074

frelite2013@gmail.com





# FRUIT CONGEL DU NORD

## ACTIVITY

Production, Packaging and Export

## MARKETED PRODUCTS

Fresh and Frozen strawberries

## PRESENTATION

Based in Larache, Morocco, FRUITS CONGEL DU NORD is part of the red fruits industry. This company specializes in the export of frozen red fruits, with strawberries as their core business. It also makes fresh strawberries and other frozen fruits such as apricots, figs, melons...

---

**Jalal Masrar**  
President

Rue Tarik Ibn Ziad Rce Smipsa Etage 5 N°9-  
Larache

+212 661 085 291

fruitscongeldunord@yahoo.fr





# LUKUS

## ACTIVITY

Production, Packaging and Export

## MARKETED PRODUCTS

Red fruits: Fresh and Frozen strawberries

## PRESENTATION

Created in 1927, LUKUS is a company specialized in the cultivation and packaging of avocado, citrus fruits and fresh and frozen strawberries, organic market gardening and dried fruits and vegetables. LUKUS operates based on a rigorous control system, going from the fields before harvest and then upon receipt at the factory.

---

### Omar Benjdy

President

Laouamra Route De Rabat Larache Bp 39

+212 661 475 155

### Houda Benjdy

Export Manager

cooplukus@hotmail.com

mhargal2@gmail.com





# PALMAFRUT

## ACTIVITY

Packaging and Export

## MARKETED PRODUCTS

Fresh and Frozen strawberries, raspberries and blueberries

## PRESENTATION

Created in 2003, PALMAFRUT is a fruits and citrus packaging and exporting company, specializing in red fruits. The company has a capital of 1 500 000 MAD. Quality, innovation and commitment to its employees are the main values on which the success of this company is based.

---

**Mohamed Alamouri**  
General Manager

**Younes Alamouri**  
Commercial Director

Rue Cadi Ayad, Résidence Rencontre Bloc G  
1er étage n°552 90 000 Tanger

+212 662 149 775

palmafrut@hotmail.fr  
yaplamaft@gmail.com





# SWEET BERRY

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Blueberries

## PRESENTATION

Based in Morocco, Sweet Berry is dedicated to growing, packing and exporting blueberries, which serve markets across Europe. The patented varieties are the result of many years of research and have been developed by Australian partner COSTA. Sweet Berry is committed to exceeding expectations and continuously improving the quality of its products.

---

**Ian Waller**  
Administrator

Douar Laghouazi, Commune Rurale  
Laouamra, Larache

+212 666 048 529

+212 661 466 810

[ian.waller@africanblue.com](mailto:ian.waller@africanblue.com)

[www.africanblue.com](http://www.africanblue.com)



# RED FRUITS

## (2019)



Export volume for fresh red fruit  
**81 000 T**

Export volume for frozen red fruit  
**72 000 T**

**8000 Ha (2019)**

Cultivated area

**223 000 T (2019)**

Production volume

**91% (2019)**

(Rabat-Salé-Kenitra-Tanger-Tetouan-Al Hoceima)

Region of production

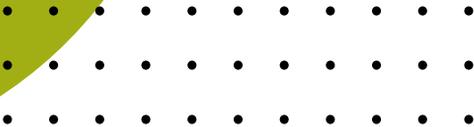
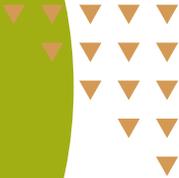








# PROCESSED PRODUCTS





# FENAGRI

## ACTIVITY

Agri-food promotion

## PRESENTATION

The National Federation of Agri-Food (FENAGRI) was created in 1998, to represent the Moroccan food industry. It brings together 16 professional federations and associations and 120 direct member companies. FENAGRI aims to represent and defend the common interest of the agri-food sectors, in order to promote their development.

It is a major interlocutor for the various cross-cutting issues, as well as the spokesperson for all agri-food manufacturers to public authorities, institutions and opinion leaders. It regularly informs member companies and associations on the business climate. FENAGRI relies for the development of positions on 6 commissions that bring together representatives of agri-industrial companies. These commissions constitute the arms of its federation as a force for proposals and a federating element of the members around subjects of common interest.

---

**Abdelmounim El Eulj**  
President

Siège de la CGEM, 23, Boulevard Mohamed  
Abdou, Quartier Palmier Casablanca -  
Morocco

+212 5 22 99 70 55

Contact@fenagri.org

www.fenagri.org





# ALITKANE

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Flour, Semolina, Pasta, Couscous, and Green Tea

## PRESENTATION

ZINE CAPITAL INVEST's first flagship brand, ALITKANE, reflects the holding's philosophy of aspiring perfection for the satisfaction of all. ALITKANE has established itself among the most demanding consumers with its distinctive flavors and quality. The brand's products, which include flour, semolina, pasta, couscous, and green tea, are produced using state of the art processes and technology, as well as being certified according to international standards.

**Ayoub Houdane**  
Export Manager

Lot la colline II Num 23 Sidi Maarouf  
Casablanca - Morocco

+212 661 158 041

[a.houdane@zinecapitalinvest.ma](mailto:a.houdane@zinecapitalinvest.ma)

[www.zinecapitalinvest.ma](http://www.zinecapitalinvest.ma)





# BISCUITERIE HENRY'S

## ACTIVITY

Production, R&D and Export

## MARKETED PRODUCTS

Biscuits

## PRESENTATION

Henry's biscuits' history dates back to 1929, with 600 000 packs sold every day. The brand may not suffer from exacerbated competition to this day, despite the exponential development of the biscuit market. While some of the brand's products are selling 50 000 units a day, the «little green» is worth 600 000 packages, perhaps because it is the only cookie to go into making family cakes. The product is distributed everywhere: at wholesalers, retailers, supermarkets and hypermarkets. To supply the market, the Mobigen Group has three factories, 17 distribution platforms and a fleet of 250 vehicles covering the whole country. Additionally, by investing these last years, Henry's confirms its desire to capitalize on R&D to develop the biscuits in many categories. The R&D service supports the company's strategy of continuous innovation in order to offer consumers products that always meet their expectations, everywhere and wherever they are.

**Naima Jazouli**  
Export Manager

Rue du caire -ex E (z.i. Est), lots.16-17 20250  
Casablanca - Morocco

+212 522 356 660

+212 608 712 868

+212 522 352 806

[naima.jazouli@gmail.com](mailto:naima.jazouli@gmail.com)





# DALIA FOODS

## ACTIVITY

Production, Distribution and Export

## MARKETED PRODUCTS

Couscous, Pasta (Spaghetti and Short Pasta)

## PRESENTATION

DALIA is a Moroccan brand specialized in the production and distribution of flour, semolina, couscous and pasta (long and short). DALIA is part of a family group of companies, specializing in the field of grain since 1958. For over half a century, the group has been implementing and following the evolution in technology, and has grown to become a national and international successful supplier of grain-based products. DALIA is the first group benefiting from a fully integrated industrial complex in the same site in Morocco. The complex is made of:

- Grain import company with a storage capacity of 40000 tons.
- Flour mill.
- Semolina mill.
- Couscous and pasta production unit.

DALIA's obtained certifications are proof, to all its partners, of a real commitment to maintaining and improving the quality of all products and services.

### Jamal Eddine Idriss

Deputy Managing Director

Lot 46, Zone Industrielle Du Sahel, Had Soualem, Settat, Morocco

### Diouf Becaye

Export Coordinator

+212 522 964 464

+212 522 964 462

export3@dalia.ma

d.becaye@dalia.ma

www.dalia.ma





# DARI COUSPATE

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Couscous, Wheat Couscous, Whole wheat Couscous, Barley Couscous Quinoa Couscous...

## PRESENTATION

Founded in 1995, DARI is a family owned company, leading in couscous and pasta market in Morocco. It is the largest producer and exporter of couscous with a presence in more than 45 countries (UK, France, Netherlands, Spain, Italy, Russia, Japan, USA and many more ...) across 5 continents. DARI produces a very large range of premium quality couscous such as durum wheat couscous, whole wheat couscous, barley couscous and more recently organic couscous and quinoa couscous. In 2005, DARI was one of the first family company to go public and get listed in Casablanca Stock Exchange. This IPO allowed the company to finance growth development projects and invest in production capacity. DARI has now 2 production sites located in Salé near Rabat in Morocco, equipped with sophisticated and automated production lines and are certified.

### Hassan Khalil

President

### Amine Khalil

Business Development Director

Production site : Quartier Industriel Zahra

Oulja Salé – Morocco

Offices & Production site Dari-2: Aviation

Industrial Zone (Laayayda) - Salé - Morocco

+212 537 808 721

+212 661 306 362

+212 661 464 540

+212 537 808 743

hkhalil@couscousdari.com

akhalil@couscousdari.com

[www.couscousdari.com](http://www.couscousdari.com)





## EBBO MAROC

### ACTIVITY

Production and Export

### MARKETED PRODUCTS

Hard Candy, Lollipop, Chewing gum, Stick and Dragee, Bubble-gum, Toffee and Chew candy.

### PRESENTATION

Since 1928, E.M.SA company (EBBO MAROC S.A) has devoted its activity and resources to the production and marketing of confectionery, chocolate and chewing gum products. E.M.SA develops its know-how to delight all age groups. A know-how that is strongly attached to traditions but also continues to innovate and modernize. The company has undergone great changes in order to meet its consumers' needs. The company's spirit and vision, innovation and development of new products, and a strongly experienced team are the keys of its success. EMSA has a surface of 7500 m2 with modern installations for manufacturing, storing and shipping a wide range of products. The company also exports to 20 countries all over Africa, Middle East and Europe. MANUFACTURE EMSA has 14 production and packing lines for various products (hard candy, chewing gum...). In its manufacturing process, top notch raw materials are used to obtain excellent products to all consumers, local or foreign markets, while also optimizing the supply chain to be more productive and competitive.

**Mehdi Chraïbi**  
General Manager

465 Blvd Ibn Tachfine Casablanca -  
Morocco

+212 522 620 264  
+212 661 993 816  
+212 662 142 148  
+212 522 605 529

contact@emsasweet.com  
emsa.export@gmail.com

www.emsasweet.com



Best Biscuits Maroc

# EXCELO

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Biscuits, cakes, wafers and muffins

## PRESENTATION

In a short time, Excelo managed to break through in a very competitive industry and became a very well-known brand of biscuits and one of the top sales on grocery stores and modern trade shelves. The ambition is to make Excelo the market leader thanks to a permanent search for innovation and a rigorous quality control. Nowadays, Excelo counts an extended range of products, including biscuits (dry, sandwiched, cookies, coated), cakes, wafers and muffins. In addition to the main factory, which is located in the industrial area of Had Soualem, at 30 kilometers from Casablanca, there are two other factories located in Nador and Laayoune, specialized in the production of muffins. These efforts have enabled Excelo to currently sell over one million units per day, and become one of the success stories brands in Morocco.

**Zineb Alaoui**  
Export Manager

Zone industrielle du Sahel, lot 121  
6400 Had Soualem, Morocco

+212 522 964 743  
+212 522 964 714  
+212 659 930 505

contact@excelo.ma  
export@excelo.ma  
z.alaoui@excelo.ma

www.excelo.ma



# FACONEX

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Industrial Cotton Candy and Popcorn

## PRESENTATION

Faconex is the first company in Africa and Middle East to manufacture industrial cotton candy and popcorn. It is also the first in the world to develop cotton candy with seven flavors (strawberry, mango...), packed in an attractive packaging. For the caramelized popcorn, it is made in a factory with no GMO, no preservatives, is gluten free with a natural color and flavor. All products are produced with natural flavors. 90% of the production is exported to over 20 foreign countries (China, Egypt, France, Dubai, UK...). Faconex has contracts with partners in many countries around the world to distribute its products in supermarkets, candy-shops ... It enjoys a remarkable reputation among Moroccan and foreigner consumers thanks to the quality of its products and its innovation. It is always planning to develop new products in the confectionery field. In 2021, Faconex will develop four new popcorn flavors (chocolate, paprika...) and other new items.

**Hamid Mouhim**  
Manager

Z.i Ain Atiq Lotissement Mabrouka N° 07 Ain  
Atiq 12040 Rabat - Morocco

+212 537 749 137  
+212 661 353 542  
+212 537 749 606

faconex@faconex.ma

www.faconex.ma





# KAYNA GROUP

## ACTIVITY

Production, Marketing and Export

## MARKETED PRODUCTS

Pasta, Couscous, Flour and Semolina

## PRESENTATION

Present since 2007, KAYNA Group is specialized in the production and marketing of four major product families: Pasta, Couscous, Flour and Semolina. Thus Kayna Group was able to capitalize, in so little time on its human, financial and material capital to offer its customers both in the Moroccan market and abroad, a wide range of premium quality products while preserving the nutritional capital and Wheat health. Recently (freshly) crowned by obtaining the ISO22000 certification of food safety. Kayna Group is able to provide full traceability and provides pledging collateral and permanent quality of its various products from supply to sales points while respecting its core tasks based on quality, innovation and accountability.

**Noureddine Bahji**  
Export Manager

Industrial zone- lot N°7. 26100 Berrechid -  
Morocco

+212 522 32 60 40/55/77

+212 660 640 917

+212 522 326 044

export@kaynagroup.com

www.kaynagroup.com





# LA MAROCAINE DES THES ET INFUSIONS

## ACTIVITY

Production, blending, packaging, and export

## MARKETED PRODUCTS

Teas and infusions

## PRESENTATION

Founded in 2005, MATHEI is the first green tea factory in the world. It is specialized in the production, blending, packaging, and export of teas and infusions. MATHEI established a high-performance tea production plant of its own in Morocco with an annual production capacity exceeding 20 000 tons. Today, MATHEI markets its teas and infusions domestically and internationally. The product range is comprised of a wide range of teas in many forms of packaging. The company offers green tea, black tea, flavored tea & herbal tea in both loose and tea bags categories. MATHEI offers a wide collection of gifts and accessories inspired by the Moroccan Tea Ceremonial. They are exported to Africa, Europe, North America and Middle East Region and are marketed under the brands of Sultan, Moul Atai, Al Bahia, Baroud, Boston...

## Leila Moumou

International Director

Lot 37-38 Parc industriel CFCIM de  
Bouskoura 27182 Casablanca Morocco

+212 529 032 025

+212 608 844 061

+212 529 031 789

contact@mathe.ma

Leila.moumou@mathe.ma

www.sultan-tea.com





# MAROC ASSAISONNEMENTS

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Flavored syrups.- Spices - Aromatic plant - Honey - Olive oil

## PRESENTATION

Maroc Assaisonnements is a company that offers diversified products made in Morocco, such as aromatic plants, flavored syrups (mint, grenadine, strawberry, hibiscus, chocolate...). It has over 25 references to prepare fresh cocktails. The company also produces spices in general and mixtures of spices (tagine mixture, chicken mixture, Ras Al Hanout), as well as honey in all types of packaging, and olive oil. Maroc Assaisonnements' target markets include Africa, Europe and the Middle East.

**Abdelkarim Amhil**  
General Manager

Headquarters : Centre Commercial  
Ennahda Sidi Moumen mag 14 Casablanca  
- Morocco

Manufactory : Zone d'activité Économique  
Sidi Salek Lot N°33 Tamsloht Marrakech -  
Morocco

+212 523 303 243

+212 661 942 193

+212 523 311 056

marocassaisonnements@gmail.com

arabiafood.ma





# MICHOC

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Chocolate based confectionery items

## PRESENTATION

Founded in 1997, Michoc engages in the manufacturing and marketing of sugary and chocolate-based confectionery items, in Casablanca. It develops its products according to strict quality controls, hygiene and food safety principles. Michoc expanded its product range to meet the requirements of a growing number of consumers, mostly children. Currently, it has more than 15000 m<sup>2</sup> of state-of-the-art facilities devoted to the manufacture, storage and shipment of a highly diversified range of products (lollipops, chocolate...). With an average daily output capacity of 40 tons a day, Michoc is the market leader in confectionery items and has always been one of the most highly innovative companies working in its field in Morocco.

**Hassan Berrada**  
Sales Manager

01 Lot Al Hamd Sidi Moumen Casablanca -  
Morocco

+212 522 759 147/48

+212 661 165 471

+212 522 759 149

h.berrada@michoc.ma  
contact@michoc.ma

www.michoc.com



# PASTOR MACAO

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Assortment of sweets, Filled toffees, Chewy candies, Lollipops, Jellies, Sugared almonds, Nougat, Chocolates, Wafers, Special events products, Pastry products...

## PRESENTATION

A lasting passion since 1954, PASTOR MACAO is fueled by a strong passion and backed by an undeniable expertise. Macao produces a wide range of candies and chocolates, fondants and crunchy delights, etc. This master chocolatier designs products for individuals as well as professionals. Leader in the chocolate and confectionery industry, PASTOR, through its brand MACAO, offers these audiences an impressive assortment of products. Ongoing commitment, constant quality improvement, and state of the art supply chain are combined with carefully selected ingredients to result in tasty treats for everyone.

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**Said Amoukal**  
Export Manager

49, Ennasrine street Beausejour, 20200,  
Casablanca - Morocco

+212 522 791 000

+212 522 365 492

export@pastor-macao.com

www.pastor-macao.com





## SMBL

### ACTIVITY

Production and Export

### MARKETED PRODUCTS

Popcorn, Cotton candy, Dried Fruits/Nuts & Seeds, Biscuits

### PRESENTATION

Since 2012, SMBL has been an expert in producing ready-to-eat sweets and snacks, and in exporting them worldwide. The company expanded its exclusive range of snacks with the idea of supplying snacks with more gourmet recipes, worldwide. While meeting international standards, SMBL provides a wide range of cotton candy, dried fruits and popcorn (label SOHO) through a large network of well-known partners based in Europe, North America, South and Central America, Middle East, Africa and Asia. Recognized for its know-how, ability, and versatile skills to adapt to any specific request, global distributors are trusting the company by choosing its products while international brands are relying on its unique recipes to develop their private labels.

---

**Othman Mekouar**  
General Manager

**Salma Boudanga**  
Export Manager

Lot 106 parc industriel Bled Solb Chellalat  
Mohammedia - Morocco

+212 661 196 141  
+212 672 664 748  
+212 522 014 801

[o.mekouar@smb.ma](mailto:o.mekouar@smb.ma)  
[export@smb.ma](mailto:export@smb.ma)

<http://smbfood.com>



# SOMADIR

## ACTIVITY

Production, Selling, Marketing and Exporting

## MARKETED PRODUCTS

Fresh, Dry Yeast and Bread Improvers.

## PRESENTATION

SOMADIR, part of the prestigious Moroccan Safari Group, is specialized in the production, selling, marketing and exporting of fresh, dry yeast and bread improvers. SOMADIR is the leader in the Moroccan market and a reputed and well-known exporter within Middle East (KSA, UAE, Egypt, Qatar, Syria, Palestine..) and Africa (Algeria, Tunisia, Senegal, Mali, Mauritania, Guinea, Angola, Congo ...). All of its products are developed in accordance with hygiene and food safety principles. SOMADIR markets its products under the brand SBOULA-GERMAPAN-SOMAPAN for dry yeast, and FORTIPAN for bread improver GERMA for fresh yeast.

## Aziz Iqachaden

Deputy Manager

Bd Oukaat Badi roches noires Casablanca  
- Morocco

+212 522 401 357/58/ 59

+212 661 478 008

+212 522 242 038

[a.iqachaden@somadir.com](mailto:a.iqachaden@somadir.com)

[germa@somadir.com](mailto:germa@somadir.com)

[www.somadir.com](http://www.somadir.com)





# TRIA GROUP (FORAFRIC)

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Cereals

## PRESENTATION

A leader in Agribusiness with Pan-African ambitions. Founded in Morocco in 1943, Forafric Maroc is one of the African leader of the cereal industry. Forafric Maroc has acquired its position over several decades, and has the ambition and strategy to expand its sales in Africa. Forafric Maroc is part of Forafric Corporation that aims to become a leading integrated Food Compagny, combining key assets : its people, its capabilities of production, its expertise in food trading, and a pragmatic strategy for organic and external growth.

**Sow Idrissa Yero**  
Export Manager

**Karima Zouhou**  
Sales Manager

Ancienne route de Rabat – Km 11,5 Ain  
Sebâa - Morocco

+212 661 134 936  
+212 661 496 575

kzouhou@triagroup.ma  
lsow@triaroup.ma

[www.tria.ma](http://www.tria.ma)



# VCR-SODALMU

## ACTIVITY

Production, Distribution and Export

## MARKETED PRODUCTS

Major brands : • Dessaux (vinegar) – Pikarome (sauces – canned vegetables –canned fish) – Ice (soft drinks) – Mazine (water) – Vanelli (pastas)– Vima (sauces) – Tajini (Moroccan simmer sauces and ready meals)

## PRESENTATION

VCR-SODALMU is the result of various company mergers initiated in 1936. In the past, the company's activity was limited to the production of canned gherkins and vinegar and its distribution within the Moroccan market. Today, VCR-SODALMU is considered as a leading company in the food-processing industry in Morocco and offers a wide range of products commercialized under more than 20 brands. Thanks to the experience gained throughout the years, a strong knowhow and a performing marketing, VCR-SODALMU's brands benefits from strong notoriety on the Moroccan market and also abroad. In fact, Dessaux vinegar, Pikarome sauces & canned gherkins, and Ice soft drinks are exported today to more than 20 countries worldwide. For more than 80 years, VCR-SODALMU has never stopped its expansion. In fact, its latest acquisition of the Tajini brand in 2015 allows it to further diversify its product list with traditional Moroccan simmer sauces and ready-made meals.

**Mamoun Belghiti**  
Export Manager

KM11 Route des Zenatas, rue Al Maadan Ain  
Sebaa 20 252 Casablanca - Morocco

+212 662 190 279

+212 522 351 294

[mamoun.belghiti@vcrsodalmu.ma](mailto:mamoun.belghiti@vcrsodalmu.ma)





# VMM

## ACTIVITY

Manufacturer and exporter

## MARKETED PRODUCTS

Condiments (mayonnaise, ketchup, mustard) and sauces (hot sauce, tomato sauce, sauces), canned fish, pickles and olives, vinegars and vinaigrettes, jams, table salt, peppers.

## PRESENTATION

Established in 1969, Vinaigrerie Moutarderie du Maroc (VMM) mainly manufacturer of condiments, sauces, canned tuna and jams with well-known brands such as Star®, El Baraka® Pescada® and National®. The company belongs to the EL EULJ Group, which consists of several companies of different activities. VMM is specialized in the manufacture of the following products: Condiments (mayonnaise, ketchup, mustard) and sauces (hot sauce, tomato sauce, sauces), canned fish, pickles and olives, vinegars and vinaigrettes, jams, table salt, peppers.

### Zhor Setti

Export Manager

### Adnane El Eulj

Official Representative

1077 Route road of El Jadida, Km 9, z.i.  
Lissasfa, Casablanca – Morocco

+212 522 901 061  
+212 625 18 693  
+212 664 728 354  
+212 522 901 062

contact@star.co.ma  
z.setti@vmm.co.ma  
a.eleulj@vmm.ma

www.vmm.ma



# PROCESSED (2019)



Export volume of processed agricultural products  
**493 000 T**



Volume of argan oil exports  
**1500 T**

Global positioning of Morocco  
for argan oil exports

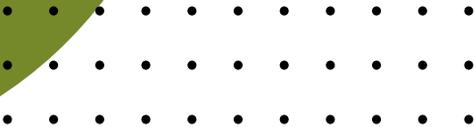
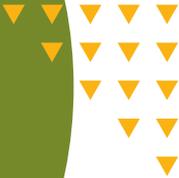
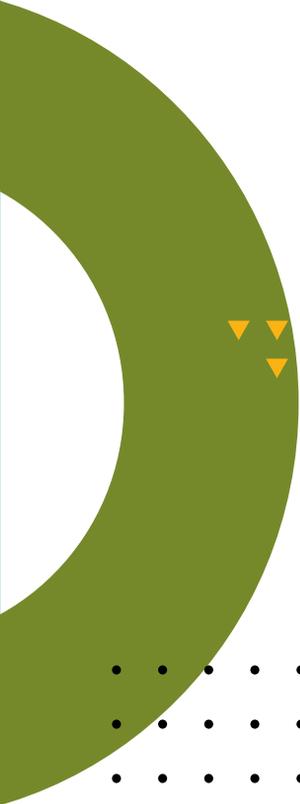








# OLIVE OIL & TABLE OLIVES





# INTERPROLIVE

## ACTIVITY

An organization representative of all professionals in all the activities of the Moroccan chain value of the Olive : Olives, Table olives and olive oil.

## PRESENTATION

The Moroccan Interprofessional Federation of Olive (INTERPROLIVE) is a professional organization created in 2009. It groups different organizations which represent the various activities of the sector. INTERPROLIVE brings together producers, canned industry, olive oil manufacturers, traders, importers and exporters in the sector. The Federation's main objectives are to:

- Represent and defend the interests of its members;
- Study specific measures to develop the sector and improve the conditions of production, distribution and sale of olive products;
- Provide its members with any assistance likely to promote and develop their activities.

INTERPROLIVE and all its members are mobilized to welcome and accompany partners in the destination markets for olive products from Morocco (networking, promotion of investment...).

**Ahmed Khannoufi**  
Interprolive Manager

Lot wifak Errak, Secteur 03 N 3310 TEMARA  
- Morocco

+212 662 848 85  
+212 537 582 897

akhanoufi@gmail.com  
interprolive15@gmail.com





# ATLAS OLIVE OILS

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Culinary Premium extra virgin olive oils, Olive oil with 30 times more anti-oxydants, Olive oil for Baby/Kids

## PRESENTATION

The story of Atlas Olive Oils begins in 1887 when Boujida Aqallal was producing his famous organic extra virgin olive oil. Since then this art has been passed within the family through generations. It is alive today through its internationally awarded product line: Les Terroirs de Marrakech, Desert Miracle and Atlas. Atlas Olive Oils is today the largest integrated producer in Morocco and exports its products in the world's four continents. Atlas Olive Oils also has a subsidiary Olivie Pharma, that resulted in the creation of innovative extra virgin olive oils: OLIVIE Plus 30X (with 30 times more anti-oxydants, and OLIVIE Baby/Kid (for kids with very low acidity level).

**Othmane Aqallal**  
President

110 Bd Yacoub El Mansour 20370 –  
Casablanca – Morocco

+212 661 345 304

[info@atlasoliveoils.com](mailto:info@atlasoliveoils.com)

[www.atlasoliveoils.com](http://www.atlasoliveoils.com)  
[www.olivie.ma](http://www.olivie.ma)





# BLED CONSERVES

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Olives, Lemon, Harissa, Preserved Vegetables Prune, Olive Oil

## PRESENTATION

BLED CONSERVES is one of the leading exporters of canned olives and apricots, lemon and vegetable in Morocco. It specializes in the processing and storage of olives and vegetables. With its infrastructure and teams, BLED CONSERVES supplies its partners with products of the highest quality, and the new product in 2018 olive oil extra virgin in glasses bottle 75cl, 50cl, 25cl. Since its foundation in 2004, BLED CONSERVES has been developing its olive activity by creating new production units and increasing its financial and human resources. The company's production capacity is estimated at 10 000 tons per year for olive and 3 000 tons per day for apricot. The company has diversified its product range by adding new products like apricot pulp, hot pepper and lemon.

---

### Hamid Barda

General Manager

### Ghizlane Ammari

Export Manager

Bled Conserves SARL - Route Debdou,  
1 Zone Industrielle BP 225 - Taurirt -  
Morocco

+212 536 679 412

+212 536 698 571

[info@bledconserves.ma](mailto:info@bledconserves.ma)

[www.bledconserves.ma](http://www.bledconserves.ma)

A decorative graphic consisting of four parallel, slanted lines in a light green color, positioned at the bottom right of the page.



## CARTIER SAADA

### ACTIVITY

Production and export

### MARKETED PRODUCTS

Olives and Apricots...

### PRESENTATION

CARTIER SAADA is one of leading exporters of canned fruits and vegetables in Morocco. The company is 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 its products and the name the company succeeded to build with its brands allows it to export to more than 30 countries over the five continents.

---

**Moulay Hassan Debbarh Mounir**  
President

Cartier Saada 285-291 Zi Sidi Ghanem  
Marrakech - Morocco

+212 524 336 868 - 33 50 77

+212 660 135 605

+212 524 335 074

[contact@cartiersaada.com](mailto:contact@cartiersaada.com)

[www.cartiersaada.com](http://www.cartiersaada.com)





# FRAMACO COMPANY

## ACTIVITY

Processing, Packaging and Export

## MARKETED PRODUCTS

Olives and Apricots

## PRESENTATION

FRAMACO S.A : FRANCO - MAROCAINE DES PRODUITS ALIMENTAIRES ET CONDIMENTAIRES (French-Moroccan for food products and condiments) is a business corporation whose main activity is processing, packaging and exporting olives and apricots. Founded in 1928, it has successfully grown to acquire a solid experience and establish its footprint in the national and international market. The products are exported all over the world including France, England, Spain, Germany and the Gulf countries. FRAMACO always adapts innovative projects, as it is a pioneer in renovating different products and developing new facilities, which are fashioned with new production technology, recent materials and new recipes. It has a dynamic team who continuously works cohesively to come up with innovative ideas, enhance every stage of the process, meet the client's demands and expectation and offer flavorful olives with the finest texture and taste.

### Kamal Benkhaled

Research And Development

### Ikram Ighiouer

Import-Export Director

Km 5, Route d'Essaouira, Marrakech - Morocco

+212 524 493 932

+212 524 H94x493 933

+212 665 440 731

+212 524 493 934

rechercheetdeveloppement@

conserverieframaco.com

commercial@conserverieframaco.com

[www.conserverieframaco.com/en/](http://www.conserverieframaco.com/en/)





# LES HUILLERIES DU SOUSS BELHASSEN

## ACTIVITY

Production and export

## MARKETED PRODUCTS

Oils, Fats, and Margarine, LIO, VITASOL, LILIA, OUED SOUSS, SABRINA

## PRESENTATION

Established in 1948, «LES HUILLERIES DU SOUSS BELHASSAN» (HSB) is a Moroccan group of companies, which manufactures and markets a well-integrated range of consumer products. HSB is a major global producer of oils, fats and margarine. It operates under different business segments: oils & fats, packaging, sales and distribution. HSB also manufactures industrial products offering its customer's good added value and continuous concept development. Over the years, HSB has developed brands that have built a strong market share. It constantly invests in brands that build value for the consumer. HSB's brands like Olive oil Oued Souss, Lilia margarine, soya oil Lio etc, are source of confidence for customers all around the kingdom. Today, it applies its expertise to serve customers and communities.

**Ahmed Amsrouy Alouani**  
Export Manager

Rue Al Milaha Anza BP 135 Agadir -  
Morocco

+212 672 860 311  
+212 528 204 503/04/05/06  
+212 528 204 606

b2b@hsb.ma

[www.hsbmaroc.com](http://www.hsbmaroc.com)





# LES HUILES DE SAISS

## ACTIVITY

Processing, Packaging and Export

## MARKETED PRODUCTS

Olive oil

## PRESENTATION

O'live is the result of many years of investment and agricultural expertise. The work processes are based on a single model. Combining new technologies and treatments handcrafted, these methods allow to obtain high quality oil. A single cold pressing is performed to obtain an oil Extra Virgin rare purity. In order to keep its flavor, the oil is carefully stored in stainless steel tanks, protected from light and air and then maintained at an optimal temperature between 18 and 21°C. The oil comes 100% of the orchards with total traceability and complies with the three criteria defined by the IOC (International Olive Oil Council), namely the acidity, peroxide value and phenol poly rate. Plus, it has no default on the olfactory. For the crushing unit, the company has a modern unit 73T / days with stainless steel tanks with a capacity of 500 tons and a bottling unit. O'live's oil appears for the 2nd year in a row in the guide of the best oils in the world: MARCO OREGGIA: BUY FLOS OLEI 2014- a guide to the world of virgin olive oil (ENG).

## Zakia Majji

Sales Manager Export

Rte de Sbaa Ayoun, Ain Taoujdate province  
El Hajeb - Morocco

+212 535 449 335

+212 535 449 334

majji.zakia@gmail.com

[www.huilesdesaiss.com](http://www.huilesdesaiss.com)





# LESIEUR CRISTAL

## ACTIVITY

Production, Packaging, Marketing and Export

## MARKETED PRODUCTS

Oils, soaps and hygiene products

## PRESENTATION

Lesieur Cristal produces, packages and markets a complete range of brands of oils, soaps and high quality hygiene products that have won the support and renewed loyalty of millions of consumers. Lesieur Cristal ranks first among agribusiness companies in North Africa. Subsidiary of Avril Group, it is also a major aggregator of the olive oil and oilseed sector in Morocco, thus contributing to the development of the Moroccan agricultural sector.

### Hanane Zehrouni

Export Manager

1 rue Caporal Corbi, Roches Noires -  
Casablanca. Morocco

### Mounia Tazi

Export Head Section

+212 522 679 300

### Amal Dembri

Head Of Export Department

Zehrouni@lesieur-cristal.co.ma

Tazi@lesieur-cristal.co.ma

Dembri@lesieur-cristal.co.ma

[www.lesieur-cristal.ma](http://www.lesieur-cristal.ma)





# MAASSERA BRAHIM ZNIBER

## ACTIVITY

Production and export

## MARKETED PRODUCTS

Olive oil

## PRESENTATION

Māassera Brahim Zniber (MBZ) is a subsidiary of the multinational corporation Les Domaines Zniber, an outstanding agricultural group in Morocco, founded in 1956. With more than 2 000 hectares of olive planted area, MBZ produces premium extra virgin olive oil, with full traceability, high quality and exquisite taste, mainly destined for export. The company markets its products under various brands: Caracterre (Moroccan Extra virgin olive oil terroir), Jad (extracted from the "Koroneiki" olive variety), Oli Sens (a delicate mixture of the four exquisite varieties; Moroccan Picholine, Arbequine, Koroneiki and Arbosana). MBZ exports to Canada, USA, Portugal, Russia, Japan.

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### Belhcen Younes

Industrial Development Manager

11, Rue Ibn Khaldoune, 50 000, Meknès,  
Morocco

+212 661 209 437

+212 535 300 006

+212 535 300 039

ybelhcen@ldbz.ma

[www.domaineszniber.com](http://www.domaineszniber.com)





# NOOR FÈS

## ACTIVITY

Cultivation, extraction and export

## MARKETED PRODUCTS

Olive oil

## PRESENTATION

Noor Fès olive oil offers an authentic taste from the Moroccan terroir. The olives harvested by hand in the heart of the estate's orchards are cold pressed to guarantee generous, tasty and quality extra-virgin oil, in practical packaging. Each drop is packed with delicious fruity flavors and valuable, healthy antioxidants. Noor Fès has received multiple gold medals for the originality and quality of its olive oil. At the family estate, the olive groves are home to a variety of ancestral noble trees: the Moroccan picholine. Nourished by an exceptional climate, the olive trees produce fruits with an intense taste, which are harvested manually without harming the fruits. To preserve the authenticity of its taste and all its virtues, premium olive oil is cold pressed, less than 4 hours after picking. The filtering by a natural process produces a clear olive oil, with a homogeneous and pleasant texture, and without residue. Rich in polyphenols and antioxidants, it has real health benefits. In addition, it has a low acidity rate of 0.29%.

**Mohamed Dakir Berrada**  
General Manager

**Lisa Delay Benjelloun**  
Export Manager

44 Rue d'Ifrane, Quartier C.I.L 20200  
Casablanca, Morocco

+212 661 359 110

[dsaberrada@gmail.com](mailto:dsaberrada@gmail.com)

[www.noorfes.com](http://www.noorfes.com)



# OLEA TRADING

## ACTIVITY

Production, distribution and export

## MARKETED PRODUCTS

Olives and olive oil

## PRESENTATION

Olea Capital is the first integrated oleicultural farmer, producer, exporter of extra virgin olive oil and table olives in Morocco. The company has a wide product range: Moroccan black olives (whole and pitted), black natural olives (whole and pitted), green picholine languedoc olives, extra virgin olive oil (acidity less than 0.2%) ... With more than 3 500 hectares of olive trees planted, and a varietal mix of Moroccan and foreign olives of excellent quality, with guaranteed traceability, Olea capital is positioned among the biggest farmers and olive producers in the world. Its production capacity is up to 30 000 Tons of olives and the 2 facilities have a daily crushing capacity of 500T a day.

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**Omar Tagnaouti Moumnani**  
Export & Development Director

15 Tetouan Street Hassan Rabat – Morocco

+212 537 213 790

+212 537 731 124

export@oleacapital.ma  
o.tagnaouti@oleacapital.ma

www.oleacapital.ma





# RACHA OLIVES

## ACTIVITY

Processing and preservation

## MARKETED PRODUCTS

Olives

## PRESENTATION

Racha Olives is a company specializing in the processing and preservation of Olives. Since its creation in 2013, Racha Olives regularly innovates and develops new products. It has a large network of national and international partners. Racha Olives is developing the processing and conservation of the olives which has made the reputation of the region for several years. The goal is to provide customers with a good quality product, ready for consumption. Racha Olives tries to offer its clients what the generous nature has to offer.

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**Mohammed Zeroili**  
Manager

No. 59 Industrial Zone Taourirt - Morocco

+212 536 695 986

+212 661 612 341

+212 536 695 980

rachaolives@gmail.com





# SIOF

## ACTIVITY

Production, Processing, R&D and Export

## MARKETED PRODUCTS

Olives , Capers and olive oil

## PRESENTATION

SIOF Societe Industrielle Oleicole of Fes (SIOF) is one of the leading companies of the Moroccan food sector. For over 50 years, SIOF offers its national, and international consumers a large spectrum of products of the olive industry. A constant search for improvement, SIOF invests in research and development, and is committed to comply with International quality standards. Pressing olives, Pomace oil extraction, refining of edible oils, Edible oil packaging, Olive oil and Sunflower oil and canning olives and capers are the heart of the business activity. Through its highly appreciated Moroccan brands, SIOF contributes to the well being of millions of consumers. Registered in an ongoing process of improvement and progress, SIOF obtained the HACCP certification for its high standards for food safety.

---

### Abdelmalek Lazrak

Business Development Manager

29, Rue Pictet Q.I Dokkarat - 30000, Fes

+212 661 547 216

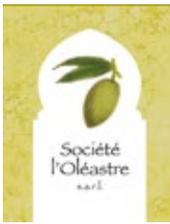
+212 535 642 017

+212 535 731 423

lazrak@siofgroup.com

www.siofgroup.com





# STE L'OLEASTRE SARL

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

OLEALYS - Extra virgin olive oil, Argan oil

## PRESENTATION

L'Oléastre s.a.r.l is a small family-run business specialized in producing extra-virgin olive oil and Argan oil. It owns a young olive grove planted with selected and certified olive trees. The company's concern for the environment has pushed to use a "green" triturating equipment (triturating is done in two phases) developed in Italy. The olives are carefully hand-picked, selected, washed and then triturated on the same day. The oil produced is then kept in stainless steel tanks in order to guarantee its excellent quality. Olealys is the company's first terroir olive oil.

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**Reda Tahiri**  
Executive Manager

18 Rue Lamrinyenne (Vn) Meknes 50000 -  
Morocco

+212 661 103 604

+212 535 517 186

societe\_oleastre@yahoo.fr

www.olealys.com





# ZITOUN AL ATLAS

## ACTIVITY

Production and export

## MARKETED PRODUCTS

Olive oil

## PRESENTATION

Zitoun Al Atlas is active in both growing olive trees and cold extraction of high-quality extra virgin olive oil under the brand Monaliva. Its unique position at the heart of the unspoiled Atlas Mountains in Morocco confers to Monaliva a special and delicious savor. Zitoun Al Atlas pays a careful attention to what it considers at the essence of its product, namely: olive's varieties, nature of the soil («Terroir»), mountain climate, care with which olives are picked. Monaliva is a pure fruity olive oil. Its fresh olives are carefully selected in the Atlas Mountains. Its extraction by cold press preserves its very low acidity and delicious flavors. Monaliva is the healthiest dressing for any mediterranean diet. 2013 1st prize for best Moroccan extra virgin olive oil. Selected in the Flos Olei guide of best extra virgin olive oils in the world. Range of products includes Picholine, Arbequine and Koroneiki extra virgin olive oils in 500 ml and 750 ml glass bottles, 750 metallic bottles and 3 liters tins.

## Adnane Aouad

President

27, lot Arest Lakbir, Résidence Les Camélias,  
Appt 2, Maârif Extension. Casablanca -  
Morocco

farm Address : Moujou, Rte El Menzel,  
Sefrou, Morocco

+212 661 204 078

zitounalatl@ gmail.com

monaliva@ gmail.com

www.monaliva.com



# OLIVES AND OLIVE OIL

(2019)

119



Export volume of table olives  
79 000 T



Export volume Olive oil  
24 000 T

Morocco's global position in table  
olive exports



**3<sup>rd</sup>**

Morocco's global position in  
olive oil exports



**8<sup>th</sup>**

1.4 million tonnes

The annual production of table olives

370.000 Tonnes per year

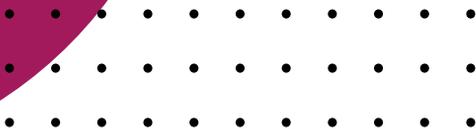
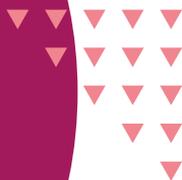
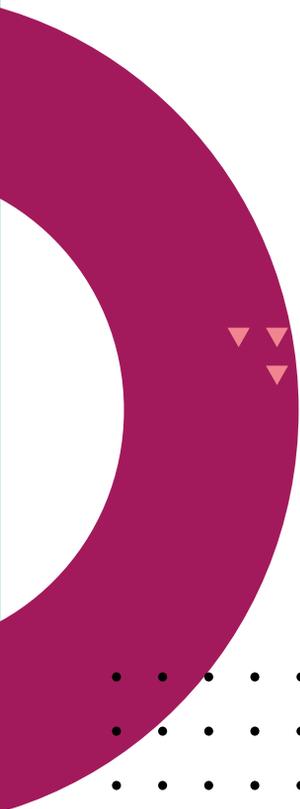
The annual production of olive oil







# ORGANIC PRODUCTS





# ARGALIFE

## ACTIVITY

Production and export

## MARKETED PRODUCTS

Organic argan oil, Organic Prickly pear seed oil, and Other oils

## PRESENTATION

Founded in 2011 by a young woman in Agadir, ARGALIFE is a company specialized in the production and export of organic argan oil and prickly pear seed oil. ARGALIFE is a company whose history is based on close and long-lasting partnership with small producers and rural cooperatives situated in the south east of Morocco. Ensuring a complete mastery of the Argan oil production process through its Moroccan entity, ARGALIFE has introduced rigorous quality controls at every fabrication step- from the selection of the almond to the oil extraction - to reach an incomparable Argan oil quality; thus combining efficiency and ethical concerns. All its products are certified by internationally recognized organizations. The products can be delivered in bulk or packaged.

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**Hassna Er-Rais**  
Manager

**Khaddouj Er-Rais**  
Sales Manager

Lot Yasmine li N°D1 Ait Melloul / Agadir

+212 672 860 311  
+212 528 308 721

[argalifesarl@gmail.com](mailto:argalifesarl@gmail.com)

[www.argalife.ma](http://www.argalife.ma)



# ATLAS OLIVE OILS

## ACTIVITY

Production and export

## MARKETED PRODUCTS

Natural and organic products: Olive Tree Pearls (caviar), Face cream against dark spots, Anti-Psoriasis capsules, Anti-Aging capsules, Anti-inflammatory capsules, Olive tree powder, and Organic briquettes...

## PRESENTATION

The story of Atlas Olive Oils begins in 1887 when Boujida Aqallal was producing his famous organic extra virgin olive oil. Atlas Olive Oils is today the largest integrated producer in Morocco and exports its products in the world's four continents. After years of intensive R&D with a team of reputed doctors and nutritherapists, Atlas Olive Oils, through its subsidiary Olivie Pharma, conceived a line of products very rich in antioxidants coming 100% naturally from organic and desert-based olive trees. The product line Olivie is the result of an integrated project that includes olive tree growing, olive transformation and the applied research for a wider and more efficient use of the olive's health particularities. The project resulted in the creation of innovative products: OLIVIE Force, OLIVIE Beauty... The latest product is an organic ecologic briquette that is smoke free and lasts three times longer than regular briquettes for barbecue and fireplaces.

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**Othmane Aqallal**  
President

110 Bd Yacoub El Mansour 20370 -  
Casablanca - Morocco

+212 661 345 304

[info@atlasoliveoils.com](mailto:info@atlasoliveoils.com)

[www.atlasoliveoils.com](http://www.atlasoliveoils.com)  
[www.olivie.ma](http://www.olivie.ma)





# BABA SIDI HERBS

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Plants : Eucalyptus Leaves & Cut, Rosemary Leaves & Cut, Dandelion Roots, Savory, Anise, Sage, Red poppy, Ash tree, Jupiner, Pomegranate Peels, Khella Seeds, Laurel Leaves, Myrtle Essential oils : Chamomile Flowers, Atlas Cedar, Penny Royal, Myrtle, Oregano, Rosemary, Verbena, White wormwood Vegetable oils : Prickly pear seed, Argan

## PRESENTATION

Baba Sidi Herbs is a company that produces, exports and distributes aromatic and medicinal plants from the incredible generosity of the Moroccan ecosystem. It offers a selection of high-quality products from organic or conventional crops, such as aromatic and medicinal plants (rosemary, thyme, orange peels...), essential oils: thyme, verbena, atlas cedar, rosemary, chamomile, ... Baba Sidi Herbs distributes its products all over the world: Canada, USA, Brazil, Germany, Italy, Netherlands, Poland, Spain, China, India, Sri Lanka, United Arab Emirates... It assures its customers of quality products, certified, from conformist and / or organic farming, carefully picked and sorted by hand, respecting the environmental heritage.

### Abdelmajid Hakam

President founder

12,5 Km Sidi Abdellah Ghiate Road  
Guessima - P.O Box 7034 Sidi Abbad  
Marrakesh - Morocco

### Hayat Amtari

Commercial Manager

+212 661 340 308

+212 524 305 287

### Zineb El Abed

Production Manager

[babasidi.herbs@gmail.com](mailto:babasidi.herbs@gmail.com)

[babasidiherbs.hakam@gmail.com](mailto:babasidiherbs.hakam@gmail.com)

### Hayat Arini

Export Manager

[www.babasidiherbs.com](http://www.babasidiherbs.com)

### Yasmine El Khadiri

Quality Manager





# COOPERATIVE AL AMAL

## ACTIVITY

Production, Marketing and Export

## MARKETED PRODUCTS

Argan oil, Cosmetic oil made from prickly-pear seeds, and Capers

## PRESENTATION

Cooperative Al Amal endeavors to improve the situation of women in rural society. It offers job opportunities to over 35 women. Its administration is composed of a handful of qualifications which include good business management, a 20-year-experience as supervising consultant, being the general secretary of the national association of organic-product exporters and the Head of training and supervision at FIMABIO (The Moroccan Interprofessional Federation for Organic Agriculture).

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**Acheraf Id Hmida**  
Member

225 Rue ramiki Tiznit Morocco

+212 610 466 871

[a.idhmida1999@gmail.com](mailto:a.idhmida1999@gmail.com)



# GENNA AROMATHERAPY BY LABOH2EA

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Essential oil, Vegetable oil, and Cosmetic and therapeutic synergy

## PRESENTATION

The goal of this company is to select organic products from endemic plants as essential oils and vegetable oils, butter hydrolats and aloe vera. With this wide range of aromatherapy products that are developed, clients will have all they need in terms of health, well-being, and beauty. This synergic blend, either therapeutic or cosmetic, can be used daily to develop a healthy and chemical-free habits. All of Genna's products are certified.

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**Amal Benchekroun**  
Founding Director

108 Bd Ghandi Residence Ghandi Imm 10  
Casablanca

+212 661 464 294

laboh2ea@gmail.com

www.genna.ma





# GIE GHRISS FERKLA AMAGHA

## ACTIVITY

Packaging and Recovery

## MARKETED PRODUCTS

Dates

## PRESENTATION

A group of economic benefit, GHRISS FERKLA AMAGHA works to value and market dates and their derivatives. Thus, achieving all commercial, industrial, financial or social activities for the benefit of its members, as well as producing dates in modern ways.

**Mohamed Idrissi**  
President

Centre Tighdouine, Tinjdat, Errachidia

+212 676 990 364

giegfa2019@gmail.com

[www.facebook.com/gietinjdad/](http://www.facebook.com/gietinjdad/)





# IMGOUNE COOPERATIVE

## ACTIVITY

Production, Marketing and Export

## MARKETED PRODUCTS

Saffron

## PRESENTATION

The Imgoune agricultural cooperative is a cooperative for the production and marketing of Saffron and local products. It was created on May 10, 2012 at Douar Imgoune CT Tasousfi, with a capital of 198500.00 dh. The latter consists of 1985 shares of 100.00 DH per share. The cooperative currently has 21 members, including 5 women, all of whom belong to the Tasousfi territorial municipality. The head office meets health and food safety standards at the Assoul farms in Taliouine on the national road No. 10 in the province of Taroudant.

### Jamal Lahoussaine

President Of The Cooperative

Mazariâ Assoul Taliouine Center Taroudant  
- Morocco

### Abid Said

Sales

+212 652 879 926

+212 678 302 807

### Abdellah Mars

Agriculture

[cooperative.safran.imgoun@gmail.com](mailto:cooperative.safran.imgoun@gmail.com)

### Lahoucine Nidali

Sales

### Abdellah Idali

Communication





# MOROCCAN BEAUTY SECRETS

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

Organic Argane oil Virgin first cold pressed, Organic toasted Argane oil, Organic deodorized Argan Oil, Organic Prickly Pear Seed Oil (cactus oil)

## PRESENTATION

Moroccan Beauty Secrets was founded by a French-Moroccan couple with 10 years of experience in the field, in March 2017. It was created along with the brand Pure Heritage Essaouira. Moroccan Beauty Secrets specializes in the production and export of argan and prickly pear seeds-based products, such as argan oil (virgin first cold pressed cosmetic, culinary or deodorized), and prickly pear seed oil. These products are then offered in bulk or packaged and ready for the consumers. The company injects into the society its values, those which pushed the founders to settle in Morocco. Moroccan Beauty Secrets products are pure, certified, and of high quality.

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### Nabila Bouhlal Liard

President

637, Lotissement Azlef, 44 000 ESSAOUIRA

+212 601 101 747

+212 700 083 266

+212 524 476 163

### Sébastien Liard

President

[n.liard@pure-heritage-essaouira.com](mailto:n.liard@pure-heritage-essaouira.com)

[s.liard@pure-heritage-essaouira.com](mailto:s.liard@pure-heritage-essaouira.com)

[www.pure-heritage-essaouira.com](http://www.pure-heritage-essaouira.com)





# STE L'OLEASTRE SARL

## ACTIVITY

Production and Export

## MARKETED PRODUCTS

OLEALYS - Extra virgin olive oil, Argan oil

## PRESENTATION

L'Oléastre s.a.r.l is a small family-run business specialized in producing extra-virgin olive oil and Argan oil. It owns a young olive grove planted with selected and certified olive trees. The company's concern for the environment has pushed to use a "green" triturating equipment (triturating is done in two phases) developed in Italy. The olives are carefully hand-picked, selected, washed and then triturated on the same day. The oil produced is then kept in stainless steel tanks in order to guarantee its excellent quality. Olealys is the company's first terroir olive oil.

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**Reda Tahiri**  
Executive Manager

18 Rue Lamrinyenne (Vn) Meknes 50000 - Morocco

+212 661 103 604

+212 535 517 186

societe\_oleastre@yahoo.fr

[www.olealys.com](http://www.olealys.com)





## UNION OF ARGANE WOMEN'S COOPERATIVES TISSALIWINE

### ACTIVITY

Production, Marketing and Export

### MARKETED PRODUCTS

Organic argan oil unroasted, Argan oil roasted, and Organic amelou

### PRESENTATION

The UCFA Tissaliwine brings together 17 rural cooperatives in the Souss Massa region, leaders in the production and marketing of argan oil and other agricultural products of the RBA since 1999. It is the first union of women's cooperatives in Morocco. Its main role is to market TISSALIWINE brand products, made by member cooperatives, which cover the entire argan grove: Agadir - Idaoutanan, Tiznit, Taroudant, Chtouka Ait Baha and Essaouira. This action is very useful in the sense that it supports the women who live in the Arganeraie Biosphere Reserve (ABR), and their families by generating income and ensuring the supply and sale of handmade, healthy products made with natural ingredients on the national or international market.

**Jamila Idbourrou**  
Manager Ucfa

**Fadma Haddi**  
President Ucfa

N17 Rue Alkhanssa, Cité Dakhla, Agadir

+212 666 270 563

+212 528 235 279

+212 528 235 279

idbourrou.ucfa@gmail.com

ucfa.tissaliwine@gmail.com

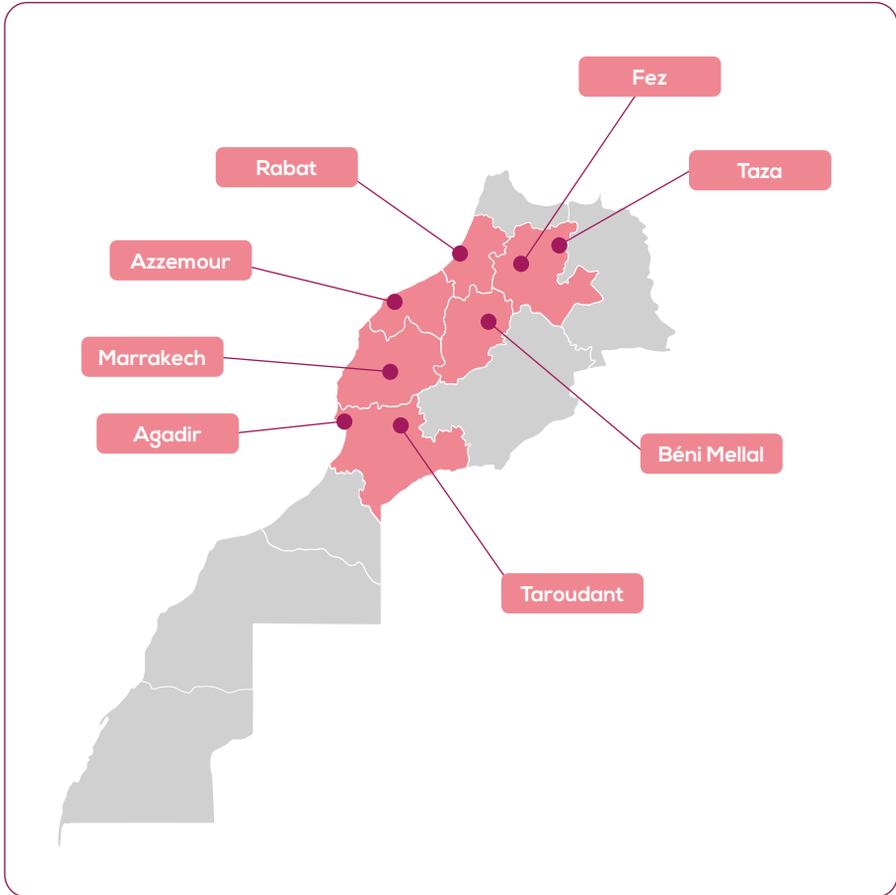
[www.cooperative-argane.com/ucfa/](http://www.cooperative-argane.com/ucfa/)



# ORGANIC

## (2019)

Eight cities are involved in organic production.



**282,480 ha**

Area of production (2020)

**11,000 ha**

organically  
cultivated species

**273,000 ha**

spontaneous  
plants

**1,000 ha**

conversion









**MOR**  **CCO**  
*Kingdom of Taste*







ROUTE EL JADIDA, LISSASSFA ROND-POINT AZBANE À PROXIMITÉ DE L'HÔTEL ZENITH ,  
CASABLANCA, MAROC.

TÉL : +212 (522) 30.51.04/30.81.22  
FAX : +212 (522) 30.51.68/30.25.67  
CONTACT@MFOODEX.MA

[WWW.MOROCCOFOODEX.ORG.MA](http://WWW.MOROCCOFOODEX.ORG.MA)