

Moroccan local treasures in the spotlight at Abu Dhabi's ADIFE trade fair

The Agricultural Development Agency (ADA) is organizing Morocco's participation in the Abu Dhabi Food Exhibition, taking place from November 26th to 28th, 2024, at the Abu Dhabi National Exhibition Center (ADNEC). This participation falls within the framework of the «Green Generation 2020-2030» strategy, which places great importance on promoting local products, particularly given the sector's significant potential and the growing demand at both national and international levels.

25 groups of producers of local produce, representing more than 320 small farmers, 80% of whom are rural women, have come to represent Morocco with a selection of around 100 products from all regions of the Kingdom. Coached and closely supervised by ADA in the run-up to the show, these 25 exhibitors will benefit during the three days of the show from an intensive program of B-to-B meetings based on a match-marketing approach, aimed at opening up new prospects for the local produce sector, while developing strategic commercial partnerships, particularly in the Middle East region.

A veritable showcase of Moroccan authenticity, the Morocco pavilion, designed to offer visitors a fluid, immersive experience, stands out for its unique architecture and undeniable appeal. It reflects the richness and diversity of the Kingdom, with a varied culinary offering orchestrated by a renowned chef, as well as musical entertainment celebrating Morocco's cultural heritage.

This major event attracts over 22,000 trade visitors and more than 650 exhibitors from some 60 countries every year. It offers an exclusive platform for making connections and promoting new partnerships. ADIFE has established itself as one of the leading food industry gas pedals in the region, offering a unique opportunity to bring together the various players in the sector.

It is important to emphasize that the promotion of terroir products is an integral part of a wide range of initiatives deployed as part of the strategy to develop the marketing of terroir products, introduced by the Green Morocco Plan and reinforced by the "Generation Green" strategy. In collaboration with its public and private partners, ADA

has set up various programs and specific actions, such as the “Terroir du Maroc” collective label, aimed at boosting consumer confidence around a collective brand guaranteeing the quality and authenticity of terroir products. Each year, an upgrading program is launched to professionalize the aforementioned producer groups, while expanding national and international marketing channels through partnerships and agreements facilitating access to supermarkets and specialized stores. Online trading has also been developed with the creation of the www.terroirdumaroc.ada.gov.ma website. All these actions combined have enabled more than 900 cooperatives to market more than 5,000 products on a regular basis. In addition, ADA organizes international B2B missions to stimulate exports, while reinforcing the promotion of local products through national and international trade fairs, as well as numerous media and non-media communication campaigns.