

Press Release

Participation of the Kingdom of Morocco in the 62nd Edition of the Paris International Agricultural Show

- Inauguration of the Moroccan Pavilion at the Paris International Agricultural Show
- Bilateral meeting with the French Minister of Agriculture, Agri-Food and Food Sovereignty

The Kingdom of Morocco is participating in the 62nd edition of the International Agricultural Show (SIA), held from February 21 to March 1, 2026, in Paris. For the thirteenth consecutive year, Morocco is taking part in this major international event dedicated to agriculture, food, and agricultural innovation.

On this occasion, the Minister of Agriculture, Maritime Fisheries, Rural Development and Water and Forests, Mr. Ahmed El Bouari, accompanied by Her Excellency Ms. Samira Sitail, Ambassador of His Majesty the King to France, officially inaugurated the Moroccan pavilion on Sunday, February 22, 2026, and held a bilateral meeting with his counterpart, Ms. Annie Genevard, Minister of Agriculture, Agri-Food and Food Sovereignty of France.

Inauguration of the Moroccan Pavilion

Under the theme “Morocco, Centuries of Flavors,” Morocco’s participation showcases 30 producer groups representing 46 cooperatives and more than 740 small-scale farmers, 61% of whom are rural women, from all regions of the Kingdom.

Built over an area of 300 m², the Moroccan pavilion offers visitors an immersive sensory experience highlighting the richness and diversity of Moroccan terroir products, including argan, Taliouine saffron, Majhoul dates, olive oil, carob, aromatic and medicinal plants, and spices.

Organized under the auspices of the Ministry of Agriculture, Maritime Fisheries, Rural Development and Water and Forests, and coordinated by the The Agency for Agricultural Development, this participation aims to strengthen the international market access of Moroccan terroir products. It represents a significant lever for wealth and income generation, particularly for small-scale farmers, and fully aligns with the objectives of the “Generation Green 2020–2030” strategy, which seeks to foster the emergence of a new agricultural middle class.

Bilateral Meeting with the French Minister of Agriculture, Agri-Food and Food Sovereignty

On the sidelines of the Show, Mr. Ahmed El Bouari held a bilateral meeting with his counterpart, Ms. Annie Genevard, Minister of Agriculture, Agri-Food and Food Sovereignty of the French Republic.

Both parties praised the excellence of agricultural cooperation between the two countries, further strengthened in 2024 through the signing of a framework agreement in the agricultural and forestry sectors, along with several sector-specific administrative arrangements.

They expressed their shared commitment to enhancing the operational implementation of the agreed roadmaps, particularly in the areas of livestock, agricultural training, sanitary and phytosanitary cooperation, agricultural water management, and in strengthening exchanges between professional organizations of both countries, in support of sustainable agricultural development.

About the SIA

The Paris International Agricultural Show is the largest agricultural event in France and one of the most significant global events dedicated to agriculture and food. It serves as an exceptional showcase for terroir products, livestock, animal genetics, and agricultural innovations. Each year, the SIA brings together consumers, policymakers, professionals, and research stakeholders. In 2025, it welcomed more than 600,000 visitors, confirming its international reach and attractiveness.