

AFRICA
FOOD
SHOW
MOROCCO

3rd
Edition

19-21 NOVEMBER 2025
LA FOIRE INTERNATIONALE
DE CASABLANCA
CASABLANCA, MOROCCO

**DRIVING SUSTAINABLE
GROWTH IN AFRICA'S
AGRI-FOOD SECTOR**



www.afsmorocco.com

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Africa Food Show 2025



The transformation of African agriculture should happen at all levels, from primary production to agro-industrial value chains. This should help us make the most of the Continent's enormous agricultural potential—particularly arable land—and offset the socio-economic difficulties faced by agricultural stakeholders, which are mostly due to relatively low outputs."

HIS MAJESTY KING MOHAMMED VI,
10th World Policy Conference, Marrakech,
November 2017.



صَاحِبُ الْجَلَالَةِ الْمَلِكُ مُحَمَّدُ السَّادِسُ نَصْرُهُ اللهُ



Vision for Africa's **FOOD AND AGRICULTURE GROWTH**

Africa's food and agriculture industry is undergoing a transformative journey, moving from traditional practices to modern, value-added processes. By enhancing production and embracing agro-industrial innovations, the continent can unlock its vast agricultural potential, especially its fertile lands. This transformation will address key challenges like low productivity and socio-economic barriers, empowering stakeholders to achieve sustainable growth.



MOROCCO'S LEADERSHIP IN AGRICULTURE AND FOOD PRODUCTION

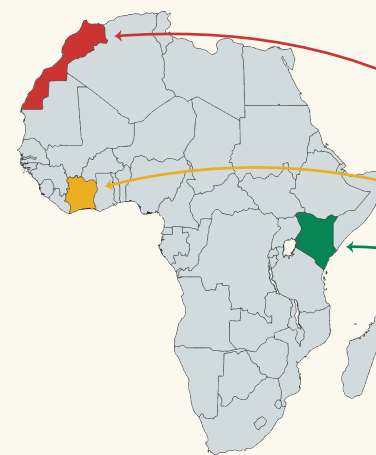
Morocco plays a leading role in advancing the agriculture and food industry across Africa. Through partnerships, knowledge sharing, and innovative projects like the Adaptation of African Agriculture (AAA) Initiative, Morocco has helped create sustainable farming systems, improved irrigation practices, and invested in agro-industrial facilities. These efforts not only boost local food security but also position Morocco as a key player in Africa's agricultural transformation.



ABOUT THE EVENT

The Africa Food Show Morocco is part of a pan-African series of events dedicated to transforming the agri-food industry. With Kenya, Côte d'Ivoire, and Morocco editions, the Africa Food Show has become a vital platform for connecting stakeholders in food value chain across Africa. It brings together producers, buyers, and innovators from all over the world to explore opportunities, share insights, and drive growth in Africa's food industry.

Now in its third edition, AFS Morocco has established itself as a premier event for food and agribusiness, and recognized as an international hub for food trade and business in Africa. The show is known for fostering meaningful connections and partnerships that help exhibitors and attendees unlock new markets and boost their visibility in the global agri-food sector.



AFS 2025 PRESENCE

-  **Morocco**
Northern Africa
-  **Côte d'Ivoire**
Western Africa
-  **Kenya**
East Africa





SUCCESS STORIES

AFS Morocco 2024 Highlights

BUSINESS AND NETWORKING HIGHLIGHTS

The 2024 edition facilitated over 45 strategic partnerships through curated B2B matchmaking sessions, connecting exhibitors with key decision-makers. The event also hosted a delegation from Ivory Coast, led by His Excellency the Minister of Agriculture and Rural Development, Mr. Kobenan Kouassi Adjoumani.

A REMARKABLE YEAR

20
COUNTRIES

Represented created a global platform for collaboration.

65
EXHIBITORS

showcased innovative solutions, products, and technologies across the food and agriculture sectors.

3,500
VISITORS

attended from diverse industries, including buyers, suppliers, and policymakers.

GLOBAL MEDIA IMPACT

With coverage in 20+ publications and over 5 million media impressions, AFS Morocco 2024 solidified its reputation as a vital platform for growth and innovation in the agri-food sector.



Key Features of **AFS MOROCCO 2025**

With over **150 exhibitors** showcasing innovative solutions across the food value chain, the Africa Food Show offers a comprehensive platform for industry engagement.

Expert-led panels at the Knowledge Hub explore trends, sustainability, and key challenges, while interactive live demonstrations feature product launches, tech showcases, and live cooking sessions.

EVENT FORMAT

The event also provides curated B2B matchmaking and a dedicated networking lounge, connecting attendees with key buyers, distributors, and industry leaders.



Expo



Summit



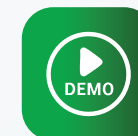
Tastings



VIP Buyers Club



B2B Matchmaking



Live
Demonstration

Why Exhibit?

ACCESS NEW MARKETS AND BUILD PARTNERSHIPS

AFS Morocco 2025 offers exhibitors the chance to connect with targeted buyers, distributors, and decision-makers. Showcase products to a diverse audience and tap into new markets.

PROVEN SUCCESS FROM PAST EXHIBITORS



MOWAIB took advantage of the Africa Food Show 2024 to showcase Moroccan and African women entrepreneurs, promote “Made in Morocco” and strengthen its network. The event opened up opportunities for collaboration and confirmed MOWAIB’s commitment to Women’s economic empowerment.

AICHA AARABI
Vice President of MOWAIB



EXPECTED ROI FOR EXHIBITORS



Generate leads:
from over 5,000
professional visitors.



B2B Matchmaking:
Tailored sessions to connect
with decision-makers and
secure partnerships.



Global Visibility:
Strengthen your brand
presence through extensive
media coverage and
networking.

Key Industry Sectors

AFS covers the entire food ecosystem, with specialized sectors to ensure targeted engagement:

Food Ingredients & Specialty Products

Food Processing & Manufacturing

Beverages & Functional Drinks

Sustainable Food Packaging & Labeling

Plant-Based & Alternative Proteins

Regional Specialties

Food Safety & Quality Assurance

Smart Agriculture & Farming

Food Supply Chain & Logistics

Why Attend?



Unlock Networking Opportunities

Connect with industry leaders, policymakers, suppliers, and investors.



Learn from Experts and Gain Market Insights

Discover the latest trends through expert panels and live demonstrations.



A Gathering of Influential Attendees

Expected attendees include CEOs, suppliers, policymakers, and investors.

Why Morocco?

INSIGHTS INTO THE AGRI-FOOD SECTOR



A KEY PLAYER IN MOROCCO'S ECONOMY

- **26% of Industrial GDP:**
The agri-food sector drives nearly a quarter of Morocco's industrial output.
- **150,000 Jobs:**
The sector employs 25% of the country's industrial workforce, across over 2,000 companies.
- **MAD 160 Billion Sales:**
Domestic sales reached this milestone in 2023.



EXPANDING EXPORT HORIZONS

- **MAD 62.4 Billion Exports in 2023:**
Driven by citrus, olive oil, and fresh produce.
- **Global Reach:**
Key markets include Europe, North Africa, and the Middle East.
- **Rising Export Trends:**
Organic products and health-conscious foods are growing export categories.



OPPORTUNITIES FOR INVESTMENT AND DEVELOPMENT

- **Growing Infrastructure:**
Investments in agro-industrial parks and advanced processing units.
- **Tech-Driven Farming:**
Adoption of IoT and AI transforming production.
- **Expanding Global Demand:**
Opportunities abound in developing value-added products and entering new markets.

DRIVING SUSTAINABILITY AND INNOVATION

Renewable Energy Powering Agriculture



Noor Ouarzazate Solar Complex:
One of the world's largest solar farms, providing sustainable energy to agricultural industries.



Clean Energy Leadership:
Morocco is at the forefront of renewable energy for agriculture.



Water-Saving Innovations and Agroecology



Efficient Irrigation:
Modern systems have reduced water usage while increasing productivity.



Agroecology in Action:
Promoting biodiversity, traditional farming techniques, and sustainable land use.



Aligning with Global Sustainability Goals



UN SDGs:
Morocco supports goals like Zero Hunger, Climate Action, and Responsible Consumption.



Climate-Smart Agriculture:
Programs like the AAA Initiative prepare the sector for climate challenges.



ABOUT MIE GROUPS

Celebrating 25 years of excellence, MIE Groups, founded in 2000, is a global leader in exhibitions, trading, and consulting. With 15 offices worldwide — including the UAE (global headquarters in Dubai), China, Africa, Saudi Arabia, and the USA — MIE has facilitated over 120,000 international trading companies to expand in the Middle East and Africa.

Operating through four key divisions —

- **Travel & Tourism**
- **Business Intelligence & Event Division**
- **DMC**
- **Business-to-Government Consultancy**

MIE Group empowers global entrepreneurs in driving economic growth through dynamic events and fostering international trade.

PARTNERS & SUPPORTERS



MEDIA PARTNERS



MIE GLOBAL PLATFORMS



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