

Ministry of agriculture and fisheries of Morocco

B to B Meetings in Tokyo - Japan

September 24th – 26th 2014

SEAFOOD

OFFICER NAME	TITLE	COMPANY	DESCRIPTION
M. TOUFIQ JOUNDY	GM	HAIFEN FISHERIES	Offshore fisheries / fish wholesale trade
HIBATOU MAA ALAYNAYNE	PRESIDENT	CHAMBRE DES PECHES MARITIMES	<ul style="list-style-type: none"> - Represents all marine fisheries sectors to national, regional and local authorities. - Provides advices and information to government on all matters relating to offshore fishing, inshore fishing, artisanal fishing and aquaculture as well as the littoral fisheries resources exploitation activities; - Promotes through donations, legacies, voluntary contributions from ship owners or any other operator of the marine fisheries sector, the creation and maintenance of Marine Fisheries institutions; - Helps the government to popularize, among marine fisheries' operators, modern methods of fishing, valuation, marketing and promotion of the consumption of fishery products; - Mediates between fishing vessel owners and fisheries' Moroccan operators and their foreign counterparts, in order to expand and diversify the kingdom's trade relations. - Contributes to the implementation and development of scientific research in the field of marine fisheries and aquaculture.
M. SAID ALJ	CEO	UNIMER	<ul style="list-style-type: none"> - Agri food group, its activity revolves around three core businesses, namely : Animal canning, Vegetables canning and Agri food products distributor - Small pelagic fish canning industry : 1st Moroccan exporter of canned sardines and anchovies - Sauces & condiments drinks / fruits and vegetables / fresh and frozen products. - Brands: Titus, Madrigal, Pikarome, Dessaux, Panzani.
M. ABDESSAMAD ACHIK	GM	MARONA	<ul style="list-style-type: none"> - Subsidiary of SNI. - Offshore fishing company. - Products: Cephalopods, flatfish, fish scales, noble fish scales. International Customers: Europe and Japan.

M. MOHAMMED ZEBDI	CEO	KING PELAGIQUE GROUP (SOFRIGAM)	<ul style="list-style-type: none"> - Seafood manufacturing and processing - Processing and freezing seafood - Frozen and deep frozen food products.
M. MOHAMED KARIM BENMOUSSA	VP	ASSOCIATION DES MADRAGUES MAROCAINES	<ul style="list-style-type: none"> - BLUEFIN TUNA PRODUCERS
M. HASSAN BOUZIDI	GM	OUALIT	<ul style="list-style-type: none"> - Processing and packaging fresh and frozen fish, seafood and their derivatives. Trading, distribution and representation.
M. MOHAMED BICHA	GM	AVEIRO MAROC	<ul style="list-style-type: none"> - Founded in 1946 specialized in the production and marketing of canned fish. - About 40,000 tons of raw materials processed per year. - A full range of canned fish: Sardine, mackerel and tuna traded across international brands: DelMonaco - Liberator - LIMA O – Samaki - 90% of its turnover is made by exports to Europe, united States, Latin America, Africa and Middle East.
M. SAAD AKKOURI	GM	SEALORD MAROC	Moroccan subsidiary of Sealord New Zealand, specialized in fishing, aquaculture, development and marketing of marine products.
M. OMAR AKKOURI	PRESIDENT	FPMA	<ul style="list-style-type: none"> - Federation of marine fisheries and aquaculture brings together all the ship-owners of the kingdom. - FPMA is autonomous but affiliated to the General Confederation of Enterprises of Morocco (CGEM). - One of the most businesslike and credible government interlocutors. - Designated by decree as the unique representative of the sector that is part of the Economic and Social Council.
M. KARIM AYOUCHE	GM	LGMC CHERIFIENNE	<ul style="list-style-type: none"> - Manufacturer / Exporter of canned food: pelagic, sardine, mackerel, tuna, herring and anchovies through its subsidiaries Kennemerland International (Moroccan-Dutch joint venture) and Coprave (joint venture Moroccan-Spanish). - Producer of fishmeal and fish oil, mainly sold on the export market, through its subsidiaries FSP (Fish Sub Product) and SSP (Sea Sub Product) Producer of canned apricot (jams and mumps) and concentrated tomato.

FRESH FRUITS AND VEGETABLES - CITRUS

OFFICER NAME	TITLE	COMPANY	DESCRIPTION
M. BOUAMAR BOUAMAR	PRESIDENT	AMABIO	AMABIO is a non-profit organization whose mission is to sensitize Moroccan consumers to the benefits of organic products. Its main objective is the development and promotion of organic production.
M. EL HOUSINE ADARDOUR	PRESIDENT	FIFEL	- Brings together several operators in the production, packaging and export. Represents its members and defends their interests to the authorities and various national and international institutes and organizations.
M. DINIA	GM	CAP AGRO	- Citrus, Charentais Melons, Pomegranates, Olives - Cap Agro has access to many sea-freight options by refrigerated containers, or break bulk by conventional vessels.
M. HAKAT HICHAM	GM	AZURA	Azura is a Franco-Moroccan family-owned group of companies specializing in fruit and vegetables, managed by CEO Mohamed Tazi. Azura Group is made up of two businesses with complementary activities: Maraissa, in Morocco, is responsible for production and packing and Disma International, in France, overseas logistics, sales and marketing.

OLIVE OIL

OFFICER NAME	TITLE	COMPANY	DESCRIPTION
M. RACHID BENALI	PRESIDENT	INTERPROLIVE	- Inter professional Federation of Moroccan olive Promotion of high quality olive products in order to increase the per capita olive oil and table olive consumption and to improve the percentage of products in the industry distribution channels.
M. SAMIR EL OUDGHIRI	GM	LESIEUR CRISTAL	- Lesieur Cristal packages and sells a complete range of oils brands, soaps and hygiene products. - Several products including: <ul style="list-style-type: none"> • Table oil Lesieur+ Omega3, Cristal omega3 Oil, Huilor Oil, Oléor Oil, etc. • Olive Oil: Jawhara, Mabrouka. • Soap: Taous, El Kef, El Menjel.

M. OTHMANE AQALLAL	GM	ATLAS OLIVE OIL	<ul style="list-style-type: none"> - Atlas Olive Oils is an integrated-production farm - Moroccan leader in the production of extra virgin olive oil. - Products : Desert Miracle , Les Terroirs de Marrakech, Arabesque - Also produces some of - Health and beauty care products : Olivie (baby,Kids/Plus33/Force/Beauty)
Ms. RITA ZNIBER	GM	GROUPE ZNIBER DOMAINE TALAL	<ul style="list-style-type: none"> - Extra virgin oil production