

◀ **5th Edition**



**FOOD
& TECHNOLOGY, FAR BEYOND**

www.mafex-morocco.com

www.pack2packexpo.com

Organised by

FOOD & TECHNOLOGY, FAR BEYOND

MAGHREB FOOD EXHIBITION opens from 14 till 17 December 2016 in Casablanca:

I.E.C, International Exhibition and Conferences, IFWexpo Heidelberg GmbH and Nile Trade Fairs organize the 5th edition of MAGHREB FOOD EXHIBITION "MAFEX" from 14 till 17 December in Casablanca.

This year, and for the 3rd consecutive time, MAFEX will take place along with Pack2Pack fair dedicated to the sector of the packing and packaging sector, co-organized with the Egyptian leader in organization of trade shows Nile Trade Fairs.

The Food industry market Morocco

The Kingdom of Morocco is one of the politically most stable countries in Northern Africa with a favorable geographical location and easy port access offering great business opportunities to European companies.

While Morocco exports increasing quantities of citrus fruits, vegetables and fishery products to Europe, the country still depends on state-of-the-art food processing equipment and processed food products. One of the key objectives of the Moroccan government is to establish a productive and efficient domestic food sector, to make the country more self-sufficient in terms of food and enable Morocco to ultimately become an exporter of quality food products. To boost exports, Morocco signed a bilateral Free Trade Agreement with the United States in 2006 and an Advanced Status Agreement with the European Union in 2008. These agreements support economic and political reforms in Morocco and provide commercial opportunities for U.S. and European exports to Morocco by reducing and eliminating trade barriers.

MAFEX-Pack2Pack

The exhibition will assemble food industry leaders, experts and decision-makers, making MAFEX-Pack2Pack an ideal global platform to exchange knowledge, share best practices and explore emerging technologies and future innovations between North Africa and other countries.

Since 2012 MAFEX-Pack2Pack has become an internationally renowned food industry exhibition and offers an excellent platform for market players. The main topics of the exhibition are food products, ingredients, machinery and equipment for food processing, packaging as well as cooling and storage systems.

Since the first edition Germany is represented with an official German Pavilion. Germany is an important trade partner of Morocco, with exports of agricultural products reaching 279 million Euros in 2014. Last year 10 German exhibitors displayed their products and innovations to the trade visitors. German companies will have again the opportunity to participate in the official German Pavilion and may benefit from special conditions.

FOOD & TECHNOLOGY, FAR BEYOND

What MAFEX-Pack2Pack 2016 offers:

- Provide the exhibitors with an invaluable platform to share their products and to develop and increase their business
- Bring together local and international producers and brands
- Offer a unique opportunity to meet large numbers of target visitors
- Attract more national pavilions and support SME in their development
- Welcome major agri-food and decision makers: institutional and trade associations, agro industry operators, producers, services suppliers and buyers

Why exhibit at MAFEX-Pack2Pack 2016 ?

- Building new business relationship
- Meeting existing and prospective customers
- Networking with industry professionals
- Learning about new trends, projects and practices
- Participating in the MAFEX Conference
- Benefiting from complimentary marketing at every stage of the exhibition

MAFEX-Pack2Pack, more international than never!

180 exhibitors from 18 countries will be expected at MAFEX-Pack2Pack 2016 featuring the following official Pavilions: Germany, Egypt, Italy, China, Pakistan, Turkey and Poland.

MAFEX 2016 welcomes for the 3rd time Pack2Pack Trade Show

Pack2Pack Morocco, the platform dedicated to the packing and packaging sector, offers a unique opportunity to all Moroccan and international exhibitors to present their products in an emerging market full of perspectives.

On about 1,000 m² exhibition space, 54 international companies, among them 25 Egyptian companies will exhibit on Pack2Pack the latest technologies, products, materials and logistic solutions of the packing and packaging industry to manufacturers, exporters, suppliers and buyers of this sector.



FOOD & TECHNOLOGY, FAR BEYOND

Who exhibits at MAFEX-Pack2Pack 2016 ?

Food Products

Meat and poultry products
Sea products
Halal products
Vegetable products
Bakery products
Pasta products
Dairy products
Confectionery products
Chocolate and cacao products
Fruit and berry products
Sugar and syrups
Sauces, ketchup, dressings, mustard
Cheese products
Herbs, spices and seasonings

Packaging & Logistics

Packaging machinery
Packaging materials
Automation and data processing
Controlling and regulation technology
Analytical, laboratory and measuring equipment
Hygiene technology
Refrigeration and cooling technology

Ingredients

Bakery improvers
Essential oils, flavouring essences
Organic ingredients
Flavours
Hydrocolloids
Food additives
Yeasts products
Fats and oils
Cereal products
Ferments
Mineral

Institutional Support

Ministries
Trade Associations and Federations
Banks and Finance Organisations
Insurance companies
Media

Who visits MAFEX-Pack2Pack 2016 ?

- Food and beverage retailers, suppliers and distributors
- CEOs and senior managers from food and beverage manufacturing companies
- Food importers
- Manufacturers and producers
- Purchase officers
- Trading companies
- Government and trade associations, institutes and universities
- Press and Media



Information profile :

Dates : December 14 - 17, 2016
Organised by : IEC – IFWexpo – Nile Trade Fairs
Venue : Casablanca Expo Center (OFEC)
Opening hours : Exhibitors: 9:00 AM - 6:00 PM , Visitors : 10:00 AM - 6:00 PM
Related events : Conferences, B2B meetings
Custom made stand : IEC Design – Ph : +212 522 47 06 00
Stand upgrade, printing, advertising : Evidence Studio – Ph : +212 522 48 34 15

Country pavilions :



IFWexpo Heidelberg GmbH
Contact : Irene Stadelmaier
Tel : +49 6221 1357 24
i.stadelmaier@ifw-expo.com
www.ifw-expo.com



Nile Trade Fairs
Contact : Marwa Sherif
Tel: +(202) 26705239
m.sherif@nilefairs.com
www.pack2packexpo.com



Messe Turkey
Contact : Altug Hotman
Tel: +902163853264/+902163580103
ahotman@messeturkey.com
www.messeturkey.com



21 Food & Beverage Online
Contact : Chenny (Ms)
Tel: +86 571 8973 8387
expo@21food.com



ITNC
Contact : Islem LOUATI
Tel: +21621000015/55023000
louati.islem@ymail.com
www.itncexpo.com



EventZone Pakistan
Contact: Faisal Aftab Khan
Mobile: +92-333-3381221
info@eventzonepk.com
www.eventzonepk.com



ZED EXPO International Fair Consulting
Mr Zafer KIRMIZITAP
Atakent - K.Çekmece - Istanbul - Turkey
Tel: +90 532 362 17 29
info@zedexpo.com
www.zedexpo.com

Contact the organisers :



6, Rue Farabi, Résidence Toubkal,
1er étage Quartier Gauthier - 20 070
Casablanca - Morocco
Ph : +212 522 47 06 00
Fax : +212 522 47 06 01
E-mail : contact@mafex-morocco.com
www.iecgroup.org



IFWexpo Heidelberg GmbH
Contact : Irene Stadelmaier
Tel : +49 6221 1357 24
i.stadelmaier@ifw-expo.com
www.ifw-expo.com



19 Abdel Hameed Lotfy, Off Samir
Abdel Rauf St., P.O Box 11471, 8th
Floor No. 802 Nasr City, Cairo,
Egypt
Ph: +(202) 26705239
Fax : +(202) 22753634
E-mail: m.sherif@nilefairs.com