

**17-19 NOVEMBER 2026**

**Foire Internationale de Casablanca  
AMDIE, Casablanca, Morocco**

# DRIVING SUSTAINABLE GROWTH IN AFRICA'S AGRI-FOOD ECO-SYSTEM



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**MIE EVENTS DMCC**  
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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.



مُحَمَّدُ بْنُ عَبْدِ اللَّهِ الْمَلِكُ مُحَمَّدُ بْنُ مُحَمَّدٍ بْنِ عَبْدِ اللَّهِ



## 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.

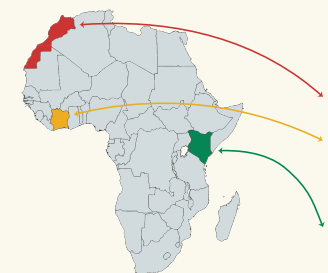




## ABOUT AFS Morocco

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



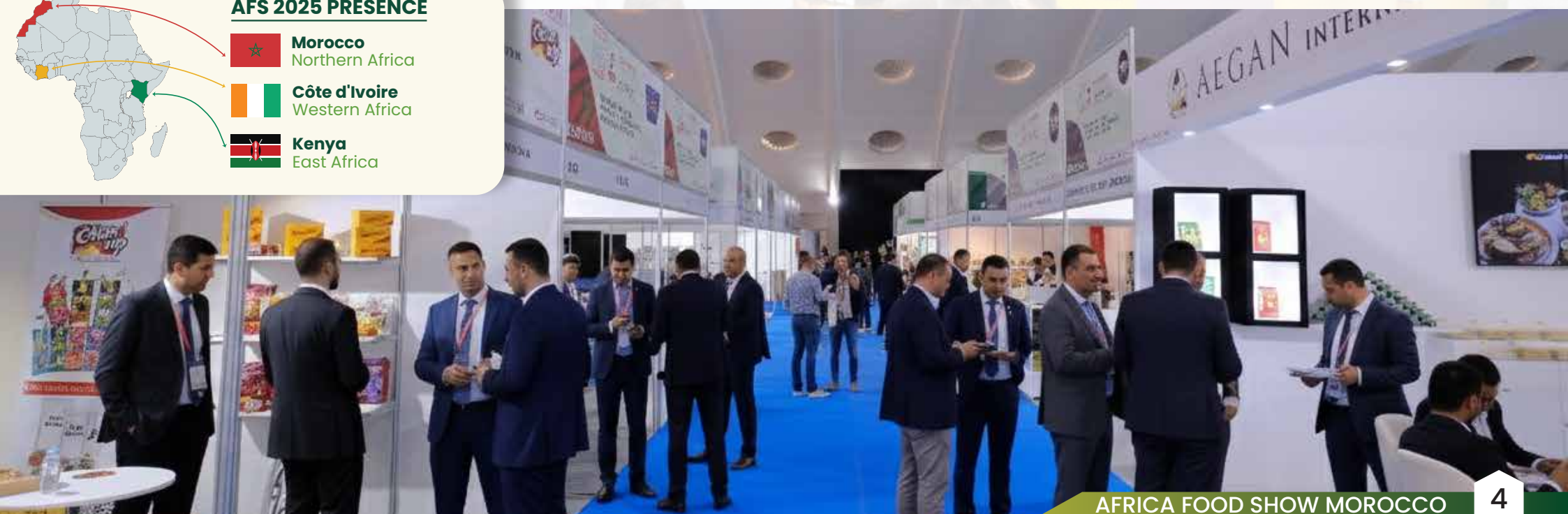
**Morocco**  
Northern Africa



**Côte d'Ivoire**  
Western Africa



**Kenya**  
East Africa



## SUCCESS STORIES

### AFS Morocco 2025 Highlights

## BUSINESS AND NETWORKING HIGHLIGHTS

The 2025 edition facilitated over 340+ strategic B2B meetings, connecting exhibitors with key decision-makers.



## A REMARKABLE YEAR

**16**  
COUNTRIES

Represented  
created a global  
platform for  
collaboration.

**140+**  
EXHIBITORS

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

**12,000+**  
VISITORS

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

## GLOBAL MEDIA IMPACT

With coverage in 20+ publications and over 20 million media impressions, AFS Morocco 2025 solidified its reputation as a vital platform for growth and innovation in 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.





## Key Features of AFS MOROCCO 2026

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



VIP Buyers Club



Summit



B2B Matchmaking



Tastings



Live  
Demonstration



## 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.



## ACCESS NEW MARKETS AND BUILD PARTNERSHIPS

AFS Morocco 2026 offers exhibitors the chance to connect with targeted buyers, distributors, and decision-makers. Showcase products to a diverse audience and tap into new markets.



## AFRICA FOOD SHOW EXHIBIT'S PROFILE

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**



## AGRO AFRICA EXHIBIT'S PROFILE

Agro Africa - The International Exhibition for Agricultural Products, Machineries & Technologies is a focused B2B platform linking growers, distributors, and policymakers with top suppliers across the value chain. It spotlights innovations in seeds and inputs, irrigation, protected cultivation, precision farming, post-harvest solutions, and agri-fintech-plus live machinery demos, technical workshops, and matchmaking that drive deals and climate-smart agriculture across the continent.

**Tractors &  
Agricultural  
Machinery**



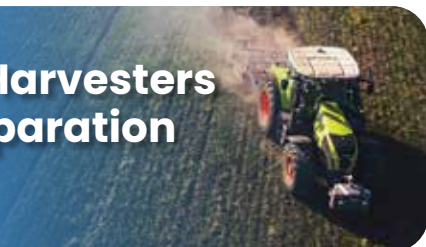
**Milling, Storage  
& Conveying  
Systems**



**Spare Parts &  
Maintenance  
Equipment**



**Mowers, Harvesters  
& Soil Preparation  
Tools**



**Planting, Seeding  
& Cultivation  
Machinery**



**Fertilizing & Crop  
Protection Equipment**



**Hand Tools &  
Product Processing  
Machines**



**Warehousing &  
Automation  
Systems**



**Water Pumps,  
Laboratory &  
Testing Equipment**



## FOODPACK AFRICA EXHIBIT'S PROFILE

FoodPack Africa – The International Exhibition for Food Packaging Innovation & Technologies is a B2B showcase of sustainable materials, smart designs, and high-speed machinery for the food and beverage sector. Expect live demos, technical sessions, and targeted matchmaking focused on circular packaging, efficiency, and compliance.

**Packaging  
Machinery**



**Intelligent /  
Self-Service  
Packaging**



**Beverage  
Packaging &  
Liquid Packaging**



**Plastic &  
Metal Packaging**



**Printing  
and Labeling  
Technology**



**Packaging  
Material  
Supply**



**Logistics  
Packaging  
Technology**



**Logistics Packaging  
Containers and  
Materials**



**Innovative  
Packaging  
Materials**





## 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.

# 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



# GET INVOLVED

Contact the team today to discuss a range of options and solutions to help you achieve your business objectives.

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**AFRICA  
FOOD  
SHOW  
MOROCCO**

**4<sup>th</sup>**  
Edition

[www.afsmorocco.com](http://www.afsmorocco.com)



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