

AFRICA
FOOD
SHOW
MOROCCO

4^{ème}
Édition

Co-Located :

THX
THE HOTEL EXPO

International Agri-Industry Exhibition

17 - 19 NOVEMBER 2026

Foire Internationale de Casablanca - AMDIE

Accelerating Africa's Sustainable Growth

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AGROAfrica
The International Exhibition for Agricultural Products, Machineries and Technologies

FOODPACK



The International Exhibition for Food Packaging Innovation & Technologies

The transformation of African agriculture must take place at all levels, from primary production to agro-industrial value chains. It should enable us to fully harness the continent's vast agricultural potential—particularly its arable land—while addressing the socio-economic challenges faced by stakeholders in the agricultural sector, mainly resulting from relatively low production levels.

His Majesty King Mohammed VI,
10th World Public Policy Conference, Marrakech, November 2017.



OVERVIEW

ABOUT THE EXHIBITION

Africa Food Show Morocco 2026 stands as one of the leading professional events dedicated to agro-industry, food processing, and the development of trade exchanges between Africa and the rest of the world. Designed as a high value-added B2B platform, the show supports companies seeking to accelerate growth, structure their export strategies, strengthen their presence across the African continent, and access new international markets.



Held from 17 to 19 November 2026 at the Casablanca International Fair, Africa Food Show Morocco will bring together a comprehensive ecosystem of national and international stakeholders, including industrial players, manufacturers, processors, distributors, importers, exporters, professional buyers, investors, public and private institutions, agricultural cooperatives, and technology solution providers.

The show aims to create a true business hub where commercial opportunities, strategic partnerships, industrial innovations, and long-term development perspectives converge. It offers participants direct and structured access to African, European, Asian, Middle Eastern, and North American markets, while strengthening companies' visibility on the international stage.

Building on the strong performance and positive momentum of the 2025 edition, Africa Food Show Morocco 2026 confirms its positioning as a benchmark platform for any agro-industrial company seeking to establish a sustainable presence in African and international markets.

THE 2025 SUCCESS

A CONSOLIDATED MOMENTUM LOOKING AHEAD TO 2026

The 2025 edition of Africa Food Show Morocco marked a key milestone in consolidating the show as a leading professional platform for the agro-industry sector. The results achieved confirm the relevance of the concept, the attractiveness of the Moroccan market, and the growing interest of international operators in the opportunities offered by the African continent.

A REMARKABLE YEAR

16 COUNTRIES Represented, creating a global platform for collaboration.

+140 EXHIBITOR They showcased innovative solutions, products, and technologies in the food and agriculture sectors.

+12 000 VISITORS Coming from diverse sectors, including buyers, suppliers, and policymakers.

These results confirm the ability of Africa Food Show Morocco to bring together a decision-making audience, create effective business connections, and generate a measurable economic impact for exhibitors.

Building on this success, the Africa Food Show Morocco 2026 edition is set within a dynamic of significant expansion, marked by the broadening of represented sectors, an increase in the number of international pavilions, a strengthened presence of premium buyers, diversification of target markets, and the multiplication of export opportunities to Africa and international markets.



AN EXHIBITION WITH A STRONG INTERNATIONAL FOCUS

Africa Food Show Morocco 2026 stands out for its deeply international DNA. The show is designed as a platform of convergence between African markets and the world's major economic regions. It primarily targets West Africa, Central Africa, East Africa, and Southern Africa, while also strongly integrating Europe, the Middle East, Asia, North America, and South America.

Strong
International
Positioning

A Market
Convergence
Platform

Morocco, a
Strategic Africa-
World Hub

Agri-food Growth
Opportunities

This international dimension is reinforced by Morocco's strategic positioning, recognized as a natural gateway to Africa and an economic bridge between multiple continents. The country's political and economic stability, the quality of its infrastructure, the performance of its logistics platforms, and its network of international trade agreements make it an essential hub for agri-food trade.

Africa Food Show Morocco thus attracts a growing number of international operators seeking to structure their regional development, identify reliable partners, and explore new opportunities in high-growth markets.



WHY CASABLANCA ?

Casablanca stands as the economic and industrial heart of Morocco and one of the leading business hubs on the African continent. The city benefits from an environment conducive to international trade, supported by modern infrastructure, a world-class port and logistics network, and extensive air and maritime connectivity.

Morocco benefits from a well-structured agro-industrial ecosystem integrating production, processing, export, and innovation. It offers privileged access to numerous African, European, and international markets, along with a stable regulatory framework conducive to investment.

The choice of Casablanca therefore reflects a results-oriented strategic approach, enabling exhibitors and visitors to maximize their commercial efficiency and turn their development projects into reality within a secure and competitive environment.



EXHIBITION'S OBJECTIVE

Africa Food Show Morocco 2026 aims to support companies in developing their commercial activities, structuring their export strategies, and expanding internationally.

The show offers a comprehensive, high value-added platform dedicated to identifying new markets, connecting with strategic partners, and generating qualified business opportunities.

AFRICA

EUROPE

NORTH AMERICA

ASIA

MIDDLE-EAST

AND MORE.....

Participants will have the opportunity to expand their exports to Africa, Europe, the Middle East, Asia, North America, as well as other international markets, while strengthening their positioning in their existing markets.

The show also promotes the development of distribution networks, supplier sourcing, analysis of sector trends, the signing of commercial contracts, and the establishment of long-term industrial alliances, within a sustainable growth approach.



SHOWCASED SECTORS

Africa Food Show Morocco covers the entire agri-food and agro-industrial value chain. The show brings together exhibitors from a wide range of segments, spanning agricultural production, industrial processing, food technologies, equipment, packaging, and logistics.



Visitors will discover a diverse offering including frozen products, Halal products, canned goods, dry products, dairy products, biscuits, confectionery, meat, poultry, sauces, condiments, cereals, flours, edible oils, and local specialty products, reflecting the richness and diversity of the sector.

Targeted VISITORS

Africa Food Show Morocco 2026 is exclusively aimed at a professional audience with strong decision-making power. The show attracts international buyers, importers, distributors, manufacturers, processors, logistics operators, wholesalers, retail chains, investors, and institutional representatives.

This diversity of profiles ensures high-quality interactions, concrete business opportunities, and a measurable return on investment for exhibitors, within an environment fully oriented toward business.

- ✓ International Buyers
- ✓ Importers
- ✓ Distributers
- ✓ Producers
- ✓ Processors
- ✓ Logisticiens
- ✓ Wholesale distributors
- ✓ Investors
- ✓ Institutional representatives



MOROCCO, A STRATEGIC HUB FOR INTERNATIONAL TRADE



Africa Food Show Morocco 2026 lies at the heart of the momentum driving intra-African trade, a strategic pillar of the continent's economic development.

Driven by sustained demographic and economic growth, Africa is experiencing increasing demand for food supply as well as for industrial and processing solutions.

Beyond the African continent, the show offers companies a unique platform to expand their presence into Europe, Asia, the Middle East, and North America.

Thanks to its geographical position and role as a commercial hub, Casablanca represents an ideal central point from which to manage multi-destination export strategies through a single platform.



BUSINESS PROGRAM 2026

The business ecosystem of Africa Food Show Morocco 2026 is designed to optimize participants' commercial efficiency.

It is built around a comprehensive framework integrating an international matchmaking system, targeted B2B meetings, organized purchasing sessions, speed meetings, strategic networking areas, and dedicated zones for VIP buyers.



Sector-focused conferences, expert panels, and export-dedicated partnerships will complement this framework, fostering high-quality, efficient exchanges that are firmly oriented toward the realization of concrete business opportunities.



AFRICA FOOD SHOW STANDS

Raw Space

Without fittings or equipment

Starting From 18 SQM

EQUIPPED SPACE

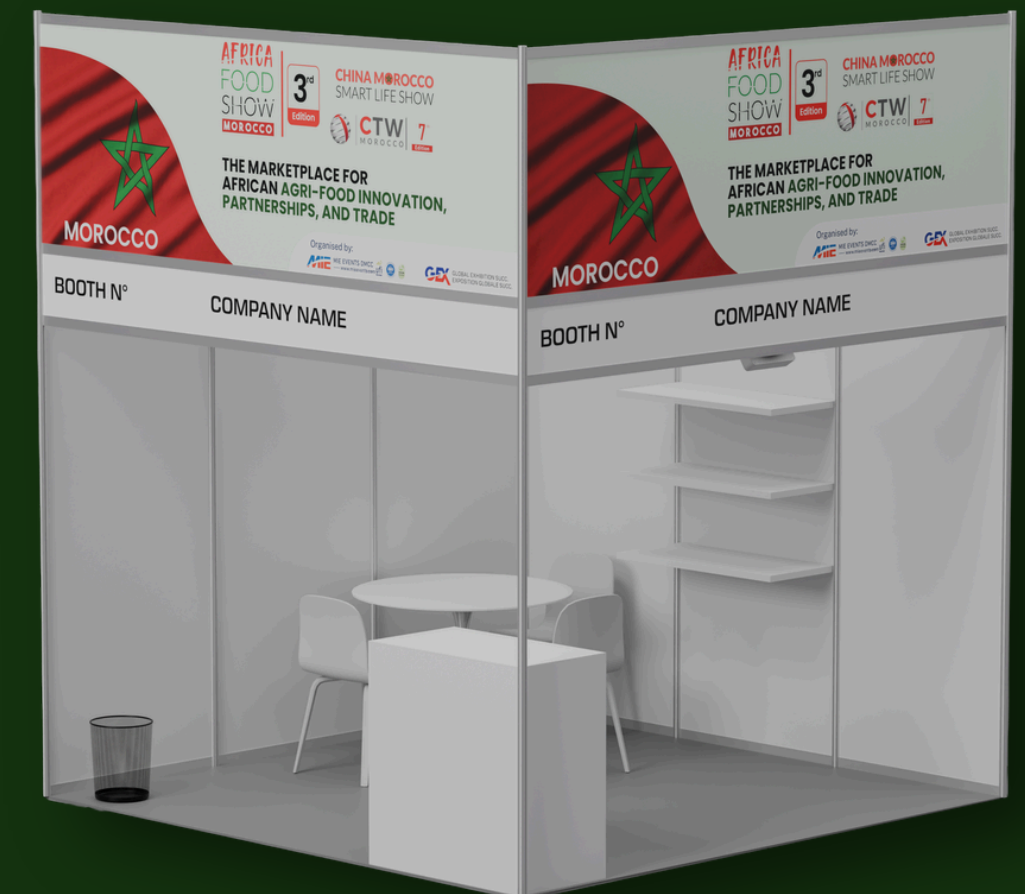
Starting From 9 SQM

Fitted space setup

- Modular stand with partition walls
- Carpet flooring
- Electricity and spotlight

Furniture included:

1 table | 3 chairs | 1 reception counter | 1 waste bin | 1 power socket |
1 signboard with the company logo and name (lettering)



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ABOUT MIE GROUP

Celebrating 25 years of excellence, MIE Group, founded in 2000, is a global leader in the fields of professional trade shows, commerce, and consulting. With 15 offices worldwide—notably in the United Arab Emirates (global headquarters in Dubai), China, Africa, Saudi Arabia, and the United States—MIE has supported over 120,000 international companies in their expansion into the Middle East and Africa.

The Group operates across four key divisions :

- Travel & Tourism
- Business Intelligence & Events Division
- DMC (Destination Management Company)
- Business-to-Government (B2G) Consulting

MIE Group supports international entrepreneurs in driving economic growth through dynamic events and the development of international trade

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