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Ministère de l'Agriculture  
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Royaume du Maroc  
Ministère de l'Industrie,  
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et de l'Economie Numérique



المملكة المغربية  
وزارة الصناعة  
والتجارة والاستثمار  
والاقتصاد الرقمي

11-13  
december 2014

# POST EVENT REPORT

3<sup>rd</sup> edition

Organised by:



IFWexpo  
Heidelberg GmbH

Nile  
Trade Fairs

Official support:



Official partner:



With the support of:



# MAFEX pursues its growth and registers a strong international attendance

Organised by I.E.C. and IFWexpo, with the official support of the ministry of agriculture, the ministry of industry, trade, investment and digital economy, the 3<sup>rd</sup> edition of MAFEX (Maghreb Food Exhibition) took place from 11 to 13 December 2014 in Casablanca.

Mafex hosted; for the first time; Pack2Pack expo dedicated to the packaging and conditioning

industry; this exhibition was co-organised with the Egyptian organization "Nile Trade Fairs".

MAFEX covers the whole food-processing network particularly: drinks, food ingredients, organic products, seasoning, meats, confectionery, chocolates, local products, canned vegetables and sea products, flavourings, processing and packaging equipment.



# MAFEX - PACK2PACK, an unifying event for the food processing industries

With 4000 sqm global exhibition area, the MAFEX - PACK2PACK was an overwhelming success hosting **120 exhibitors** from **14 countries** and representing four main sections of the agro industry and food-processing industry:

- Packaging and conditioning
- Agro-industrial processes
- Food ingredients
- Food products (ready to eat)

## Targeted visitors

During three days, MAFEX - PACK2PACK brought the agro-industry together in a truly central location. An opportunity to meet with industry colleagues, mainly:

- Retailers and distributors
- Representatives of buying groups
- Importers of food-processing products
- Equipment manufacturers for agro-industrial processes
- Hypermarkets purchase managers
- Trade companies
- Sales agents, technicians

# Conferences

The event offered innovative seminars and key communications dealing with the latest and most crucial topics of the agro processing industry to meet the challenges and opportunities in this sector. This program was managed by the German Agricultural Society (DLG) and the National Office for Food Safety (ONSSA) - (Office National de Sécurité Sanitaire des Produits Alimentaires)

Key themes 2014:

- « The control procedure of the food products import » : ONSSA - Morocco
- « Working tools to improve the quality of food products » Herbertz Dairy Food
- « Correlation between working place safety health and decent work » : LAGetSi
- « Importance of the cheese and the dairy farming for Morocco » : Dairy Food Service, DLG, Germany
- « Manipulation of milk in the modern cheese dairies : possibilities, solutions and experiences » : GEA TDS GmbH, Germany
- « Technologies for cheese production » : ALPMA, France
- « Technology of the soft white and processed cheese” Packaging solutions for cheese » : N.N. Multivac Afrique du Nord, Casablanca, Maroc
- « Halal in the dairy technology » : Halal Control, Germany
- « Modern procedures of the DNA in real time for microbiology and other applications » : R-Biopharm AG, Germany



# Visitor marketing campaign

A comprehensive range of services have been developed to insure exhibitors and visitors satisfaction by facilitating their registration and help them getting online badges free of charge, conferences information and easy access to the expo.

Given its position at the center of a market that continues to grow, the MAFEX offers the perfect opportunity to network, to meet with industry colleagues and conduct a large amount of business in a short period of time; the expo is set to be an essential event on the international agro industry calendar in the mediterranean region.

Ensuring our exhibitors meet with their target audience, the organisers, supported by the institutional partners have strategically planned marketing activities to bring in trade visitors to the exhibition. These activities included:

- A host of advertisements placed in top local and international magazines including ( Food magazine, Food & Drink, Resagro, Industrie du Maroc, Fleisch Wirtschaft)
- Billboards (4x3)
- Radio spots (Chada FM)
- Daily show e-mails
- E-mailing and monthly newsletters
- Participation in international exhibitions
- Web banners
- 10 000 visitors tickets distributed to the trades
- VIP invitations extended to the officials, Ministries, companies' CEO and purchasing managers.

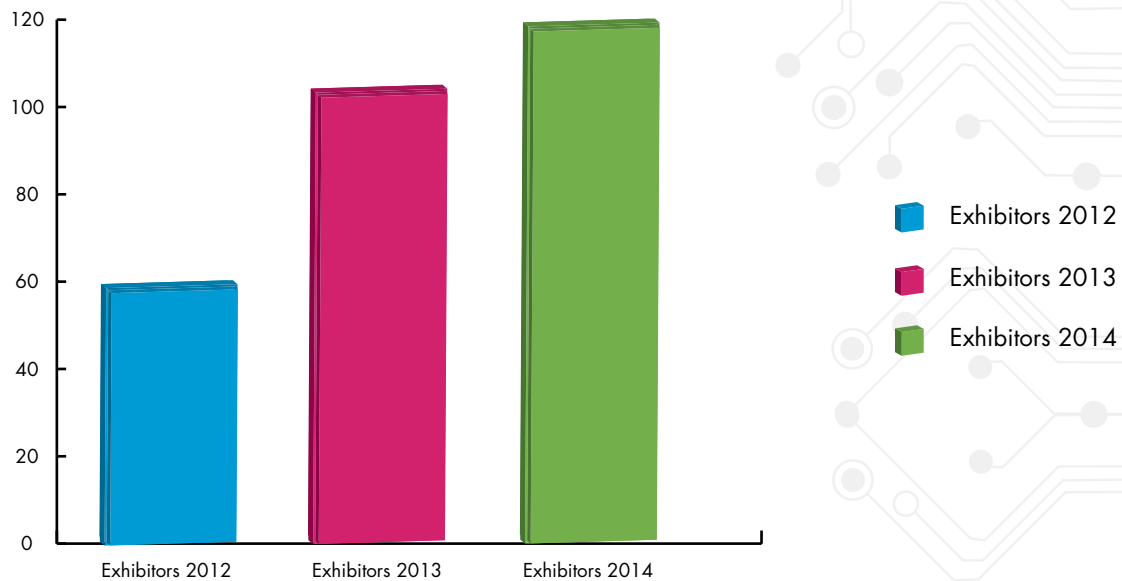




- **120 exhibitors**
- **5 national pavilions**  
Germany, China, Egypt, Turkey, Poland
- **10% new exhibitors**  
( compared with 2013 )
- 23% Egypt, 13% China, 10% Germany-  
31% other countries: (Poland, Italy, Turkey,  
Portugal, Pakistan, France, Spain, Sri Lanka)
- **2200 trade visitors** from 21 countries
- **3 days**, intense in terms of meetings  
and contacts
- **11 conference presentations**
- A very high quality stands, a climate  
100% business.








- Since its inception in 2012, MAFEX exhibitors attendance increased from **60 exhibitors** in 2012 and **120 exhibitors** in 2014, from **14 countries**.
- With **10%** increase in exhibitors, MAFEX has cemented its position as a must attend event for the food industry.










# Top exhibiting nationalities

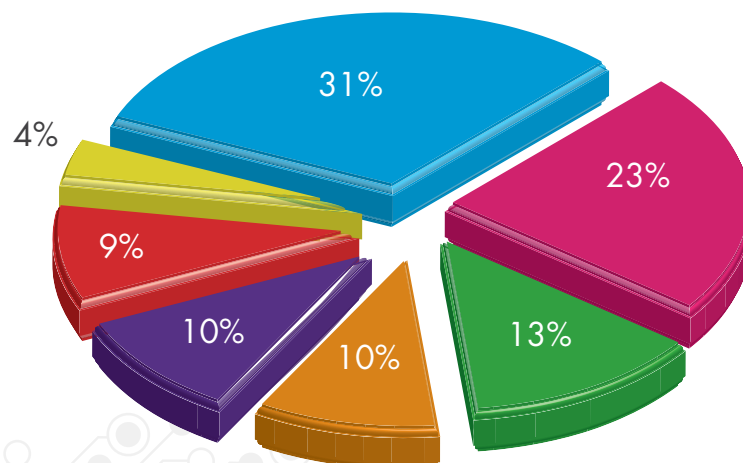
## National pavilions

	China
	Egypt
	Germany
	Poland
	Turkey

## List of participating countries

	Germany		Morocco
	Turkey		Egypt
	Sri-Lanka		Pakistan
	Italy		China,
	Tunisia		Poland
	Korea		Croatia
	Spain		France

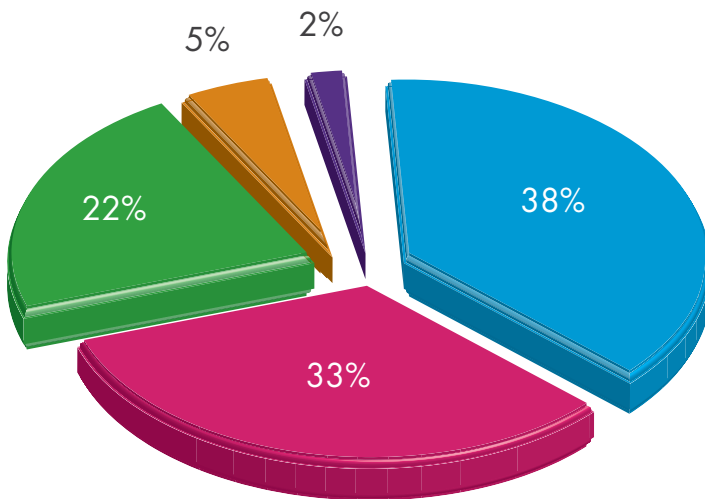
	Egypt
	China
	Germany
	Morocco
	Italy
	Turkey
	Others





# Industry breakdown

- Packaging : 38%
- Ingredients & food products : 33%
- Processing equipment : 22%
- Institutional & partners : 5%
- Food safety and quality management : 2%

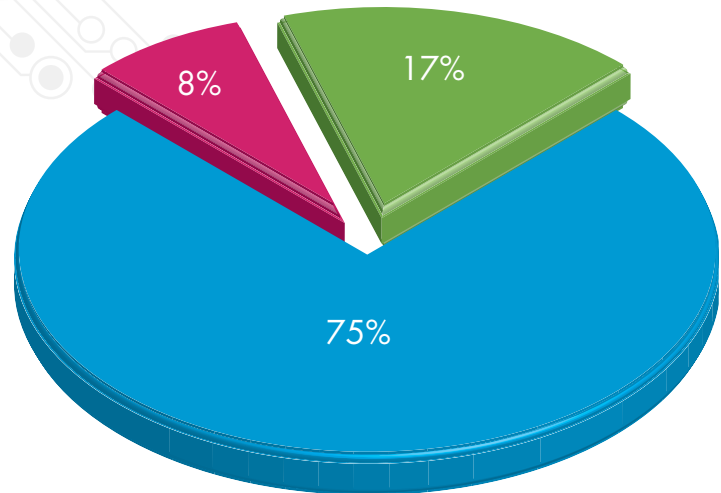
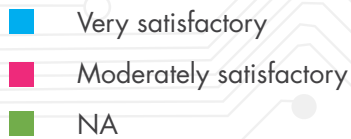


- Packaging
- Ingredients & food products
- Processing equipment
- Institutional & partners
- Food safety and quality management

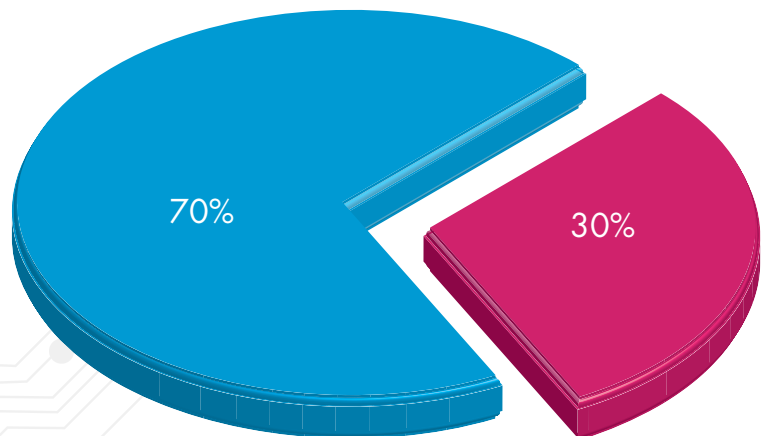
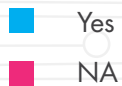


## Overall satisfaction :

### Quality Visitors

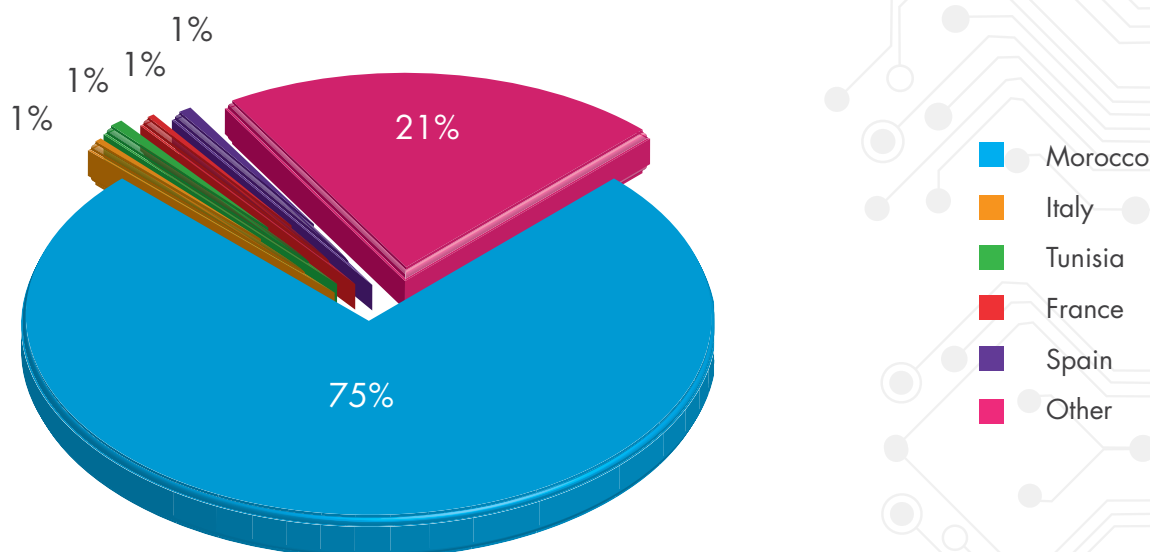


## Participation to the Mafex - Pack2Pack 2015:



# Top visiting nationalities

- **2200** trade visitors from **21 countries** attended MAFEX - Pack2Pack 2014.

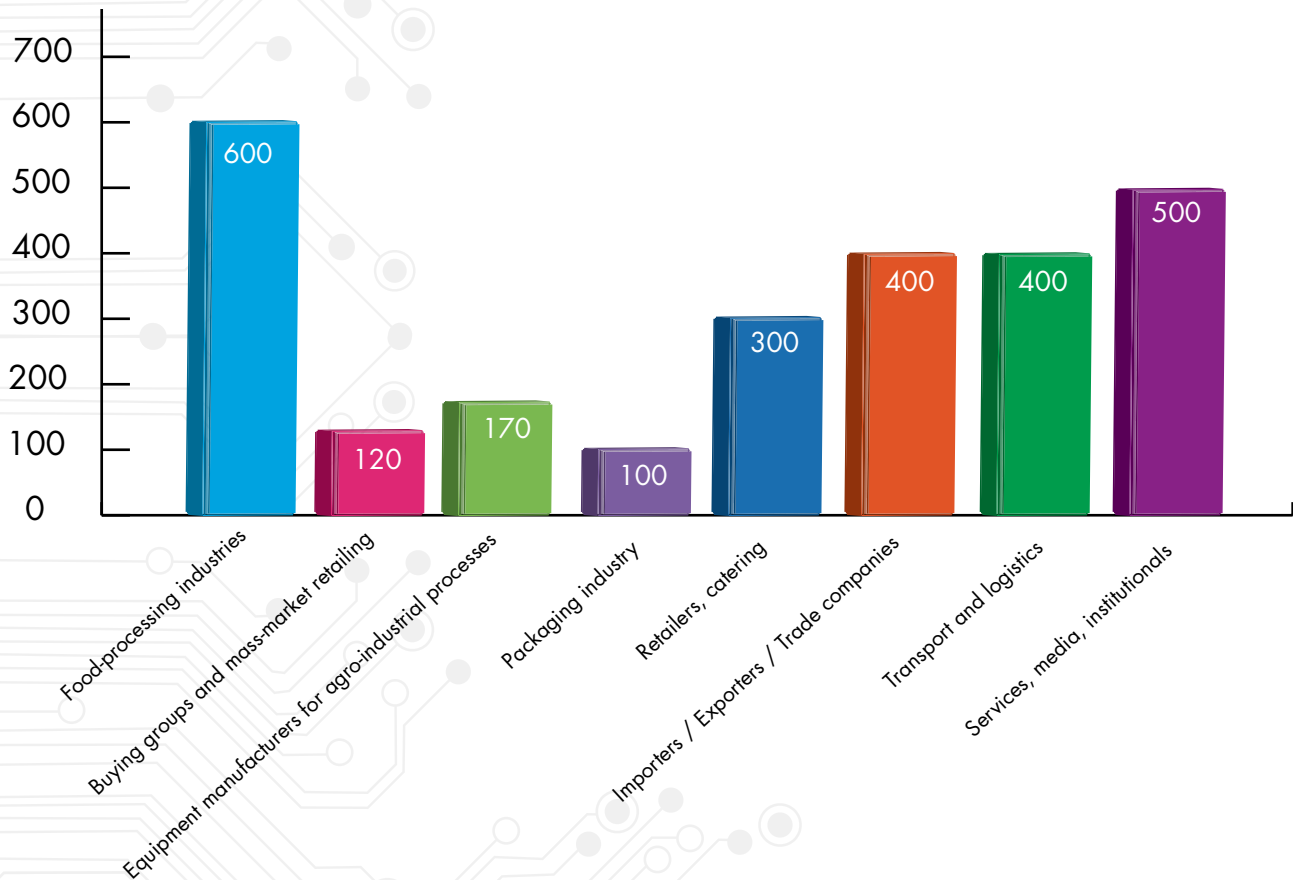


Other visiting countries : Thailand, Senegal, Egypt, Belgium, Algeria, Germany, China.



# Visitors - industry breakdown

Committed to connecting the agro industry and drawing high quality attendees to the event – the MAFEX attracted a high profile visitors over three days.



## Testimonials

*« The Expo was a great succes for us we are in contact with new potential clients ».*

Al Firdaws Foods: Nabil Zouitni

*« we liked the support offered by organizing committe and we were pleased with our participation at the exhibition. I would strongly recommend ».*

National Foods Limited: Daniyal Alvi





# Acknowledgments

The organisers of the MAFEX-Pack2Pack would like to express their sincere gratitude to the following organisations who have demonstrated their commitment to this event, and the global agro industry it serves, through their contributions to the expo.

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Official support:



Official partner:

With the support of:

Media partners:



Information partner:

Official carriers:

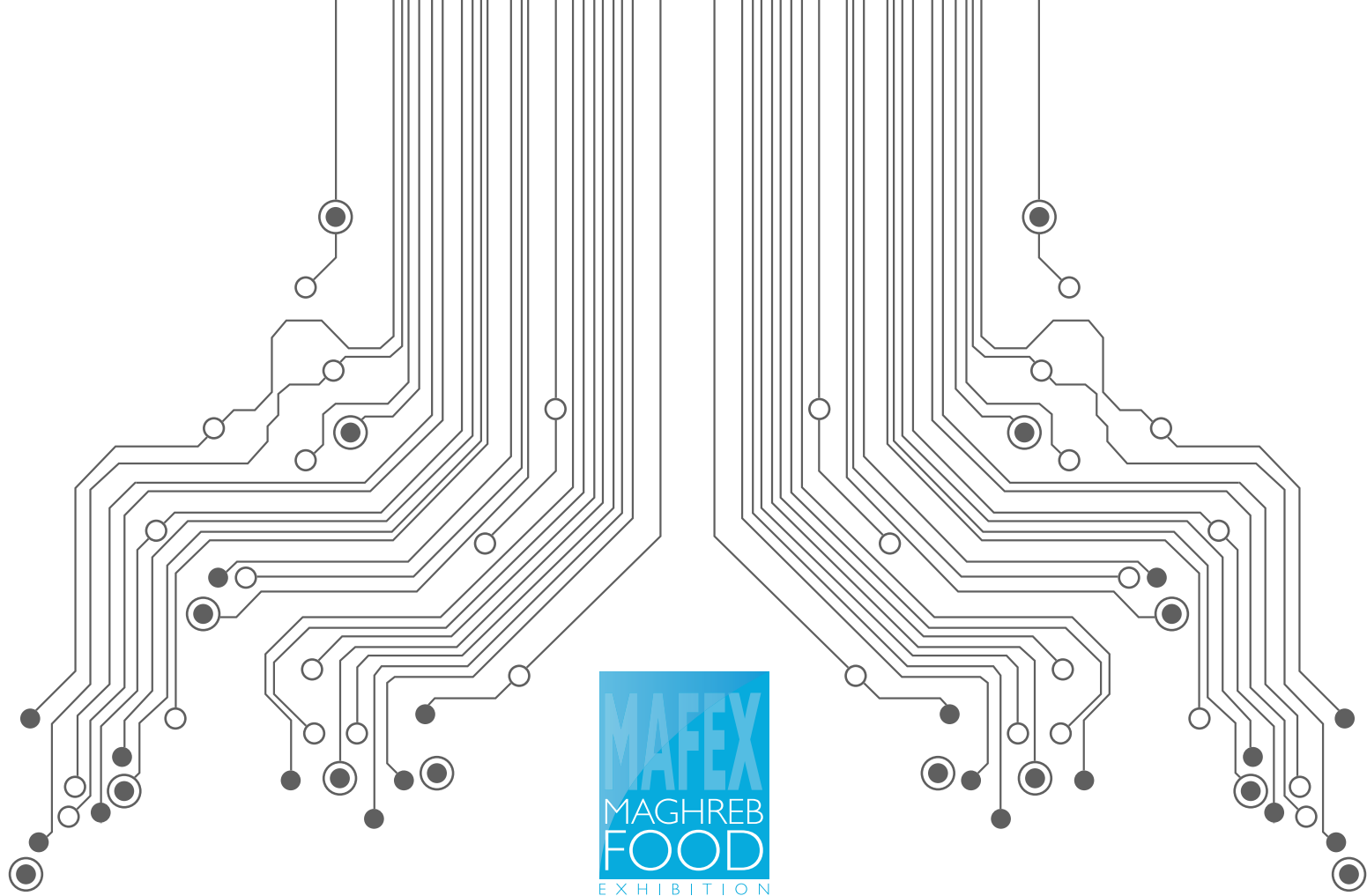


See you again at **MAFEX - Pack2Pack 2015**  
from **9 to 11 December 2015**  
**Casablanca Expo Center (O.F.E.C)**

Secure your stand space now and get earlybird advantages !







**IFWexpo**  
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