



USDA Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Template Version 2.08

Voluntary Report - public distribution

Date: 11/14/2003

GAIN Report Number: MO3022

Morocco

Promotion Opportunities

American Café - Casablanca - June 2004

2003

Approved by:

Merritt Chesley
U.S. Embassy, Rabat, Morocco

Prepared by:

Aziz Abdelali

Report Highlights:

FAS/Rabat is holding its third Casablanca American Café in June 2004 to assist exporters of U.S. food products to exhibit their products and meet individually with key Moroccan food importers and distributors.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Rabat [MO1]
[MO]

"The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions are the responsibility of the activity organizer"

Section 1. FAS/W Endorsed Trade Show

Date	Event	Type of Event	Target companies	Contact
June 2004	American Café Casablanca Morocco	Exhibition, Market touring, 1 to 1 meeting opportunity.	Attended strictly by food importers, brokers, and distributors.	Agricultural Attaché Office Phone: (212-3) 770-1135 Fax: (212-3) 776-5493 Aziz.Abdelali@usda.gov

The American Café has been an excellent opportunity to maximize the use of exporters time in Morocco, especially for first time visitors. FAS/Rabat offers full service to the exporter from arranging airport transportation to making hotel reservations, setting up meetings with importers, translating, and using FAS/Rabat's long experience to provide guidance on how to penetrate the market. FAS/Rabat also helps translating, and setting up meetings and arranging for an adequate common exhibition room.

First, U.S. exporters should contact FAS/Rabat at least two months ahead of time to discuss the opportunity for their products in Morocco. If the product has a potential in Morocco (and we can always check with importers), all the exporter has to do is send samples and fly to Morocco.

An comprehensive market tour is organized to understand the different facets of Moroccan food distribution systems and to assess the competition and the opportunities. Then, a 2-day exhibition at one of the fanciest hotel in Casablanca is organized during which one-to-one meetings with potential buyers are scheduled.

Attendance for the Moroccans is strictly by invitation. FAS/Rabat takes care of inviting the potential buyers and users but the exporters are welcome to invite any additional potential buyers. Invitees include only food importers, distributors, brokers, and people in the food business. This has given the American Café a reputation in Morocco for being a very professional opportunity to meet with U.S. suppliers.

Morocco and the US are on the eve of signing a free trade agreement by which the U.S. will be given preferential access for several food products. This opens a wide range of opportunities for U.S. exporters to do business with and in Morocco.