

fenagri

fédération nationale de l'agroalimentaire



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CGEM headquarters
23, Boulevard Mohamed Abdou
Palm Trees Quarter
20340 Casablanca - Morocco

Phone : 00 212 (0)5 22 99 70 55
Fax : 00 212 (0)5 22 99 63 58

E.mail : fenagri@fenagri.org

Perle Conseil

Quality

Competitiveness

Authentic flavors

www.fenagri.org



FENAGRI is a professional association created in 1998 to represent the Moroccan food industry.

It is a statutory member of the CGEM and it coordinates with around twenty sectoral associations in addition to direct members.



A DIVERSIFIED FOOD INDUSTRY

- > Industries of transformation and valuation of fishery products
- > Citrus fruit, fresh fruit and vegetable processing industry
- > Processed vegetables and fruits industry
- > Meat industry
- > Milling industry
- > Beverage industry
- > Pasta and couscous industry
- > Dairy industry
- > Industry of condiments, sauces and spices
- > Sugar industry
- > Olive oil industry
- > Fats industry
- > Biscuit, chocolate and confectionery industry
- > Tea and coffee industry

MISSIONS OF FENAGRI

FENAGRI plays a role of representation and defense of the common interests of the agrifood chains in order to promote the development of the sector.

- > It constitutes a major interlocutor for the various transversal issues, in addition to vertical files specific to this sector.
- > It is the spokesperson for all agrifood manufacturers with public authorities, institutions and opinion leaders.
- > It regularly informs member companies and associations about the business climate.
- > It manages the Technical Center for Agrifood Industries (CETIA) as a research & development and innovation center dedicated to AFI, jointly with the Ministry of Industry, Trade, and Green and Digital Energy.
- > It forges a solid partnership with the Interprofessional Skills Support Group for the AFI sector (GIAC AGRO)

STRENGTHS AND PERSPECTIVES OF THE AFI

- > A dynamic agricultural upstream
- > Diversified industrial sectors
- > Voluntarist public policies to develop the AFI :
 - Plan Maroc Vert / Generation Green } Program contract
 - Industrial acceleration plan
 - Industrial recovery plan
- > Free trade agreements signed
- > Strong investment and export potential

FENAGRI COMMISSIONS

Six permanent committees, bringing together professionals representing different sectors, work in FENAGRI, on issues identified as priorities for improving the environment of the sector :

- > Healthy and Safe Food Commission
- > Human Resources Development Commission
- > Upstream Commission - Transformation
- > R&D and Innovation Commission
- > Foreign Trade Commission
- > Environment, Sustainable Development and Climate Finance Commission

AFI IN FIGURES

A key sector for the Moroccan economy in terms of food security, growth, employment and foreign trade.

150 000 PEOPLE ➤ (22% of total industrial employment)

115 billion DH IN TURNOVER

2000 COMPANIES ➤ (22% of all industrial companies)

30 billion DH OF ADDED VALUE

17 billion DH OF EXPORTS ➤ (12% of total industrial exports)

27% OF INDUSTRIAL GDP

