

## **EXPORTERS: POULTRY**

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### **SUB. : CATALOGUE SHOW FOR AGRICULTURAL PRODUCTS**

Dear Sir,

The Seventh edition of the International Agricultural Fair will be held in Meknes in April / May 2012. This event is jointly organized by Ministry of Agriculture of Morocco and the Association of Moroccan International Agricultural Fairs. This annual event exhibits agricultural products (fruits, vegetables, citrus fruits etc.), animal husbandry & poultry products and agricultural equipments and machinery. This is the most prominent Agricultural Fair not only in Morocco but also in Africa and a lot of business people visit this exhibition. This Fair is held under the high patronage of the King of Morocco.

This year, the Embassy is planning to have a catalogue show of all the agricultural products in this renowned exhibition. In case the fair is of interest to you, you may send catalogues of your company to the Embassy of India, Rabat. Apart from English, they would like to have the brochures in French as well, as Morocco is a francophone country and most of the francophone African countries also participate / visit in this Fair. You are suggested to consider printing the catalogues in French. In case interested brochure may be sent by March 2012.

The following information may be of interest to you:-

- Morocco is importing from Brazil, Argentina, China and USA, canned maize, soyabean milk and sunflower as food additives for animals. Morocco is open to establish contacts with India in the poultry sector. Morocco is open to import good quality raw materials for animal additives from India as the prices are competitive.
- Government is in the process of developing /modernising its agricultural sector. In this connection any modernized agricultural equipment / machinery from India would be welcome.
- Morocco has very good reserve of olives, olive oil and many other sea-food but lacks quality packing of these products. The Moroccans are open to learn from Indian expertise in this field with a view to exporting their products. Hence, packaging material / machinery would also do well in this country.

Further, it is to inform that Morocco would like to have partnerships, joint venture or direct investment, training, exchange of experts, etc. in these sectors and you may contact the Embassy at the given below address for further queries, if any.

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Thanking you,

Yours faithfully,

Sd/-

DR. TARUN BAJAJ  
GENERAL MANAGER