

## **Northern Africa is more long-lasting than before with Morocco SIEMA!!!**

**2<sup>nd</sup> Morocco SIEMA 2019; International Food, Processing, Packaging and Machinery Exhibition** which is organized by Elan Expo took place on 07-09 December 2019 at Office des Foires et Expositions (OFEC) at Casablanca, Morocco.

## **FRESHER FUTURE WITH THE SIEMA EXPO**

Morocco is one of the most profitable market for food, processing, packaging and machinery industry in the African region with its' perfect location, annual growth rate, and its' dependency to the international food market. Morocco is located to Northern Africa with a perfect close-range of Europe, less than 15 kilometers away from Spain. Morocco which has around 36 million populations is the 6<sup>th</sup> largest economy among the 14 Middle East and Northern Africa countries. It had a GDP of 140.1 billion dollars in 2016.

Moroccan is famous for producing wheat, sugar beet, orange, potatoes, tomatoes, olives, olive oil, fish and many other products but it is strongly dependent to foreign machinery industry to extend variety of product line and modernize their packaging technology. Being a multilingual country, having a stable political structure, having tax free agreements with many countries and Moroccan market's dependency on the international market make all eyes are on Moroccan market in recent years.

## **SIEMA EXPO IS ON THE STAGE AGAIN!**

**The General Manager of ELAN EXPO Mr. Suer AY** explained their success in Morocco; **"SIEMA EXPO** is one of our Food, Processing, Packaging, and Machinery exhibitions in the international market. We are growing annually in the Moroccan market; we are enlarging our international exhibitor scope according to our previous years in Morocco. **1<sup>st</sup> edition of the Morocco SIEMA Expo 2018** was very crowded and preferred to visit and participate with a wide-ranging product line; **Food Processing Machines, Food Packaging Machines, Refrigeration Technology Products, Food Industries Equipments, Milling Machinery, Agricultural Tractor, Products and Equipments, Glass Products,** and more, we collected many good feedback from our exhibitors.

"SIEMA & FoodExpo is very successful and we already met with our target customers and the visitor rates are so satisfied for us."

**KATT GLOBAL**

"Moroccan market is very suitable for our products and we had so many successful meetings with our target visitors. We already made our first sales here. Thank you very much!"

**KAHRAMAN TARIM**

"SIEMA & FoodExpo is very good organization including all the food sectors. We had many visitor attentions. We will participate without any hesitation to the next edition. We have already participated the previous edition of the show and today we renew the participation and we are very satisfied."

**CEPACK GROUP**

In our successful 2018 edition 187 companies participated from 16 countries; Germany, Austria, China, Morocco, India, Italy, Egypt, Lebanon, Netherlands, Pakistan, Saudi Arabia, Sri Lanka, Switzerland, U.A.E., USA and Turkey with 6400 professional visitors, 460 B2B meetings and also we hosted specialized events such as Live Demonstration, Conference and Workshops with a well-organized marketing campaign. During the marketing campaign, we sent 112 thousand invitations, 180 thousand e-mails, 120 thousand SMSs, and published 55 outdoor advertisements, 72 website advertisements, 18 newspaper advertisements. We promoted our events via social media also; we have around 18 thousand likes on Instagram and Facebook posts.“

## **SIEMA EXPO IN PARALEL WITH THE MOROCCO FOOD EXPO 2019!!!**

The next edition of **SIEMA EXPO 2019** is the concurrent expo of the “**4<sup>TH</sup> MOROCCO FOOD EXPO; International Food, Hospitality and Technologies Exhibition**” which will take place between the dates **07-09 December 2019** for the second time at **Office des Foires et Expositions (OFEC) at Casablanca, Morocco.**

### **SAVE THE DATE!!!**

**2<sup>nd</sup> Morocco SIEMA 2019; International Food, Processing, Packaging and Machinery Exhibition** which will provide you to unmissable opportunities to do business with a large scale of international market **will take place between the dates 07-09 December 2019 at Office des Foires et Expositions (OFEC) at Casablanca, Morocco.**

### **ABOUT ELAN EXPO**

**Elan Expo** was founded in 1997 and now manages over 30 market-leading B2B events in up to 9 countries each year. Headquartered in Istanbul, Turkey, it is currently active in **Nigeria, Azerbaijan, Kenya, Morocco, Iran, Iraq, and Algeria.**

**Elan Expo** employees over 90 people who are passionate about the communities that they serve and skilled at creating the ideal circumstances for relationships to develop, knowledge to be gleaned and deals to be done by the departments of sales, marketing, B2B, visitor promotions, project, finance and advertising.

**Elan Expo's** operation is active in exhibitions with the multiple sectors such as **Real Estate & Investment, Construction & Building Materials, Furniture & Decoration, Food & Agriculture, Beauty & Cosmetic, Fashion & Textile, Healthcare & Medical Products, HVAC, Landscape & Urban, Municipality & City Planning, and LED & Advertising.**

**Elan Expo's** knowledge of communities they serve, their ability to attract the right people and their skill of curating the physical space and creating memorable experiences bring thousands of like-minded people together. It is the shared experience and the opportunities to make human connections which allow businesses to grow.

**For more information, please do not hesitate to contact us;**

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