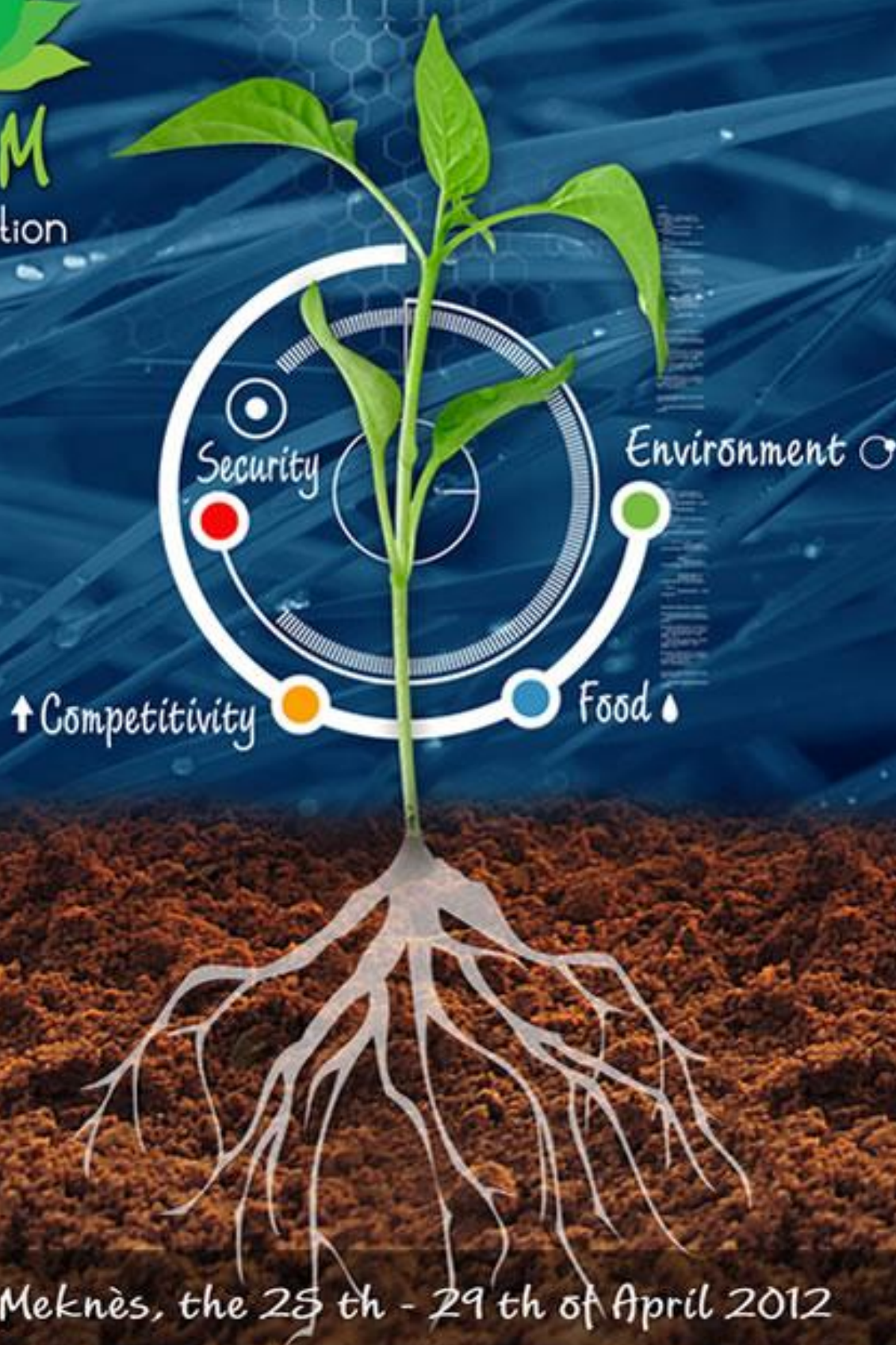


Under the High Patronage of his Majesty King Mohammed VI

# International Agriculture Show in Morocco

« RESEARCH & INNOVATION »





## A reference event

The 7th edition of the International Agriculture Show in Morocco will be held from the 25<sup>th</sup> -29<sup>th</sup> of April 2012 in the imperial city of Meknes.

Under the High Patronage of his Majesty King Mohammed VI, this main event has become in a few editions only, the first professional exhibition in the kingdom. Last year's theme "Agricultural Solidarity", which is the second mainstay of the "Plan Vert", has federated over 800 exhibitors. This year's theme will be: «Research & Innovation».

The SIAM confirms its mission to support the Plan "Maroc Vert" as well as its differentiated approach of an open, competitive, socially diverse, territorialized and durable agriculture. As a privileged platform of the agricultural sector, the SIAM has become a well-known reference in the international events calendar.

### Identity Card

Dates: 25<sup>th</sup>-29<sup>th</sup> April 2012.  
Location: Meknes  
Official organizers: Ministry of Agriculture and Maritime Fisheries and The International Agriculture Show in Morocco.  
Delegated Organizer: General Commissioner.

### Calendar

Grand Opening: Wednesday 25<sup>th</sup> of April 2012.  
Professional Days: Wednesday 25<sup>th</sup> and Thursday 26<sup>th</sup> of April 2012.  
Professional & General Public Days: Friday 27<sup>th</sup>, Saturday 28<sup>th</sup> and Sunday 29<sup>th</sup> of April 2012.  
Awards Ceremony: Sunday 29<sup>th</sup> of April 2012.



## Research & Innovation

Research and innovation are essential for agricultural progress. The SIAM's ambition is to register itself as a vehicle for development. Eager to promote knowledge and innovative technics in resource management as well as managing development, its primary goal is to ensure environmental sustainability, the uptake of new technologies and safety livelihoods.



## Key Figures:

- 100 000 m<sup>2</sup> of total area
- 65 000 m<sup>2</sup> of exhibition area.
- 837 exhibitors
- 610 000 visitors
- 37 participating countries
- 10 signed public bilateral agreements
- 5 country "days"
- 37 conferences
- 170 accredited journalists



## 37 Countries

- North Africa: Algeria, Egypt, Morocco, Tunisia
- Sub-Saharan Africa: Benin, Burkina Faso, Cameroun, Ivory Coast, Mali, Nigeria, Uganda, Senegal, Soudan, Togo.
- North America: Canada, United States
- South America: Brazil
- Asia: China, Indonesia, Japan
- Europe: Germany, Austria, Belgium, Spain, France, Hungary, Italy, Poland, Portugal, United Kingdom, Serbia, Sweden
- Middle east: United Arab Emirates, Palestine, Turkey, Syria
- Oceania: Australia



## Exhibition built around 9 poles

- The Sponsors and institutional supporters
- The 16 regions of the kingdom
- The International
- The Agricultural products
- The Agricultural supplies
- The Agricultural Machinery
- The Nature & environment
- The Souk
- The Breeding

## Animation

- Conferences
- Country « days »
- Animal contests
- Workshops
- Souk Animation

## Honorary Country : Canada



After Germany in 2010 and France in 2011, this year's honorary country will be Canada.

### Canada-Morocco Agricultural Trade

Agricultural Trade between Canada and Morocco has been increasing. Valued at 370 million dollars in 2009, wheat importations from Canada, for the past decade, have reached 245 million dollars in 2009.

Canada mainly imports Moroccan citrus: 86,4% of the importations reached 90 million dollars in 2009. Moroccan exportations have been constantly increasing since 2007 and agro-food exports have reached 205 million dollars and 266 million dollars in 2009.





## Compétitivité, Environnement, Alimentation, Sécurité



*« Partant de notre volonté de concilier, de façon innovante, entre les impératifs d'accélération de la croissance et les exigences de préservation de l'écosystème, nous nous sommes engagés dans une politique volontariste ambitieuse dans le domaine de la croissance verte ».*

*Extrait du message de S.M. le Roi Mohamed VI au forum Economique mondial pour la région MENA le 26 octobre 2010.*

*La même exigence s'impose en ce qui concerne le nouveau pacte économique qui implique le devoir d'être attentif à l'appareil de production, et de stimuler l'esprit d'initiative et la libre entreprise, en s'attachant notamment à encourager les PME ».*

*Extrait du message de S.M. le Roi Mohamed VI, Discours du Trône du 30 juillet 2011.*





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[www.salon-agriculture.ma](http://www.salon-agriculture.ma)

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