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New markets, new trade fair: Morocco Food World from 8 to 10 June 2027 in the booming region of Casablanca

The new trade fair brings together the food industry with solutions for processing and packaging. It is organised jointly by FENAGRI and Messe Düsseldorf, with Morocco Foodex and AMDIE supporting the event.

Morocco Food World will be held from 8 to 10 June 2027 at the Mohammed VI Exhibition Park in the booming region of Casablanca. With the dates and venue in El Jadida now confirmed, Messe Düsseldorf, together with its co-organiser FENAGRI, is finalising the preparations for the new international trade fair for food and beverages. Morocco Foodex and the Moroccan Agency for Investment and Export Development, AMDIE (Morocco NOW), are supporting the event. At the same time, Morocco Food World strengthens the interpack alliance's presence in North Africa and creates new links between the food industry and Messe Düsseldorf's international processing and packaging network.

Morocco Food World brings together food manufacturers and processors with suppliers of processing and packaging technologies, machinery, plant and packaging materials. It connects stakeholders across the production chain: from raw material preparation and processing, through filling and packaging, to quality assurance and export. Thomas Dohse, Director of interpack at Messe Düsseldorf, says: "Morocco combines a strong agricultural and fisheries sector with a clear focus on exports. This is placing increasing demands on processing, product safety and packaging. Morocco Food World brings the food industry together with international technology providers who support companies in processing their products efficiently, packaging them safely and serving new markets."

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Morocco's food industry drives demand for technology

Morocco's food industry is export-oriented and relies on a broad agricultural and maritime raw materials base. Available industry figures estimate agri-food export revenues in 2025 at 4.6 billion US dollars, 27 per cent more than in 2020. In 2024, fish production alone stood at over 1.3 million tonnes.

The sector's importance extends beyond exports: around a quarter of jobs in Morocco are linked to the agri-food sector. More than 60 per cent of Morocco's agri-food foreign trade is with the EU. Trade agreements with the EU, the US and EFTA countries, as well as regional frameworks, open up further market access for qualifying products; the specific preferential rules depend on the respective agreement and product. As Morocco also imports key food inputs, the market is attractive in both directions – for food companies as well as for providers of processing, packaging and technology.

This transformation requires investment in automation, food safety, traceability, cold chains and resource efficiency, as well as in packaging that protects products and supports their marketing. Technology providers can discuss their solutions directly with manufacturers and processors – from the production line right through to packaging materials. Morocco Food World highlights specific needs along the value chain and brings users together with suitable technology partners.

Daniel Dellemann, Project Manager for Market Analysis and International Markets at the VDMA, also emphasises the market dynamics and strategic importance of the location: "Morocco is an exciting growth market. Global exports of food and packaging machinery rose from just under 170 million euros in 2021 to over 250 million euros in 2024 and 2025. German machinery manufacturers are also benefiting: in the first seven months of 2026, German exports were more than 6 per cent higher than the previous year's level. Morocco is also of strategic interest: its proximity to Europe and its position as a gateway to Africa offer good conditions for using the country as a hub for other African markets."

A partner with direct access to the sector and export markets

FENAGRI is a co-organiser of the trade fair and brings extensive national industry ties to the table: the association unites 15 sector associations and more than 2,600 companies, representing an estimated 40 to 50 per cent of the Moroccan food market. This local industry expertise complements the international network of Messe Düsseldorf and the interpack alliance. This provides international suppliers with direct access to manufacturers, processors and exporters. Association President Abdelmounim El EULJ describes the outlook as follows: “Morocco offers a highly promising environment for the development of its agri-food industry, driven by investment, innovation and its strategic position as a gateway to global markets. Through Morocco Food World (MFW), FENAGRI aims to create a leading international platform connecting Morocco’s agri-food ecosystem with global players, technologies, expertise and investment opportunities, while fostering partnerships and opening new pathways to regional and international markets.”

Support from Morocco Foodex and AMDIE (Morocco Now)

Morocco Foodex is a public body that monitors, coordinates and promotes Moroccan agricultural and food exports. Ghita El Ghorfi of Morocco Foodex explains how the trade fair ties in with the organisation’s international promotion mandate: “Through its international promotion programs and the organization of Morocco’s participation in major food and agri-food trade shows worldwide, Morocco Foodex contributes to strengthen the international presence and recognition of Morocco’s agri-food sector. Supporting Morocco Food World is a natural extension of this mission, providing a platform that brings international industry stakeholders to Morocco and facilitates direct exchanges with Moroccan manufacturers, exporters and business partners.”

In a market characterised by growing retail and tourism sectors, food and beverage exhibitors at Morocco Food World can establish direct contacts with importers, distributors, supermarkets, hotels, restaurants and food manufacturers.

AMDIE (Morocco Now), the Moroccan Agency for Investment and Export Development, also supports Morocco Food World. The backing of both public bodies underlines the trade fair's official standing.

A Strategic Location and Convenient Entry

The Mohammed VI Exhibition Park in El Jadida is situated in the economically and logistically significant Casablanca-Settat region. As Morocco's largest exhibition centre, it offers 30,000 square metres of exhibition space, modular halls and hospitality facilities – ideal conditions for international participation and the long-term development of the trade fair. Its proximity to Casablanca, a major trade and distribution hub, also facilitates exchanges between technology providers and Moroccan food companies seeking to expand their production and packaging capacities.

International participation is also designed to be straightforward: nationals from numerous source markets can enter the country visa-free; for other travellers, the relevant entry requirements can be checked via the official Moroccan portal and applied for conveniently online.

Companies interested in taking part in Morocco Food World are invited to contact Ivania Portillo-Elzer for further information: PortilloI@messe-duesseldorf.de

About the interpack alliance:

With events held around the globe, interpack opens up promising markets for the Processing & Packaging industry. While the flagship trade fair, interpack, brings the industry's key players to Düsseldorf every three years, through the interpack alliance it reaches directly into exciting and dynamic sales regions. In important growth markets, the interpack alliance addresses the target groups food, beverages, confectionery and baked goods, pharmaceuticals, cosmetics, non-food consumer goods and industrial goods, with different focuses depending on the event. In addition, other trade fairs from Messe Düsseldorf's Print Technologies and Plastics & Rubber portfolios offer valuable synergies worldwide across all core areas of expertise within the packaging industry.

www.interpack.de

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