

สิ่งที่ส่งมาด้วย



SIAM

SALON INTERNATIONAL DE L'AGRICULTURE AU MAROC

GENERATION GREEN

FOR A SUSTAINABLE FOOD SOVEREIGNTY

15

TH EDITION
IN MEKNES

FROM
02ND TO 07TH
OF MAY, 2023

GUEST COUNTRY :
UNITED KINGDOM

SUMMARY



RETROSPECTIVE SIAM 2019

- ✓ Official opening
- ✓ Data
- ✓ Exhibitors
- ✓ Visitors
- ✓ International



SIAM 2023

- ✓ Data
- ✓ Goals
- ✓ Calendar
- ✓ Program

RETROSPECTIVE SIAM 2019

INTERNATIONAL DE
L'EAU MAROC
7-9 AVRIL 2019

14^{ème}
édition

L'AGRICULTURE
ET L'AVENIR

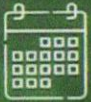


OFFICIAL OPENING

The 14th edition of SIAM had the honor of being inaugurated during a 2-hour visit by HRH Crown Prince Moulay El Hassan, accompanied by the Minister of Agriculture, Maritime Fisheries, Rural Development, Waters and Forests, Aziz Akhannouch, as well as more than thirty ministers, ambassadors and foreign personalities.



Data: SIAM 2019



SHOW DATES

FROM APRIL 16 TO 21, 2019



THEME

"Agriculture, a driver for
employment and future of
the rural world"



HONORED GUEST COUNTRY

Swiss Confederation

AREAS AND PLAN

SIAM is one of the biggest agricultural events in the world, and the largest and most high profile Agriculture Fair in Africa.

TOTAL AREA OF
THE EXHIBITION

18 HA

COVERED
AREA

10 HA

GROSS
EXHIBITION
SPACE

32 HA 500



SIAM 2019 : IN A FEW NUMBERS



TOTAL AREA OF THE EXHIBITIONS
18HA



COVERED AREA
10HA



GROSS EXHIBITION SPACE
32HA 500



NUMBER OF EXHIBITORS
1365



LOYALTY RATE
85%



PARTICIPATING COUNTRIES
60



TROPHIES
35



ATTENDANCE
+ 850 000



OFFICIAL DELEGATIONS
24



B TO B
+ 200



CONFERENCES
35



AGREEMENTS SIGNING
42



MEDIA COVERAGE
595 ACCREDITED
JOURNALISTS

SIAM 2019 : EXHIBITORS BY POLE



REGIONS POLE

12



SPONSOR AND
INSTITUTIONAL POLE

30



INTERNATIONAL

240



LOCAL PRODUCTS
POLE

331



MACHINERY POLE

29



PRODUCT POLE

54



AGRO-SUPPLY POLE

160



LIVESTOCK
FEEDERS POLE

37



LIVESTOCK POLE

453



NATURE & LIFE POLE

19

SIAM 2019 : IN A FEW NUMBERS

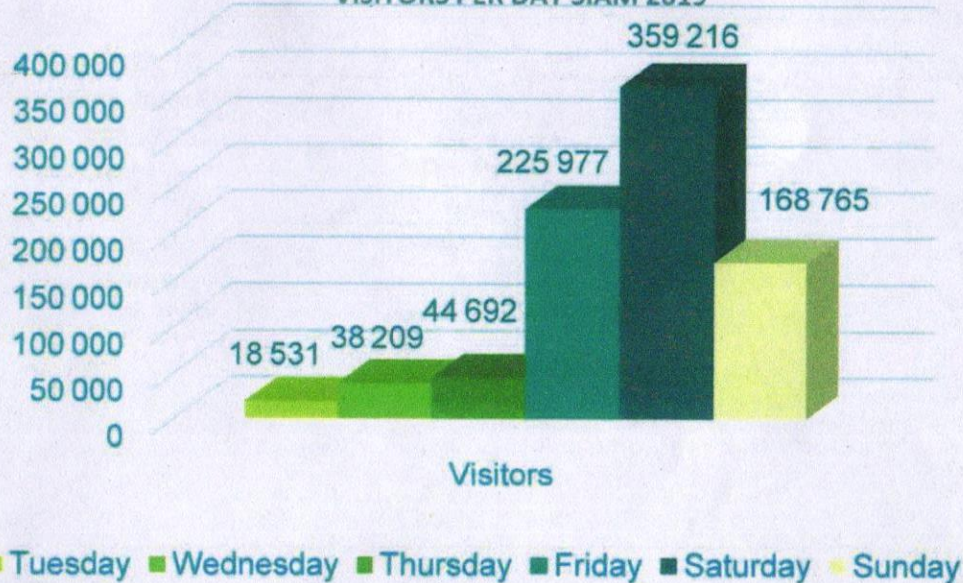
EVOLUTION OF THE NUMBER OF EXHIBITORS



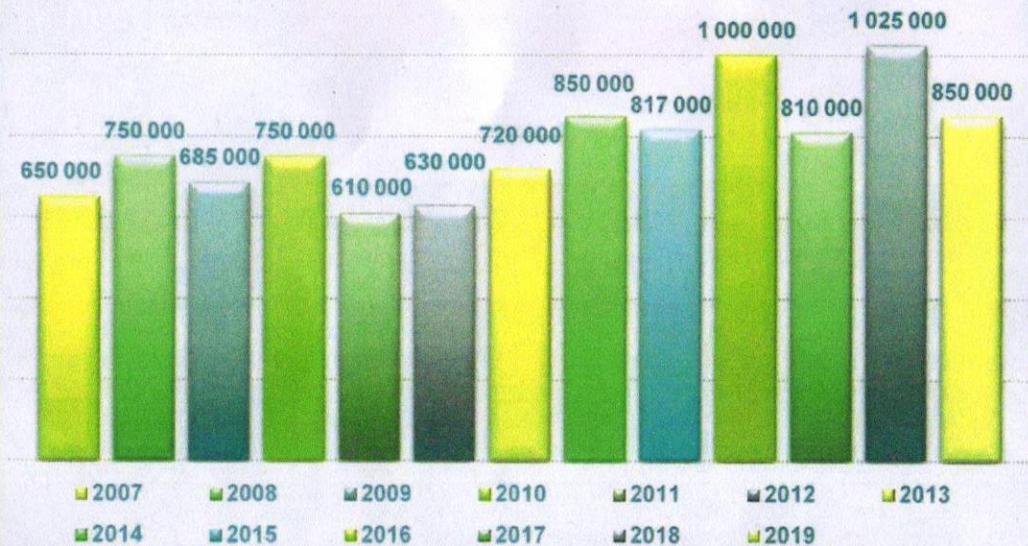
DENSITY & ATTENDANCY

- ❖ SIAM 2019 welcomed a total of 850,000 visitors in 6 days, a decrease that can be explained by the timing of school holidays in 2018
- ❖ 378,000 visitors during the professional days and 647,000 visitors during the mixed days with a peak of more than 350,000 on Saturday alone

VISITORS PER DAY SIAM 2019



EVOLUTION OF THE VISITORS OVER THE YEARS



SIAM 2019 : GEOGRAPHICAL DISTRIBUTION

AFRICA: 21

Senegal
Algeria
Egypt
Benin
Burkina Faso
Cameroon
Ivory Coast
Gabon
Gambia
Ghana
Guinea Conakry
Mali
Mauritania
Niger
Nigeria
Rwanda
Togo
Namibia
Tunisia
Chad
Liberia

EUROPE: 16

Italy
Poland
Portugal
Austria
Czech Republic
France
Romania
Spain
Germany
The Netherlands
Belgium
Russia
Switzerland
Turkey
Ireland
Luxemburg
United Nations

AMERICA: 8

Mexico
Chile
Peru
Colombia
Canada
USA
R. Dominican
Guatemala

ASIA: 13

Jordan
China
Japan
Thailand
India
Vietnam
UAE
South Korea
Indonesia
Thailand
Palestine
Bahrain
Syria

OCEANIA: 1

Australia



Guest Country 2019



SUISSE CONFEDERATION

CONFERENCES - SIGNATURES OF AGREEMENTS - BTOB

SIAM confirms its professional vocation, not only by the wide array of its conference programs, national and international speakers, but also by its numerous B2B contacts. Many agreements and partnerships were signed during this edition

• B2B

+200



• CONFERENCES

35



• SIGNATURES OF AGREEMENTS

42



SIAM 2019 : STRONG MEDIA COVERAGE

National Press : 333

Press Agencies
43

Daily
38

Weekly
39

Monthly and
bimonthly
20

TV
69

Radio
43

Web
81

International Press : 63

Press Agencies
25

Daily
5

TV
27

Web
6

Regional Press : 201

Printed Press
67

Web
130

Radio
4



DATA SIAM 2023

6 DAYS OF
EXHIBITION

FROM MAY 2nd TO
MAY 7th 2023

GROSS EXHIBITION SPACE

37HA

COVERED AREA

11HA

TOTAL AREA OF THE
EXHIBITIONS

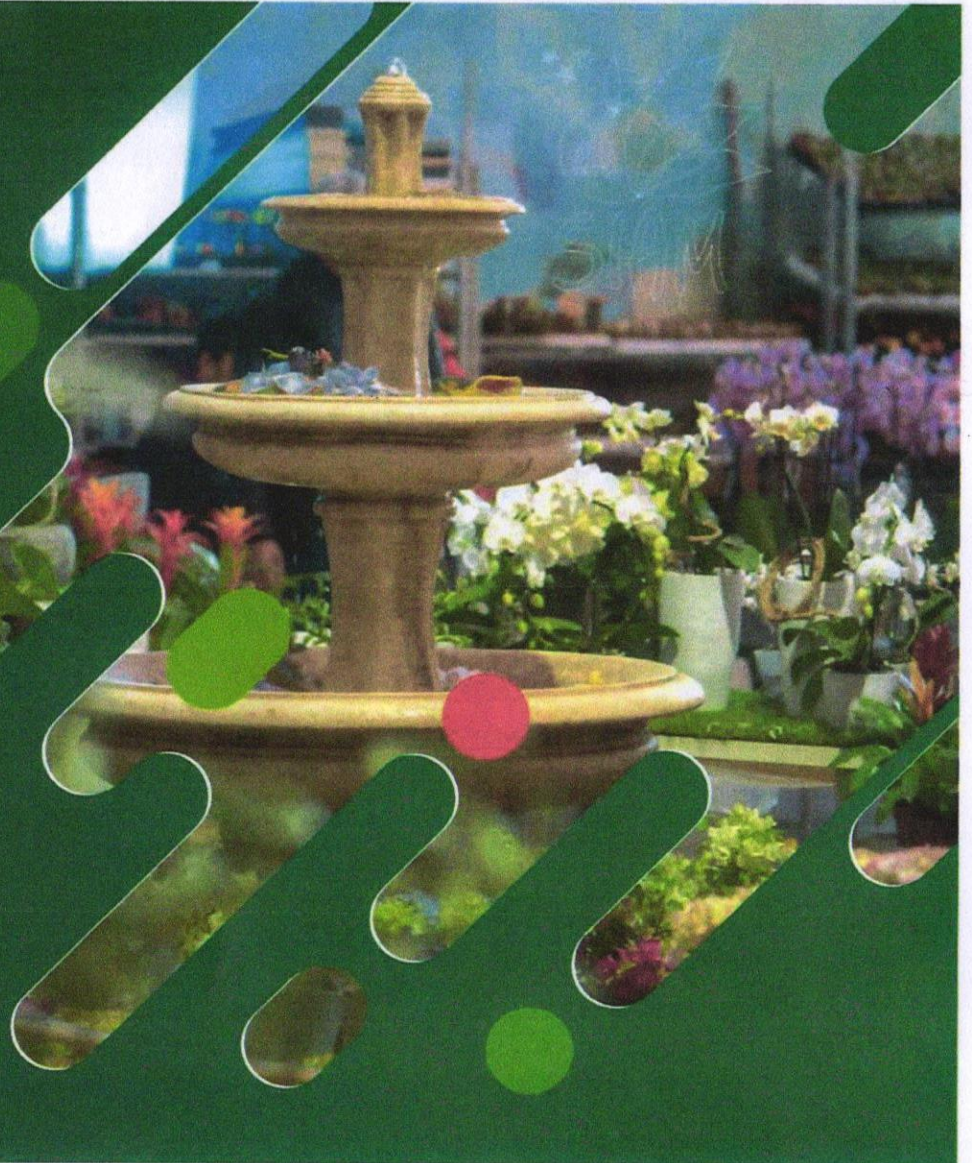
18HA

SHOW ORGANIZATION

10 POLES

HONORED GUEST
COUNTRY

THE UNITED KINGDOM



THE 10 POLES OF THE SHOW



REGIONS



SPONSOR AND
INSTITUTIONAL



INTERNATIONAL



LOCAL PRODUCTS
POLE



MACHINERY



PRODUCT



AGRO-SUPPLY



LIVESTOCK
FEEDERS



LIVESTOCK



NATURE & LIFE



CONFERENCES,
START-UPS & B TO B

THE UNITED KINGDOM ON THE FORE

FOR ITS 15TH EDITION, THE INTERNATIONAL AGRICULTURAL SHOW IN MOROCCO PUTS **THE UNITED KINGDOM** IN THE SPOTLIGHT, FOR AN AMPLIFICATION OF THE AGRICULTURAL COOPERATION POTENTIAL.



A HISTORIC COOPERATION

A historic three-century long cooperation, both at the diplomatic and commercial levels, which has consolidated over time with the ratification of a new cooperation agreement in December 2021. A partnership agreement on strategic sectors for both countries similar to agriculture. Morocco's role as a hub of the African continent represents a real opportunity for British companies looking for new development opportunities based on win-win partnerships.

AN EVOLUTIONARY AND SUSTAINABLE DUALISM

- ❖ 1st European producer of sheep and goats
- ❖ 3rd largest producer of cereals, milk and cattle
- ❖ 6th largest agricultural producer in Europe
- ❖ Agricultural production of GBP 27.3 billion in 2019

The agricultural production in the United Kingdom has given way over the years to the development of the industrial sector, which represents an important lever for its economy. Nevertheless, the agrifood industry is one of the most important industrial sectors of the British economy.

ECONOMIC AND AGRICULTURAL RECIPROCITY

The centuries-old relationship between the United Kingdom and Morocco is constantly evolving. An economic trade and agricultural relationship that is based on reciprocity.

- ❖ The UK is one of the top ten foreign investors in the country.
- ❖ Great Britain is Morocco's 9th customer and 12th supplier.
- ❖ Morocco is the UK's largest trading partner in the Maghreb.
- ❖ Nearly 10% of Morocco's exports to the UK are food products.

2023 THEMATIC

GENERATION GREEN

FOR A SUSTAINABLE FOOD SOVEREIGNTY



More than a decade ago, the concept of food sovereignty brought about tremendous reflections, debates and exchanges that challenged and contributed to the modernization of agricultural policies

Food sovereignty is not a series of technical solutions, but rather a process in action, an invitation for all, to organize and rethink together the way we manage food and agricultural production, distribution and trade, land use and water resources.

It emphasizes the multifunctionality of agriculture by referring to the right to food as a fundamental value and driving force of commitment. The concept of food sovereignty is part of a logic of sustainable development, associated with respect for indigenous cultures, socio-ecological know-how and agricultural resources. Addressing the challenge of food sovereignty calls for strategic and operational coordination to:

- ❖ Increase the value of local agricultural production
- ❖ Strengthen the social inclusion of farmers and workers
- ❖ Facilitate access to widespread social protection, improved rural infrastructure, better working conditions through technological tools
- ❖ Intensify efforts to strengthen the capacity of small farms for fair and equitable value sharing

SIAM GOALS 2023



Number of exhibitors: **1400**



Nombre de visiteurs: **900 000**



Number of visitors: **65**



Conferences : **40**



Signing of agreements: **50**



Connections: **400**

PROGRAM AND AGENDA

- ❖ Inauguration and official opening

Tuesday, May 02, 2023

- ❖ Professional days:

Tuesday 02 after inauguration, Wednesday 03 & Thursday 04 May

- ❖ Mixed days "Professionals & General Public"

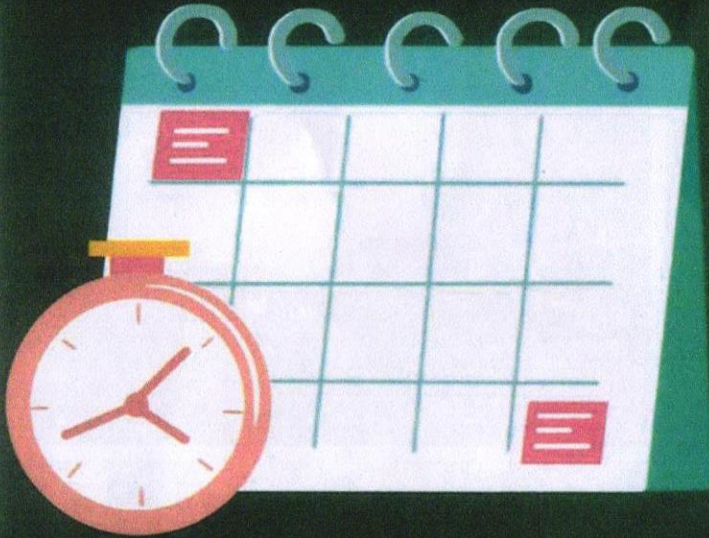
Friday 05, Saturday 06, Sunday 07 May

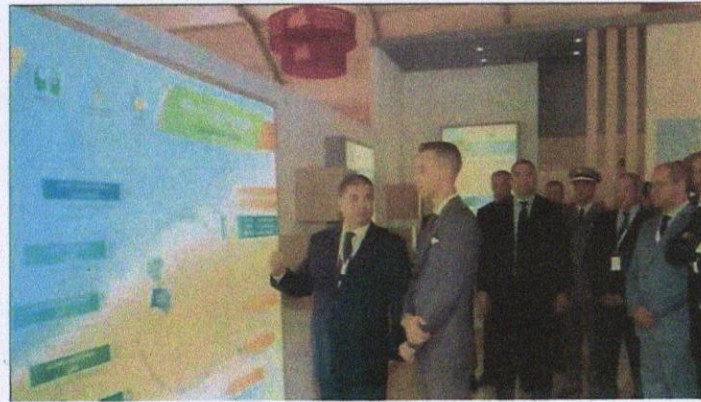
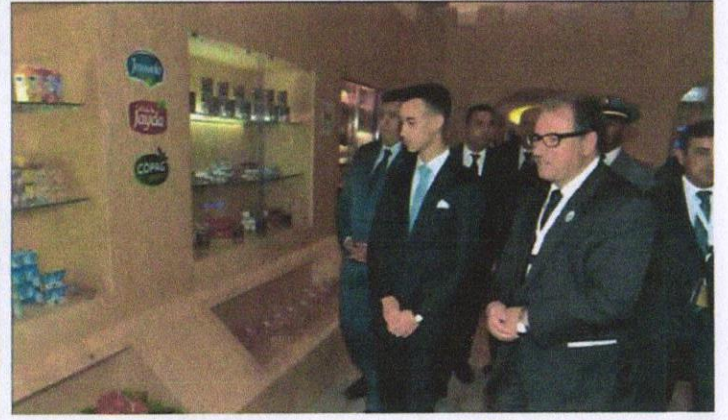
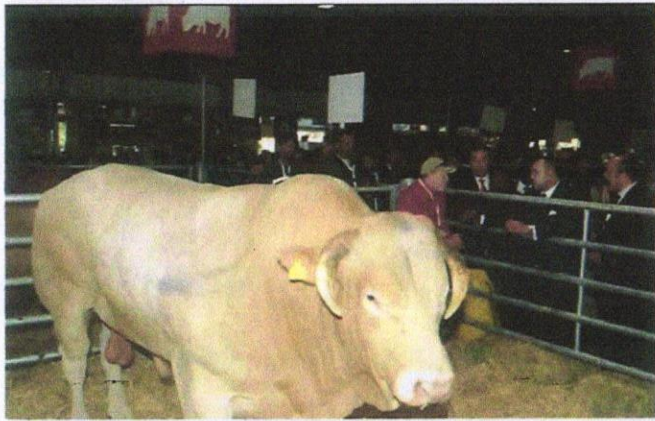
- ❖ Presentation of Trophies and Royal Dinner

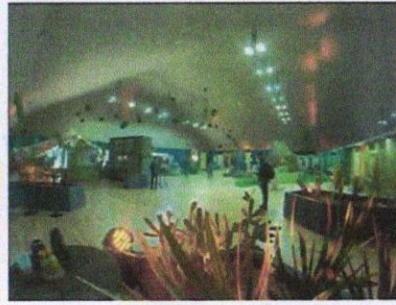
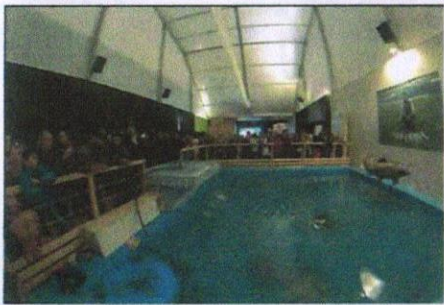
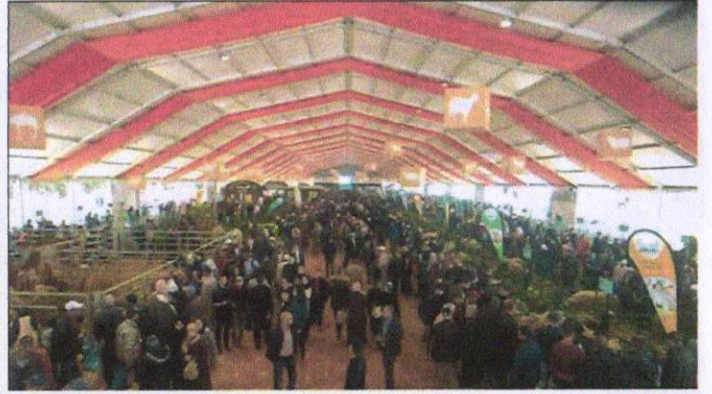
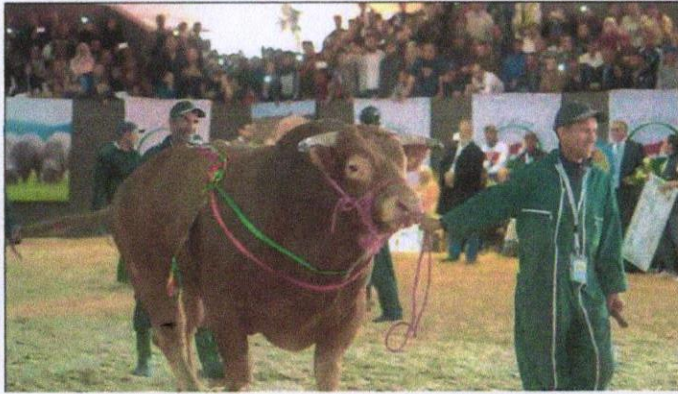
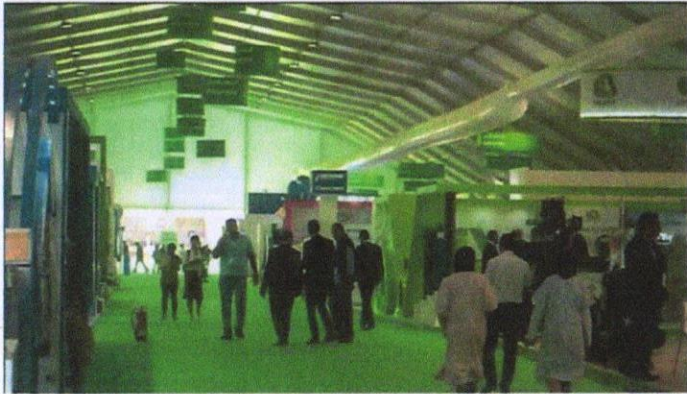
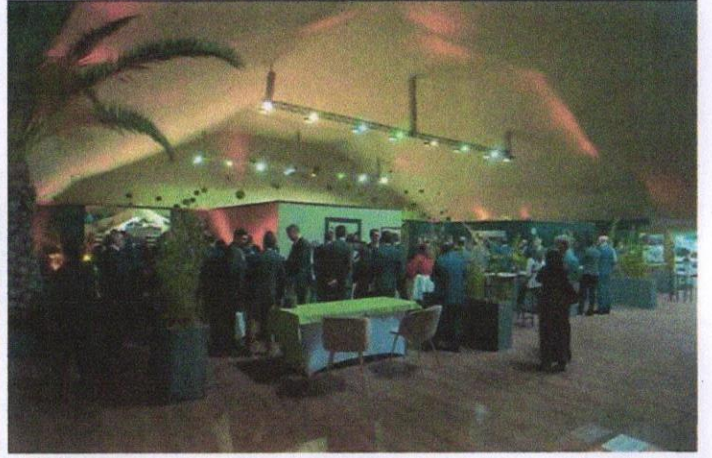
Sunday 07 May

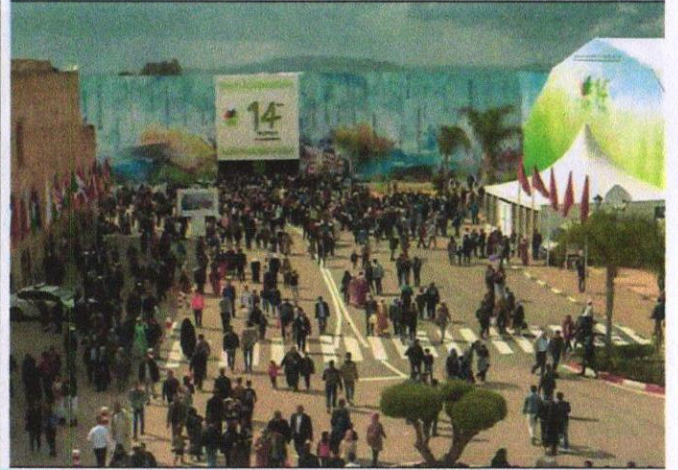
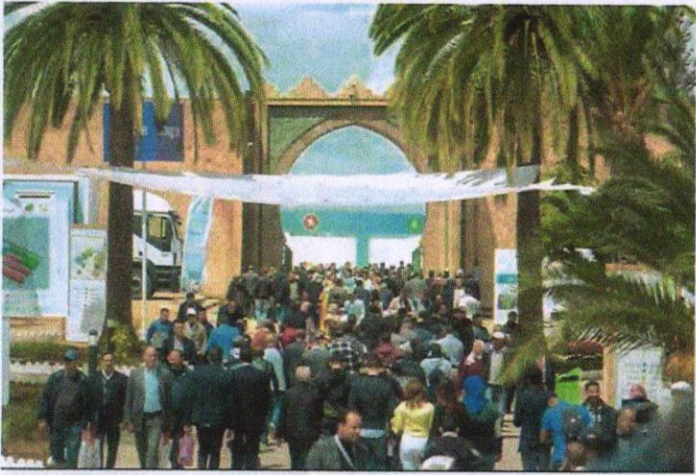
- ❖ Closing of the Show

Sunday May 7th at 6 p.m.











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