

## Pavilion Organizer - MOROCCO

EMBASSY OF THE KINGDOM OF MOROCCO IN JAPAN - MINISTER  
PLENIPOTENTIARY, DEPUTY CHEIF OF MISSION, MR. ABDELKADER  
JAMOUSSE

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### **Q: Please give us a brief introduction of yourself.**

I started my mission here at the embassy in September 2014. Japan is my 4th posting after the Netherlands, Great Britain, and Australia. I first visited Japan in 1992 when I was a young university student and I'm happy to come back here as a family.

### **Q: How do you take advantage of exhibitions such as FOODEX?**

The last FOODEX was my first time in 10 years and more than 9 participants from Morocco came to Japan. I was glad that it was a big pavilion and the ambassador told me that Morocco has been part of this event for 30 years. At that time, it was very symbolic participation for Morocco, but since then, the relationship with Japan has developed and the Moroccan exchange has progressed. JETRO was one of the major tools that made our relationship

bigger in terms of trade. This year and next years, Morocco will contribute to be a part of FOODEX because of the benefits we get from the international exhibition. Also, FOODEX is a good opportunity for us to present the product as well as fortify the strong ties with Japan and other partners in the world.

## **Q: What are the main food products of Morocco?**

Morocco's an agricultural country and our economy depends on agriculture and fishery. We have a variety, but some of the major items are citrus, marine products, Argan oil, and olive oil. Japan is the first economic partner for Morocco in Asia. Also, Japan is the most important market in marine products such as octopus, squid, and tuna. Of course, we are working with Japanese departments to increase the volume and diversify these products in the Japanese market.



## **Q: What kind of promotional events do you organize?**

Morocco and Japan organize B2B meeting annually. Last year, the minister of agriculture and fisheries was here and we organized a big event, which was very successful with presence of many Japanese companies. The Department of Agriculture and Fishery in Morocco is in charge of this area of promoting Moroccan production. There are different events that they organize, but we think that FOODEX is the major place to present Moroccan products. There are also events organized through JETRO, which has a new office that opened last October in Morocco.

## **Q: What is the most important factor in entering Japanese market?**

We are happy that Japanese people and companies are highlighting the importance of Moroccan products. However, Morocco needs development on technology. Due to the long distance of our countries, technology is very important to export Moroccan products to Japan. This has been one of the handicaps with the US because our products couldn't maintain good quality over the long distance. Through our strong relation with the US and on going discussions of the FTA, we have passed the handicap. With Japan, we now have discussions

with two specialized departments working on technological developments to maintain the quality of value products. We believe that Japanese technology would be very helpful. Some Japanese companies are trying to promote their technology to Morocco because they also can benefit. In an agricultural exhibition that we organize every year in the city of Meknes, some Japanese companies are introducing such technology to the Moroccan market. Quality, quantity, and regularity are also important.

## **Q: What are your goals in Japan?**

Morocco is determined to strengthen its leading position in the Japanese fisheries market and reinforce cooperation between Morocco and Japan in the field of scientific resource safeguarding fish resources. Also, we want to enhance our position in the Japanese agar market.

Morocco also aims to export canned in sardine to Japan. Morocco is the first world exporter of canned sardines, and Japan is the second world largest importer of canned and prepared fish. My country will introduce highly nutritious sardine to the Japanese market by increasing export tons in the next 2 years and we want to strengthen the export of anchovies, frozen sardines, and frozen mackerels as well.

Morocco is the 5th producer and exporter of olive oil in the world. Morocco aims to introduce high quality olive oil to the Japanese market, but the amount exported to Japan right now is low. For Argan oil, a very famous Japanese company here started importing it 20 years ago and is being used in many areas of cosmetics. Argana tree is very typical and exist only in Morocco. This is our miracle. We aim to increase export of these oil products too.