



VIRTUAL MEETING
Business opportunities in
Morocco

27 January 2021, 10.00-11.30

Invitation to participate in the coming Africa network

Virtual meeting

Wednesday 27 January 2021, 10.00-11.30

The Embassy of Denmark in Rabat and the Danish Agriculture & Food present opportunities for Danish companies to tap into Morocco's transformation of the agricultural and food sector.

Morocco

With a population of more than 36 million, its stable economic growth rates during the 10 past years as well as the ambitious set of strategies adopted by the government, Morocco represents an attractive business for many foreign companies and is considered one of the most affluent countries in the MENA region, both in terms of macroeconomic drivers and political developments. From Morocco, it is easy to reach out for European, Mediterranean and African Market due to the strategic geographic location. Morocco is the most attractive African Country to invest according to Ernst & Young Africa Attractiveness Survey 2018 and the 3rd most competitive African Economy according to the latest World Economic Forum's Global Competitiveness Report.

The country depends heavily on Agriculture, as it is still the main employer with more than 1/3 of the labour force and the sector accounts for more than 15% of the GDP. The government launched a new Strategy: Morocco Generation Green Plan 2020-2030 aiming to modernize the agriculture sector. Consequently, opportunities for suppliers of agricultural raw materials, machinery, food technologies and high-value ingredients are growing.

At the Virtual meeting, the Danish Embassy in Rabat will make a general introduction to the Moroccan agriculture and food sector. Further the embassy will present the planned business delegation to Morocco in April 2021 with visit to SIAM, B2B opportunities and roundtable sessions. The delegation programme is made in cooperation with the Danish Agriculture & Food Council.

10.00 Business opportunities in Morocco

By the Danish Embassy in Rabat

- Introduction by Nikolaj Harris, Ambassador of Denmark in Morocco.
- A short introduction by DAFC and a short of presentation of the participating companies (10 min)
- Introduction to the Moroccan agriculture and food market (25 min)
- Presentation of the upcoming business promotion programme (25 min)
- QA and AOB (15 min)

11.15 Conclusion and final remarks

[Please sign up here](#) no later than **Monday 25 January 2021**. We will forward link for participation Tuesday 26 January when we have the final list of participants.

If you have any questions please contact Jeppe Søndergaard Pedersen, jspe@lf.dk, 2331 7450.