

# Aromaplant Expo

01 - 04 JUNE 2023  
Mohammed VI Museum  
of Water Civilization in Morocco  
MARRAKECH

PLANT A NEW  
BUSINESS SEED



## LAUNCH OF THE REGIONAL ECOSYSTEM « MARRAKECH, HEALTH & BEAUTY VALLEY »

### CONGRESS HIGHLIGHTS

*This 1st edition, the international congress of the PPAM has been a great success with nearly 300 participants and 20 speakers of various origins; Morocco, France, metropolitan, Guadeloupe, Switzerland, Belgium, Spain, Turkey and Canada.*

*The 12 scientific conferences presented at the congress made it possible to approach the valorization of the PPAM under several angles, the development and the follow-ups of experiments and support.*

*This event was supported by a large and successful media communication campaign carried out on press, radio, and TV and internet.*

*Presence of Othman El Ferdaous, Minister Secretary of State at the Ministry of Industry, Investment, Trade and Digital Economy, in charge of investment, Karim Kassi-Lahlou, Wali of the Marrakech-Safi region, as well as representatives of the Council of the Marrakech-Safi region and the CRI of the Marrakech region.*

*Main recommendation of the International PPAM Congress 2019: The periodic organization of the PPAM fair.*

# 2023 Aromaplant expo

## FOR THE DEVELOPMENT OF A SECTOR OF EXCELLENCE

The Cluster Menara and the Regional Investment Center of Marrakech-Safi, under the aegis of the Ministry of Industry of the Wilaya of Marrakech-Safi are pleased to inform you of the organization of Aromaplant Expo, the international exhibition of the valorization and innovation of the sector of perfume, aromatic and medicinal plants (PPAM). Unique in Morocco, this first edition will bring together, from 1 to 4 June 2023, national producers, buyers, investors, institutions, distribution and packaging players, researchers, trainers, cooperatives and professionals around the major issues of the PPAM sector.

**Aromaplant Expo** will host more than 2,000 visitors to meet nearly 100 Moroccan and international exhibitors. This first national trade fair will also be an opportunity for economic actors to benefit from training workshops to strengthen their capacities and help them better develop their business. Another exclusive workshop will be dedicated to the vast perspectives of the global market of medical cannabis.

In addition, this exhibition will be the opportunity to welcome for the first time the processors and developers of the cannabis industry. Indeed, Morocco has put in place the necessary legalization for the creation of a regulated market around the therapeutic use of cannabis in Morocco. These are therefore new opportunities among others, the pharmaceutical industries, cosmetic industries and local growers, who can now exploit the medicinal virtues of cannabis legally. In this context, **Aromaplant Expo** is also an opportunity for professionals and amateurs to discover the


different varieties of plants used in traditional Moroccan medicine.


Finally, we are particularly proud to organize **Aromaplant Expo** whose objectives are perfectly aligned with our regional priorities of developing a strong ecosystem around the valorization of this national wealth and also with the national priorities in terms of investment, employment, training and sustainability.



# Cluster Menara



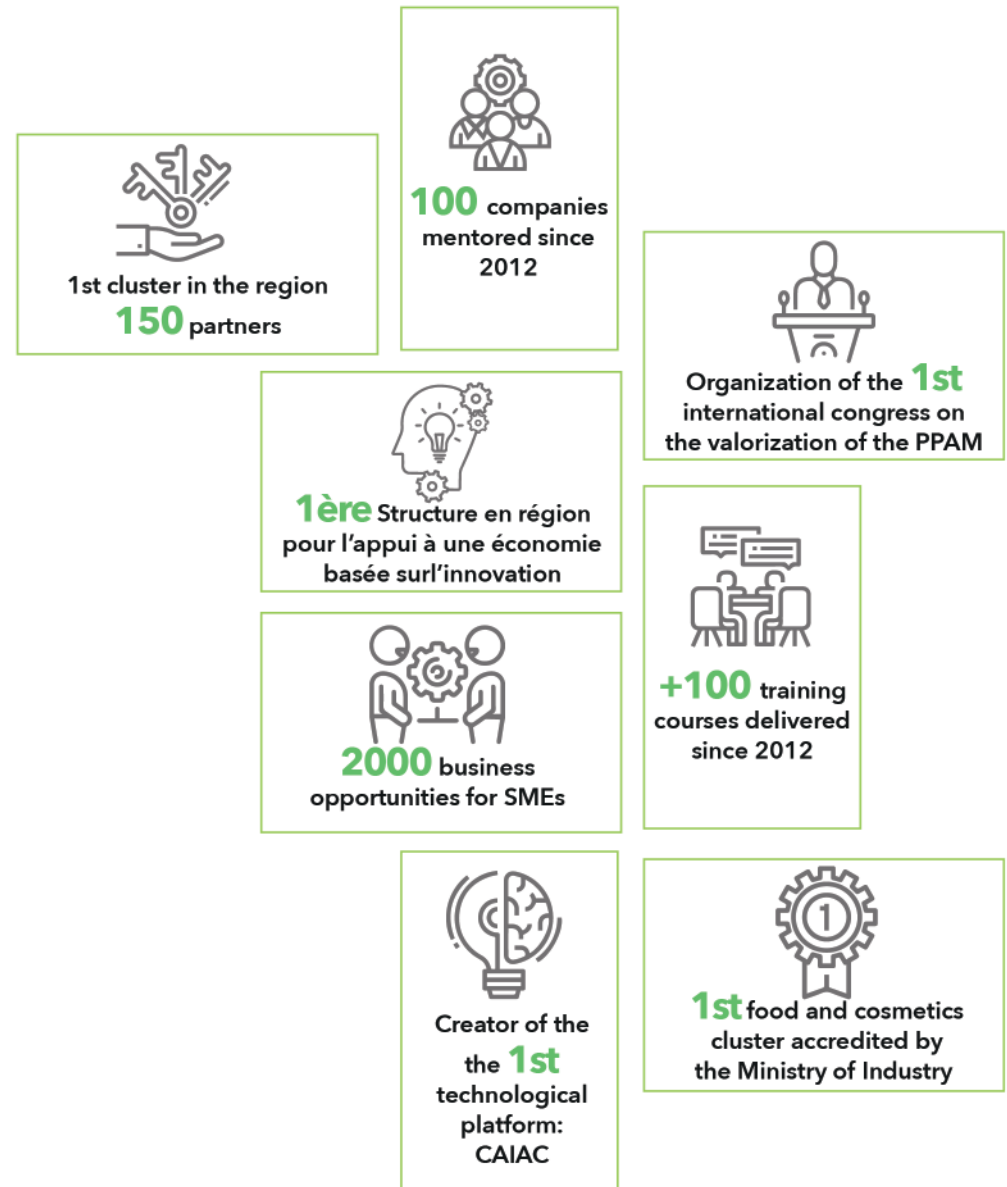
 **The Cluster Menara** is a Moroccan professional association specialized in the luxury food and cosmetic industry. Accredited by the Ministry of Industry, it has more than a hundred members between industries, applied research centers, universities and government institutions. All of them aim at both local and international markets.

 The Cluster Menara has created in 2021 the "African Center for Innovation in Food and Cosmetics" which is a technological platform resulting from a partnership between the founder of the project, the Cluster Menara, and the German International Development Cooperation Agency GIZ, which will serve as a place for prototyping, design, processing, analysis and packaging of food and cosmetics. Based in Marrakech City innovation center at Cadi Ayyad University, CAIAC also offers a wide range of training courses for professionals in response to their specific needs to upgrade their operational and technical skills in the form of seminars and practical workshops.

 **The Cluster federates around a fivefold dynamic:**

- Value creation at the local level (Morocco) through the implementation of synergies between all the actors of the two sectors ;
- Recruitment and incubation of startups, researchers, companies and international investors ;
- Mentorship of Moroccan companies to conquer international markets ;
- Collaborative R&D and prototyping of innovative food and cosmetic products to accompany them on the market ;
- Training and support center for SMEs.

## THE CLUSTER MENARA SERVING ITS MEMBERS SINCE 2012

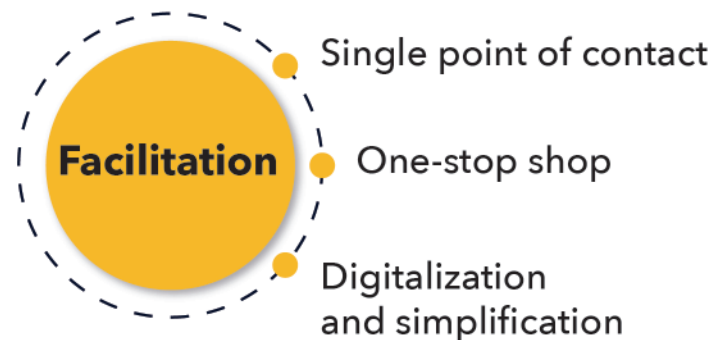


# Regional Investment Center Marrakech-Safi



The **Regional Investment Center Marrakech-Safi** is a public institution governed by law 47-18 on the reform of Regional Investment Centers and the creation of Unified Regional Investment Commissions (CRUI). It is in charge of contributing to the

implementation of the government's policy on the development of incentives, promotion and attraction of investments at the regional level and the overall support of companies, particularly SMEs.



# PPAM in numbers



## Outlets of PPAM



### Cosmetics 10 -15% of the total

- Green cosmetics
- Essential oils
- Aromas and fragrances



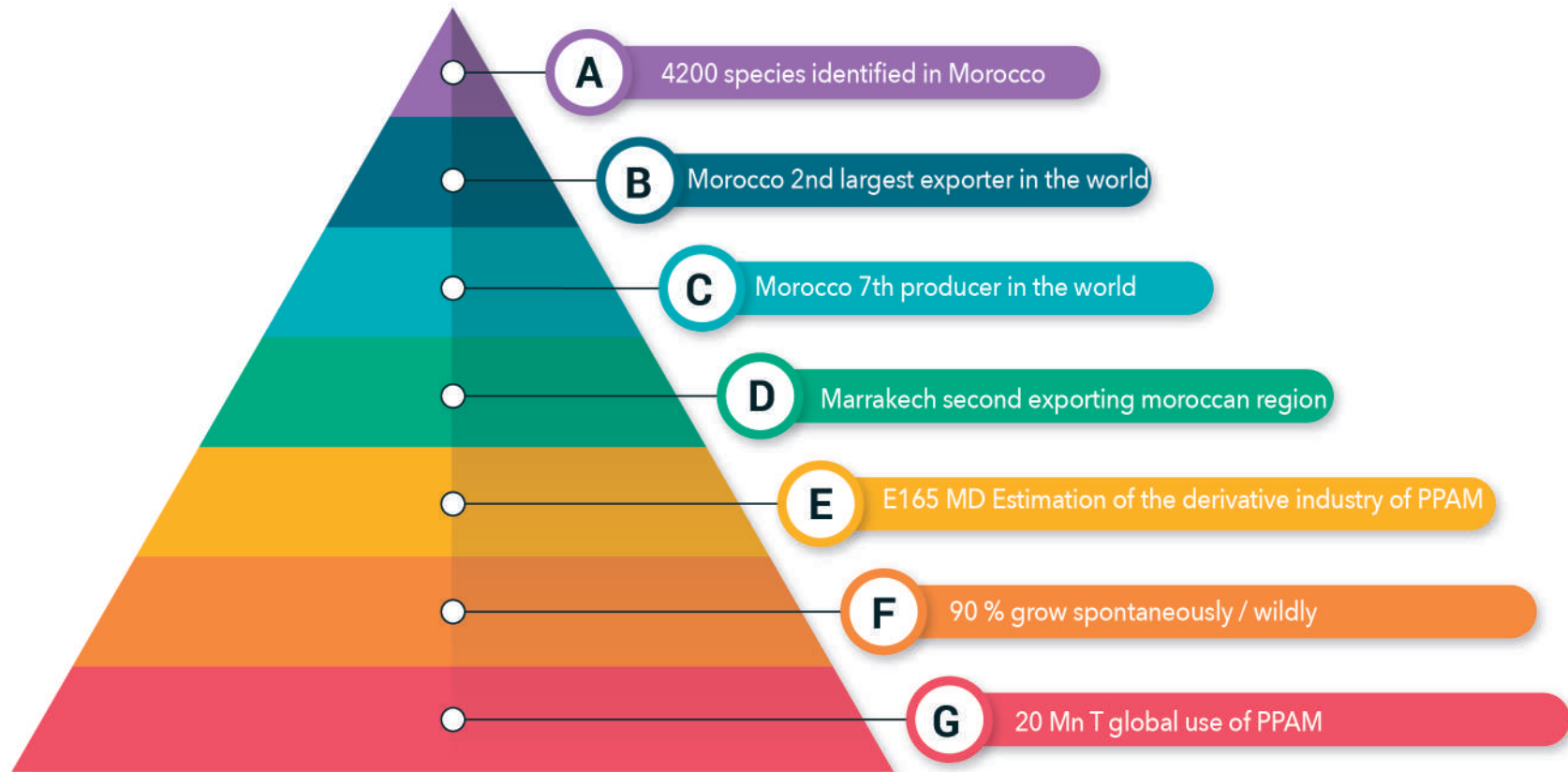
### Medicine 15 %

- Medicines
- Food / Supplements



### Food / Supplements

- Food / Supplements
- Dyes and pigments
- Biopesticides



# Exhibitors



# Represented activities





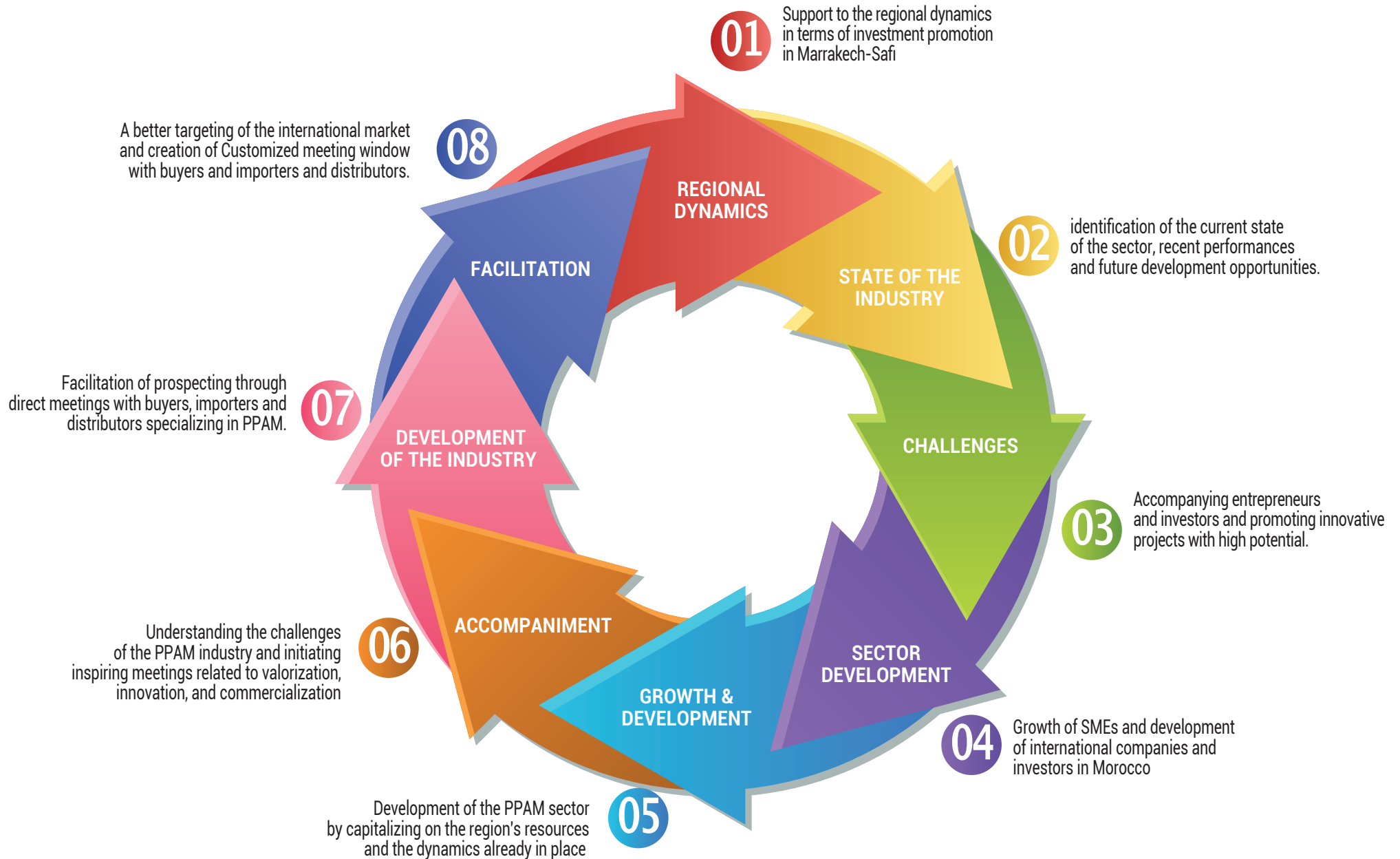


National and international  
**investors**  
**producers**  
**Managers**  
**Final processors**  
**contractors**  
**communities**  
**associations**  
**Trainers**  
**engineers**  
**framework**  
**subcontractors**  
**technicians**  
**directors**  
**students**  
**transport companies**  
**service companies**  
**experts**  
**industrial**  
**consumers**  
**chambers of**  
**agriculture**  
**researchers**  
**exporters**  
**resellers**  
**importers**  
**prescribers**  
**distributed**  
**Managers**  
**experts**  
**industrial**  
**consumers**  
**chambers of**  
**agriculture**  
**contractors**  
**communities**  
**associations**

**Aromaplant expo**



# Our goals





## FIRST AND ONLY FAIR DEDICATED TO THE PPAM



**MEET**  
new clients



**RETAIN**  
your current  
clients



**INTRODUCE**  
new products



**PROSPECT**  
foreign markets



**STRENGTHEN**  
or increase  
your image



**MAKE**  
yourself known



**BENEFIT**  
from integrated  
support



**INFORM**  
the trade  
press



**STAND OUT FROM**  
your competitors



**SUPPORT**  
your local  
agent



**ENSURE**  
competitive  
monitoring



**ATTEND**  
dedicated  
workshops



**PRESENT**  
your project  
to investors



**LEARN ABOUT**  
the medical  
cannabis industry



Delegated Organization : Couleurs Com Sarl  
9, Boulevard Mansour Eddahbi - Jaafar Residency  
40.000 Marrakech

### EVENT CONTACT :

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### EXHIBITION'S DIRECTION

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