



Subject: Invitation to Participate in the Marrakech Coffee & Tea Festival 2026

Excellency,

I have the honor to bring to Your Excellency's attention the Marrakech Coffee & Tea Festival, an international event organized by the IRFAN FOUNDATION for Heritage, dedicated to the promotion of coffee and tea cultures and their ecosystem.

The first edition, held from December 6 to 8, 2025 in Marrakech, brought together 150 exhibitors and approximately 10,000 visitors, as well as international delegations, with Rwanda as Guest of Honour, and welcomed representatives from countries such as Colombia, Azerbaijan, Kenya, Ethiopia, Indonesia, Peru, and Panama, confirming the growing interest in this platform for economic, cultural, and professional exchanges.

It also featured a rich program including over one hundred conferences, seminars, and workshops, a music lounge hosting national and international artists, thematic exhibitions, as well as the National Barista Championship, all supported by extensive national and international media coverage (television, press, and digital media).

Building on this momentum, the next edition will take place from November 14 to 16, 2026 in Marrakech, with an enhanced ambition to welcome more than 300 exhibitors and nearly 25,000 visitors from around the world.

Through this event, we aim to position Morocco as a pan-African and international hub for the coffee and tea industries, fostering partnerships, knowledge exchange, and investment opportunities among key stakeholders.

In this context, we would be particularly honored if your Embassy could kindly relay this initiative to the relevant authorities, professional organizations, producers, exporters, and companies in your country operating in the fields of coffee, tea, chocolate, and hospitality.

Participation in this festival represents a unique opportunity for these stakeholders to:

- Showcase their products and expertise in a rapidly growing market,
- Develop business relationships in Africa and the MENA region,
- Strengthen their international visibility,
- Explore new partnership and investment opportunities.

We would also be pleased to explore, in coordination with your Embassy, the possibility of an official participation, notably through an institutional presence or a national pavilion, in order to best highlight the expertise and richness of your country.

Please find enclosed the "The Fest" magazine-catalogue, published for the occasion of the festival, which presents its main components and development perspectives.

For any coordination regarding participation, we would be grateful if your services could kindly liaise with the Festival Director, Mrs. Myriam Bouragrag, at +212 6 65 76 18 72, who remains at your full disposal to assist your stakeholders.

I also remain at your entire disposal for any further information or to arrange a meeting at your convenience.

Please accept, Excellency, the assurances of my highest consideration.



Karim Ramzi
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