

INTRODUCTION



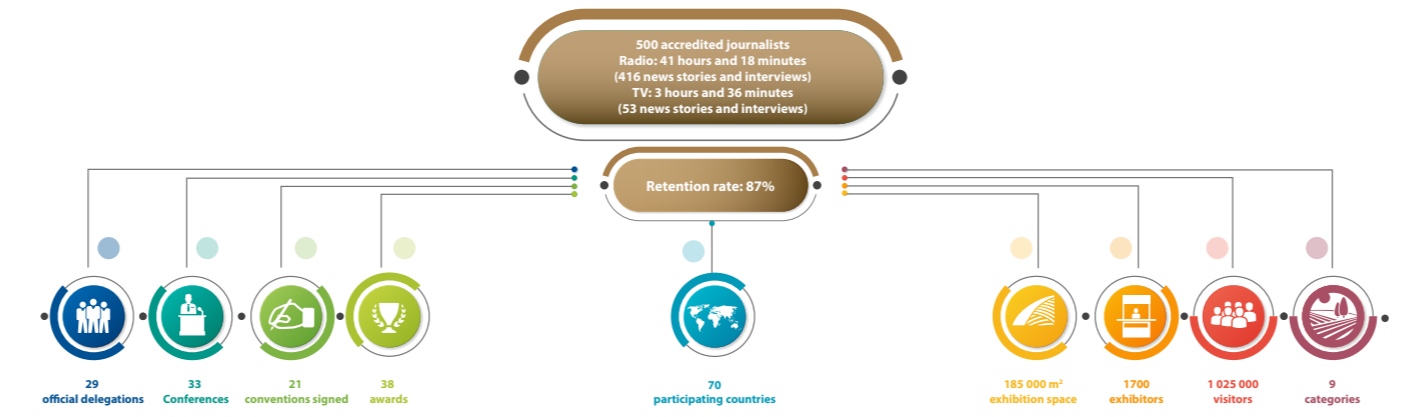
With a significant land use, an employment reserve of 40% of the working population, value added on GDP, a 4.1% growth of the national economy, supported particularly by the significant upturn in agricultural activity and the importance of security in the world, with the recognition of the success of the Green Morocco Plan by high specialized bodies such as the IMF, FAO, AfDB, EU... the agricultural sector is the backbone of the Kingdom.

Over the course of ten years, the turnover of Moroccan food production has increased from 87.3 billion dirhams (more than 7 billion euros) to 142.5 billion dirhams (nearly 13 billion euros), a 63% increase (the Moroccan Foreign Exchange Office - April 2015). Benefiting from the momentum instilled by His Majesty the King in 2006, SIAM has established itself as a leader in its field. Siam, Africa's largest agricultural exhibition, has been a great success for 13 years. With the growing strategic importance of the continent's agriculture, it will continue to be on the agenda in the years to come.

This success bears witness to the dynamism of the Kingdom's agriculture and its importance in the eyes of foreign operators in the sector. This exceptional attractiveness is a unique opportunity to redefine the farming profession. Two spaces mark the history of the SIAM: the exhibition space, which represents a showcase / melting pot for networking and the Conferences space, a space for reflection open to the environmental imperative.

The chosen theme, inspired by current events, provides an opportunity to address another component of the sector dictated by the specific partnership and the ambition of sharing, to foster sustainable and viable solutions to the successive crises that our agriculture and our world are facing on a long-term basis.

2018 REVIEW : IN A FEW FIGURES



Excerpts from Royal speeches

...In addition to the role played by vocational training in preparing people for the job market, the agricultural sector can constitute a more dynamic source of employment opportunities and be instrumental in improving living conditions and consolidating stability in rural areas.

I therefore recommend that we build on what has been accomplished in the agricultural sector and create more employment and income-generating opportunities, especially for youths in rural areas.

The aim is to establish and consolidate a rural middle class and to make sure it plays a balancing role and serves as a lever for the achievement of economic and social development, just like the middle class does in cities.



THEME : AGRICULTURE, A CATALYST FOR EMPLOYMENT AND THE FUTURE OF THE RURAL WORLD

A true social contract!

A theme inspired by Morocco's hot news and which emanated from the speech of His Majesty the King Mohammed VI on October 12, 2018, the recommendations of the Economic, Social and Environmental Council's report on the challenges facing the rural world and the prospects for its development and following the speech by the Minister of Agriculture on October 18, 2018.

This common thread expresses new expectations regarding the rural space, a complex and evolving kaleidoscope, inextricably linked to agriculture. Social, demographic, economic, territorial and climatic changes and their effects on the lifestyles of rural populations are now challenging all the stakeholders operating in the agricultural sector to change the ways in which this sector must capitalize on the achievements and advances made in order to meet the new needs of rural people and address the threats faced by the rural world.

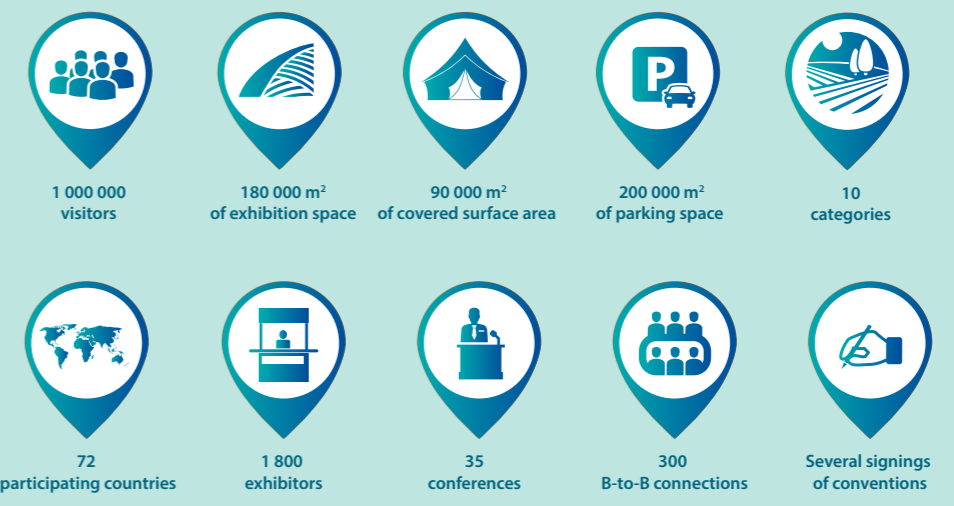
This theme calls for large-scale action to promote a harmonious, intelligent and balanced rural development in an imperative environment and an integrated spatial, human, sectoral and productive approach. A well-managed program is the guarantee of a more prosperous agriculture that is better integrated into its environment shifting from producing more to producing better.

This is the ambition of a sustainable socio-economic emergence that can be hindered if the rural world is not rooted in the national dynamic. It faces a three-pronged challenge of economic, social and environmental performance. The agro-ecological transition addresses this challenge by encouraging innovation that puts people back at the heart of it. This is a major concern for a territory that weighs heavily and represents 90% of the country's surface area, 40% of the population and 85% of the municipalities, but also contains sources of wealth to be developed, which must be mobilized in the interests of sustainable development.

Although the current agricultural policy has shaped the image of the rural world, it has shown its limits. There is a call to reinvigorate this model and to broaden this will for a design based on an innovative territorial approach and an integrated global action. A transformation that aims to diversify rural incomes, improve the competitiveness of rural areas, ensure employment and quality of life for their populations and thus reverse the rural exodus while preserving the environment, the landscape and rural heritage.

The development of agriculture constitutes one of the most powerful catalysts for action to put an end to precariousness and strengthen the sharing of prosperity.

SIAM OBJECTIVES 2019



SIAM 2019 CATEGORIES

- Regions
- Sponsors and institutions
- International
- Local Products
- Products
- Agro-supplies
- Nature and Life
- Machinery
- Livestock farming
- Conferences



With its history that began in 1291, 4 official languages and a unique geographic location at the heart of Europe, Switzerland does indeed boast one of the most competitive economies in the world.

Agriculture does not only contribute to Switzerland's economy. Thanks to this sector, almost half of the territory is harvested, and the landscape preserved.

Providing more than half of the food consumed in Switzerland while conserving its family-style authenticity, Swiss agriculture is also known for its modern and innovative approach through research (drones and robotics). Swiss agriculture is also characterized by its environmentally friendly nature.

Switzerland invests more than CHF 18.5 billion in research and development, representing 3% of its GDP.

Switzerland is a leader of agri-food production and ranks among the top consumers of organic products per capita.

MOROCCAN / SWISS BILATERAL COOPERATION

Since 1956, the Swiss government recognized the independence of the Kingdom of Morocco and appointed its first diplomatic representative. With a cooperation that has been nurtured for more than 60 years, the quality of the relations and the achievements attest to the strong relations that unite both countries. Switzerland is the 7th largest foreign investor in Morocco.

THE LEGAL FRAMEWORK

Switzerland and Morocco have entered into the following agreements:

- Free Trade Agreement of June 19, 1997 between the EFTA States and the Kingdom of Morocco

- Exchange of letters of June 19, 1997 between the Swiss Confederation and the Kingdom of Morocco on the trade of agricultural products.

- Joint declaration of May 15, 1997 on cooperation between the Swiss Confederation and the Kingdom of Morocco on the promotion of investments, trade and technology transfer that are environmentally friendly

- Letter of Agreement signed in Meknes on April 30, 2014, between the Swiss Confederation represented by the Federal Department of Foreign Affairs and the Ministry of Agriculture and Fisheries of the Kingdom of Morocco.

THE TECHNICAL FRAMEWORK

From a multilateral standpoint, Morocco and Switzerland are members of the mountain Partnership, a voluntary alliance of transnational coordination composed of stakeholders working towards the sustainable development of mountains and the implementation of the 2030 Agenda. As a member of the partnership's steering committee, Switzerland is strongly committed to the promotion of agriculture and sustainable development in mountainous regions.

From a bilateral standpoint, Switzerland's technical and economic commitment began in 2004, mainly in the humanitarian department, particularly risk management and human rights. Since then, Switzerland's commitment broadened to cover democratic processes and human rights, migration and protection, as well as economic development that is both sustainable and inclusive which also encompasses employment. In this regard, agriculture is a priority sector. The main strategic priorities aim to promote agri-food products and share experiences, particularly in the field of research. As such, Switzerland is supporting several projects that are carried out in cooperation with Morocco, including:

- The PAMPAT project, implemented by UNIDO (2013-2019)
- The AZIR – O project, implemented by UNIDO (2014-2019)
- The Swiss Import Promotion Program (SIPPO), implemented by Swisscontact (2017-2020)
- The Swiss project for the support for Moroccan professional associations in the field of agriculture (ASAP - M), implemented by Swisscontact (2013-2019)
- The integrated management project for Catchments in the region of Midelt (GIBV), implemented by the United Nations Food and Agriculture Organization (FAO) (2015-2019)



2019 LAYOUT



AGENDA

Inauguration and official opening

Tuesday April 16, 2019

Professional days

Tuesday 16th after the inauguration, Wednesday 17th and Thursday 18th

Mixed days "Professionals & General Public"

Friday 19th Saturday 20th, Sunday April 21st

Awards Ceremony and Royal Dinner

Sunday April 21st at 6 p.m.

Closing of the Exhibition

Sunday April 21st at 6 p.m.



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INTERNATIONAL AGRICULTURAL
TRADE SHOW OF MOROCCO
FROM APRIL 16 TO 21 2019

**AGRICULTURE, A CATALYST
FOR EMPLOYMENT AND
THE FUTURE OF THE RURAL WORLD**

