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Morocco Food World: New trade fair in Morocco bolsters the interpack alliance

With Morocco Food World, Messe Düsseldorf is expanding its involvement in the food and packaging market in the MENA region and providing interpack customers with direct access to new business opportunities.

With Morocco Food World, Messe Düsseldorf is tapping into a further market and organising its first dedicated trade fair in the MENA region. The trade fair is set to take place in autumn 2027. Messe Düsseldorf's partner is the Fédération Nationale de l'Agroalimentaire (FENAGRI), the national association of the Moroccan food industry.

The new event will focus on the food industry while also bolstering the interpack alliance's presence in North Africa. For as food production expands and modernises, so too does the need for high-performance processing, safe and efficient production methods and state-of-the-art packaging solutions. It is precisely this combination of food, processing and packaging that makes Morocco Food World a natural addition to the interpack alliance's international portfolio.

For Messe Düsseldorf, Morocco represents the next step in its commitment to the MENA region. It has been present in Egypt since 2019, with its own processing and packaging event. Today, Food Africa and interpack Middle East Africa in Cairo form a trade fair duo that unites food production with the relevant processing and packaging technologies. Morocco complements this network at a different strategic location: the country lies just a few kilometres from Europe, is closely integrated with European markets and, at the same time, offers access to the markets of West Africa. Morocco is therefore ideally placed to evolve further as an international hub for the food, processing and packaging sectors.

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Says Thomas Dohse, Director of interpack at Messe Düsseldorf: “We are delighted to be working with our partners to establish a new trade fair – Morocco Food World – in a market where so much is happening right now.” Morocco has a dynamic food industry, is investing in modern production facilities and serves as a unique bridge between Europe and Africa. That is precisely where we see the great opportunity: “We want to bring people, businesses and markets together and open up new opportunities for our clients in this exciting region.”

Growing food industry drives demand for technology

Morocco has developed into a major economic and industrial centre in North Africa. Economic growth of around 4 to 4.5 per cent is expected in both 2026 and 2027. Investment in infrastructure and industry, close economic ties with Europe and access to West African markets lend the location additional significance.

For the processing and packaging sector, developments in the food industry are of particular relevance. Morocco has a diverse agricultural and food industry and among other items, it exports fruit and vegetables, fish and seafood and processed foods. At the same time, its domestic market is growing. With increasing demands on quality, workmanship, product safety and international marketing, there is a need to modernise production – and with that, the demand arises for efficient processing technology, automation and quality assurance, as well as for packaging solutions, packaging materials and packaging supplies.

This is precisely where the new trade fair comes in. In FENAGRI, Messe Düsseldorf has a partner which, as the representative body for the Moroccan food industry, is closely networked with the country’s trade associations and companies. Morocco Food World brings together food manufacturers and processors, retailers and international buyers with suppliers of products, technologies and services. This provides exhibitors from the interpack network with direct access to a user industry that is investing and continuing to develop its production structures.

With Morocco Food World, the interpack alliance is thus gaining another strategically important location at the crossroads between Europe and

Africa – and forging new links for the international processing and packaging sector.

About Fenagri
FENAGRI operates on behalf of the Ministry of Industry and Trade and brings together 15 trade associations and more than 2,600 companies. In doing so, it covers around 40 to 50 per cent of the Moroccan market. Thanks to its institutional roots and its access to the national value chain, the association brings precisely the market knowledge and reach that are crucial for establishing a new event.

About the interpack alliance:
With events held around the globe, interpack opens up promising markets for the Processing & Packaging industry. While the flagship trade fair, interpack, brings the industry's key players to Düsseldorf every three years, through the interpack alliance it reaches directly into exciting and dynamic sales regions. In important growth markets, the interpack alliance addresses the target groups food, beverages, confectionery and baked goods, pharmaceuticals, cosmetics, non-food consumer goods and industrial goods, with different focuses depending on the event. In addition, other trade fairs from Messe Düsseldorf's Print Technologies and Plastics & Rubber portfolios offer valuable synergies worldwide across all core areas of expertise within the packaging industry.

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