

## Joint International Trade Fair by Zhejiang and Morocco witnessed multisectoral Agri-food innovation

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The 2023 Zhejiang (Morocco) International Trade Fair featured 90 booths with a total exhibition area of more than 900 square meters. The event was attended by 63 companies from Hangzhou, Taizhou, Wenzhou and other localities. As an ideal platform for international food and beverage suppliers, the exhibition attracted wholesalers, retailers, importers and exporters, distributors, industry associations and organizations from Europe and Africa.

Zhejiang (Morocco) International Trade Fair 2023 took place from November 21 to 23 in Casablanca, Morocco. The show was held simultaneously with the Africa Food Show hosted by the MIE group. There were thousands of bowls, teas, whole foods, small agricultural machines, food processing machinery, and other items on display from Baixian County, Zhejiang Province.

One billion consumers are served by Morocco, which connects the three major markets of the European Union, the Arab world, and Africa. There is a pressing demand for food products, processing technologies, machinery, and food processing technologies, with a huge market potential and a vast area for cooperation.

A "Chinese Gourmet Section" and a "Weimei Zhejiang Exhibition Section" have been set up at the exhibition site. The tasting part of the show featured chefs who have been established in China for many years preparing dishes, which prompted many buyers to stop and taste, revealing "Chinese charm on the tongue" and enhancing the popularity of the site. In addition to fine

teas such as West Lake Longjing and Jiuqu Hongmei, visitors sampled osmanthus jelly, Dingsheng cake, West Lake lotus root starch, and other special foods from Hangzhou Zhiweiguan, an ancient Chinese brand.

The exhibition "Weimei Zhejiang Exhibition Zone" focuses on the theme of "Hundred Counties and a Thousand Bowls" and the culture of Zhejiang yellow rice wine. It presents Zhejiang cuisine in its traditional form through dishes, production techniques, and cultural stories. Through activities such as physical exhibitions, on-site cooking and tea performances, attract local merchants to experience the charm of Zhejiang.