



# CAIAC

CENTRE AFRICAIN D'INNOVATION  
AGROALIMENTAIRE & COSMÉTIQUE

By

CLUSTER MENARA  
INDUSTRIES DU LUXE AGROALIMENTAIRE & COSMÉTIQUE



## African Center for Agri-Food and Cosmetic Innovation « C.A.I.A.C. »



### AN ORIGINAL PLATFORM TO INSPIRE YOU

 TECHNOLOGY TRANSFER

 PROMOTION OF R&D

 INNOVATIVE LABORATORIES

 EQUIPPED SCIENTIFIC HALL



## WHO ARE WE?

The CAIAC "African Center for Agri-Food and Cosmetic Innovation" is the result of a partnership between the project founder, the Menara Cluster, endorsed by the Ministry of Commerce and Industry, and GIZ, with the aim of establishing a technological platform that will serve as a space for prototyping, design, processing, analysis, and food & cosmetic packaging. This technological facility is located within the innovation city of Marrakech at Cadi Ayyad University.

## FOUNDER

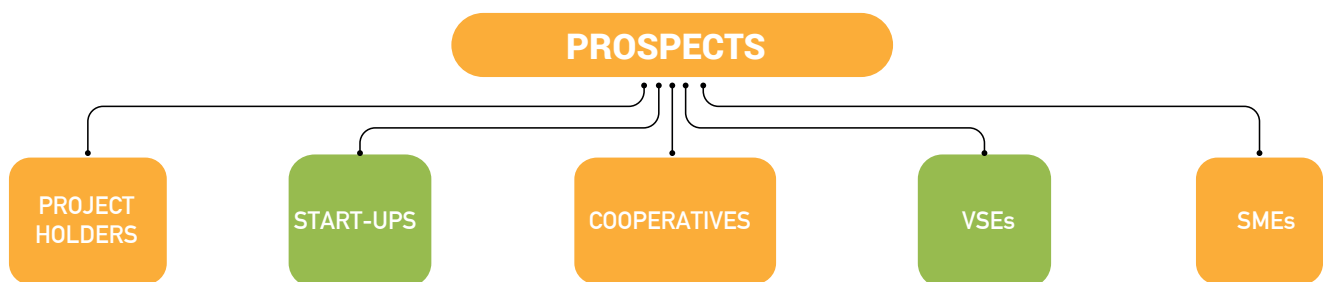
MENARA CLUSTER: Association of Luxury Agri-food and Cosmetic Companies.

## PARTNERS

MCI: Ministry of Commerce and Industry

GIZ: German Cooperation

UCA: Cadi Ayyad University



## MISSION

The CAIAC's mission is to advise, guide, and assist companies as well as start-ups, project holders, and cooperatives in the fields of agri-food, cosmetics, and the value chain of aromatic and medicinal plants. This support is provided throughout their journey of creation or innovation, through comprehensive assistance by our team of partner consultants, research professors, and national and international experts.



## VALUES

CREATIVITY

To bring out your true potential

By enhancing our local heritage

AUTHENTICITY

INNOVATION

For better industrial competitiveness

For continuous value creation

IMPROVEMENT

TRUST

We believe in your projects

## RÔLES

- ▶ Key player in R&D: Improvement, Innovation, Optimization
- ▶ Training Center for professionals and upgrading of technical skills
- ▶ Partner in higher education through the provision of technical resources
- ▶ Body for the assessment of technical feasibility of projects
- ▶ Technological transfer platform for the benefit of Moroccan and African companies
- ▶ Facilitator of collaborations between the university and professionals
- ▶ Operator in the creation of businesses and industrial jobs in the Marrakech Safi region.

**DO YOU HAVE A PRODUCT AND/OR PROJECT IDEA?  
WE ARE COMMITTED TO WORKING WITH YOU  
TO MAKE IT A REALITY...**



## SERVICES

- › Guidance of project ideas through technological assessment,
- › Execution of pilot trials and Prototyping,
- › R&D in Packaging, product, and process,
- › Support in setting up turnkey projects,
- › Assistance in the management of innovation projects,
- › Characterization of finished products,
- › Definition of Shelf Life\* and Best Before Dates\*,
- › Formulation and development of new products,
- › Definition and optimization of manufacturing processes,
- › Engineering and deployment of technical training,
- › Marketing and regulatory monitoring,
- › Product evaluation through organoleptic and sensory tests,
- › Organization of consumer testing,
- › Microbiological and physicochemical analyses of food and cosmetic products with "UCA" (which I assume refers to a specific entity or laboratory),
- › Support in scale-up and scale-down processes.

\*Shelf Life (DLC: Date Limite de Consommation)

\*Best Before Date (DLUO: Date Limite d'Utilisation Optimale)



The CAIAC provides a broad range of training courses for professionals, catering to their specific needs for upgrading operational and technical skills. It also offers interdisciplinary training on cross-sectoral issues in the form of seminars and practical workshops.

For more information about our services:

Tel. : +212 6 65 78 65 35




## PHOTO GALLERY





COULEURS.COM



-  Bd Abdelkrim el Khattabi cité de l'innovation université, Cadi Ayyad, Marrakech
-  Tel : +212 525 121 423
-  [contact@caiac.ma](mailto:contact@caiac.ma)
-  <http://caiac.ma>
-  African Center for Agri-Food and Cosmetic Innovation