



CLUSTER MENARA

FOOD & COSMETIC LUXURY INDUSTRIES

YOUR SOFTLANDING PLATFORME IN MOROCCO
FOR COSMETIC AND FOOD INDUSTRIES

- FACILITATING
COLLABORATION
- INNOVATING IN THE FOOD
AND COSMETIC INDUSTRIES
- SUPPORTING THE DEVELOPMENT
AND GROWTH OF INNOVATIVE
ENTREPRENEURS, START-UPS & SMEs.

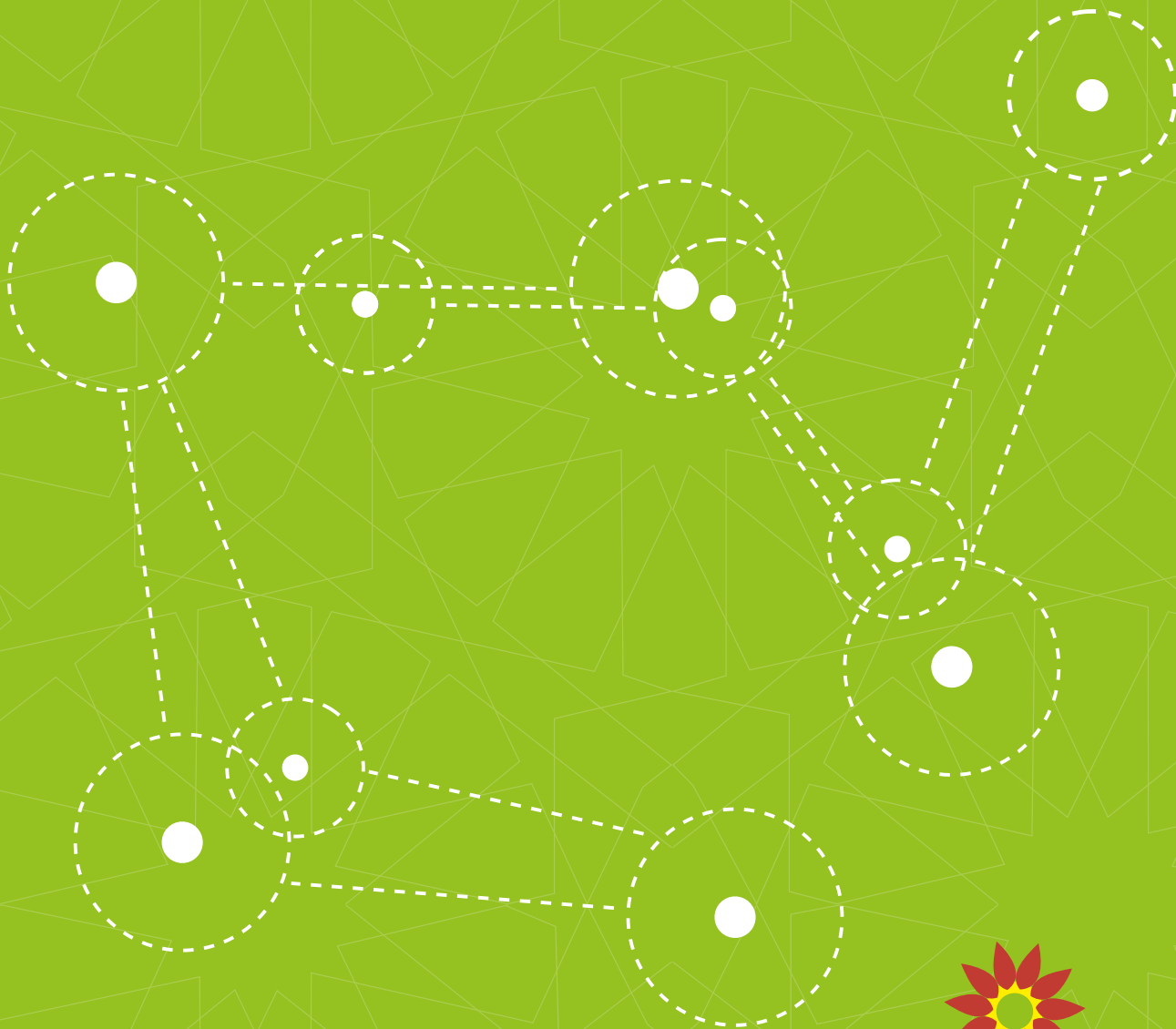
KINGDOM OF MOROCCO
MINISTRY OF INDUSTRY,
TRADE, INVESTMENT AND
THE DIGITAL ECONOMY



المملكة المغربية
وزارة الصناعة
والتجارة والاستثمار
والإقتصاد الرقمي

MOROCCAN SUPPORT POLICY FOR CLUSTERS





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FOREWORD



The objective behind the creation of the MENARA cluster is to catalyze an innovation ecosystem dedicated to the agri-food and luxury cosmetics industry and to help it open up internationally.

The MENARA cluster has developed skills in terms of support for project leaders, networking with different types of target profiles (suppliers, potential customers, R&D laboratories, government, funding programs,...), setting up and running collaborative projects with a common interest, etc.

The MENARA cluster has become a helpdesk facilitating access to information, which comes from public authorities and laboratories, that are members of the cluster, and companies that were previously in need.

Join the MENARA cluster as a member or partner and take part in this innovative collaboration concept.

Youssef Hachimi

CLUSTER MENARA PRESENTATION

Founded in APRIL-2012 and recognized as cluster by the Moroccan government in MAY-2013, Cluster MENARA is the first industrial cluster specializing in the food and cosmetics industries in Morocco.

More than 50 members; including SMEs, universities, governmental structures, R&D laboratories and other national and international partners work together to enhance the value of extraordinary local Moroccan products.

They blend technology and tradition in order to create innovations that meet the demands of international markets.

International entrepreneurs have launched their start-up in Marrakech to create new coffee products and energy beverages. Experts from companies, laboratories and universities are participating in international co-development bringing with them their scientific knowledge of nutrition, physics and chemistry. Service companies are creating new packaging and design techniques with international designers. Marketers are creating new branding messages utilizing an array of Moroccan tales.

These stories demonstrate the extraordinary potential of innovation in the Moroccan market.

Ecosystem of connections



CLUSTER MENARA MISSIONS

Facilitating collaboration

Between cluster members and bridging the external gaps between :

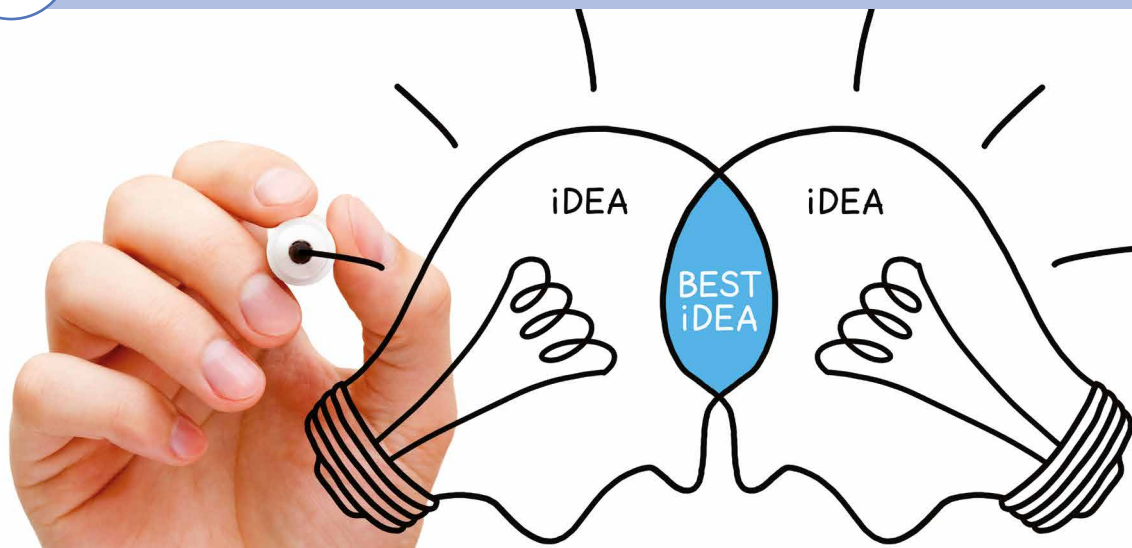
- The MENARA cluster and other clusters (cross-clustering),
- The MENARA cluster and global markets (attracting both international talent and investment and reaching out to global buyers, suppliers and partners).

Promote Innovation In the Food and Cosmetic Industries

Facilitate SMEs growth via International cross-clustering

Incubate innovative startups

Assist international Companies and investors to develop in Morocco







INTERNATIONAL COLLABORATION

Our successful partnerships are founded on strong connections between people and are driven by our members and partners,

MENARA cluster negotiates large-scale partnerships with different international partners.

These partnerships create countless international opportunities for our members and partners.



INTERNATIONAL COLLABORATION



MENARA cluster is a member of the European Business Network and also of its Soft-landing club. MENARA has hosted several European companies to explore expansion opportunities in Morocco. In return it has sent Moroccan companies to the EU looking for partners and customers.

MENARA also participated as a partner in several European H2020 projects. These projects aimed to boost Euro-Mediterranean ecosystems and create an environment that facilitates the transfer technology and the exchange of ideas.



INTERNATIONAL COLLABORATION



Several bilateral actions have been successfully carried out. These include:

An exchange with the AGRIA LORRAINE CLUSTER of best practices for cluster management. This partnership also includes the study of potential technology transfers.

The creation of training courses in formulation engineering and a student exchange program between Cadi AYYAD University and ENSAIA-Nancy (National School of Agronomy and Food Industries-Nancy)

The MENARA cluster is a founding member of the "Cosmetics Clusters International Network", an initiative of partner organization Cosmetic Valley France.

By creating this network, the founding clusters want to encourage the development of a global ecosystem of innovative cosmetic companies that respect their environment.



INTERNATIONAL COLLABORATION



Several actions have been carried out with the representative of Hungary in Morocco in various fields:

The cluster MENARA, with its members, had the honor of participating in a meeting with a Hungarian delegation who visited Morocco to explore the Moroccan market. This delegation was made up of agri-food and cosmetics entrepreneurs.

Cluster MENARA invited a Hungarian company, IzotopIntezetKft, to visit member companies operating in the production and export of aromatic and medicinal plants.

A visit, with the Ambassador of Hungary in Morocco, to the Ministry of Energy, Mines, Water and Environment was led by cluster MENARA to develop partnerships in different fields.



INTERNATIONAL COLLABORATION



The Managing Director of the Environment Park, Ing., Fabio Massimo Grimaldi, signing a cooperation agreement with the MENARA cluster devoted to agriculture, food and cosmetic issues. The collaboration between Environment Park, through field Green Chemistry, and Menara Cluster will focus on the enhancement of sub-products of food and cosmetic units for the production of energy and/or high-value compounds and the development of an innovative packaging solution.



In order to equip the new industrial unit of an international MENARA entrepreneur, the cluster entered into negotiations with an Indian machinery supplier.



OUR PARTNERS

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GALLERY



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