



11<sup>th</sup> Edition

# cremai

LE CARREFOUR INTERNATIONAL  
DES PROFESSIONNELS DE LA RESTAURATION,  
DE L'ALIMENTAIRE & DE L'INDUSTRIE HÔTELIÈRE

## A DRIVING FORCE BEHIND MAJOR TRANSFORMATION PROJECTS IN THE HOSPITALITY SECTOR

From 19<sup>th</sup> to 23<sup>rd</sup> september

### Marrakech

Route Agdal, Mossalla Sidi Amara



2027  
2030







It is indeed our responsibility, as African nations, to take control of our destiny and endeavor, both individually and collectively, to transform our resources and potential into meaningful achievements for our citizens and future generations.

While Africa presently faces unparalleled opportunities, particularly in the green economy, blue economy, and digital sectors, our continent must continue its efforts to address the numerous challenges related to food and health sovereignty, infrastructure needs, and the development of its natural resources and wealth.



Faced with a myriad of issues and substantial challenges, it is our duty to implement all necessary measures to accelerate voluntary and coordinated investment strategies that fulfill the legitimate aspirations of our peoples in a sustainable manner. In essence, an Africa by Africans and for Africans.

Excerpt from the Address of His Majesty King  
Mohammed VI, may God assist him, to the  
African Sovereign Investors Forum,  
**Rabat, June 20-21, 2022**



# SUMMARY

1

**Message  
from the  
President**



## **CREMAI Journey: Achievements Acquired since 2004**

- The show's history and its evolution over the years.
- Notable achievements and impacts: the advancement of hospitality professions, the success of culinary competitions, the international promotion of Moroccan expertise, and the enhancement of South-South cooperation.



## **2025 Edition: An Element of a Vision for 2030**

- Context and strategic issues aligned with the enlightened vision of His Majesty the King.
- Objectives of the 2025 edition: to articulate Moroccan aspirations, initiate transformation, and establish the foundation for a comprehensive modernization of the sector.



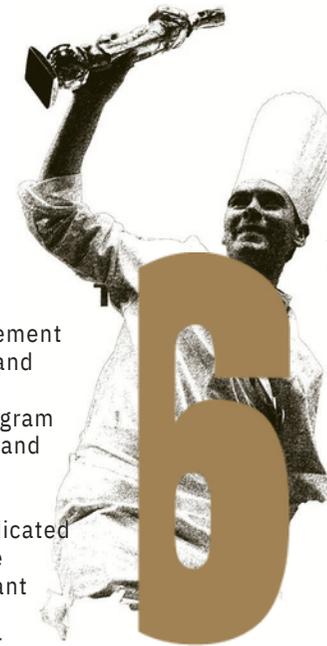
### **The Main Focus Areas of the Show in 2025**

- Modernization and digital transformation within the hospitality and restaurant industries.
- Improving training, mentoring, and skills exchange for professionals in the field.
- Promoting innovation, sustainability, and regional collaboration to rectify past deficiencies and revitalize the sector.



### **What's New in the 2025 Edition**

- CREMAI Seal of Recommendation: A distinguished mark affirming the endorsement of chefs and the quality of the products and services offered.
- Mentoring and Innovation Award: A program that acknowledges innovative initiatives and the transfer of skills, promoting talent development and culinary excellence.
- Green Hospitality Pavilion: A space dedicated to eco-friendly solutions and sustainable innovations within the hotel and restaurant industries.
- African Hospitality Summit: A forum for dialogue and collaboration that unites key stakeholders in the hospitality sector across Africa, aimed at fostering exchanges and strategic partnerships.



### **African and International Competitions**

- The selection and qualification process for TOC-Africa
- African Bakery Championship
- Morjane Halima Award
- Bocuse d'Or
- World Pastry Cup
- World Cup of Baking
- Ice Cream Championship
- Passion Award
- Testimony from renowned culinary experts and industry professionals



## **MESSAGE FROM THE PRESIDENT**

Since its establishment in 2004, Cremai has become a pivotal force for transformation within the hospitality, gastronomy, and agribusiness sectors in Morocco and throughout Africa. Today, under the theme "Hospitality 2030: A Moroccan Ambition, an African Influence, a Global Impact," CREMAI aligns itself with the Enlightened Vision of His Majesty the King, may God assist him. This event embodies our aspiration to foster an ecosystem of excellence that integrates tradition and modernity to confront future challenges. It seeks to promote our culinary heritage while embracing technological innovations and sustainable practices, thereby highlighting our expertise on the international stage.

CREMAI transcends the traditional trade show format, functioning as a platform for exchange and collaboration. By hosting esteemed culinary competitions, training sessions, and interactive workshops, it offers professionals opportunities to refine their existing skills and acquire new ones. This organized initiative, central to a strategy executed over three editions (2025, 2027, 2029), aims to transform the sector by promoting innovation, digitalization, and ecological transition.

Convinced of the distinctive potential of Moroccan hospitality and its considerable impact on Morocco's leadership in Africa, I am confident that CREMAI will continue to play a crucial role in the modernization and internationalization of our sector. It offers an exceptional opportunity to collaboratively define the hospitality of the future.

# CREMAI INITIATIVE

## ACHIEVEMENTS SINCE 2004

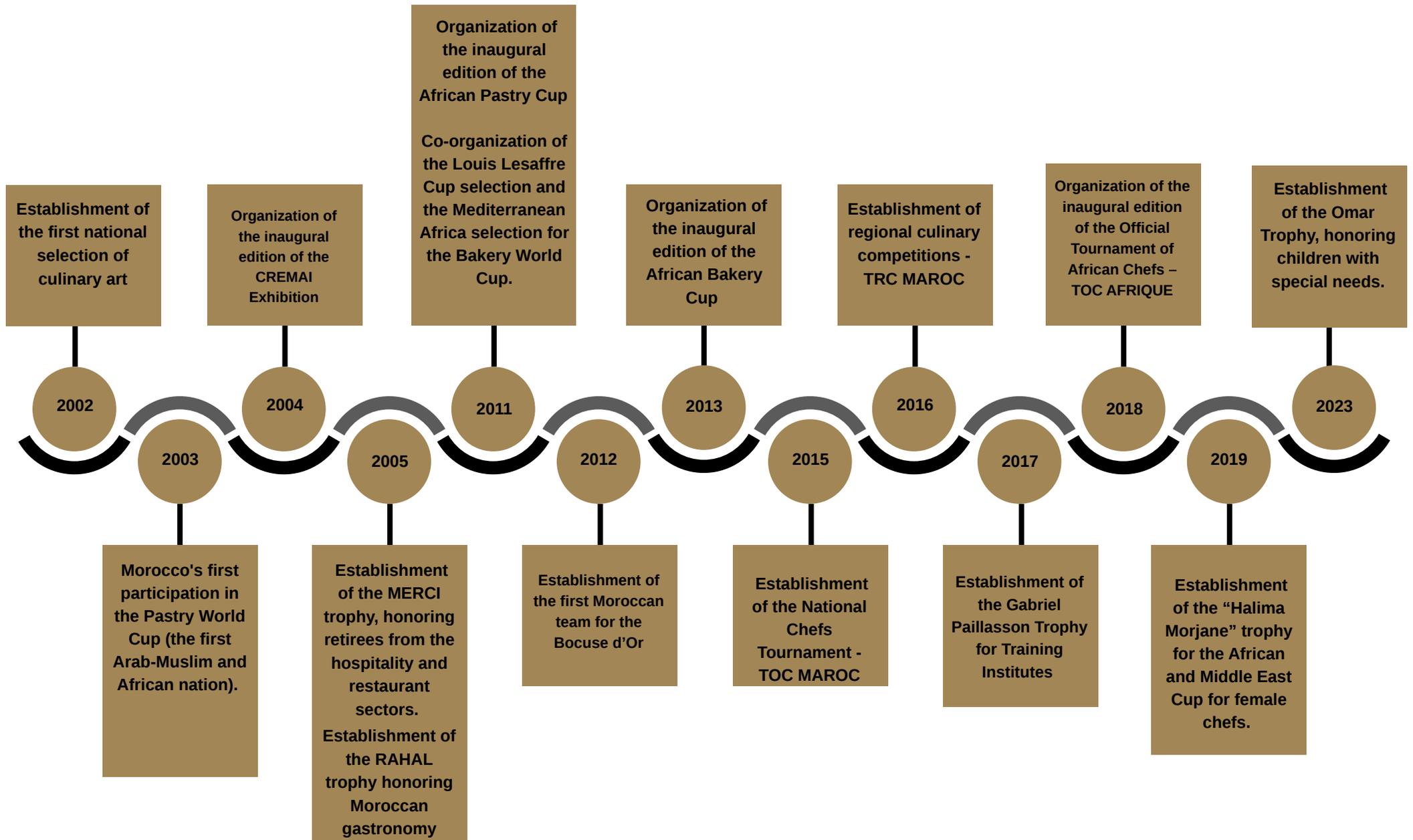
Since its creation in 2004, CREMAI has established itself as an essential platform that has catalyzed the transformation of the hospitality sector in Morocco and Africa. In addition to serving as a showcase for the latest trends in equipment, technology, and raw materials, the show allowed hospitality professionals to adapt to rapid market fluctuations. Through its successive editions, CREMAI has not only fostered the emergence of talent and the development of skills among chefs and artisans, but has also created an environment conducive to innovation and culinary excellence. The competitions organized by the show have provided industry players with

international visibility, allowing African chefs to distinguish themselves in the most prestigious global competitions such as the Bocuse d'Or, the Coupe du Monde de la Pâtisserie, and the Coupe du Monde de la Boulangerie.

Furthermore, CREMAI has played a decisive role in developing strategic partnerships between the public and private sectors, thus strengthening Morocco's image as a regional leader in hospitality.

Today, building on these achievements, CREMAI continues its commitment as a driving force for modernization and innovation, while promoting culinary heritage and artisanal expertise to bring them to the international stage.

## EVOLUTION OF THE CREMAI SHOW FROM 2003 TO 2025



## A SHOWCASE OF TRENDS AND A DISTINGUISHED COMMERCIAL PLATFORM

Since its inception, CREMAI has established itself as a true observatory of innovations in the hospitality sector. It offers a permanent showcase for the latest trends in equipment, technologies, and raw materials.

By facilitating exchanges between exhibitors and visitors, the show also acts as a dynamic business platform, allowing companies to showcase their latest products and build fruitful partnerships.

Live demonstrations, interactive spaces, and thematic conferences contribute to creating a stimulating environment for anticipating and responding to market developments.



As an international exhibition for Moroccan and African hospitality professionals, CREMAI plays a pivotal role in showcasing Moroccan and African expertise by providing a global platform for industry stakeholders. By emphasizing innovations and best practices through culinary competitions and specialized exhibitions, the event empowers professionals to thrive on the international stage.

It thus contributes to strengthening Africa's image as a hub of excellence for hospitality, while promoting cooperation and trade between African countries, consolidating a network of partners and investors on a continental and international scale.

A breeding ground for talent and skills development for chefs and artisans. CREMAI has always placed skills development at the heart of its priorities. Through high-level competitions, training workshops, and mentoring sessions, the show provides a framework conducive to the emergence and development of young talent.

Students and artisans benefit from personalized support that allows them to perfect their techniques, innovate, and develop for high-level careers.

This ongoing commitment to skills development contributes to sustaining excellence in the hospitality sector.



# S/+

**SIRH/+**  
**BOCUSE D'OR**  
**TEAM MOROCCO FINAL 2025**

**SIRH/+**  
**COUPE DU MONDE**  
**DE LA PÂTISSERIE**  
**TEAM MOROCCO FINAL 2025**



In the distinctive fervor of the Bocuse d'Or and Coupe du Monde de la Pâtisserie finals, Morocco emerged on the global stage as a true guardian of traditions and excellence. Led by a team of chefs and pastry chefs whose passion for their homeland served as their guiding principle, Our delegation leveraged its heritage to enhance each dish and confection. In Lyon, our representatives embodied the essence of the Kingdom by adeptly incorporating saffron from Taliouine, argan oil from Souss, and almonds and dates from the South—treasures whose richness and finesse enriched Morocco's culinary legacy.

Beyond the raw materials, the aesthetics and spirit of Moroccan culture also played a role in the competition. Our chefs drew inspiration from zellij—the chiseled mosaics where each tile finds its place in a perfect geometric pattern—to create presentations of balanced rigor and shimmering colors.

Like these ancient friezes, their dishes became true living tableaux where tradition and modernity echoed each other.

The tbourida, a ritual cavalcade celebrating bravery, precision, and cohesion, fueled the competitive spirit of our talents.

In the choreographed clash of symbolic firearms and the synchronized gallop of horses, they found the source of this collective commitment and the discipline required to reach the heights of haute cuisine and elite pastry. By combining the authentic taste of the land with the evocative power of our cultural symbols, Morocco not only participated, but also affirmed its ability to engage with the greatest culinary schools and offer a unique sensory and cultural experience. In Lyon, our chefs and pastry chefs carried, beyond their hats and aprons, the legacy of a Kingdom whose hospitality and expertise shine beyond its borders.









## Achievements, Titles, and Awards of National Teams

- 2002
  - Establishment of the first national selection of culinary art
- 2003
  - Morocco's debut in the Pastry World Cup (the first Arab-Muslim and African nation)
- 2004
  - The inaugural edition of the CREMAI exhibition
  - Formation of national teams for Cuisine, Pastry, and Bakery
  - Honorary award acknowledging Morocco's involvement in the inaugural Ice Cream World Cup
  - Champion of African and Middle Eastern Bakery
- 2005
  - Organization of the second edition of the CREMAI exhibition
  - Initial participation in the Bakery World Cup - Creation of the MERCI trophy, recognizing retirees from the hospitality and restaurant industry - Launch of the RAHAL trophy dedicated to Moroccan cuisine - Second participation in the Pastry World Cup - Award for the best tasting on the third day of the Bakery World Cup
- 2006
  - Press Award for the best-decorated trophy at the Glacier World Cup
  - 1st Prize at the Global Championship for Community Leadership
- 2007
  - Coordination of the third edition of the CREMAI Show
  - Third Participation in the Pastry World Cup
- 2009
  - Creation of the fourth edition of CREMAI
  - 3rd Participation in the Pastry World Cup
- 2011
  - Organization of the 5th Edition of CREMAI
  - Organization of the 1st Edition of the African Pastry Cup
  - Co-organization of the Louis Lesaffre Cup selection, Mediterranean Africa selection for the World Cup from the Bakery
  - Fourth Participation in the World Pastry Cup
- 2012
  - Involvement in the Bakery World Cup
  - Formation of the first Moroccan team for the Bocuse d'Or
- 2013
  - Organization of the sixth edition of CREMAI
  - Coordination of the second edition of the African Pastry Cup
  - Organization of the inaugural edition of the African Bakery Cup
  - Fifth Participation in the World Pastry Cup
  - First Participation in the Bocuse d'Or

- |      |  |      |  |
|------|--|------|--|
| 2014 | <ul style="list-style-type: none"> <li>• Participation in the Ice Cream World Cup</li> <li>• Participation in Pastry Queen</li> <li>• Participation in Toque d'Or</li> <li>• Participation in the Passion Trophy</li> <li>• Participation in the International Cup</li> <li>• Participation in Dubai World Hospitality</li> <li>• Engagement in the Realm of Confectionery Arts</li> </ul> | 2019 | <ul style="list-style-type: none"> <li>• Involvement in the Mondial des arts sucrés</li> <li>• Involvement in the Toque d'or</li> <li>• Coordination of the ninth edition of the exhibition CREMATION</li> <li>• Establishment of the "Halima Morjane" Trophy.</li> <li>• from Africa and the Middle East for female chefs</li> <li>• 8th Participation in the World Cup the Pastry Shop</li> <li>• 4th Participation in the Bocuse d'Or</li> <li>• Engagement in the World Championship of Pastry, Gelato, and Confectionery</li> </ul> |
| 2015 | <ul style="list-style-type: none"> <li>• Organization of the seventh edition of CREMAI</li> <li>• Creation of the national chefs' tournament - TOC MOROCCO</li> <li>• 6th Participation in the Pastry World Cup</li> <li>• Second Participation in the Bocuse d'Or</li> </ul>  | 2020 | <ul style="list-style-type: none"> <li>• Participation in the World Cup the Pastry Shop</li> </ul>   |
| 2016 | <ul style="list-style-type: none"> <li>• Participation in the Ice Cream World Cup</li> <li>• Participation in Pastry Queen</li> <li>• Participation in the Mondial des Arts Sucrés</li> <li>• Creation of regional chef tournaments - TRC MOROCCO</li> </ul>   | 2022 | <ul style="list-style-type: none"> <li>• Coordination of the second edition of TOC AFRICA DAKHLA</li> <li>• Participation in the World Cup the Pastry Shop</li> </ul>  |
| 2017 | <ul style="list-style-type: none"> <li>• Organization of the eighth edition of the CREMAI exhibition</li> <li>• Establishment of the Gabriel Paillason Trophy for academic institutions</li> <li>• 7th Participation in the World Cup the Pastry Shop</li> <li>• 3rd Participation in the Bocuse d'Or</li> <li>• Participation in the Toque d'Or</li> </ul>                                | 2023 | <ul style="list-style-type: none"> <li>• Organization of the 10th edition of the CREMAI trade fair</li> <li>• Creation of the Omar Trophy, in commemoration of the children with special needs</li> <li>• Ninth Participation in the World Cup Bakery</li> <li>• 5th Participation in the Bocuse d'Or Competition</li> </ul>   |
| 2018 | <ul style="list-style-type: none"> <li>• Coordination of the inaugural edition of the Official Tournament African Leaders – Table of Contents Africa</li> <li>• Participation in the Ice Cream World Cup</li> <li>• Participation in Pastry Queen</li> </ul>   | 2024 | <ul style="list-style-type: none"> <li>• Involvement in the Bakery World Cup</li> </ul>  |
|      |  | 2025 | <ul style="list-style-type: none"> <li>• Tenth Participation in the World Cup of Bakery the Pastry Shop</li> <li>• 6th Participation in the Bocuse d'Or Competition</li> </ul>   |

**2025 Edition**  
**From September 19 to**  
**September 23**

# 2025 Edition

AN EDITION CONTRIBUTING TO A VISION FOR 2030

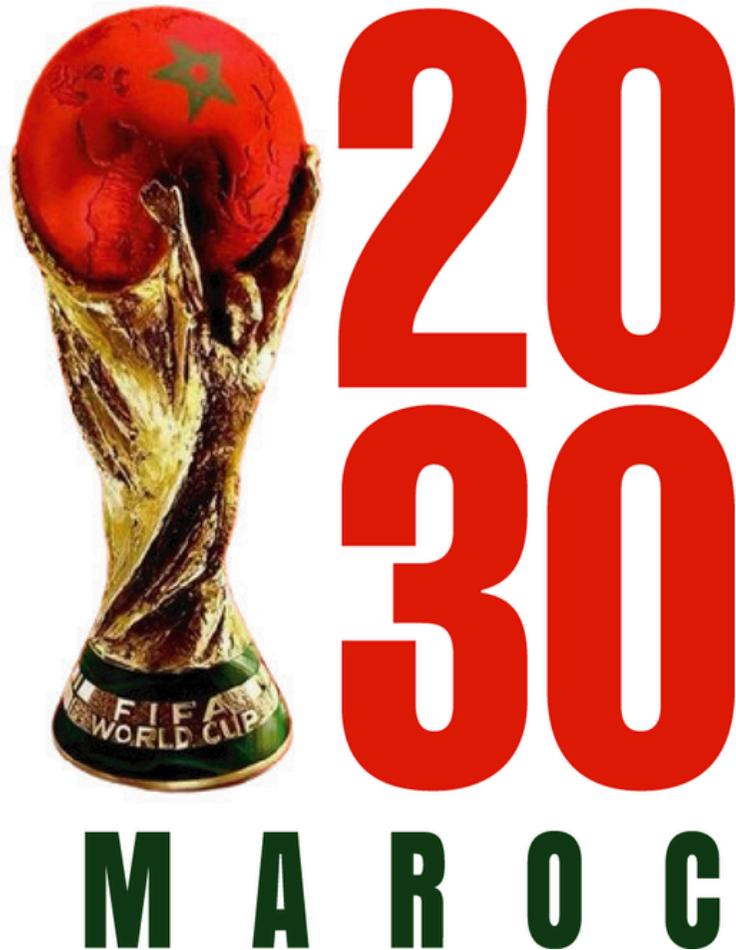


## **CONTEXT AND STRATEGIC ISSUES ALIGNED WITH HIS MAJESTY THE KING ENLIGHTENED VISION**

The 2025 edition of CREMAI is part of a strategic dynamic perfectly aligned with the objectives of the Enlightened Vision of His Majesty the King.

In a context of accelerated modernization and economic transformation, the show positions itself as an essential platform to address the challenges of competitiveness and sustainability in the hospitality sector.

Morocco, as a regional leader, aims to promote innovation, digitalization, and the ecological transition across all sectors of the hospitality industry. CREMAI 2025 thus becomes a key driver of the national strategy, facilitating technology transfer, professional capacity building, and the internationalization of Moroccan expertise, while fostering regional cooperation.



## **OBJECTIVES OF THE 2025 EDITION: SHAPE MOROCCAN ASPIRATIONS, FOSTER TRANSFORMATION, AND ESTABLISH A FOUNDATION FOR THE MODERNIZATION OF THE SECTOR**

The 2025 edition aims to structure the sector's ambitions by laying the foundations for a lasting transformation. Its objectives include the establishment of mechanisms to modernize practices in the hospitality and catering industry, the introduction of digital tools to optimize the customer experience, and the improvement of infrastructure through innovative partnerships.

The show also aims to create an environment conducive to training and mentoring, enabling professionals to acquire the skills needed to meet future challenges.

By initiating the transformation of the sector, CREMAI is paving the way for a comprehensive and sustainable modernization, in alignment with major national development projects.



# **The Main Focus Areas of the Show in 2025**



## The Main Focus Areas of the Show in 2025

### MODERNIZATION AND DIGITAL TRANSFORMATION IN THE HOTEL AND RESTAURANT SECTOR

One of the priorities of CREMAI 2025 is to promote modernization through the integration of cutting-edge technologies in the hotel and restaurant industry.

The show will showcase innovative digital solutions, smart management systems, online booking tools, and connected devices that will improve the customer experience and optimize operations.

The objective is to facilitate professionals' adaptation to new market standards by making digitalization a lever for competitiveness.

**ENHANCING  
TRAINING,  
MENTORING, AND  
SKILLS EXCHANGE  
FOR PROFESSIONALS**



To meet the growing demand for skills and expertise, Cremai 2025 is positioning itself as a true hub for talent. This edition includes specialized training programs, interactive workshops, and mentoring sessions led by distinguished chefs and experts. The initiative aims to enhance the proficiency of professionals, promote the transfer of skills, and cultivate the development of new generations of leaders in the hospitality industry.



## **PROMOTION OF INNOVATION, SUSTAINABILITY, AND REGIONAL COLLABORATION**



Promoting innovation, sustainability, and collaboration

A third crucial axis is the development of a pioneering model designed to reduce the environmental footprint.

Furthermore, the exhibition will promote regional collaboration by enabling exchanges between Moroccan and African stakeholders, with the objective of creating an integrated network of partnerships and synergies that can rejuvenate the sector and rectify the deficiencies noted in prior editions.

# **What's New in the 2025 Edition**

# What's New in the 2025 Edition

## CREMAI SEAL OF RECOMMENDATION

This new designation of excellence, awarded by a panel of experts and distinguished chefs, will validate the quality and innovation of the products and services offered by participating brands.

The CREMAI Seal of Recommendation will allow companies to differentiate themselves in the market by obtaining official recognition of their commitment to excellence, thereby bolstering their credibility among industry professionals.

## MENTORSHIP AND INNOVATION AWARD

This program recognizes innovative initiatives and the transfer of skills within the hospitality sector. It promotes projects and partnerships that leverage mentoring as a catalyst for development, fostering the emergence of new ideas and the cultivation of young talent. This award delivers a compelling message in support of innovation and intergenerational collaboration within the industry.



# GREEN HOSPITALITY



## Pavilion Green Hospitality

This dedicated space will showcase eco-responsible solutions and sustainable innovations in the hotel and restaurant industries. The Green Hospitality Pavilion will function as a platform for displaying green technologies, environmentally conscious management practices, and initiatives designed to minimize carbon footprints. It will raise awareness among professionals about sustainability challenges and promote a responsible hospitality model.

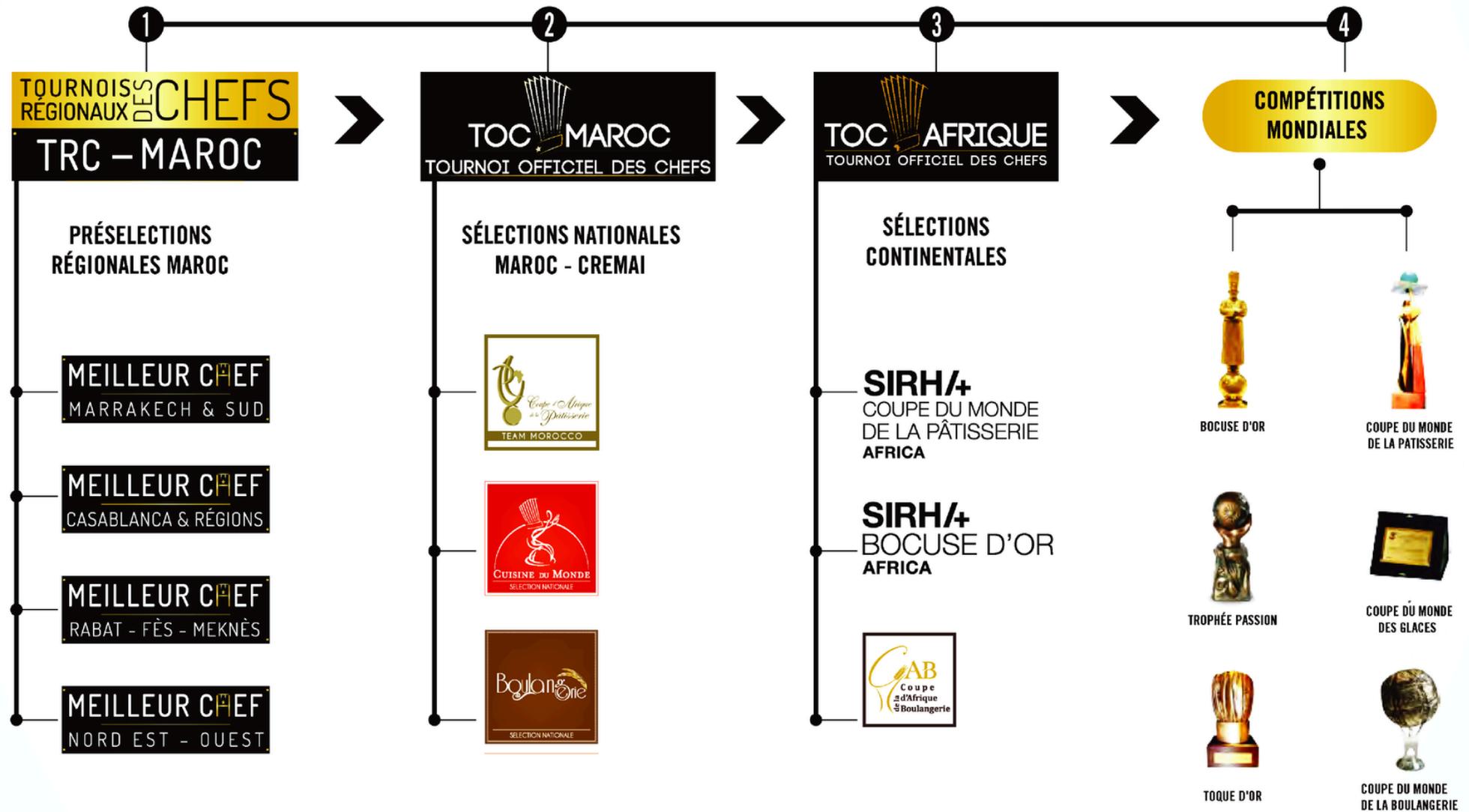
## AFRICAN HOSPITALITY CONFERENCE

This initiative aims to create a platform for dialogue and collaboration, bringing together key stakeholders in the sector across Africa. The African Hospitality Conference will facilitate the exchange of best practices, provide networking opportunities, and foster the development of strategic partnerships between Morocco and its African counterparts. This summit will strengthen the Kingdom's leadership in the hospitality sector and extend the influence of its expertise throughout the continent.



# **African and International Competitions**

# LE PROCESS DE SÉLECTION ET DE QUALIFICATION AU TOC-AFRIQUE ET AUX FINALES MONDIALES



## AFRICAN BAKERY AWARDS



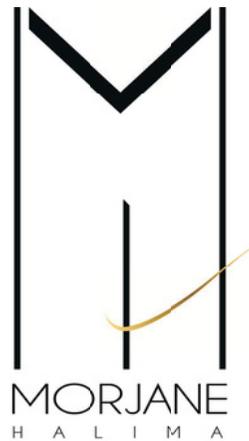
Established in 2013 and conducted every two years during the CREMAI exhibition, the African Bakery Cup is a distinguished competition aimed at advancing, showcasing, and promoting the bakery professions throughout Africa.

After five editions, this competition has transformed into a true African platform for exchange, collaboration, and visibility for all industry professionals.



It functions as a requisite launching pad for the Bakery World Cup. The sixth edition of the African Bakery Cup is set to occur during the eleventh edition of the CREMAI exhibition in September 2025, with the participation of eight African nations: Burkina Faso, Ghana, Ivory Coast, Egypt, Mali, Morocco, Togo, and Tunisia.

## MORJANE HALIMA AWARD



### Celebrating female excellence in African and Middle Eastern gastronomy

The Morjane Halima Trophy, established to honor a pioneering woman and a symbol of Moroccan culinary excellence, is a distinguished highlight of the CREMAI Fair. This prestigious award annually acknowledges the talent, creativity, and determination of women who shape the fields of gastronomy and hospitality in Morocco, Africa, and the Middle East. By celebrating the legacy of Morjane Halima, a woman defined by her passion, dedication, and commitment, this trophy emphasizes the essential role of women in promoting Moroccan culinary heritage, while inspiring future generations to strive for excellence.



Awards for the 2023 edition:

1st Morocco - 2nd Tunisia - 3rd Saudi Arabia

Participating nations: Saudi Arabia, Burkina Faso, Egypt, Gabon, Ghana, Morocco, Senegal, and Tunisia.

# GLOBAL COMPETITIONS



## BOCUSE D'OR

The Bocuse d'Or is the premier culinary competition in the world.

It is considered the World Cup of the discipline, bringing together the most exceptional chefs.

Morocco took part in the competition in 2013, having been granted a special Wild Card as a result of Cremai's efforts to promote the food industry. Significantly, Morocco was the only representative from the Arab and African regions among the 24 participating countries.

Moroccan participation takes place through regional pre-selections (Regional Chefs' Tournaments) that identify the leading chefs, who then compete in the national final at Cremai during the Official Chefs' Tournament (TOC- Morocco) prior to selecting the candidate to represent Morocco at the Bocuse d'Or.

Each year, efforts are intensified to enhance the country's prospects by uniting all available resources, ensuring that Moroccan candidates perform at their highest level.

A training facility, designed to replicate the competition venue, has been established to allow the team to prepare under identical conditions, with all necessary equipment and ingredients provided. Furthermore, a panel of distinguished Moroccan and international chefs has been assembled to supervise and mentor the candidates.

Morocco's participation in the Bocuse d'Or signifies a notable national achievement.

This achievement celebrates Moroccan gastronomy and represents the culmination of a journey marked by excellence in the culinary profession. Today, many Moroccan chefs, enthusiastic about embracing the challenge, are submitting applications for regional pre-selections to fulfill the aspirations of an entire nation: Morocco!





## **WORLD PASTRY CUP AFRICAN CHAMPION BEST PROMOTION IN THE COUNTRY**

Established in 2004, following the National Selection Competition organized On the sidelines of the Cremai Show, the national pastry team interacted with

from the domain of pastry in Lyon, France.

Out of 10 participations in this grand final, Morocco has defied expectations to establish its place among the 22 participating nations. It proudly holds the Best Promotion Award of the Country and the title of African champion.

These consecrations acknowledge years of commitment and promotion on a global scale by bringing together a significant number of the finest artisans in France and international pastry icons, under the leadership of Mr. Gabriel Paillason, the founder of the Coupe du Monde de la Pâtisserie, which honors the national and continental selections organized during the Cremai under the auspices of the Jury's presidency.

## **BAKERY WORLD CUP SPECIALIST PRESS AWARD FOR EXCELLENCE IN FLAVOR**

Established in 1992, the Coupe du Monde de la Boulangerie is a distinguished competition aimed at improving the quality of bread worldwide and advancing the baking profession.

Each participating nation forms a team of three bakers, each specializing in bread, pastries, and artistic creations. Since its inception, the World Bakery Cup has continually expanded its roster of participating countries and raised the standard of its competitions.

Morocco entered the competition in 2005 after being designated the African and Middle Eastern Champion. During its debut participation, it was awarded the Specialized Press Prize for Best Tasting.

A pride that has evolved over the years, culminating in 2011 with the confidence of the organizers who entrusted Morocco with the esteemed responsibility of hosting the African and Mediterranean selection for the World Bakery Cup.

In 2013, Morocco inaugurated the African Bakery Cup, expanding the involvement of African nations and establishing itself as a platform for exchange and collaboration throughout the continent.





## ICE CREAM WORLD CHAMPIONSHIP

Bronze Medal for Best Decorated Cup

The Ice World Cup is aimed at ice professionals.

Pastry and haute cuisine from five continents offer a biennial platform for professionals to gather and inspire one another.

This event holds considerable significance, as our teams have cultivated a robust reputation since their initial participation. Remarkably, despite its cultural divergence from the domain of ice, Morocco was honored with the Best Decorated Cup Award during its debut.

A consecration that greatly elevated the Moroccan competition, ultimately resulting in the achievement of a bronze medal in 2013 against formidable opponents, Italy and Switzerland.

## **TOQUE D'OR AWARD FOR "BEST PRESENTATION BY A PROFESSIONAL PRESIDENT"**

Following its triumph at the Toque d'Or in 2013 under the guidance of Issam Jaafari, Morocco has celebrated its second victory.

Issam ait Quakrim attained the golden hat among ten international candidates.

It also garnered accolades for the best rabbit dish and the finest foie gras accompaniment.

As a reminder, Issam Ait Ouakrim achieved second place in the Moroccan National Selection conducted in April 2014 and was thereafter designated by a joint committee of the Rahal Event and FMAC to represent Morocco in the Toque d'Or competition.

The International Toque d'Or competition, designed for culinary and pastry professionals, was founded to advance the culinary arts and regional products by highlighting local ingredients.



## **PASSION AWARD**

### **Professional President Excellence in Presentation Award**

**L** The Passion Trophy ranks among the most prestigious awards in France. Established in 2001 by the Culinary Academy of France, it offers chefs from diverse nationalities the chance to gather and exchange insights on the richness of gastronomy.

of their nations.

In 2014, Morocco took part in this prestigious competition after a national selection conducted on Thursday, March 27, 2014, organized by Rahal Event in partnership with the Moroccan Federation of Culinary Arts (FMAC) and the Culinary Academy of France (ACF).

Nine Moroccan candidates competed for a position in the final of the Passion Trophy, which took place on October 13, 2014, in Paris. Issam Jaafari had the unique privilege of representing Morocco in this final, where he received the Professional President Prize.





## TESTIMONIALS AND FEEDBACK FROM PARTNERS AND EXHIBITORS

Salipro expresses its deep satisfaction following its participation in Cremai 2023, a significant event for the hospitality industry in Morocco. This edition was particularly successful, reflecting the ambition and strategic vision articulated by His Majesty King Mohammed VI for the promotion of Moroccan intangible heritage and the enhancement of the hospitality sector.

During this event, Salipro participated in direct and enriching interactions with distinguished chefs, recognized experts, and a discerning professional clientele. These fruitful exchanges augmented our expertise and unveiled substantial opportunities for collaboration.

We would like to highlight the exemplary organization and the superior quality of the workshops, conferences, and networking opportunities. The environment that encouraged collaboration and innovation greatly enhanced the success of our participation.

**Salipro**

A sincere thank you to the Cremai team for their exceptional organization!

Our participation as an exhibitor was a considerable success, owing to your professionalism and careful attention to detail. We look forward to your presence at future editions!

**Ovotec**

"We have participated in the CREMAI trade show for numerous years and have witnessed substantial progress with each iteration, particularly concerning the caliber of attendees. This year, we once again had the privilege of engaging with genuine professionals in the sector, highlighting the strategic and essential positioning of this event. In addition to our role as exhibitors, we take pride in being premier sponsors of the pastry competitions, a commitment that demonstrates our dedication to supporting and advancing the hospitality industry. We extend our sincere gratitude to the Rahal Group and Mr. Kamal Rahal for their steadfast commitment and efforts in promoting this outstanding trade show."

**Aiguebelle**

"We are honored to be among the committed exhibitors at the CREMAI trade show. This edition is notable for the exceptional quality of its attendees: 100% carefully selected industry professionals. We had the opportunity to connect with clients from across Morocco and beyond, highlighting the trade show's national and international importance. We express our sincere gratitude to the Rahal Group for their outstanding organization and steadfast dedication to the hospitality sector."

**Ecomab**

First and foremost, we express our sincere gratitude to the Rahal Group for their exceptional organization of this edition of the CREMAI trade show. This event serves as a purely professional assembly that offers a substantial opportunity to elevate our visibility and refine our prospecting strategy. Participation in CREMAI enables us to engage with a qualified and dynamic network at the heart of the hospitality industry.

Optimal Gastronomy

"I wish to highlight the outstanding quality of the organization, particularly concerning the exhibitor space and the competition area. It is genuinely impressive! The participation of distinguished chefs and hospitality professionals introduces an exceptional element to the show, rendering it an essential event for our industry."

**Marostar**

## RENOWNED CHEFS AND SPECIALISTS

As a pastry chef and chocolatier, Cremai marked a pivotal moment in my professional journey, allowing me to develop and enhance my skills in pastry and chocolate creation. Following this, I had the honor of competing in the Coupe du Monde de la Patisserie in 2015, which signified my debut in international competition. Cremai is rightly esteemed as the foremost reference for professionals, with both continental and global influence. I express my appreciation to the organizing team for their commitment and congratulate them on the success of the ten previous editions.

**Aymane Choukri**  
**Internationally Renowned Pastry Chef**

On the occasion of the 10th edition of Cremai, I wish to emphasize the importance of culinary competitions and their direct and indirect impact on the careers of chefs. Access to these competitions is not universally available; it requires a spirit of adaptability, creativity, and compliance with established guidelines. These events positively contribute by enhancing skills and fostering connections with industry professionals. I encourage chefs to participate in the Cremai competitions. Participants will have the opportunity to surpass their limits, challenge themselves, and rejuvenate their creativity and boldness. This competition will elevate them beyond their routine and serve as a gateway to the international stage!

**FAICAL ZAHRAOUI Renowned International  
Chef**

50 Rue Normandie, Maârif, Casablanca, Morocco  
Tel: Tél 05 22 25 25 13 / 05 22 25 68 68 / 06 75 75 75 10 - Fax: 05 22 25 18 80  
Email: [contact@cremai.ma](mailto:contact@cremai.ma)