



***The challenge of Export to the USA
The Case of DARI COUSPATE***

Sommaire

- Presentation of the company DARI COUSPATE.
- First approach of / first contact with the american market
- The contribution of the FTA
- The present position

DARI en few words

- Created in 1995, DARI COUSPATE, is specialized in the production of couscous and pasta

DARI 2, Nouvelle unité de production inaugurée en novembre 2007

- The company is located in Salé (Morocco) . Its two production facilities are totally automated and use very high technology all throughout the production process.

Important dates for DARI

- 1996 : starting the first production unit of couscous and pasta with a capacity of 6000 Ton
- 1998 : first exportation to Europ
- 2000 : Increase of the production capacity 12000T.
- 2001 : launching on the market a couscous made of barley (Belboula)
- 2003 : aquisition of a new couscous production line. The total capacity becomes 23000 T
- 2005 : Casablanca stock exchange
- 2007 : building of the seconde production unit increasing the capacity production to 37000 T/ year



Couscous & Pâtes alimentaires

DARI: Important numbers

- Starting date : 1995
- Share holders : 70% Khalil family, 30% in casablanca stock exchange
- Employees : 110 people
- 2 production facilities located in Salé
- Production capacity : 37.000 T
- 2008 Turnover: 240 Millions de DHs (~27 \$millions)
- export : 18% of the total turnover

First connection with the american market

- First contact in 2004 by exhibiting DARI products in the Fancy Food Show
- Lack of information related to the US market : Distribution channels, legal procedures
- Packaging : more adapted to the european market.
- Very weak position in the US market .

Contribution of the Free Trade Agreement

▪ 1/ CUSTOMS DUTIES :

- Although customs duties were not very high (5%) , their withdrawal had an important psychological impact .
- Import steps become less complicated.
- Competitive advantages compared to other countries.

▪ 2/ HELP OF THE IESC :

- Assistance of the IESC started in 2005 before the FTA
- Organisation of meetings with potential customers during the Fancy Food show in 2005

- Planning in Morocco of training sessions and information on the US market
- planning of business trips to the USA : meetings with US importers and officers of the US trade Dept, FDA , etc..
- Contact and meetings with important customers in USA , assistance in the negotiations etc.
- Help in adapting the product to the US demand (packaging , advertising , communication)

CONCLUSION

- The FTA helped DARI COUPATE to start exporting its products to the USA
- Important customers trusted DARI such as Cost Plus , Whole food markets, Sahadi , Avenue Gourmet .
- Developement of a new range of packaging well appreciated in the USA G.B and Japan
- New perspectives : Latin America , Canada .





**THANK YOU FOR
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