

vialyn[®]

Food Trade • Market Access • Brand Development

Connecting quality
products to the
Moroccan market
and beyond.

*Your trusted partner
for sustainable growth
in Morocco.*

Casablanca, Morocco

www.vialyn.com

WHO WE ARE

VIALYN® is a Moroccan food trade and business development company.

We connect international food manufacturers with the Moroccan market by offering a complete market entry solution through a network of trusted commercial and distribution partners.

Our focus is simple:

To bring quality products to Moroccan consumers and create sustainable value for our partners.



OUR VISION

To become a trusted gateway for international food brands seeking to establish and grow their presence in Morocco.



OUR MISSION

Connect international producers to the right opportunities through market access, brand development and strong partnerships.



OUR VALUES

- Trust
- Agility
- Commitment
- Quality



MOROCCO 2030 — A MARKET IN MOTION

Morocco is entering a new phase of growth, driven by major investments in infrastructure, tourism, mobility and urban development ahead of the 2030 FIFA World Cup.

This momentum is creating new opportunities for international food brands seeking to enter and grow in a dynamic and increasingly connected market.

WHAT WE DO

We provide a comprehensive market entry solution for food brands in Morocco.



PRODUCT SOURCING

We identify and select high-potential products and reliable manufacturers that match market needs in Morocco.



IMPORT & REGULATORY COORDINATION

We coordinate import processes, documentation and regulatory requirements to support a smooth and secure flow of goods.



MARKET ACCESS

We open the door to the Moroccan market through our network of commercial and distribution partners.



BRAND DEVELOPMENT

We support brands in positioning, marketing and communication to build strong and sustainable value.



COMMERCIAL DEVELOPMENT

We develop sales opportunities and long-term partnerships to accelerate growth in Morocco.



YOUR SUCCESS IS OUR PRIORITY

We work hand in hand with our partners to build strong, sustainable and profitable business in Morocco.



WHAT WE ARE LOOKING FOR

We are constantly looking for quality food products and trusted partners to develop long-term collaboration



Frozen Food



*Ice Cream
& Desserts*



*Snacks
& Biscuits*



*Non-Alcoholic
Beverages*



*Healthy &
Natural Products*



*Ready Meals &
Convenience Food*



*Private Label
Opportunities*



*Innovative
Products*

WE OFFER OUR PARTNERS

- ✓ *Clear market understanding*
- ✓ *Efficient market entry*
- ✓ *Strong local network*
- ✓ *Brand development support*
- ✓ *Sustainable long-term growth*
- ✓ *Commitment & transparency*

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