

IFEAT 2010 CONFERENCE IN MARRAKECH

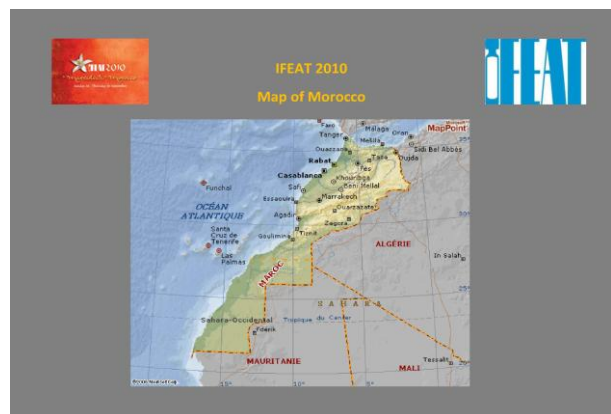
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As Chairman of the IFEAT 2010 Conference Committee it is my great pleasure to share with you some details of next year's IFEAT Conference. The location is nothing less than the fascinating city of Marrakech in Morocco. The Conference is being held from Sunday 26th of September to Thursday 30th of September 2010.

The Conference Theme will be *North African and Mediterranean Essential Oils and Aromas 2010 Tales and Realities of our industry – a new decade of challenges and opportunities*. Following the usual IFEAT Conference format, there will be three days devoted to presentations, Monday, Tuesday and Thursday – with a field trip on the Wednesday.

Morocco can roughly be split into 3 parts, a coastal area on the west, a long chain of Mountains – the famous Atlas Mountains, and Saharian Morocco. The geological diversity leads to various ecosystems and this will mark Morocco's essential oils map.





The slide contains a few pictures to illustrate the climatic disparities in Morocco, and also the many beautiful landscapes in Morocco.

Morocco is an important producer of many essential oils, the list shown here is a non-exhaustive list. The Conference Programme will provide analysis of these industries, and there will be an opportunity to see aspects of these developments on the Wednesday field trip.



In addition, there will be presentations reviewing developments in other Mediterranean and African countries, along with analysis of global market and technical developments, including an update on the many legislative issues, which will taint our next decade.



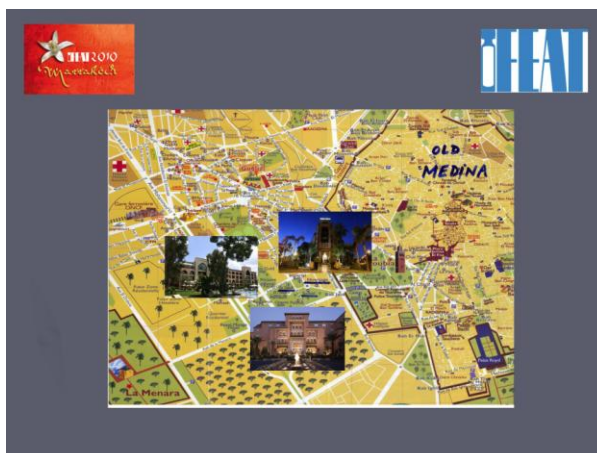
A few words about Marrakech. Marrakech is a stylish destination, a wonderful combination of Islamic architecture and exotic gardens. It is a former imperial city and lies in the foothills of the snow-capped Atlas Mountains. Beautiful in the day, it bursts into life as soon as the sun goes down. You might understand why Winston Churchill and Yves St Laurent fell in love with the Red City

Over the past decade, Marrakech has successfully hosted many large international conferences. Its high quality facilities and safety standards make it a preferred destination for US and European

companies in particular. Moreover, there is an international airport that is served by direct international flights.

The conference venue will be centrally located close to the Medina – the city centre.

Two hotels will host the conference: Hotel Sofitel and Hotel Es Saadi, and satellite hotels will be within 5 minutes walking distance from the conference. Both hotels are located in Marrakech’s best area “Hivernage” and are close to the city walls.



JOINT CONFERENCE VENUE
in 2 HOTELS

HOTEL SOFITEL 5*
and
HOTEL ES SAADI PALACE

BOTH HOTELS LOCATED IN MARRAKECH'S BEST AREA "HIVERNAGE" CLOSE TO THE CITY WALLS

1/ HOTEL SOFITEL

- A TRUE 5 STAR HIGH-STANDING HOTEL
- NEAR CITY CENTRE (MENARA) 15 minutes walking distance
- BEAUTIFUL GARDENS WITH NICE SETUP / TERRACES
- 4 MINUTES WALKING DISTANCE FROM IFEAT CONFERENCE CENTRE (in ES SAADI)

The Sofitel is a true 5 star high-standing hotel. The city centre (Menara) is only 15 minutes walking distance. It has beautiful gardens with nice setup / terraces. It is 4 minutes walking distance from the IFEAT conference, which will take place in the Es Saadi Hotel complex.

The Es

2/ HOTEL ES SAADI : 3 PARTS : HOTEL & PALACE & VILLAS

THIS COMPLEX HOSTS THE CONFERENCE ROOM AND IS 4 MINUTES WALKING DISTANCE FROM THE SOFITEL. ALL 3 WINGS ARE LINKED THROUGH A NICE GARDEN

STANDARD WING (HOTEL) 4 STAR	PALACE WING 5 STAR	VILLAS WING 7 STAR
<ul style="list-style-type: none"> • NICE STANDARD ROOMS • ACCESS TO PALACE THROUGH GARDEN 	<ul style="list-style-type: none"> • PREMIUM SUITES • NO STANDARD ROOMS • HOSTS CONFERENCE ROOM 	<ul style="list-style-type: none"> • LUXURIOUS SUITES • PRIVATE POOLS

Saadi Hotel complex consists of three parts each of which is linked through a beautiful garden:

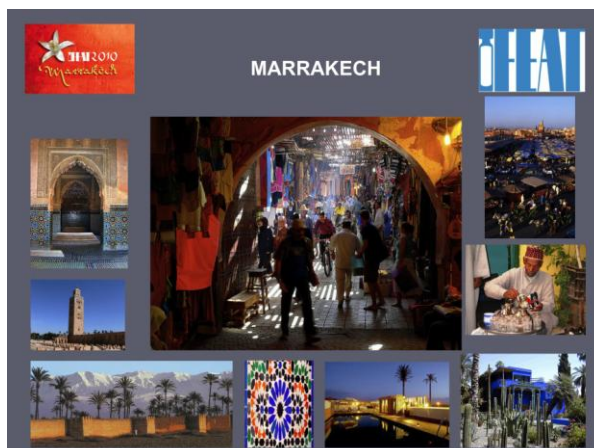
1. Standard Wing (Hotel): 4 star with very pleasant standard rooms and with access to the Palace through the garden.
2. Palace Wing: 5 star premium suites (no standard rooms) and which is the location of the IFEAT conference venue.
3. Villa Wing : 7 star luxury suites each with a private pool.



The satellite hotels are located in the “Hivernage area”, so are very close to the Sofitel and Es Saadi, with a maximum walking time of only 5 minutes.

As usual at an IFEAT Conference there will be a full programme of optional activities for accompanying persons. Late September is a pleasant time to visit Marrakech with the average temperatures ranging between a high of 29 C (86 F) and low of 16 C (60F).

The photographs illustrate some of the cultural, historical and economic aspects of Marrakech. Your accompanying persons will certainly not find Marrakech lacking in interest or opportunities of things to do.



Those who can tear themselves away from the famous Souks (markets which are selling absolutely everything including food, spices, jewellery, rugs, the famous Moroccan slippers, silks and tanned leather) will encounter a local culture that is very rich and diverse in character. The city is an emerging tourist destination renowned for its historical landmarks such as:

- Djemaa el Fna square, which can be compared to a lively open-air circus with snake charmers, storytellers, jugglers and street artists of every type. In the evening the square becomes the gathering point of musicians playing all type of instruments.
- The Ben Youssef Medersa, a great example of architecture belonging to the Marinides dating back to the XIV century. It is an ancient Koranic school attached to the Ben Youssef Mosque featuring fantastic wooden ceilings and sculpted plasterwork.
- The famous Koutoubia Minaret, which dominates the city and is visible from kilometres afar. Dating back to the XII century the almost 70-metre high Koutoubia Minaret is the most ancient of the three Almohad towers.
- The Mellah, the old Jewish quarters with the best jewellery shops.
- The Bahia Palace, a beautiful XIX century palace open to visitors everyday from 9am to 5pm.
- The Saadian Tombs, looking more like a peaceful garden surrounded by high walls than an actual cemetery.
- For those people looking for green spots, the subtropical garden Jardin Majorelle is one of the most enchanting places in Marrakech, a small botanical garden created by French painter Jacques Majorelle.
- The Marrakech Oasis, a large palm grove north of Marrakech featuring over 20000 palm trees, is a fantastic change of scenery to the urban surroundings.

A range of half-day and full-day excursions will be on offer for accompanying persons. In addition, our local travel agent will be offering pre- and post-conference tours that you will enable you to explore Morocco in greater depth. Details on the optional tours will be given in the conference brochure that will be distributed by IFEAT early in the New Year.



How is IFEAT putting the whole programme together? Very simply, we are indebted to the enthusiasm and collaborative efforts of some local producers and traders working alongside our local travel agent and members of IFEATs Executive Committee and Secretariat.

All that there remains for me to say is that I look forward to meeting up with you in 2010 in Morocco!