



CTW
MOROCCO

6th
Edition



CTW MOROCCO

THE PREMIER B2B EVENT FOR GLOBAL TRADE

Co-located with:

**AFRICA
FOOD
SHOW
MOROCCO**

 **AFRICA
TECHNOLOGY
SHOW 2024**

20 - 22 NOVEMBER 2024

OFFICE DES FOIRES ET DES EXPOSITIONS
CASABLANCA, MOROCCO (OFEC)



www.ctwmorocco.com

Organized by:  **MIE EVENTS DMCC**   
www.mieevents.com

About CTW Morocco

CTW Morocco is a leading trade exhibition strategically designed to foster B2B and B2G connections while attracting foreign direct investment (FDI) in the vibrant markets of the Middle East, Africa, and Eurasia.

This dynamic event offers a prime opportunity for investors and businesses to converge, explore, and seize promising prospects within Morocco's thriving economic landscape. With a proven history of successful exhibitions across the Middle East and Africa, CTW brings together industry leaders, innovators, and decision-makers, creating a hub for networking, knowledge-sharing, and lucrative collaborations.

At CTW Morocco, participants will experience firsthand the potential for growth and expansion in key sectors, unlocking avenues for investment across diverse industries. Whether you seek strategic partnerships, market insights, or investment opportunities, this event provides a tailored platform to connect with key stakeholders, gain invaluable market intelligence, and capitalize on emerging trends.

Join us at CTW Morocco and immerse yourself in a dynamic environment conducive to cultivating relationships, exploring new markets, and fostering trade alliances that drive sustainable economic growth. Be part of this transformative event that propels businesses toward success in Morocco's thriving economy.

1000 +

Total
Attendees

20

Seminar
Sessions

16

Exhibiting
Countries

1


Co-located
Event




Morocco economy has set a **positive trajectory**

The national economic growth is expected to experience moderation in the coming months, driven by the continual expansion of secondary sector activities, including chemical industries, the manufacturing of transportation equipment, and the automotive sector.

Morocco's economy is diverse, with key industries including business services, construction, auto parts, tourism, banking, and furniture. The country's GDP growth rebounded to 7.9% in 2021 after contracting by 6.3% in 2020, and it is projected to reach 3.1% in 2024, and 3.3% in 2025.



IT Services: The IT Services market in Morocco is projected to grow by 7.55% (2024-2028), resulting in a market volume of US\$1092.00 million in 2028.



Business Process Outsourcing (BPO): The BPO market in Morocco is also expected to grow, with a projected growth rate of 4.58% (2024-2028) and a market volume of US\$260.20 million in 2028.

Morocco's construction industry is expected to rebound, with an annual average growth of 3.9% from 2024 to 2027, supported by increased investments in the transportation and energy sectors. The construction market size was \$19.7 billion in 2022 and is projected to achieve an AAGR of more than 3% during 2027 - 2024. The government has announced plans to spend significant amounts on infrastructure and clean energy, presenting opportunities for investment and growth in these areas.

Morocco Mega Projects



Xlinks Morocco-UK Power Project

A new electricity generation facility entirely powered by solar and wind energy combined with a battery storage facility. Located in Morocco's renewable energy rich region of Guelmim Oued Noun, it will be connected exclusively to Great Britain via 3,800km HVDC sub-sea cables. The 20\$ billion Xlinks Morocco-UK renewables project is "on track for completion in 2030". The cable operations will be overseen by XLCC which was set up by Xlinks in 2020. XLCC was granted full planning permission in May to build the UK's first high-voltage direct current (HVDC) subsea cable manufacturing facility in Hunterston, Scotland. Work is due to start in early 2024, with cable production slated for 2026.



Nigeria-Morocco Gas Pipeline (NMGP)

The construction of the mega energy project Nigeria-Morocco Gas Pipeline (NMGP) is scheduled to start in 2024. The pipeline promises to cover the energy needs of over 400 million people in Africa. The NMGP would be 5,600 kilometers long and is set to cross 13 African countries, covering the energy needs of a staggering 400 million people along the West African coast. The project is expected to cost 25\$ billion and would be finished in phases over the course of 25 years.

Why CTW Morocco 2024?



EXHIBITION

Generate more business opportunities and be where your customers and partners are. Develop highlight engaged relations through one-on-one interactions.



CONFERENCE

Attend conference sessions and gain knowledge and insights from top experts on hot topics that matter with global trade.



HYBRID PLATFORM

Be where your customer and partners and develop highly engaged relationships through one-on-one interaction with your in the background. Also take advantage of our B2B platform.



B2B MATCHMAKING

This programme creates a proactive pre-show platform enabling exhibitors, pre-registered visitors and walk in visitors to view profiles of participants and select who they want to meet at the event.



GAIN MAXIMUM BRAND EXPOSURE

Over 8000 + trade visitors from around Morocco, providing an unrivalled opportunity for Global Exhibitors to participate in a growing Kenya marketplace.



GENERATE MORE BUSINESS

Over 90 % of attendees at CTW Morocco are either decision makers, purchasers or traders, underlining the fact that the event delivers real business opportunities.



VIP NETWORKING LOUNGE

As a VIP Buyer you will have exclusive access to the VIP Buyers Lounge at CTW with complimentary Wi-Fi, coffee, tea & water throughout the day.



LAUNCH NEW PRODUCTS

Fast-track your product launches within one of the fastest growing economies in Morocco. Get hands on with decision makers in the Kenya market.

CTW Morocco Key Sectors



Smart
Home



Electronic Consumer
Goods



Small Household
Appliances



Daily
Necessities



CTW Morocco Co-located Show

**AFRICA
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AFRICA FOOD SHOW

Africa Food Show (AFS) 2024 in Kenya, is the premier gathering for global food and beverage suppliers eager to expand into the African market chain.



AFRICA TECHNOLOGY SHOW

Experience International, regional and local disrupting technologies and IT innovation. Connect with like-minded professionals from industry, government, startups and academia.



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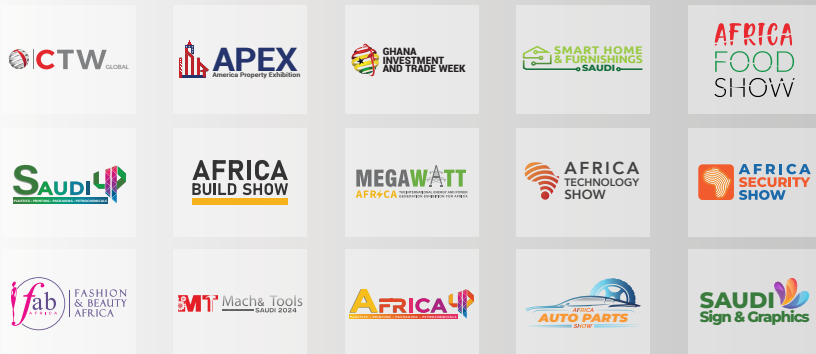


ABOUT THE ORGANIZER

ABOUT MIE GROUP

- Founded in 2000: Professional exhibitions, trading and consulting organization
- International Offices in Dubai, KSA & USA
3 Offices in Africa
8 Offices across China
- Organized over 100,000 + international trading companies to exhibit in the Middle East & Africa
- Helping business growth of global entrepreneurs around the world

MIE GLOBAL PLATFORMS



BOOK YOUR STAND NOW!