

4TH MOROCCO INTERNATIONAL FASHION, TEXTILE & ACCESSORIES FAIR

OFEC
Casablanca
Morocco



MOROCCO
FASHION & TEX

28-31
MARCH 2018

POST SHOW REPORT

www.moroccofashiontexp.net

Organizer

PYRAMIDSGROUP ufi
INTL. CONFERENCES & EXHIBITIONS Member
expotim
EXPOTIM INTERNATIONAL FAIR ORGANIZATORS INC.

Co-Organizer

amith
Partner

ATELIER VITA

4th Morocco Style; International Fashion, Textile Accessories and Machinery Fair Gathered 13. 224 visitors from 28 to 31 March 2018



From March 28 to 31, the economic capital of Morocco showed its capacity and power in textile, leather, shoes, machinery industries with 3rd respective edition of the International Exhibition of International , Fashion, Textile, Accessories and Machinery " Morocco Fashion & Tex organized by Pyramids International Group and Amith.

372 exhibitors from 13 countries such as; Morocco, Turkey, Spain, Portugal, Germany, China, Egypt, India, Taiwan, Czech Republic, Poland, Italy, Pakistan, along with 13. 224 professional visitors from Morocco and 37 foreign countries from West Africa, North Africa, Middle East and Gulf Countries, European countries such as Italy, Germany, Spain, Portugal, France, Belgium, Greece, Netherlands, England and America contributed the success of Morocco Fashion & Tex.

Opening Ceremony was represented by Mr Karim Tazi (President of Amith), Mr Hamid Ben Hrido (President of Fedic), Mr. Yassir Adil (President of Casablanca Chamber of Commerce), Casablanca Deputy Mayor Ms. Hakima Fasly, Ambassador of Turkey- Morocco Mr. Ethem Barkan Oz, Mr. Victor Lorench (Ambassador of Czech Republic) Mr Mohamed Tazi (Director of Amith), Mr Azzeddine Jettoli (President of CMTTC) and Chairman of Pyramids Group Mr. Mohamed Hashem.

Reminding the weight of the textile sector in the economy of the Kingdom (40% of industrial employment, 24% of exports and 7% of national GDP), 312 exhibitors, 20.000 local and international visitors from more than 37 countries were present at the fair to showcase their potential.

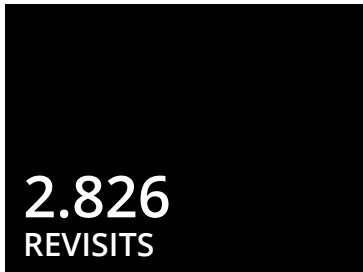
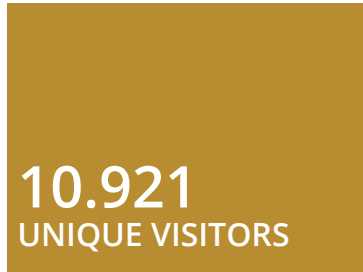
Visitors found the opportunity to meet designers, stylists, wholesalers, department stores, shop owners, agents and distributors, associations and institutions, investors, entrepreneurs and media interested in fashion women men, night mode men women, lingerie, sportswear, children's clothing, leather clothing, ready-to-wear, accessories, knitted socks...

Morocco Fashion & Tex with its 4th edition continued to bring professionals together from all sectors of the textile, leather and shoes industry around a platform for meetings, exchanges and business in OFEC Casablanca, completing the mission to promote the Moroccan textile sector, by collaborating and creating international networks aiming to

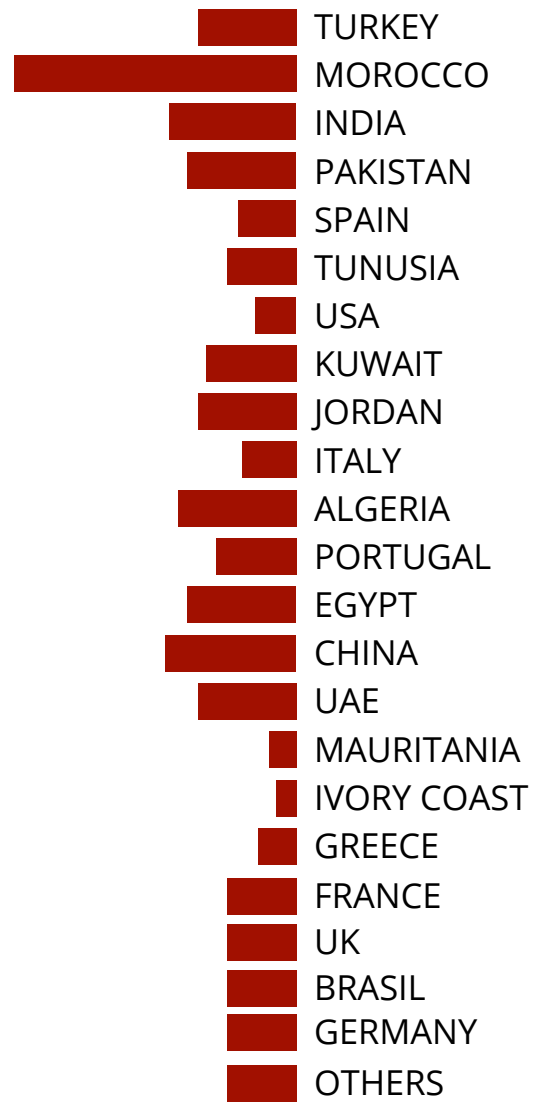
- Encourage exchanges between local and international operators, between brands and accessories,
- Highlight and synergy of all services, devices and solutions sector,
- Enhance the Moroccan and international innovation
- And to stimulate demand, production and supply.

This platform allowed national and international companies of different industry sectors to show and promote their skills, meet partners and find international brands from several countries. Thus, "Morocco Fashion & Tex" contributed to the consolidation of the Moroccan expertise in this area, consolidating the competitiveness of the Kingdom and making it an international reference in many ways Afro and a regional Mediterranean hub.

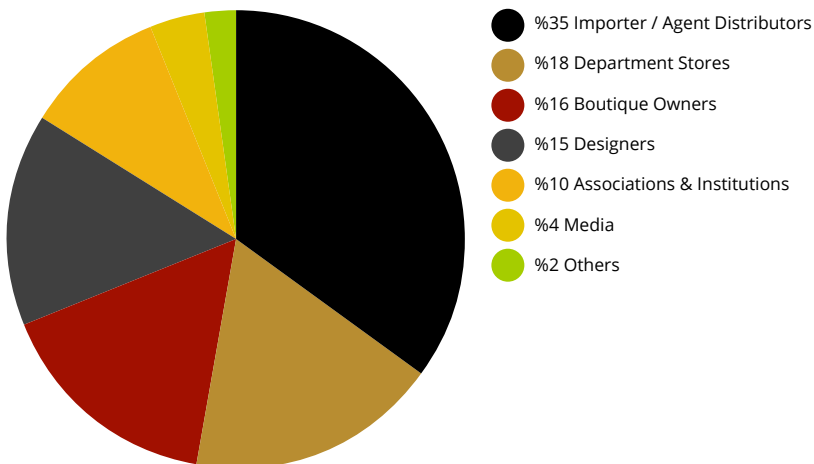
GENERAL STATISTICS



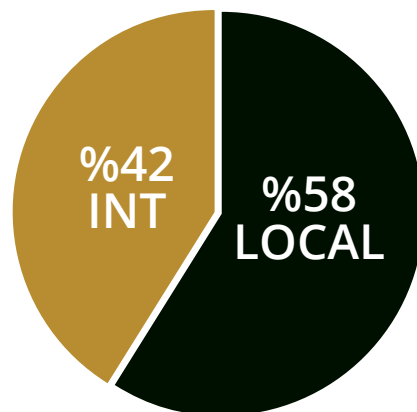
VISITOR DISTRIBUTION BY COUNTRY



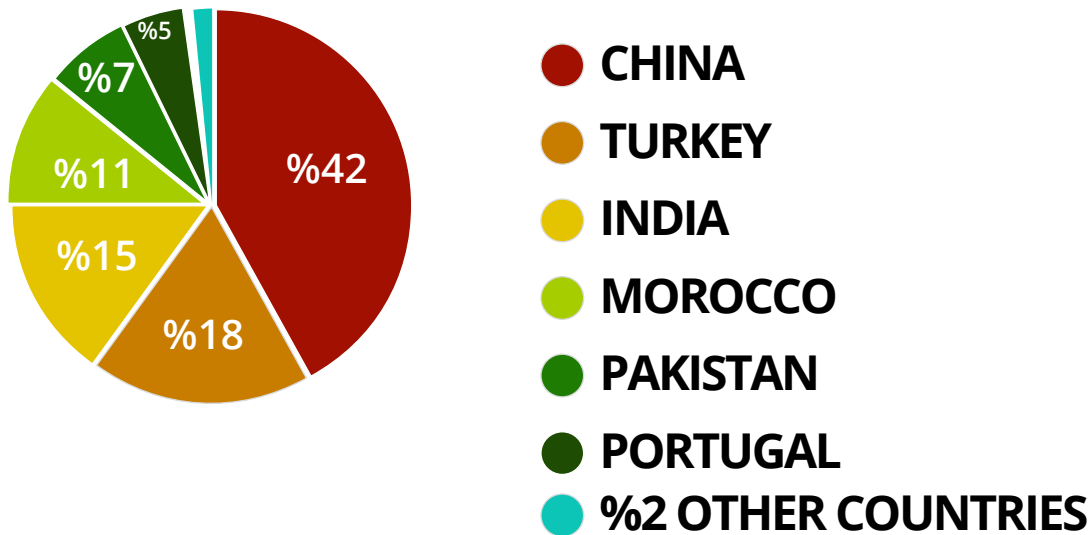
VISITOR PROFILE



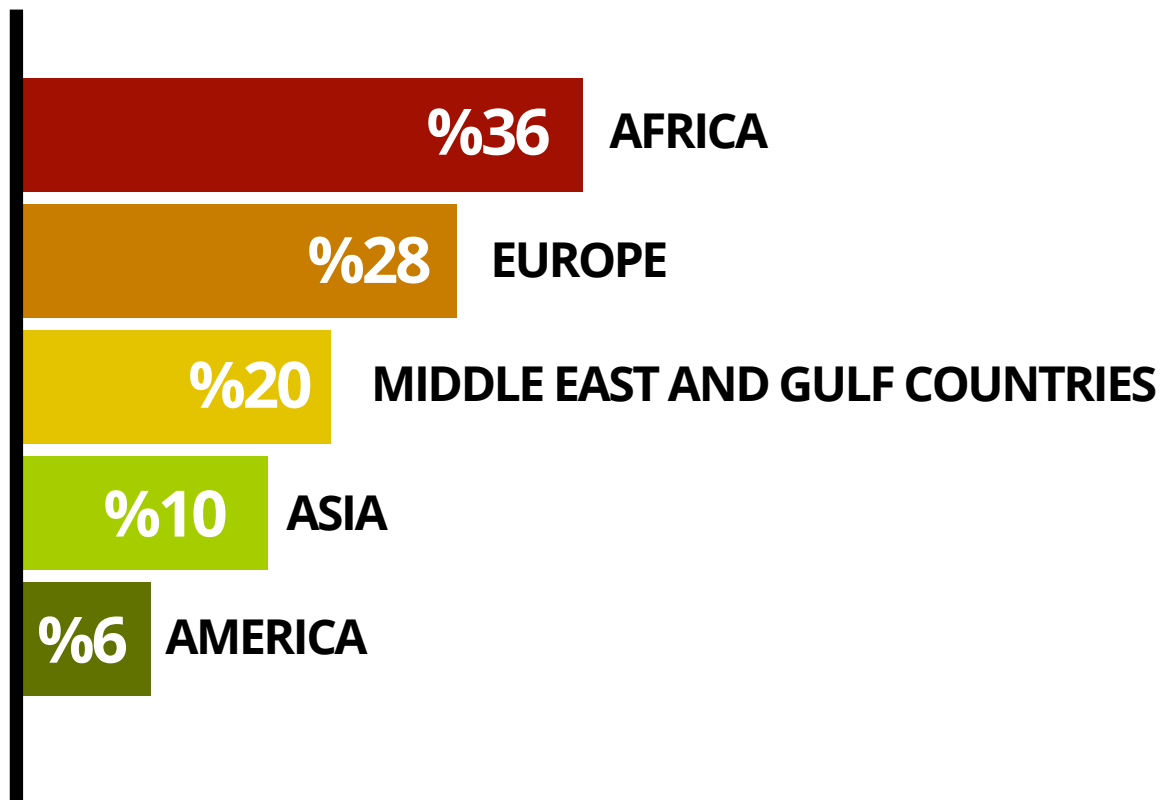
VISITOR PERCENTAGE RATIO



TOP 5 EXHIBITING COUNTRIES FOR MOROCCO



TOTAL VISITORS: 13.224



DIRECT MARKETING ACTIVITIES

- Distribution of invitations and brochures at equivalent trade fairs
- Send brochures by mail to sectoral organizations and send e-mailings to a total of 68.000 sectoral data
- Announcement of the fair through International Commercial Attachés
- Announcement of the fair to international apparel and textile associations
- Buying Importer Data for Visitor from our Commercial Attachés and mail marketing and telemarketing to received data
- E-mail marketing and telemarketing for international fairs
- Approximately 200,000 invitations were distributed in the leather and textile industries in Morocco 6 months before the start of the fair.
- Approximately 30 domestic and international magazine news and announcements
- News, announcements and banner work in 60 domestic and international websites
- Radio announcement and local newspapers through moroccan local radios for 5 days before the fair
- Double-sided, moving billboard display in airports and buses in Morocco
- Press Meetings with the participation of the press members two weeks before the fair

PHOTOS FROM MOROCCO STYLE 2018



WE HOPE TO SEE YOU NEXT EDITION



11 – 14 APRIL 2019

5th INTERNATIONAL
FASHION, TEXTILE & ACCESSORIES FAIR

Casablanca International Fairground, OFEC
Morocco



Phone: +90 216 575 28 28
Email: info@pyramidsfair.com