



24 - 27
February 2017

Casablanca / Morocco
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Morocco Home
3rd Morocco Int'l
Ev Tekstili Fuarı

POST SHOW
REPORT

3rd Morocco Home Textile Fair Gathered 12. 443 visitors from February 24 to 27 February 2017



From February 24 to 27, the economic capital of Morocco showed its capacity and power in home textile industry with global home textile products with 3rd respective edition of the International Exhibition of Home Textile " Morocco Home" organized by Pyramids Group Fair and Atelier Vita and Expotim.

225 exhibitors from 11 countries such as; Morocco, Turkey, Spain, Portugal, France, China, Egypt, India, Italy, Pakistan, Tunisia along with 12. 443 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 Home.

Opening Ceremony was represented by Ambassador of Turkey- Morocco Mr. Ethem Barkan Oz, Commercial Attachee of Turkey Mr. Gokhan Uskudar and Vice President of Bursa Chamber of Commerce Mr. Ismail Kus, Ambassador of Pakistan- Morocco Mr. Monirul Islam, Casablanca Deputy Mayor Ms. Hakima Fasly 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), 225 exhibitors, 20.000 local and international visitors from more than 37 countries were present at the fair to showcase their potential.

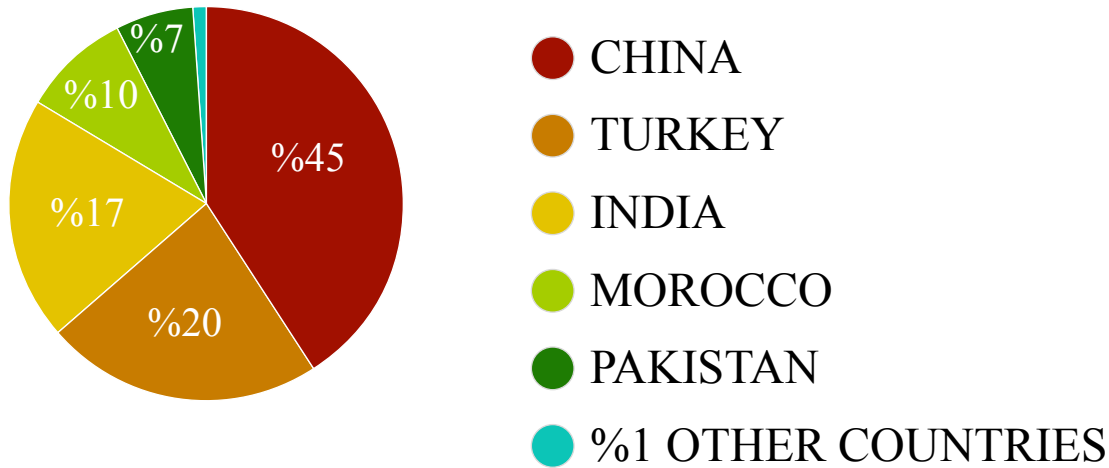
Visitors found the opportunity to meet designers, stylists, wholesalers, department stores, shop owners, agents and distributors, associations and institutions, investors, entrepreneurs and media interested in home textile and decorative products.

Morocco Home with its 3rd edition continued to bring professionals together from all sectors of the home textile 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

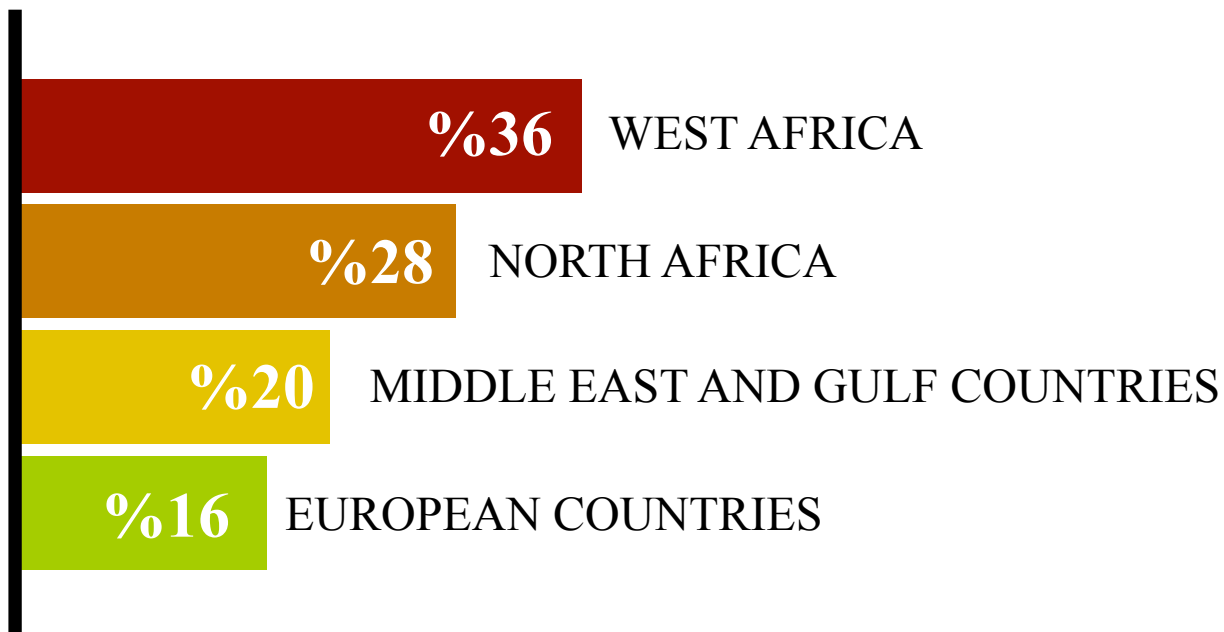
- Encourage exchanges between local and international operators, between brands and accessories,
- Highlight and synergy of all services, devices and solutions sector,
- Enhance the Moroccan and international innovation
- And to stimulate demand, production and supply.

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 Home" 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.

TOP 5 EXHIBITING COUNTRIES FOR MOROCCO



TOTAL VISITORS: 12.443



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 2017



**WE HOPE TO
SEE YOU
NEXT EDITION
OF
MOROCCO HOME
IN 2018**

Morocco Home



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