

Morocco Stitch &Tex

Exhibition

المعرض الدولي العشريون
لماكينات الغزل و النسيج
و صناعة الملابس
وتكنولوجيا الطباعة
وإبتكارات الخيوط
والأقمشة ومستلزماتهم

© by Stitch&Tex

The 20th Int'l Expo for Textile, Garment, Printing, Yarn, and Fabric Machineries, Technologies, and Innovations

**13th–15th
May '25**

Casablanca int'l
fair ground (ofec)
Morocco

أرض المعارض الدولية
بالدار البيضاء - المغرب

Stitch&Tex Expo

In Numbers



Since
2007



230,000+
Unique Visitors



12,000+
International
Visitors



19
Rounds



360,000+
Visits



4000+
Exhibitors



6500+
Brands
Represented

by **Stitch&Tex**



Egypt



Saudi Arabia



Morocco

Egypt
**Home
Tex**
Exhibition
by **Stitch&Tex**
6-8 December
2024

Egypt
**Stitch
&Tex**
Textile
Technologies
Exhibition
20-23 February
2025

Saudi
**Stitch
&Tex**
Exhibition
18-20 November
2024

Saudi
**Fashion
Expo**
by **Stitch&Tex**
18-20 November
2024

Morocco
**Stitch
&Tex**
Exhibition
13-15 May
2025

Egypt
**Fabric
&Yarn**
Exhibition
by **Stitch&Tex**
20-23 February
2025

Egypt
**Stitch
&Tex**
Garment
Technologies
Exhibition
4-7 Decmeber
2025

Saudi
**Fabric
&Yarn**
Exhibition
by **Stitch&Tex**
17-19 November
2025

Morocco
**Fabric
&Yarn**
Exhibition
by **Stitch&Tex**
13-15 May
2025



Morocco Stitch &Tex

Exhibition



73+
Exhibitors

Last edition figures



7,500+
Trade Visitors



5,000+
Exhibiting
Area



8
Exhibiting
Countries

With the support of



AMITH

الجمعية المغربية لصناعات النسيج والألبسة
Association Marocaine des Industries
du Textile et de l'Habillement

Media Partners



المركز التقني للنسيج والألبسة



Cámara
Oficial de Comercio, Industria y Navegación
de España en Marruecos
Cádiz - Rabat - Agadir



AHK
Deutsche Industrie- und
Handelskammer in Marokko
Chambre Allemande de Commerce
et d'Industrie au Maroc



**CAMERA DI COMMERCIO ITALIANA
IN MAROCCO**
CAMERE DI COMMERCIO ITALIANE ALL'ESTERO



Why Be Part Of The **Morocco Stitch & Tex**

**6th–8th
May '25**

**3 Days of Exhibition
100+ Companies
10,000+ Visitors**

A platform for manufacturers and merchants to showcase their products and services to diverse prospects, government, corporates, and buyers.

Presents excellent selling opportunities for exhibitors.

Brand visibility and advertising opportunity.

Opportunity to network with other exhibitors, investors, and buyers.

Gain valuable business insights from well-recognized industry leaders.

Knowledge sharing.

Attend Conference and Workshops.

Find franchising opportunities.

Expand mileage from media coverage.



Morocco.. A Prospering Textiles Market

Morocco is in eighth place among the leading exporters of textile products to Europe, according to data published by the Euro-Mediterranean Circle of Textile Clothing Leaders (CEDITH). According to this organization, the textile market has experienced notable growth compared to previous years. CEDITH states that textile exports to Europe increased by 31% during the first quarter of 2022.

The Moroccan textile union has ambitious plans to expand that: By 2025, it wants to have Morocco positioned as the most significant player in the textile industry across the African continent and the second one by the Mediterranean.

The textile and clothing industry is a strategically important sector for the Moroccan economy. According to the Moroccan Ministry of Industry, Commerce, and the Digital Economy, it accounts for 7% of all industrial added value and 5% of all industrial production.

The garment production capacity in Morocco is estimated at 1 billion pieces annually, while the export turnover is estimated at \$ 3.6 billion, accounting for 12% of total exports.

The sector includes 1,600+ companies employing 190,000 people, accounting for 27% of all industrial employment. Aside from fast fashion, Moroccan production includes knitwear, denim, and textiles for the Moroccan automotive and aeronautical industries.



Morocco..

Your gateway to Africa

Investments in textiles industries by segment in Morocco are as classified as follows:

**Fast Fashion 52% | Technical Textiles 17% | Denim 11% | Mesh 11%
Home Textiles 7% | Distributors for National Brands 1%**

The Moroccan government has so far supported 102 investment projects in the textile sector worth 3.07 billion dirhams. With the launch of these textile projects, the government aims to revive the industry and create more than 15,555 stable jobs. This will allow the country to generate "an expected turnover of more than MAD 6.96 billion for the third consecutive year, 44% of which is destined for the local market".

Moroccan textile operators aim to regain 40 percent of the market share at the national level, achieve a turnover of 60 billion dirhams in exports, and reach 60 percent of production in sourcing and finished products.

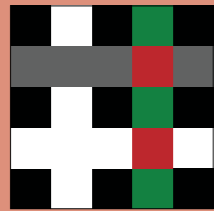
Morocco imports 85% of the raw materials required for the industry, according to the International Finance Corporation's most recent report

The textile industry must also adhere to European sustainability and recycling requirements to increase Morocco's market share in the European and American markets, which bought Moroccan textiles worth \$46 million in 2021.

Morocco aims to develop a more ecological, sustainable textile sector that can satisfy the demands of customers becoming more concerned with environmental issues.

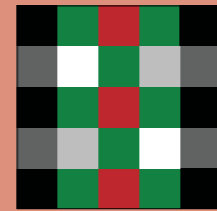
Morocco Stitch & Tex

Who Should Exhibit



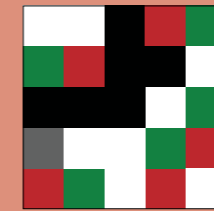
Textile & CARPET MACHINERIES

- Weaving Machineries
- Spinning Machineries
- Carpet Machineries
- Knitting Machineries
- Dyeing & Finising Machineries
- Denim Machineries
- Non-woven & Technical Textiles Machineries
- Chemicals
- Spare parts & Accesssoies



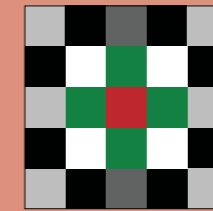
Garments MACHINERIES

- Industrial sewing machineries.
- Hi-Tech sewing machineries.
- Embroidery machineries.
- Printing technologies.
- Fabric spreading, control, and cutting machineries.
- Ironing and press machineries.
- Packaging and Hanging transportation systems.
- Shoe and Leather machineries and technologies.
- Auxiliaries and consumables.
- Spare Parts and accessories.



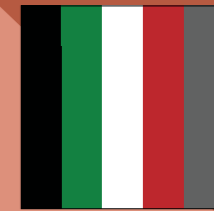
Printing TECHNOLOGIES

- Textile Printing Machineries
- Digital Textile Printing Machineries
- Textile Printing Dyeing & Chemicals
- Auxiliary Machinery, Spare Parts and Accessories
- Direct Garment Printing Machineries (DTG)
- Coating Equipment
- Technical Accessories
- Laboratory and Measuring Equipment
- Screen Printing Machinery & Materials
- Cutter Systems
- Transfer Printing Machines & Materials
- Laser Marking Systems
- Pad Printing Machines
- Photopolymer Stamp Making Machines
- Plotters
- Label Printing Technologies



Yarn INNOVATIONS

- Embroidery Threads
- Specialty Yarns
- Cotton Yarns
- Natural Yarns
- Wool Yarns
- Metallic Yarns
- Viscose Yarns
- Technical Yarns
- Acrylic Yarns
- Sewing Yarns
- Fancy Yarns
- Embroidery Yarns
- Polyester Yarns
- Nylon Yarns
- Silk Yarns
- Hand Knitting Yarns
- Polypropylene Yarns
- Textured Yarns
- Polyamide Yarns
- Fibers
- Linen Yarns
- Regenerated Synthetics



Fabric INNOVATIONS

- Fabrics for Haute Couture
 - Hand-embroidered Fabrics with Motifs and Embellishments
 - Sequenced Fabrics
 - Applied Fabrics
 - Jacquards
 - Chiffon
 - Cotton
 - Denim
 - Lace
 - Leather
 - Linen
 - Satin
 - Silk
 - Cashmere
 - Synthetics
 - Velvet
 - Wool
- AUXILIARIES**
- Borders
 - Necklines



Morocco Stitch & Tex Added Value for Exhibitors

Some of the benefits and rewards the exhibitors can gain from MOROCCO STITCH & TEX, among many others, are:

- Engage high-quality buyers with serious purchasing power.
- Connect with current and future strategic partners.
- Explore, showcase, and demonstrate new technologies.
- Target hard-to-reach customers with special face-to-face promotions.
- A one-stop shop to explore various business expansion opportunities.
- Monitor and observe competitors' business.
- Discover and boost export activities.
- Sign business deals with new parties and partners.
- Meet top buyers from Morocco and Africa region.
- Increase your brand presence at a one-of-a-kind regional trade show.



Morocco Stitch & Tex Hosted Buyer Program

The hosted buyer program is a dedicated program for top buyers seeking to collaborate with our exhibitors.

Buyers will be provided with free accommodation and transportation incentives to conduct pre-arranged business meetings with exhibitors either in exhibitors' booths or in B2B meeting area.

Hosted Buyer and Trade Visitors Benefits

Benefits for hosted buyers and visitors who will be participating in The International Hosted Buyer Program B2B.

- Providing an Invitation letter to apply for the Morocco visa.
- Granting accommodation at a 5 Stars hotel for 4 days.
- Securing free Transportation from & to the exhibition venue & back to the hotel for the duration of the event.
- Meeting the right supplier.
- Providing a full contact information of all exhibitors whom buyers are interested to meet.

Morocco Stitch & Tex Promotion Campaign

“STITCH & TEX” within its 20th edition holds the most extreme promotional powers and know-how to attract record-breaking quality industrial and trading visitor groups in addition to specialized missions of trade buyers from Egypt and the neighboring emerging markets as well; throughout the following means:

Buyers Program

MOROCCO STITCH & TEX will feature a specialized “Regional & International VIP Trade Buyers Program” running in parallel with official trade missions through Industrial Associations, Syndicates and Chambers of Commerce in the Middle East and Africa.

Social Media

From daily show updates to sponsored posts, MOROCCO STITCH & TEX news via social media outlets will reach out to target visitors across all essential channels, reminding them of all that is new and featured at the event this year.

Online Presence

An online presence with promotions through the official website, digital channels, online communities, email shots and digital advertisements to ensure that audiences have every opportunity to attend the event.

Media Campaigns

The organizers are planning to maximize event coverage for MOROCCO STITCH & TEX through extensive media campaigns, press and specialized magazine advertising, online press advertising and press releases.

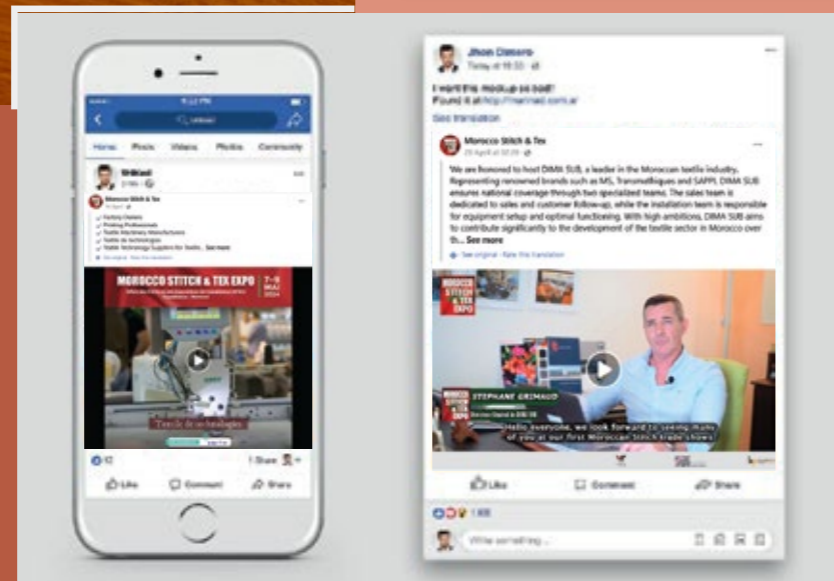
Outdoor



Printed Items



Facebook post





Morocco Stitch & Tex Promotion Campaign

Targeted Trade Invitations

60,000 targeted invitations will be sent out to potential and targeted buyers prior to the event, ensuring they 'save the dates' for MOROCCO STITCH & TEX and have adequate time to plan their visit in advance and arrange appointments for important discussions.

Mobile Marketing

Mobile marketing promotions aimed at targeted visitors will spread the word on MOROCCO STITCH & TEX, keeping audiences up-to-date and fully aware on why the event is the preferred meeting point for the entire textile and garments value-chain patrons.

Press Releases

Ensuring that key journalists and specialized media are kept fully informed with all content, features and attractions at MOROCCO STITCH & TEX, to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.



Morocco Stitch & Tex

The Venue

MOROCCO STITCH & TEX 2025 will take place at the International Fairgrounds of Casablanca - OFEC.

The International Fairgrounds of Casablanca - OFEC is a trade shows venue, named as "Grand Palais". It is a historical building with more than 50 years of experience in tradeshow activity. The domo with 17 meters high is a gorgeous space thanks to the to its pure lines and rough style architecture.

The OFEC is a universal exhibitions space that counts with a net of professional organisers and associations. Besides renting the space, the venue also organises and helps its customers to guarantee the success of the tradeshow.

Any kind of tradeshow, of any sector, can take advantage from its roofed 18,000 sqm plus the 16,000 sqm open air and a parking with more than 400 available places. The OFEC is a national institution with more than 55 years.

ADDRESS

Rue Tiznit, Face a la Mosquée Hassan II,
Casablanca, Morocco



Morocco Stitch & Tex

The Organizers

Business Plus Fairs, Vision Fairs, and Deals Fairs are the joint organizers of MOROCCO STITCH & TEX.

Business Plus Fairs is a leading Emirati holdings group serving multiple business sectors, including commercial, trading, industrial, consulting, and events management. It is one of the top trade fair organizers in the Middle East and Africa, with significant experience and specialization in producing and managing international exhibitions. Its' commercial events track record includes a variety of industries in addition to B2B matchmaking events and export development activities.

Vision Fairs is Egypt's leading b2b exhibition organizer bridging the gap between Egypt, the Middle East, and Africa's economies. They create the best-attended industry events with valuable opportunities for companies to showcase, promote, and strike deals with the right partners while learning about the latest industry trends and critical industry issues.

Deals Fairs Based in Morocco, this innovative tradeshow organizer is revolutionizing the industry with its creative and technologically advanced approach. With a team of experienced professionals, the company specializes in designing and executing high-quality expos catering to diverse industries. By leveraging cutting-edge technology, the organizer provides a seamless experience for attendees and exhibitors, from online registration and ticketing to hybrid exhibits and networking events. The company's fresh outlook and commitment to creativity ensure that every tradeshow is unique, engaging, and memorable. With a focus on sustainability and social responsibility, Deals Fairs sets new standards for the industry while delivering exceptional value to its clients.

With a combined portfolio of 28 annual shows spanning 10 countries, including Saudi Arabia, Morocco, Iraq, Ethiopia, Erbil, Kenya, and Tanzania, the organizers of Saudi Stitch & Tex focus on producing mega-size trade fairs that generate millions of dollars in business deals that directly benefit host countries' economy and industrial scope.



Morocco Stitch & Tex The Gallery



Morocco Stitch & Tex The Gallery



Morocco Stitch &Tex

Exhibition

Organized by



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