

MOROCCO STITCH & TEX EXPO

The 17th International Expo for Textile, Garment, Printing, Yarn,
and Fabric Machinery, Technology, and Innovations

"Unleashing the future of textile, garment and fabrics innovations in North Africa."

7 - 9 MAY 2024

Casablanca international fair ground (OFEC)
Casablanca - Morocco



2024

POST-SHOW REPORT



www.moroccostitchandtex.com

STITCH & TEX EXPOS :

EGY STITCH  TEX EXPO

AFRO STITCH  TEX EXPO

SAUDI STITCH  TEX EXPO

7 - 9 MAY 2024

Casablanca international fair ground (OFEC) - Casablanca

Message from Organizers

MOROCCO STITCH & TEX, stands as a premier sourcing event, that attracted thousands of trade visitors and industrialists from across Morocco. The event not only showcased the latest innovations and advancements in textile and garment machinery and technologies but also provided an unparalleled platform for networking, business development, and knowledge exchange.

The success of MOROCCO STITCH & TEX underscores its significance as an influential international trade fair and its vital role in bolstering the Moroccan textile and garments industry.

One of the primary reasons this exhibition was so impactful is its role as a sourcing hub. With over 70 exhibitors from 8 countries, the event provided a comprehensive display of the latest textile machinery, garment technologies, and industry solutions.

Trade visitors had the opportunity to explore cutting-edge industrial applications, with a wide array of offerings made the exhibition an essential destination for businesses looking to enhance their production capabilities and stay competitive in the global market.

We prepared this post-show report to give a complete overview on all the features associated with MOROCCO STITCH & TEX including visitors and exhibitors analysis.

Looking forward to seeing you at the coming edition in 2025

MOROCCO STITCH & TEX EXPO Team



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EXHIBITION BACKGROUND



MOROCCO STITCH & TEX served as a significant networking platform. Industrialists and trade professionals were able to connect with manufacturers, suppliers, and technology providers, fostering collaborations that drive industry growth.

For the Moroccan market, the exhibition's success was particularly noteworthy. Morocco's strategic location, coupled with its robust textile industry, makes it an ideal host for such a prominent event.

The exhibition not only highlighted Morocco's capabilities in textile manufacturing but also reinforced its position as a key player in the global textile supply chain. By attracting international attention, the event showcased the country's potential to become a major hub for textile and garment production in the region.

The impact of the exhibition on the local economy was substantial. It spurred significant business transactions, with many exhibitors reporting high levels of interest and orders from trade visitors and buyers.

This influx of business opportunities is expected to generate increased revenue for Moroccan textile companies, leading to job creation and economic growth. Additionally, the exposure to new technologies and best practices enabled local manufacturers to enhance their productivity and quality, further strengthening the industry's global competitiveness.

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EVENT PROFILE

General



1- Duration: 7 - 9 May 2024

2- Daily Opening Hours: 10:00 AM – 6:00 PM

3- Space: 5,000 m²

4- Total Number of Direct Exhibitors: 73 Companies



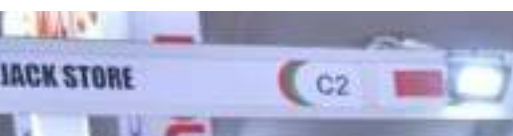
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EVENT PROFILE

5- Exhibitors Countries of Origin:

Morocco, China, Turkey, Egypt, Italy, Germany, Belgium, Japan.



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EVENT PROFILE

6- Total Number of Visitors:



7,680

Trade Visitors

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EVENT PROFILE

7- Sponsors & Partners:

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



Oficial de Comercio, Industria y Turismo
de España en Marruecos
Cámara España - España



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



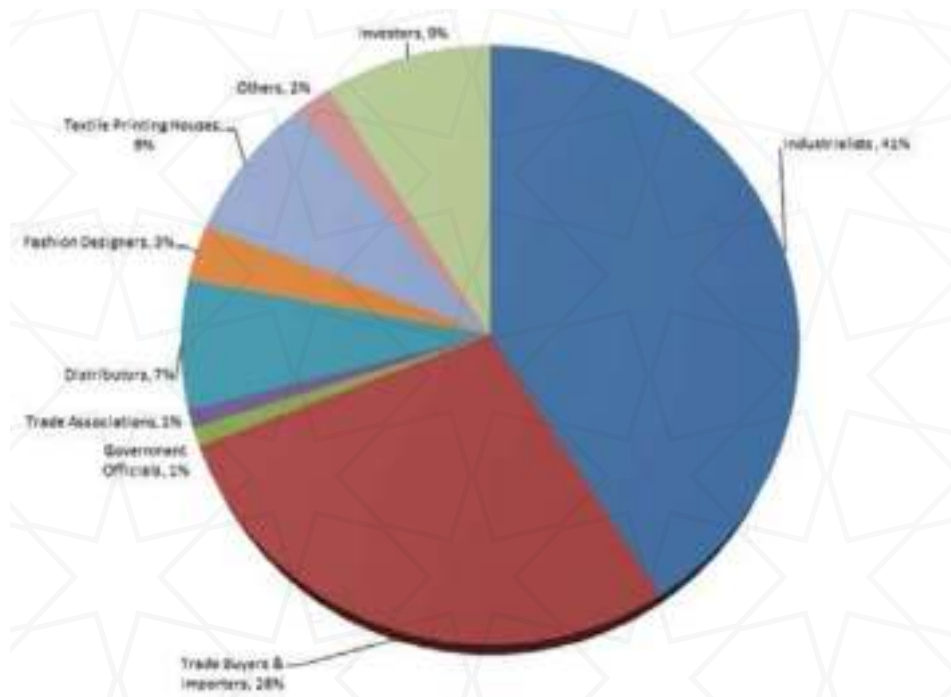
CAMERA DI COMMERCIO ITALIANA
IN MAROCCO
UNIONE DI COMMERCIO ITALIANO ALL'ESTERO

7 - 9 MAY 2024

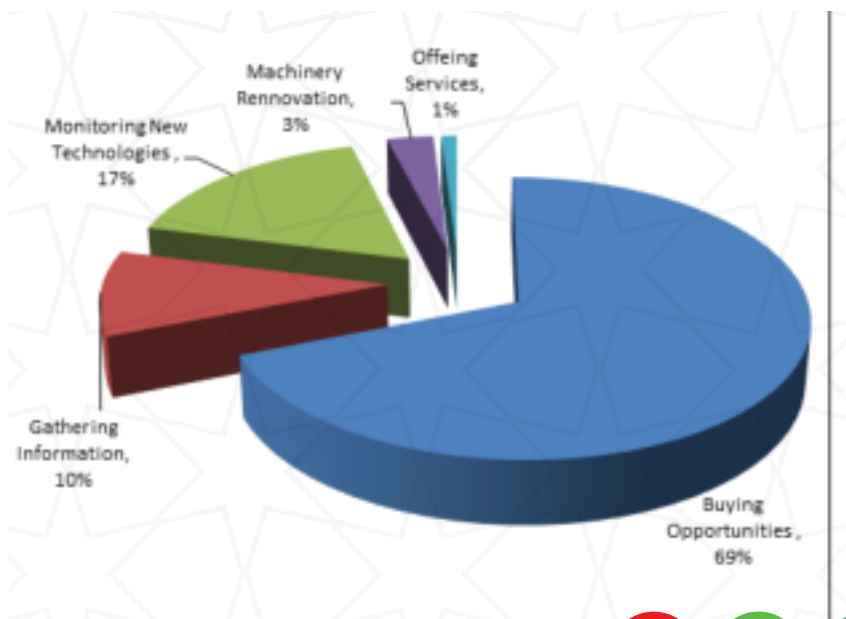
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VISITOR'S PROFILE

A- Visitors Analysis by Nature of Business



B- Visit Main Objectives



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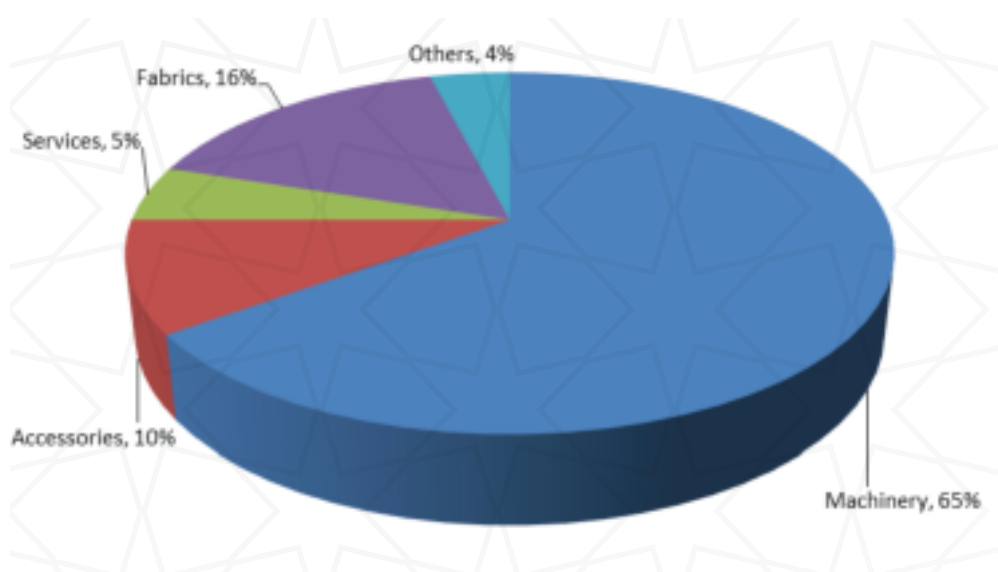
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VISITOR'S PROFILE

C- Visitors Purchase Intention Time Frame



D- Visitors Type of Purchase

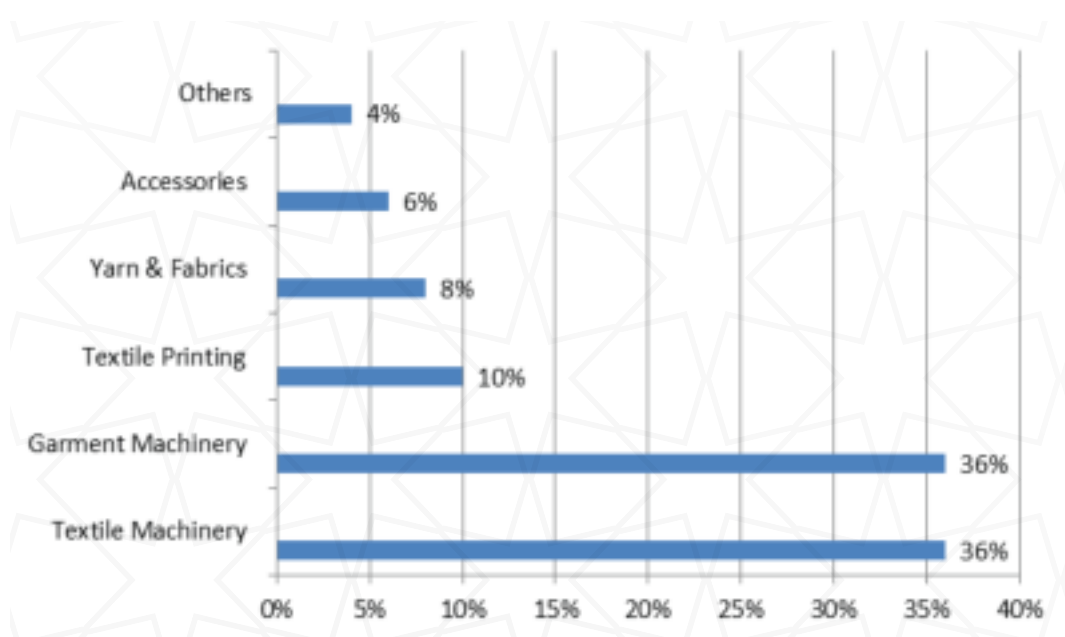


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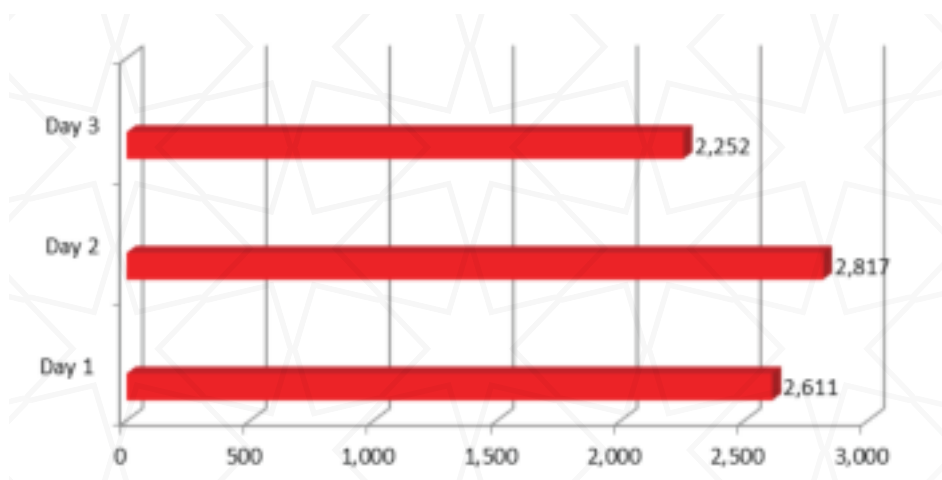
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VISITOR'S PROFILE

E- Purchasing Analysis by Sector



F- Visitors Admission Analysis by Show Days

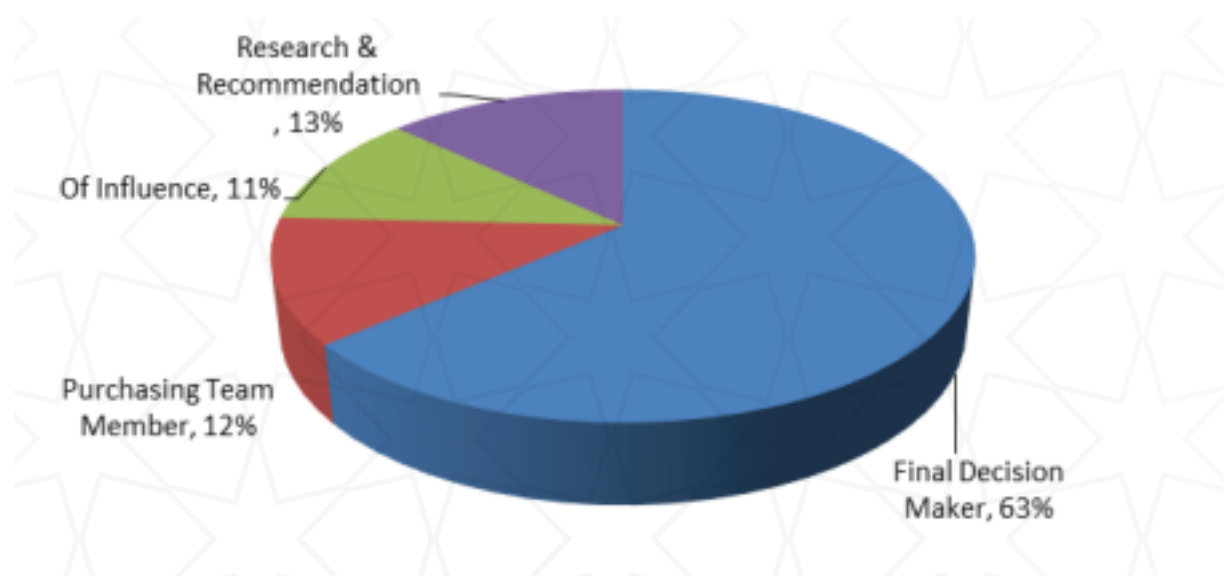


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VISITOR'S PROFILE

G- Visitors in Terms of Buying Decision Influence



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VISITORS

Post Show Report

I – Results from Visitors Survey

92%

of the visitors said that they found the technologies/products they were looking for



93%

of the visitors rated their visit as successful



90%

of the visitors confirmed that they will attend the next edition

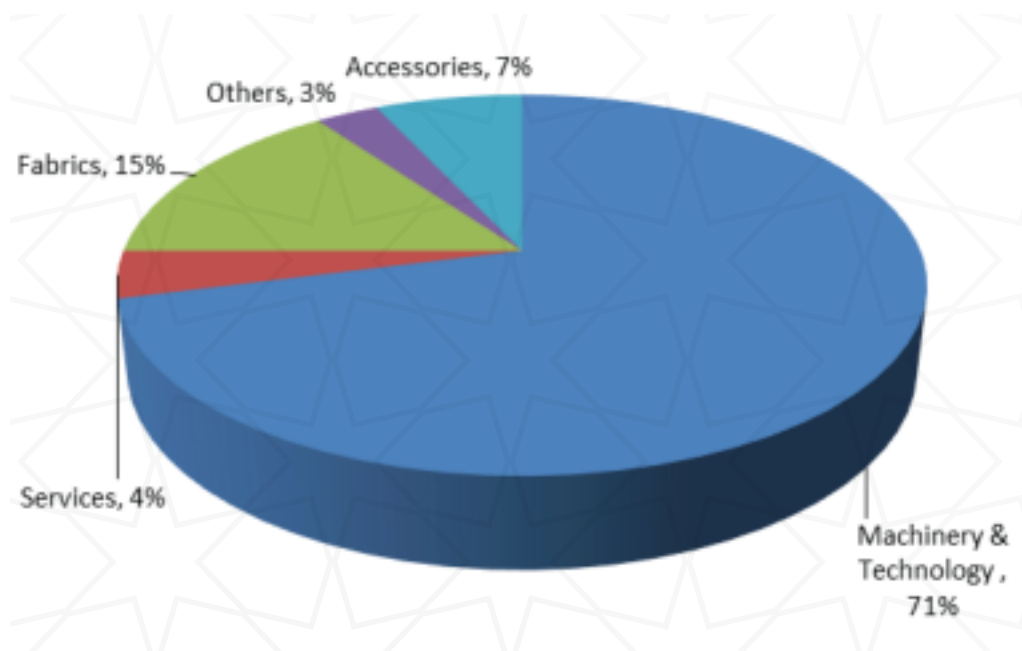


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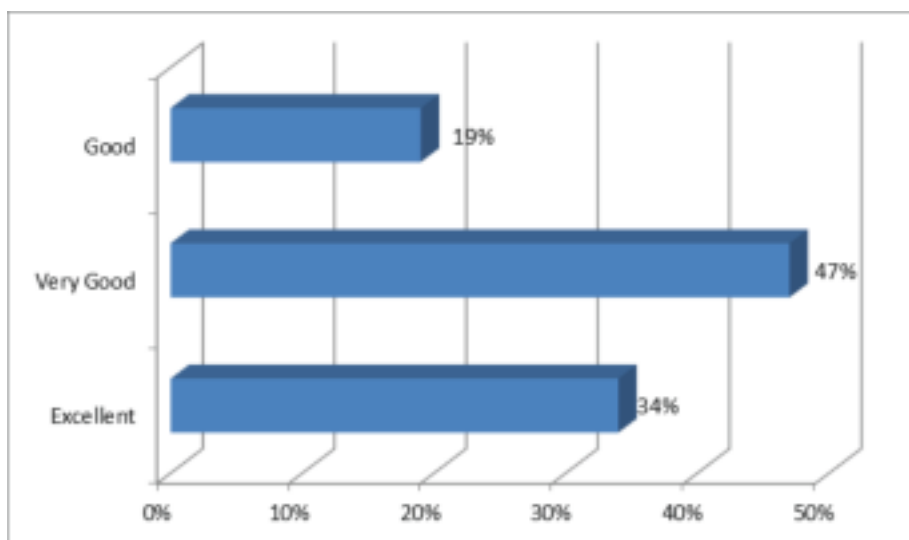
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EXHIBITOR'S ANALYSIS

A- Exhibitors Nature of Business



B- Exhibitors Rating for MOROCCO STITCH & TEX Value for Money

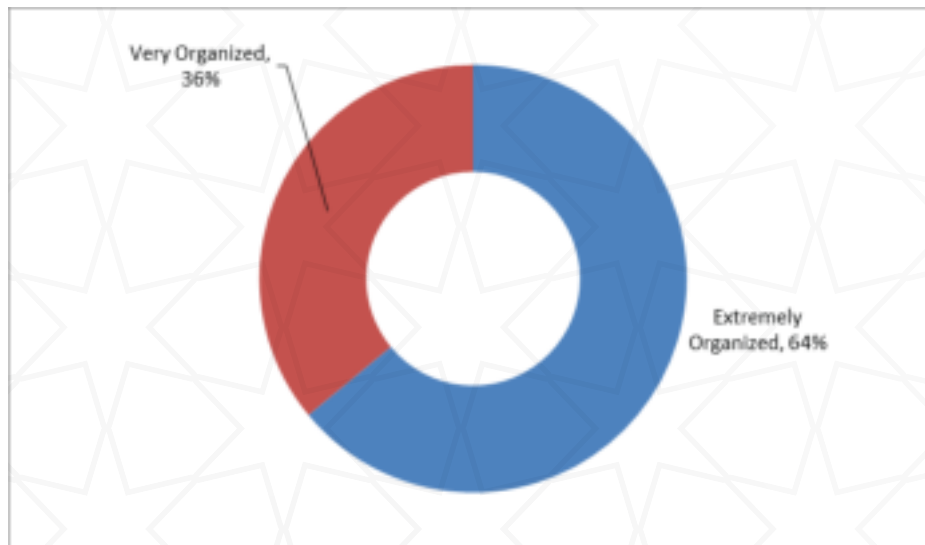


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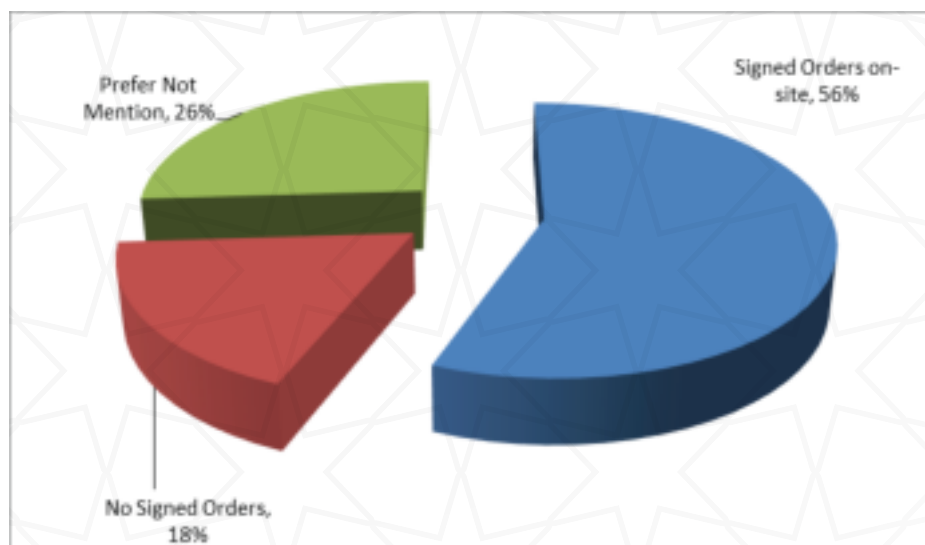
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EXHIBITOR'S ANALYSIS

C- Exhibitors' Rating for the Organization of MOROCCO STITCH & TEX



D- MOROCCO STITCH & TEX Exhibitors' On-site Orders

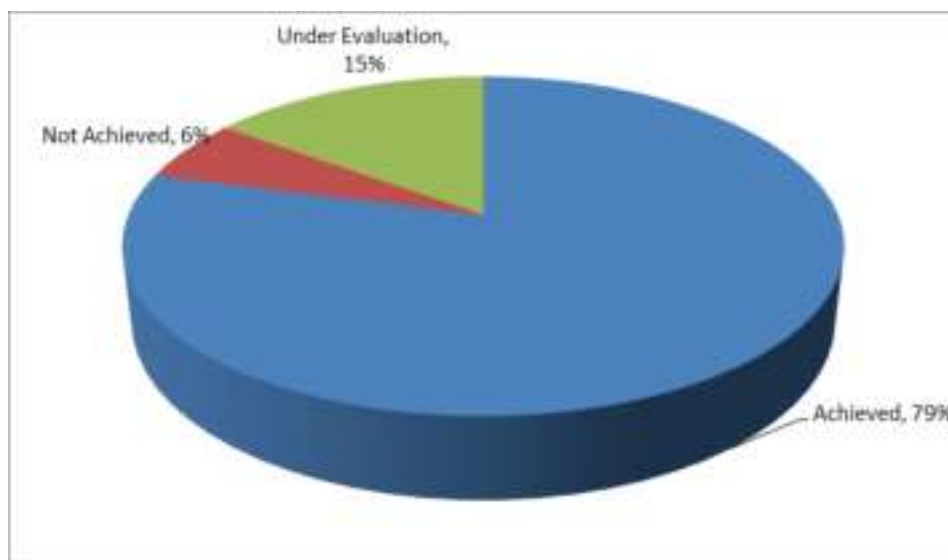


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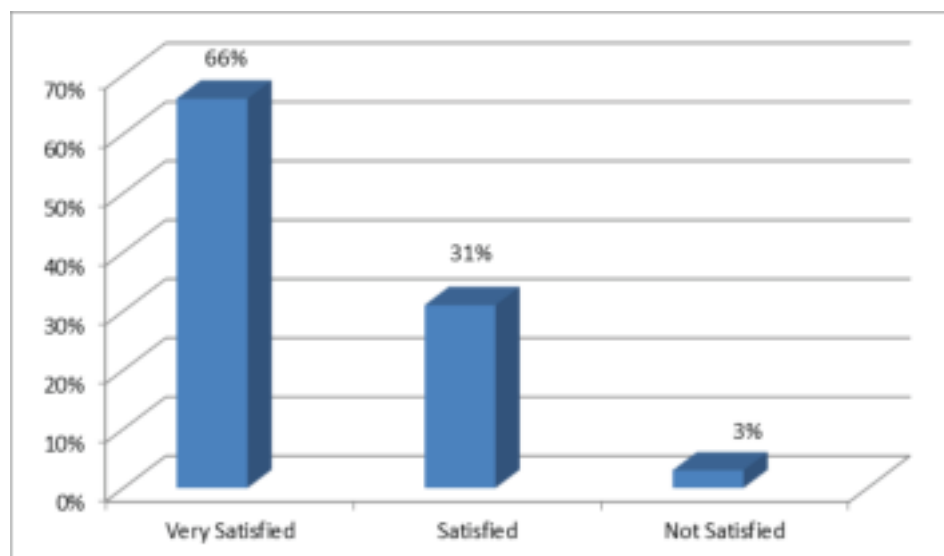
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EXHIBITOR'S ANALYSIS

E- How Far did MOROCCO STITCH & TEX Exhibitors Achieve their Objectives



F- MOROCCO STITCH & TEX Exhibitors' Rating for Quantity & Quality of Visitors

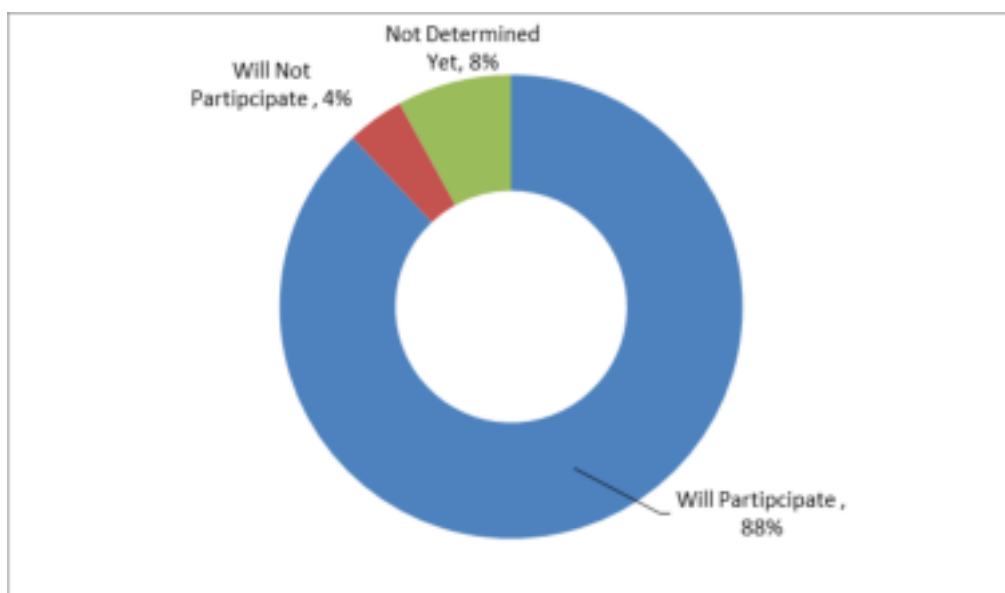


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EXHIBITOR'S ANALYSIS

G- MOROCCO STITCH & TEX Exhibitors Intention to Participate in the Coming Edition



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EXHIBITORS

Post Show Report

B- Results from Exhibitors Survey

92%

of the exhibitors said that the show was up to their expectations in terms of visitors and business deals



82%

of the exhibitors confirmed that they will join the next edition



93%

of the exhibitors rated the show as Very Good



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Promotional Activities & Media Coverage



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Promotional Activities & Media Coverage



Outdoor

Printed Items



Facebook post



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PHOTO GALLERY



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PHOTO GALLERY



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PHOTO GALLERY



Morocco Stitch &Tex

Exhibition

Casablanca int'l
fair ground (ofec)

Morocco

أرض المعارض الدولية
بالدار البيضاء - المغرب

See you in the next

المعرض الدولي العشريون
لماكينات الغزل و النسيج
و صناعة الملابس
و تكنولوجيا الطباعة
و ابتكارات الخيوط
و الأقمشة ومستلزماتهم

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

**13th–15th
May '25**

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TEXTILE
& CARPET MACHINERY



GARMENT
MACHINERY



PRINTING
TECHNOLOGIES



YARN
INNOVATIONS



FABRIC
INNOVATIONS

Organizers



Dubai - UAE



Morocco



Giza - Egypt

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