

The 20th Int'l Expo for Textile, Garment, Printing, Yarn, and Fabric Machineries, Technologies, and Innovations  
المعرض الدولي لعشرون لماكينات الغزل والنسيج وصناعة الملابس وتكنولوجيا الطباعة وإبتكارات الخيوط والأقمشة ومستلزماتهم.

## Post-Show Report

What?

Textile Machineries  
Garment Machineries  
Printing Technologies  
Yarn Innovations  
Fabric Innovations

Where?

Casablanca int'l  
fair ground (ofec)  
Morocco  
أرض المعارض الدولية  
بالدار البيضاء - المغرب

When?

**13th—15th**  
مايو  
**May '25**



# Message from Organizers

**MOROCCO STITCH & TEX** has firmly established itself as a leading sourcing event, drawing thousands of trade visitors and industry professionals from across Morocco. The exhibition served as a premier platform for showcasing the latest innovations in textile and garment machinery and technologies, while also fostering invaluable opportunities for networking, business development, and knowledge exchange.

The resounding success of **MOROCCO STITCH & TEX** highlights its growing significance as a key international trade fair and reinforces its pivotal role in advancing the Moroccan textile and garment industry.

A major contributor to the event's impact was its function as a strategic sourcing hub. With participation from over 69 exhibitors representing 5 countries, the exhibition featured a comprehensive range of state-of-the-art machinery, cutting-edge technologies, and industry solutions. Trade visitors had direct access to advanced industrial applications, making the event a vital destination for businesses aiming to enhance operational efficiency and maintain competitiveness in the global marketplace.

This post-show report has been prepared to provide a detailed overview of all aspects of **MOROCCO STITCH & TEX**, including in-depth analysis of both visitor and exhibitor engagement.

We look forward to welcoming you to the next edition in 2026.  
The **MOROCCO STITCH & TEX EXPO** Team



## EXHIBITION BACKGROUND

**MOROCCO STITCH & TEX** proved to be a vital networking platform, bringing together industrial leaders, trade professionals, manufacturers, suppliers, and technology providers. The event fostered meaningful connections and collaborative opportunities that are instrumental in driving sustained growth across the textile and garment sectors.

The success of the exhibition held particular significance for the Moroccan market. With its strategic geographic location and a well-established textile industry, Morocco is ideally positioned to host an event of this caliber. The exhibition not only underscored the country's manufacturing capabilities but also reaffirmed Morocco's standing as a key player in the global textile supply chain.

By attracting international attention and participation, **MOROCCO STITCH & TEX** effectively showcased Morocco's potential to evolve into a major regional hub for textile and garment production. The event's impact on the local economy was tangible—numerous exhibitors reported strong interest from trade visitors and confirmed substantial business deals during the exhibition.

This surge in commercial activity is expected to translate into increased revenue for Moroccan textile enterprises, catalyzing job creation and contributing to broader economic development. Moreover, exposure to the latest technologies and industry best practices empowered local manufacturers to enhance both productivity and quality standards, further reinforcing the sector's global competitiveness.





## EVENT PROFILE



**1-Duration:** 13-15 May 2025

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

**3- Space:** 7,000 m<sup>2</sup>



# EVENT PROFILE

**4- Total Number of Direct Exhibitors:**  
69 Companies

**5- Exhibitors Countries of Origin:**  
Morocco, China, Turkey, Egypt, Germany.





# EVENT PROFILE

## 6- Total Number of Visitors:



**3,801** Visitors

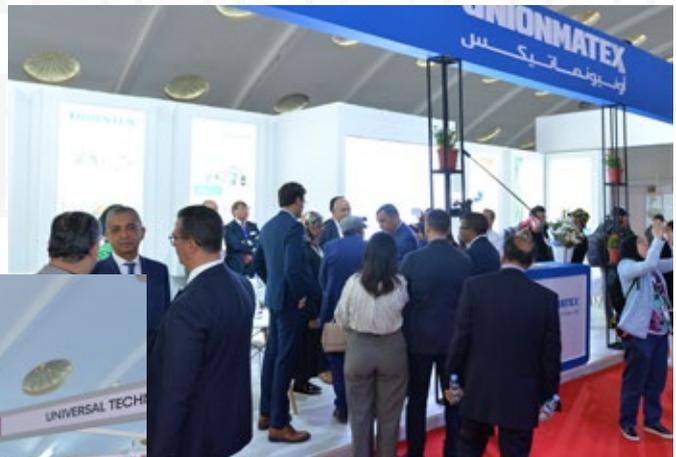


# EVENT PROFILE

## Regional & International Visitors

### 7- Visitors Countries of Origin:

Morocco, Egypt, Turkey, France,  
China, Gabon, Portugal, Spain.





# EVENT PROFILE

## Sponsors & Partners:

With the support of



**AMITH**

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

**Air Compressor, Oxygen Generator Partner**



### Institutional Partners



### International Agents



Lead Uluslararası Fuarçılık



NANJING VITES EXHIBITION  
CO.,LTD



Alion Expo (Shanghai)  
Co.,Ltd



Most Expo (Beijing)  
Co.,Ltd

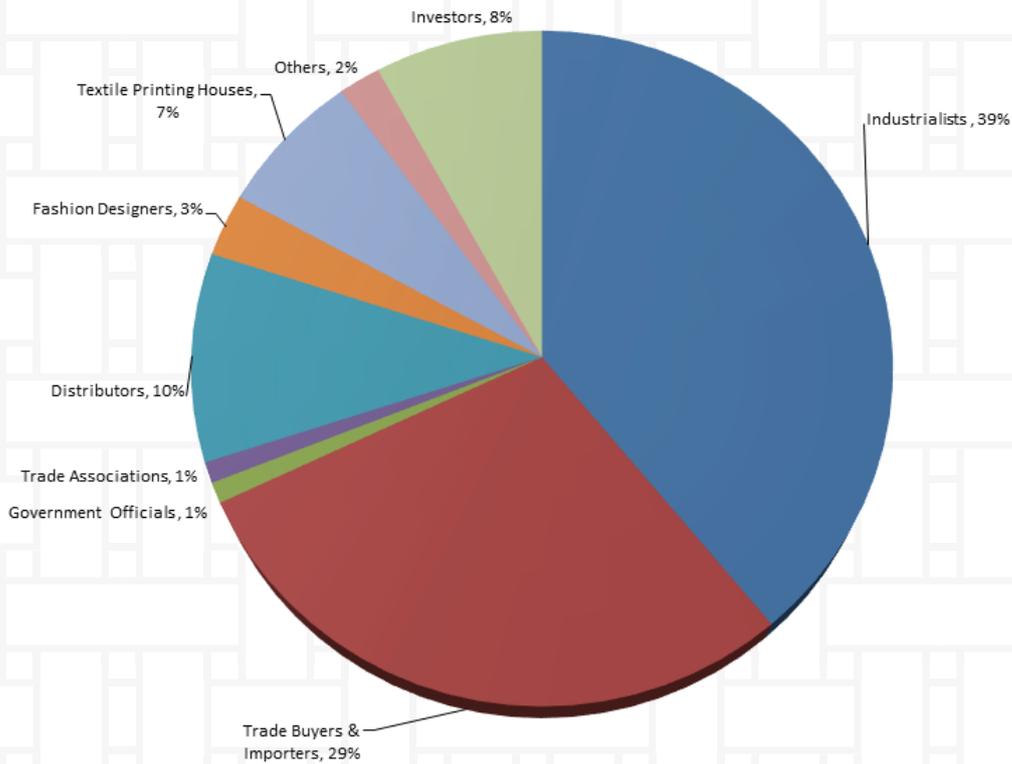


瑞达国际展览集团  
RITEX International  
Exhibition (Beijing) Co., Ltd.

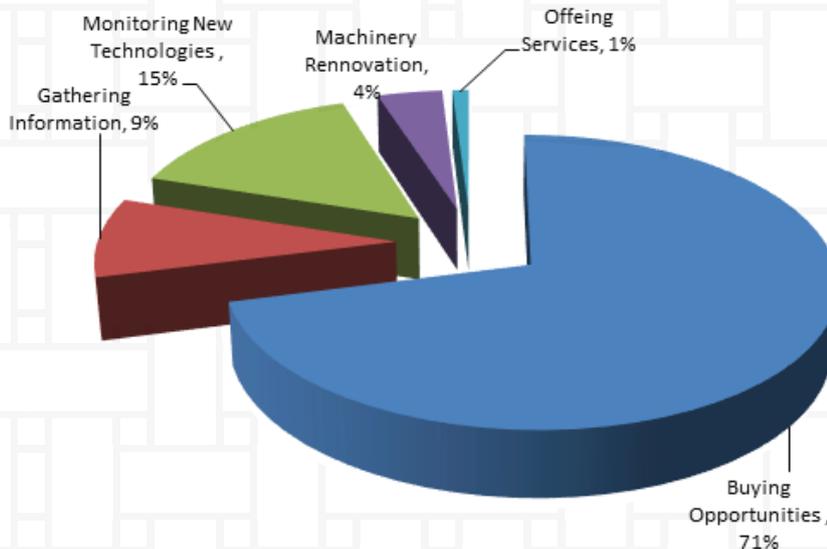


# VISITOR PROFILE

## A- Visitors Analysis by Nature of Business



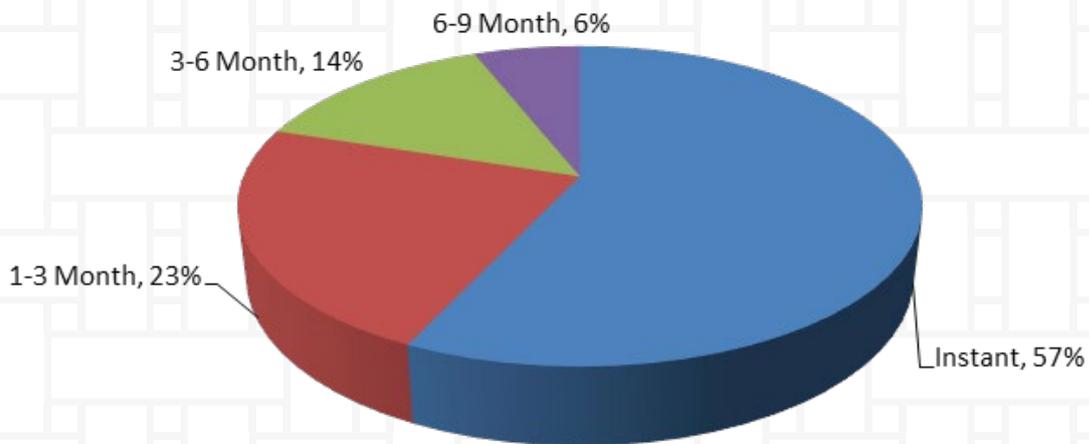
## B- Visit Main Objectives



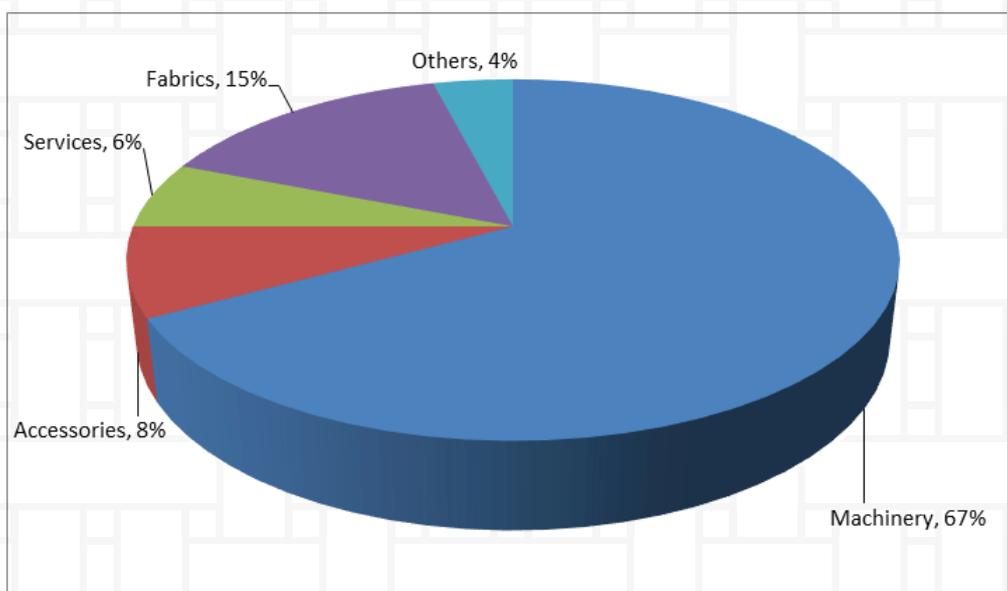


# VISITOR PROFILE

## C- Visitors Purchase Intention Time Frame



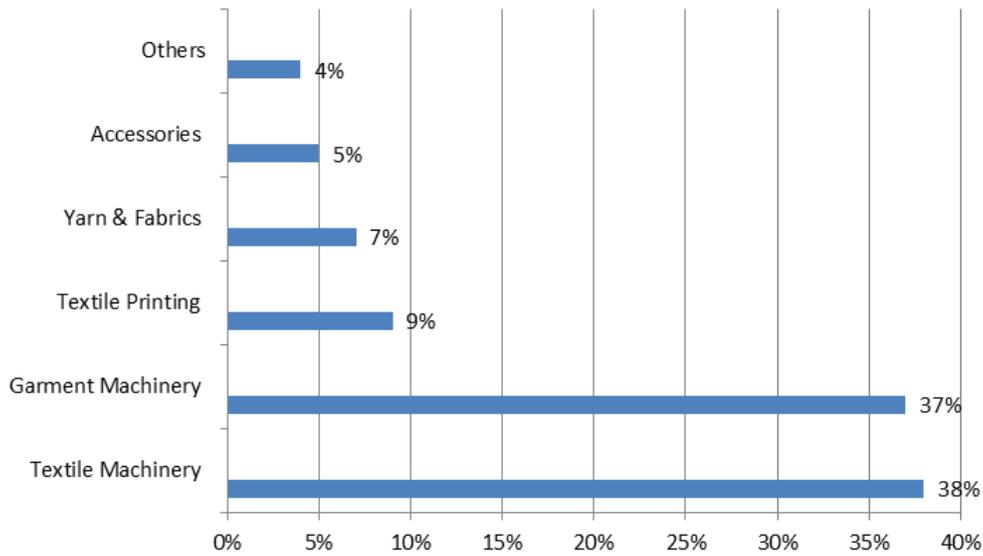
## D- Visitors Type of Purchase



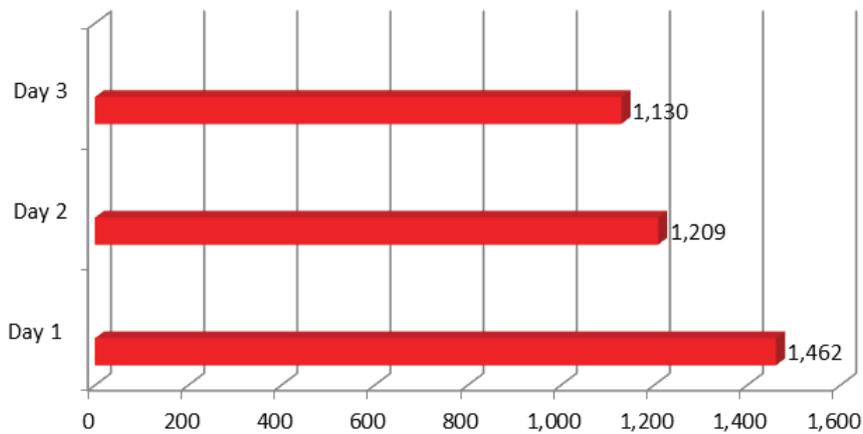


# VISITOR PROFILE

## E- Purchasing Analysis by Sector



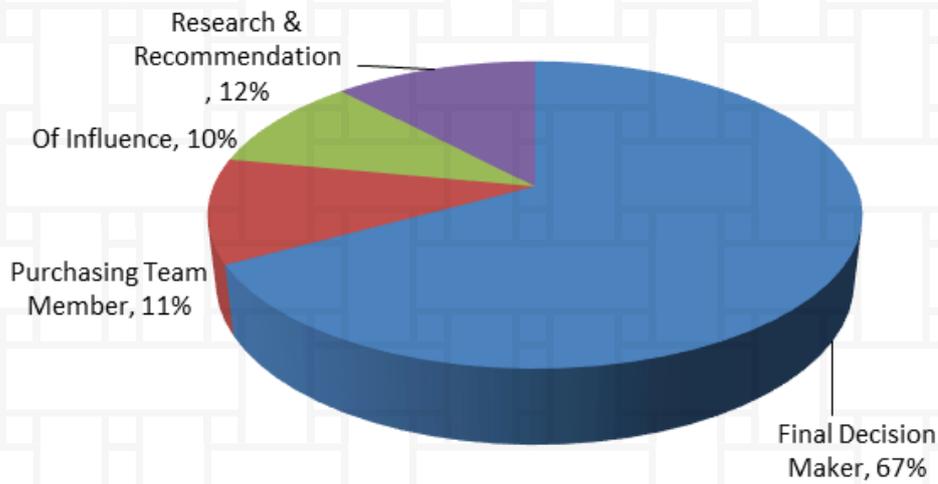
## F- Visitors Admission Analysis by Show Days





# VISITOR PROFILE

## G- Visitors in Terms of Buying Decision Influence





# VISITORS

## M – Results from Visitors Survey

# 93%

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



# 94%

of the visitors rated their visit as successful



# 92%

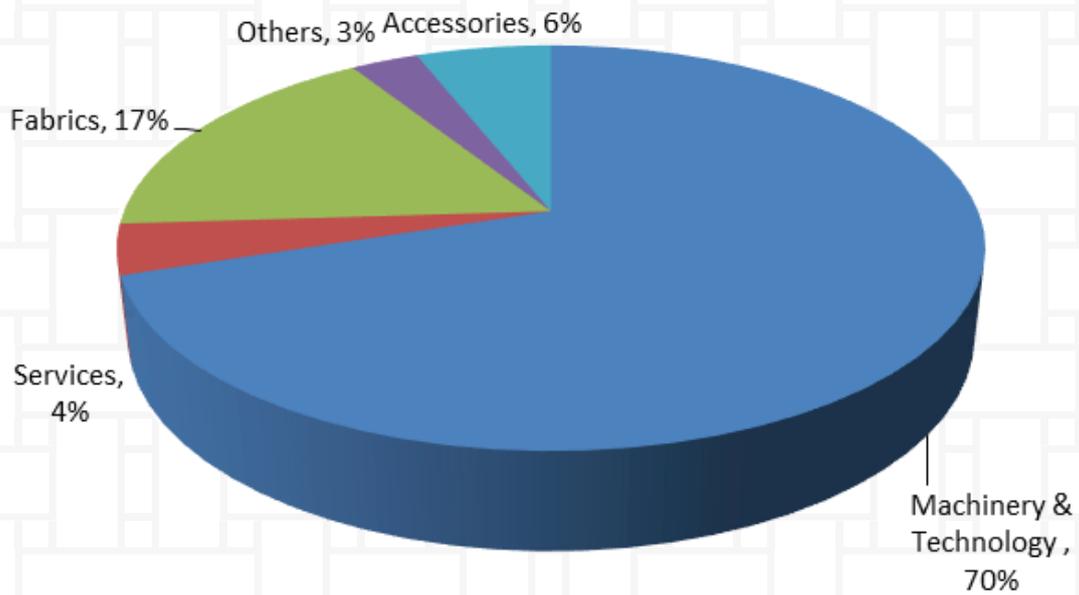
of the visitors confirmed that they will attend the next edition.



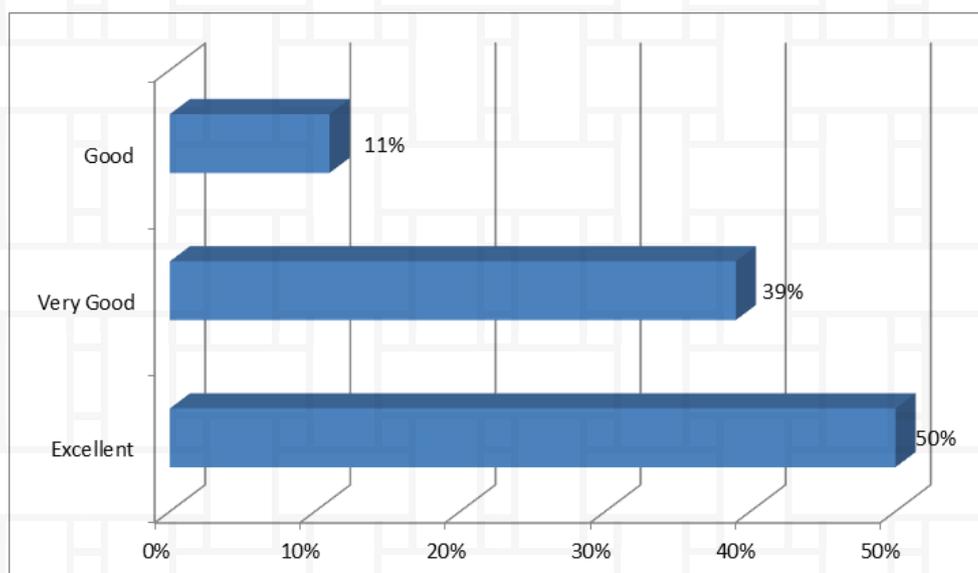


# EXHIBITORS PROFILE

Exhibitors Nature of Business



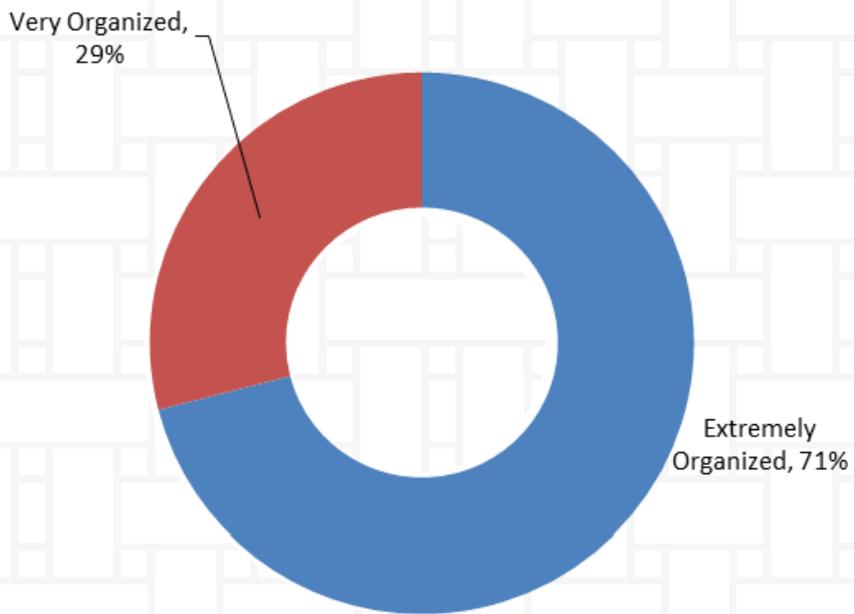
Exhibitors Rating for MOROCCO STITCH & TEX Value for Money



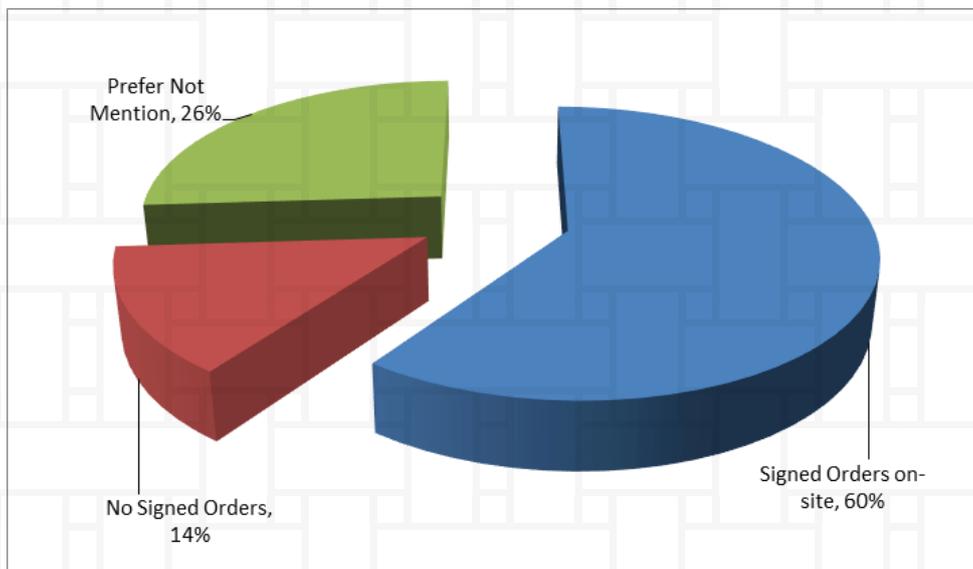


# EXHIBITORS PROFILE

## Exhibitors' Rating for the Organization of MOROCCO STITCH & TEX



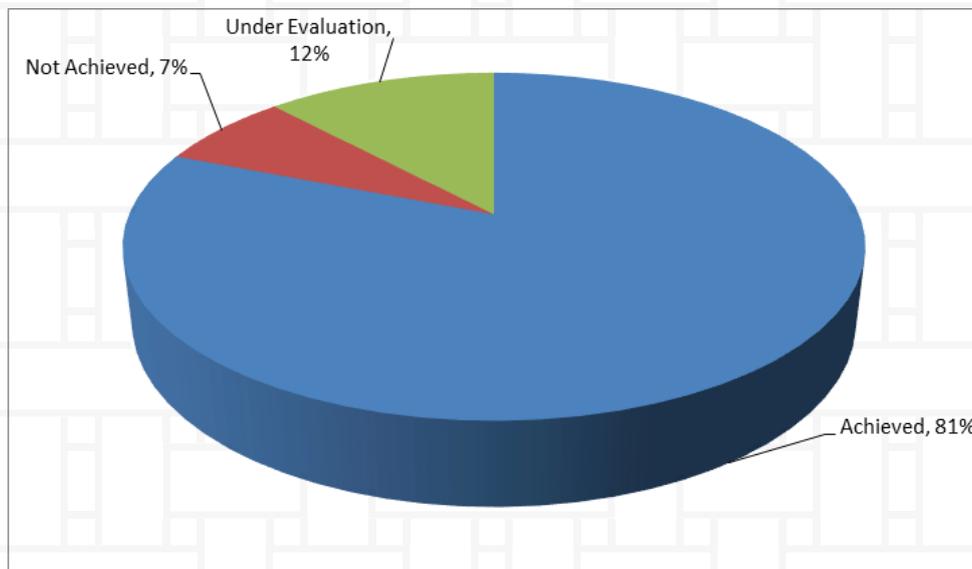
## MOROCCO STITCH & TEX Exhibitors' On-site Orders



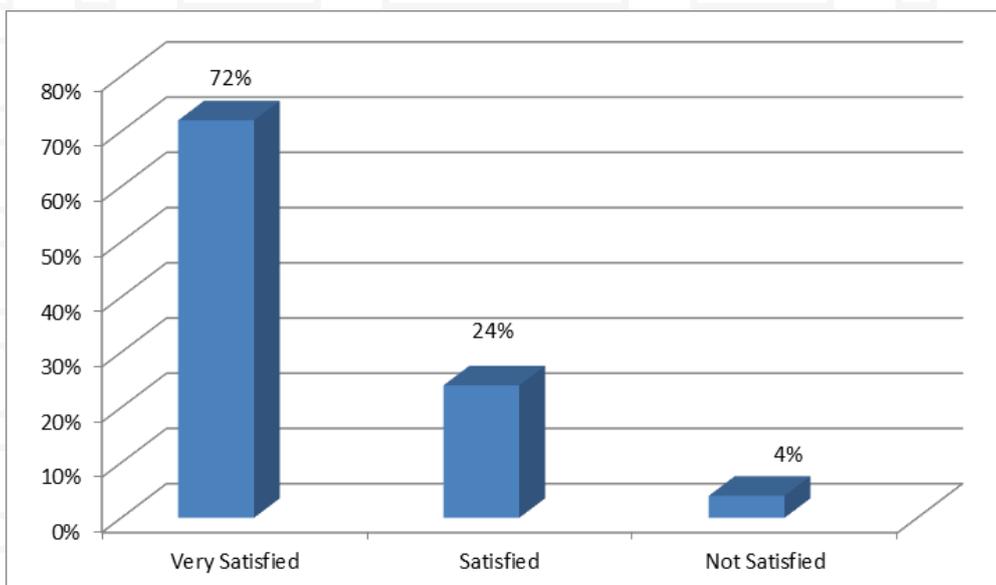


# EXHIBITORS PROFILE

## How Far did MOROCCO STITCH & TEX Exhibitors Achieve their Objectives



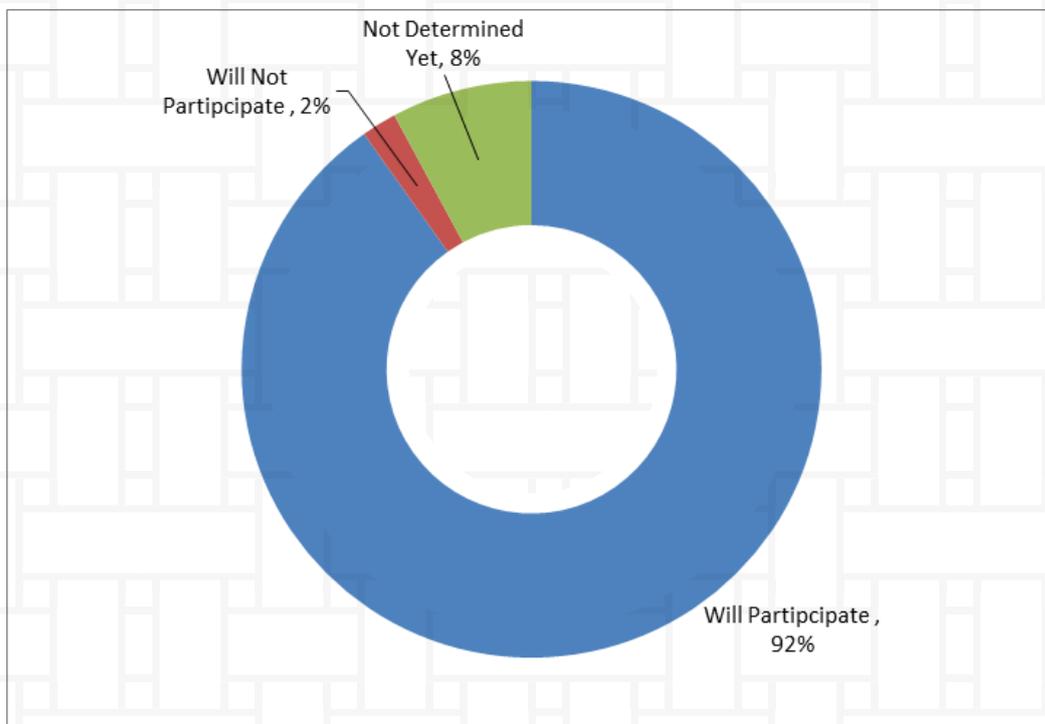
## MOROCCO STITCH & TEX Exhibitors' Rating for Quantity & Quality of Visitors





# EXHIBITORS PROFILE

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





## Promotional Activities & Media Coverage

20,000 Invitations Mailed to Potential Visitors

15,000 Invitations Mailed to to VIP's

6 Month Social Media Campaign

150,000 SMS Messages Campaign

Press Release Campaign in Key Newspapers

Advertisements in specialized magazines

Huge Press Advertising Campaign in key Regional and Local newspapers



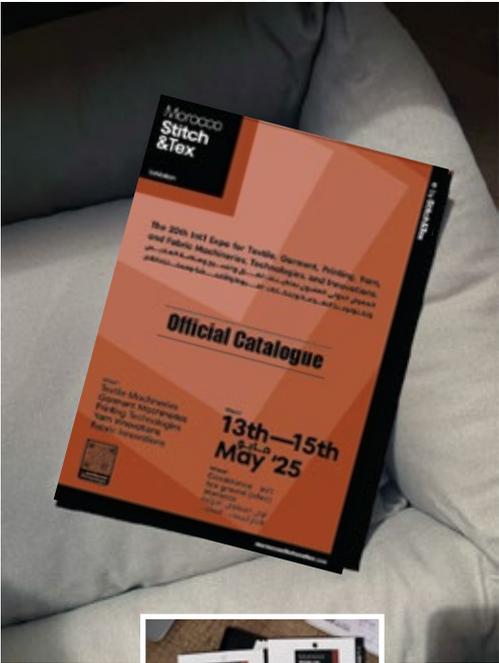
# Promotional Activities & Media Coverage



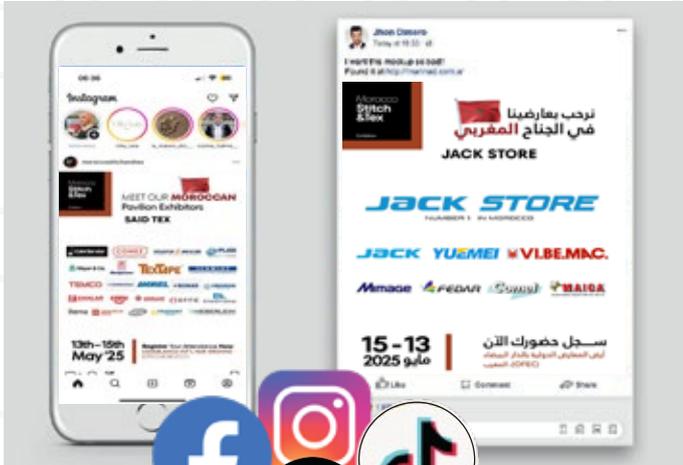
**Outdoor**



**Printed Items**



**SOCIAL MEDIA POSTS**



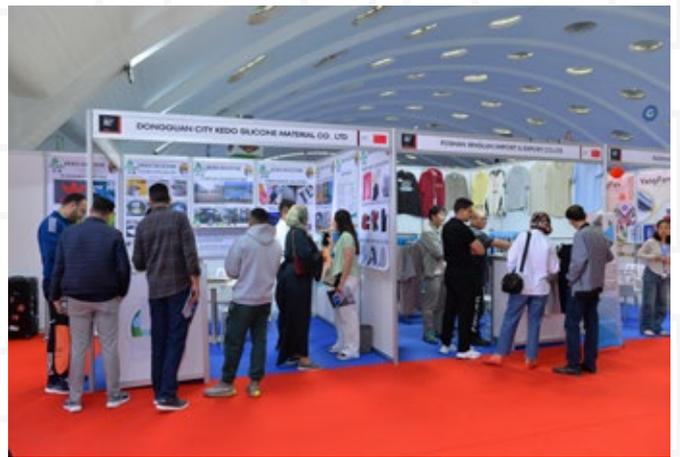


# PHOTO GALLERY





# PHOTO GALLERY





# PHOTO GALLERY





# PHOTO GALLERY





# VIDEO GALLERY

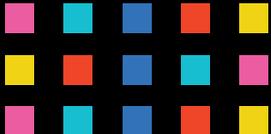


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# See you in next edition..

Morocco  
**Stitch  
&Tex**

Exhibition

  
Morocco  
**Print**  
E x p o

[moroccostitchandtex.com](http://moroccostitchandtex.com)

[moroccoprintexpo.com](http://moroccoprintexpo.com)

When?

**Casablanca int'l fair ground (ofec) Morocco**  
أرض المعارض بالدار البيضاء - المغرب

When?

**23-25** | **20**  
يونيو | 20  
**June** | **26**

Organized by



# Morocco Stitch &Tex

Exhibition

Organized by



With the support of



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

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