

# MOROCCO STITCH & TEX EXPO

The 17<sup>th</sup> 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

STITCH & TEX EXPOS :

**EGY STITCH & TEX EXPO**

**AFRO STITCH & TEX EXPO**

**SAUDI STITCH & TEX EXPO**

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



## INTRODUCTION

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Be part of Morocco's first and most inclusive industry platform for manufacturers, merchants, and vendors to connect, collaborate, sign contracts with corporate enterprises, and trade in one mega event.

For the first time, the region's best-established and largest textile and garment machinery trade fair is coming to Morocco, bringing together the complete value chain of textile and garment industries under one roof. It is a massive showcase of the latest textile machinery, garment processing technology, and textile printing equipment, featuring cutting-edge innovations across all sectors.

This event aims to kick-start the Moroccan textile, garments, and fabric manufacturing industry by building connections and business opportunities with many prospects. Discover new ideas, horizons, and endless possibilities, make corporate connections, and be inspired.



# STITCH & TEX EXPOS IN NUMBERS

**EGY STITCH  TEX EXPO**

**SAUDI STITCH  TEX EXPO**

**MOROCCO STITCH  TEX EXPO**

**AFRO STITCH  TEX EXPO**



Since  
**2007**



**1500+**  
Regional &  
International  
Visitors



**35,000+**  
Trade  
Visitors



**15**  
Rounds



**250+**  
Exhibitors  
per edition



**2000+**  
Brands  
Represented



**35**  
Exhibiting  
Countries



## WHY BE PART OF THE MOROCCO STITCH & TEX EXPO

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







## ABOUT MOROCCO:

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### 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 TOP EXHIBITOR BENEFITS



- 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 Saudi Arabia and the GCC region



- Increase your brand presence at a one-of-a-kind regional trade show



## WHO SHOULD EXHIBIT

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### **TEXTILE** & CARPET MACHINERY

#### **MACHINERY**

- Textile Processing Machinery
- Dyeing Machinery
- Bleaching Machinery
- Carding Machinery
- Ironing & Pressing Machinery
- Spinning Machinery
- Weaving Machinery
- Circular Knitting Machinery
- Flat Knitting Machinery
- Yarn Gassing Machinery
- Mills
- Laser Cutting Machines

#### **AUXILIARIES**

- Industrial Oils
- Chemicals
- CAD/CAM Systems
- Interlining
- Dyes & Inks
- Others



### **GARMENT** MACHINERY

#### **MACHINERY**

- Industrial Sewing Machinery
- Testing & Quality Control Equipment
- Embroidery Machinery
- Tape Binding Machinery
- Laundry Units
- Spreading Machinery
- Cutting Machinery
- Fusing Machinery
- Finishing Machinery
- Packing Machinery

#### **AUXILIARIES**

- Tickets & Badges
- Needles

#### **ACCESSORIES**

- Buttons
- Packing
- Closures
- Elastic
- Tags & labels
- Ribbons
- Miscellaneous





## PRINTING TECHNOLOGIES

- Digital jet-printing system
- Automatic / semi-automatic / manual textile printing machines
- Rotary screen-printing machines
- Flatscreen printing machine,
- Finishing equipment
- Ovens and steamers
- Drying machines
- Drawing machines
- Printing plate lines
- Mixing equipment
- Dyeing and finishing equipment.
- Textile printing inks
- Printing pigments
- Coating mixtures,
- Textile printing auxiliary agents
- Textile printing powders
- Plate processing units
- Heat transfer and water transfer printing equipment.
- Textile Printing Raw Materials
- Software relating to textile printing



## 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



## WHO SHOULD VISIT



### TEXTILE & CARPET MACHINERY

- Textile Factory Owners
- Trade Delegations & Foreign Missions for Textile Machinery
- Textile Manufacturing Work-shops
- Textile Machinery Trade Buyers
- Textile Machinery Agents
- Textile Machinery Trade Association
- Sourcing Team Members



### GARMENT MACHINERY

- Garment and Apparel Industrialists
- Knitwear Manufacturers
- Trade Delegations & Foreign Missions for Garment and Apparel Industries
- Textile Manufacturing Work-shops
- Textile Machinery Agents
- Sourcing Team Members
- Apparel Brands
- Garment Machinery Wholesalers & Distributors
- Garment Machinery Trade Association



### PRINTING TECHNOLOGIES

- Garment and Textile Manufactures
- Textile Printing Houses
- Textile Printing Machinery Trade Buyers
- Textile Printing Machinery Agents
- Design Studios
- Sourcing Team Members



### YARN INNOVATIONS

- Garment Manufacturers
- Textile Manufacturers
- Yarn Traders and Wholesalers
- Department Stores
- Retailers / Chain Stores
- Trade Associations
- Home Textile Companies
- Interior Designers
- Fashion Specialists
- Yarn Sourcing Team Members



### FABRIC INNOVATIONS

- Garment Manufacturers
- Textile Manufacturers
- Yarn Traders and Wholesaler
- Design Houses
- Fashion Specialists
- Fabrics Sourcing Team Members





## Direct To Fabric Printing

ON PAPER  
Full Coated  
No. 1000 1000 1000



Direct To Fabric Printing



Direct To Fabric Printing



## EXPO PROMOTION CAMPAIGNS

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Through an intense integrated marketing and promotion campaign, MOROCCO STITCH & TEX organizers will attract top-quality industrial and trading visitor groups in addition to conducting specialized missions of trade buyers from Saudi Arabia and the neighboring markets via the following means:



### **Buyers Program**

An international VIP Trade Buyers program will cooperate with official trade missions to Industrial Associations, Syndicates, and Chambers of Commerce in the Middle East and NORTH AFRICA region.



### **Integrated Media Campaigns**

Maximizing event coverage via media campaigns, specialized magazine advertising, online press advertising, and press releases.



### **Official Website, Newsletter & Retargeting Campaigns**

Easy online registration for exhibitors and visitors, with the option to subscribe to newsletters and email shots for regular updates. A retargeting campaign will prompt prospective visitors to complete their registration and attend.



### **Radio Advertising**

Awareness campaign to create excitement around the event on local stations during prime-time slots





### **Mobile Marketing**

Programmatic ads targeting prospective visitors to increase their chances of attendance



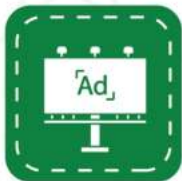
### **Social Media**

Daily show highlights, sponsored ads, and news posts via social media outlets to live visitors and potential attendees across all digital channels



### **Press Releases**

Critical event updates, features, and daily attractions notifications to journalists and specialized press representatives



### **Outdoor Promotion**

Appealing outdoor billboards in prime locations and industrial cities



### **Trade Invitations**

A total of 40,000 to prospective and targeted buyers encourage them to plan their visit and book appointments with exhibitors interested in meeting.



## THE VENUE

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MOROCCO STITCH & TEX 2024 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 tradeshows 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 tradeshows.

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





International Fairgrounds of Casablanca - OFEC



## EGY STITCH & TEX GALLERY





## EGY STITCH & TEX GALLERY





## SAUDI STITCH & TEX GALLERY





# AFRO STITCH & TEX GALLERY





## THE ORGANIZERS



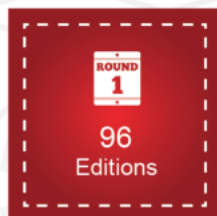
Business Plus, Vision Fairs, and Global Fairs & Events are the joint organizers of MOROCCO STITCH & TEX.

Business Plus 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.

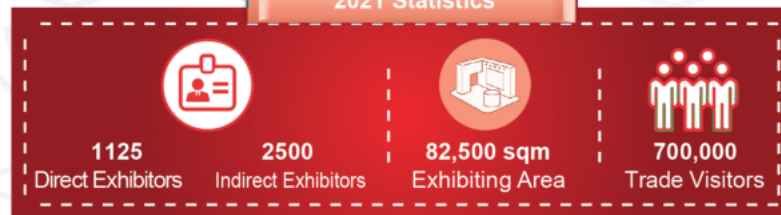
Vision Fairs is Egypt's leading b2b exhibition organizer bridging the gap between Egypt, the Middle East, and Africa's economies. They create the best-attended industry events with valuable opportunities for companies to showcase, promote, and strike deals with the right partners while learning about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

Global Fairs & Events is an event agency in Morocco providing clients with a new and unique vision for communication and event organization. They combine their expertise and professionalism to offer a service in the spirit of your company while seeking to imbue in your events projects its slight touch of originality, allowing you to increase the reach of your recognized company values.

With a combined portfolio of 27 annual shows spanning ten countries, including Sudan, Ethiopia, Morocco, Erbil, Kenya, Tanzania, and Saudi Arabia, the organizers of Morocco 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.



### 2021 Statistics

















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**TEXTILE**  
& CARPET MACHINERY



**GARMENT**  
MACHINERY



**PRINTING**  
TECHNOLOGIES



**YARN**  
INNOVATIONS



**FABRIC**  
INNOVATIONS

Organizeres



Dubai - UAE



Giza - Egypt



Morocco

For more information please contact

+2 0100 777 5050



info@moroccostitchandtex.com

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