

4TH MOROCCO INTERNATIONAL FURNITURE & FAIR

28 - 31 MARCH 2018

CASABLANCA / MOROCCO



PYRAMIDSGROUP
INT'L CONFERENCES & EXHIBITIONS

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Member

POST SHOW REPORT

4th Morocco Furniture; International Furniture & Decoration Fair Gathered 13. 224 visitors from 28 to 31 March 2018



From March 28 to 31, the economic capital of Morocco showed its capacity and power in home textiles with 3rd respective edition of the International Exhibition of International Furniture & Decoration Fair " Morocco Furniture & Decoration organized by Pyramids International Group.

372 exhibitors from 13 countries such as; Morocco, Turkey, Spain, Portugal, Germany, China, Egypt, India, Taiwan, Czech Republic, Poland, Italy, Pakistan, along with 13. 224 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 Fashion & Tex.

Opening Ceremony was represented by Mr Karim Tazi (President of Amith), Mr Hamid Ben Hrido (President of Fedic), Mr. Yassir Adil (President of Casablanca Chamber of Commerce), Casablanca Deputy Mayor Ms. Hakima Fasly, Ambassador of Turkey- Morocco Mr. Ethem Barkan Oz, Mr. Victor Lorench (Ambassador of Czech Republic) Mr Mohamed Tazi (Director of Amith), Mr Azzeddine Jettoli (President of CMTC) and Chairman of Pyramids Group Mr. Mohamed Hashem.

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 the latest furniture & decoration trends and products.

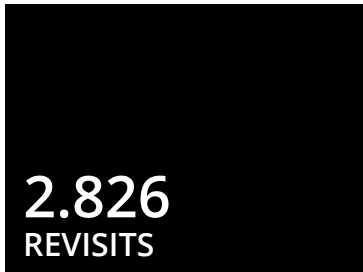
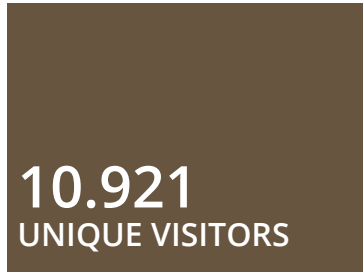
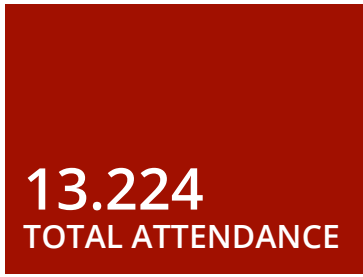
Morocco Furniture & Decoration with its 4th edition continued to bring professionals together from all sectors of Furniture industry around a platform for meetings, exchanges and business in OFEC Casablanca, completing the mission to promote the Moroccan Furniture sector, by collaborating and creating 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.

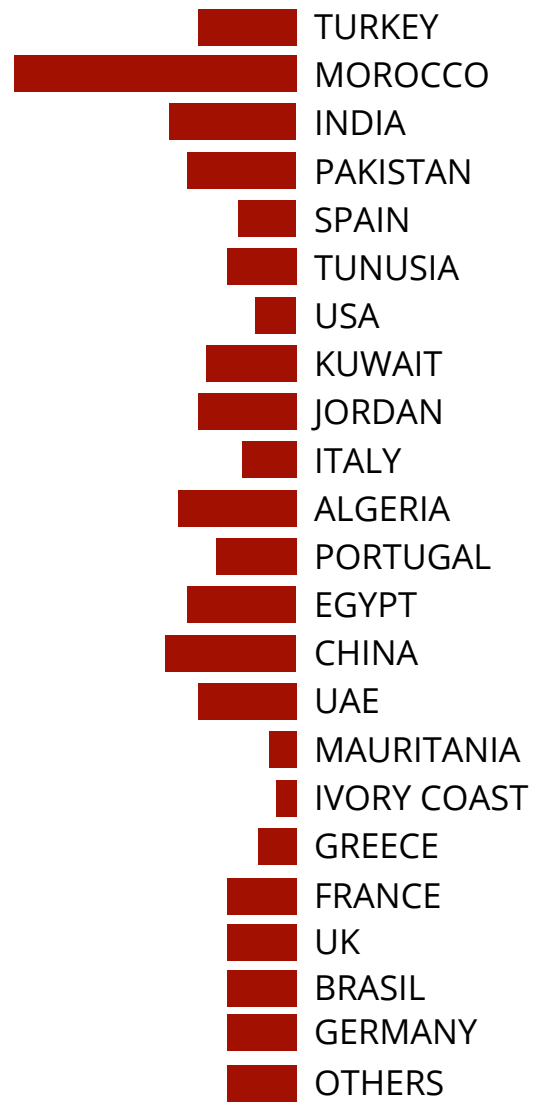


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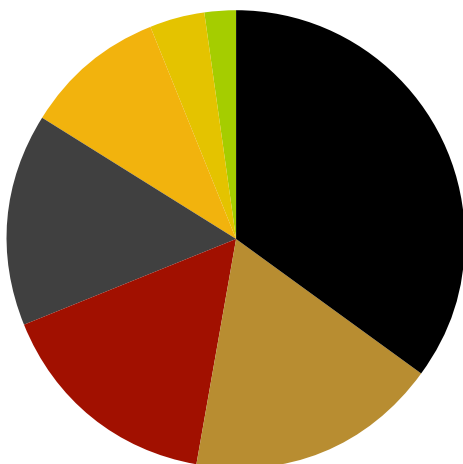
GENERAL STATISTICS



VISITOR DISTRIBUTION BY COUNTRY

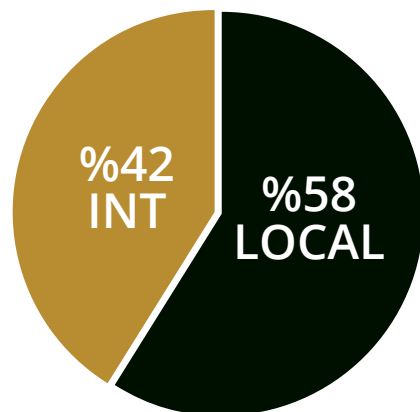


VISITOR PROFILE



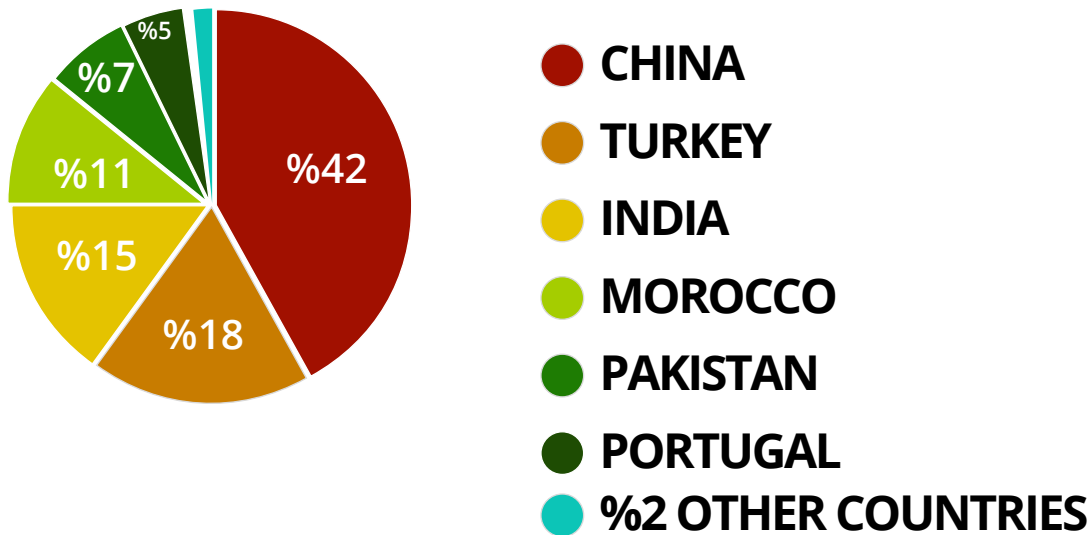
- %35 Importer / Agent Distributors
- %18 Department Stores
- %16 Boutique Owners
- %15 Designers
- %10 Associations & Institutions
- %4 Media
- %2 Others

VISITOR PERCENTAGE RATIO

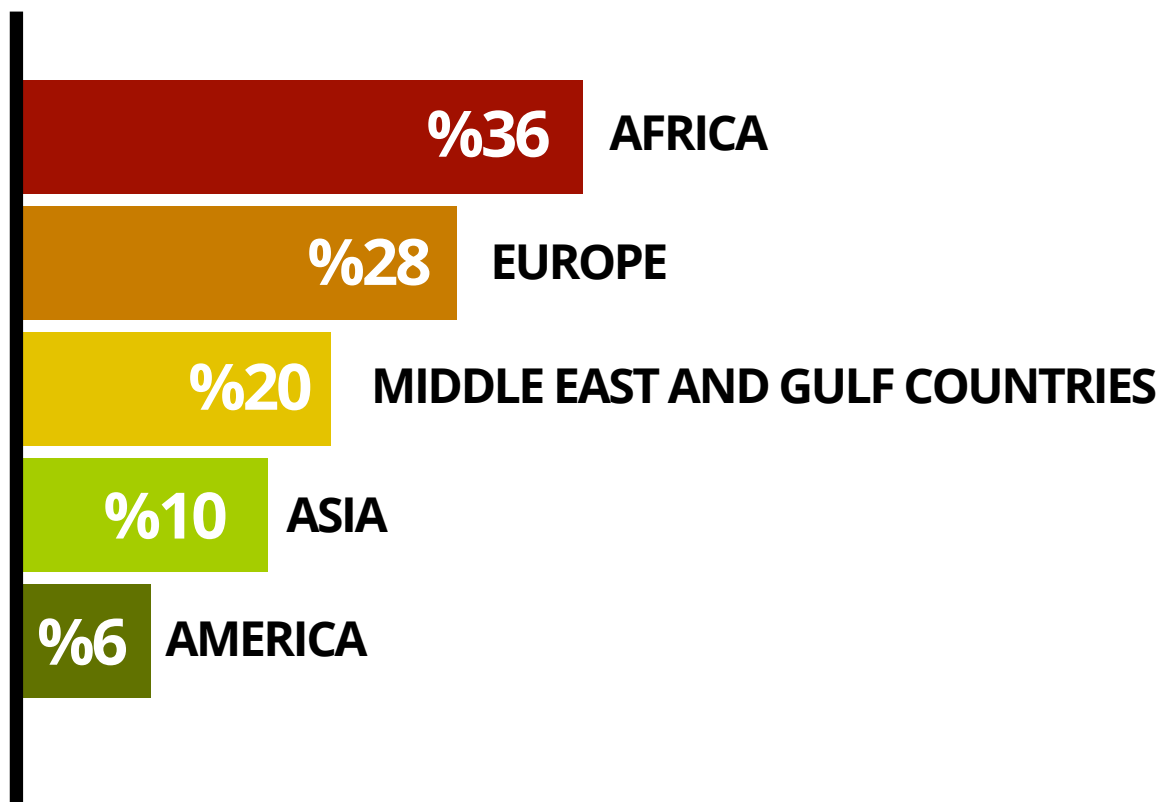


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TOP 5 EXHIBITING COUNTRIES FOR MOROCCO



TOTAL VISITORS: 13.224



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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 furniture 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 furniture 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



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**WE HOPE TO SEE YOU
NEXT EDITION**

5th Morocco Furniture

13-16 June 2019



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