

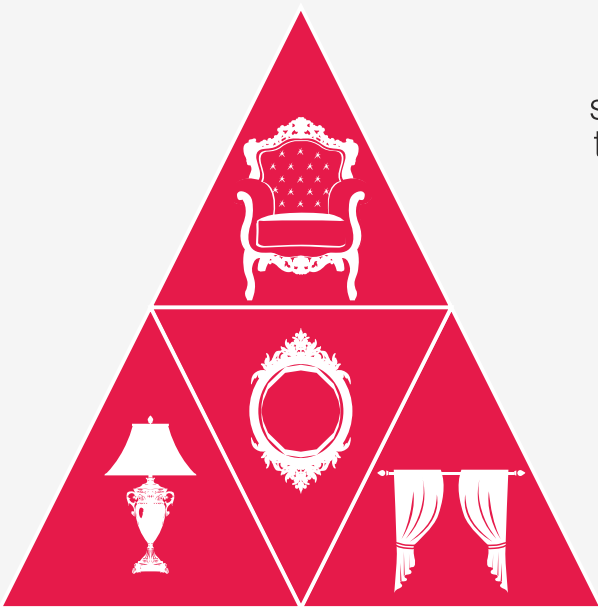


4th INTERNATIONAL DECORATION,  
FURNITURE, HOME TEXTILES,  
HOUSEWARE & CARPET EXHIBITION

**12-15 DECEMBER 2014**

O.F.E.C.

Morocco has attracted 3.36 billion dollars of foreign direct investment (FDI) in 2013, a significant increase of 23 percent compared to the previous year, according to a UN report on "World Investment."



**ELANEXPO**  
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# Morocco is well-positioned to be a driving force in order to attract international investment

## MOST STABLE, REFORMIST COUNTRY IN MAGHREB REGION:

*Morocco*

**The Kingdom of Morocco** is the most westerly of the North African countries known as the Maghreb - the "Arab West".

**GDP**-per capita is \$5.216 and the growth between 2011 and 2015 is 4,7 %.

**With** the Population 32.6 million (UN, 2012), Morocco is one of the biggest country in Africa.

**It is well** developed with a strong tourist industry focused on the country's coast, culture, and history . Morocco attracted more than 10 million tourists in 2013. Tourism is the second largest foreign exchange earner in Morocco after the phosphate industry.

**The annual** trade volume is \$ 42,3 bl.

**Moroccan** authorities have been successful in attracting a relatively consistent flow of foreign capital, mainly relying on



## EXHIBITOR'S BENEFIT:

*Madecor Expo Match-Making Business*

MADECOR EXPO is an effective marketplace. As the main decoration, furniture, home textile and carpet exhibition in Morocco, MADECOR EXPO is a key event for specialists in the industry. It brings together international buyers, government authorities, municipality officials, ministry representatives from central government, major Moroccan brands, banks, institutions and investors. At MADECOR EXPO, they can discuss ways to increase cooperation amongst different markets and how to increase the business volume.

Business MATCH-MAKING is a free & privileged service at MADECOR EXPO for organizing business meetings between companies and buyers to achieve mutually beneficial results that freely organized by ELANEXPO for each exhibitors.

Together with the benefits of Match-Making, participants are able to discuss ways to increase cooperation amongst different markets and how to increase the business volume.

*The country opening its potential to the foreign companies:*

**MOROCCO**

Morocco, with the 33million population is a dynamic market with a considerable potential of growth, confirmed by the constant GDP growth rate expected to remain positive for 2015. The Morocco government's policy of further encouraging foreign companies to invest in their countries and the constant increasing of privatisation are creating the right conditions for the furniture industry to consolidate in this market area. The significant average increase of office furniture imports in Morocco in the last period is a strong signal in this sense.



*Morocco:*

## SECTOR ADVANTAGES

- **Morocco's** furniture & home textile production is insufficient to meet a demand that has been increasing for the past five years.
- **Morocco** is the African and Arab country which is, geographically and economically, closest to Europe. 14 Km only separate it from European Union.
- **To invest** in areas as housing, furniture, textile and tourism is certainly the guarantee of an immediate outcome
- **Morocco** is more and more cosmopolitan traditionally opened country. The foreigners are more and more numerous to become established in Morocco.
- **Moroccan** economy is one of the most dynamic of the south of the Mediterranean Sea. Morocco is a vast construction site consequently all regions of Morocco live a development process with a supported rhythm.





## 5 Great Reasons TO JOIN US

**Madecor expo is organized to generate business:** North Africa is a dynamic market with a considerable potential of growth, confirmed by the constant GDP growth rate expected to remain positive for recent years. The Morocco government's policy of further encouraging foreign companies to invest in their countries and the constant increasing of privatization are creating the right conditions for the furniture industry to consolidate in this market area. The significant average increase of furniture, home textile and houseware imports, Morocco in the last period is a strong signal in this sense.

**Madecor expo is an effective marketplace:** Morocco has capitalized on its proximity to Europe and relatively low labor costs to build a diverse, open, market-oriented economy.

**Madecor is an international event:** Morocco wishes to encourage foreign investors and to provide them with the same rights and advantages as local investors. Foreign direct investment has been permitted in virtually all sectors of the economy since 1990.

**Madecor provides excellent promotional opportunities:** It is the ideal place to present new products and to discover the fast-developing North African sector. Exhibitors can display their destinations in their full glory, positioning them as premier holiday destinations to the Russian market.

**Madecor is an event to enhance the image and leadership of your company:** The exhibition is held in Morocco! Morocco is considered as having one of the largest flows of capital to different regions of the Africa. Professionals recognize that the market offers huge potential and advantages.



## 2013 MADECOR EXPO

- 64 International Exhibitors from 9 countries Including exhibitors from France, Canada, Portugal, Turkey, China, Egypt, Czech Republic, Iraq, Algeria

- 82% exhibition satisfaction
- 85% visitor satisfaction

- Attracted more than 6000 international visitors
- 220 B2B meetings

## EXHIBITS' PROFILE

### ALL KINDS of FURNITURE

- Living Room Furniture
- Dining Room Furniture
- Bedroom Furniture
- Spring-loaded Beds-Bases
- Baby and Young Rooms
- Garden and Furniture Accessories
- Office Furniture and Accessories
- Bathroom, Kitchen Furniture and Accessories
- Ancestry Equipments, Benches and Sinks
- Bathtubs Jacuzzi, Shower Cabin and Accessories
- Furniture Sub Industry and Mach.

### DECORATION

- Wallpapers & Wall Decor, Paints
- Window Accessories
- Lighting and Chandeliers
- Portable Electronic Devices
- Kitchen and Bath Ceramics and Decoration Materials
- Natural and Artificial Stones
- Wrought iron
- Winter Gardens, Fireplace
- Plasterboard
- All Kinds of Decoration Materials

### HOME TEXTILES and ALL TYPES of CARPETS

- Upholstery Fabrics
- Curtains, Tulle, and Roller Blind Syst.
- Table Linens
- Towels, Blankets
- Pique, Bed Linens, Pillows
- Carpet, Carpet Floor
- Hand-Woven Carpets
- Wool Carpets
- Machine Made Rugs
- Rugs, Mats
- Floorings, Floor Coverings
- Wood Floor Coverings
- Stone Floor Coverings

### HOUSEWARES

- Tableware, Kitchenware
- Decorative Products
- Giftware
- Electrical Appliances
- Bathroom & Kitchen Accessories
- Lights & Lighting



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# UPCOMING SIMILAR SHOWS



29 Oct. - 01 Nov. 2014

**Erbil / IRAQ**

## **3rd IRAQ FURNEXPO 2014**

**3rd INTERNATIONAL FURNITURE, HOME TEXTILES  
AND CARPET EXHIBITION**

SIVA - ALGERIA

**DecorExpo**

20-23 November 2014

**Alger / ALGERIA**

## **4th ALGERIA DECOREXPO 2014**

**4th INTERNATIONAL FURNITURE, DECORATION, HOUSEWARES  
AND ELECTRICAL APPLIANCES EXHIBITION**



MOROCCO-CASABLANCA

**MaDecor**

12-15 December 2014

**Casablanca / MOROCCO**

## **4th MADECOR EXPO 2014**

**4th INTERNATIONAL DECORATION, FURNITURE,  
HOME TEXTILES & CARPET EXHIBITION**

AZERBAIJAN

**DecorExpo**

FURNITURE, HOME TEXTILE AND HOUSEWARE EXHIBITION

12-14 March 2015

**Baku / AZERBAIJAN**

## **AZERBAIJAN DECOREXPO 2015**

**FURNITURE, HOME TEXTILE AND HOUSEWARE EXHIBITION**



ELANEXPO

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