



present

#46<sup>th</sup> edition  
**Dye+Chem**  
Morocco  
EXPO' 24

7-9

NOVEMBER, 2024

10:00 AM to 6:00 PM

📍 Foire Internationale de Casablanca Expo Center,  
Casablanca – Morocco

[www.dyechem-morocco.com](http://www.dyechem-morocco.com)



## Morocco, Your Gateway to Africa

### **46<sup>th</sup> Dye+Chem Morocco International Expo 2024**

*International exhibition on Dyestuff and Fine & Specialty Chemicals for the fast-growing Moroccan & African Textile and Leather Industry*

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- Event Date : **7 - 9 November 2024**
- Time : 10:00 am to 6:00 pm
- Location : Foire Internationale de Casablanca Expo Center,  
Casablanca – Morocco
- Frequency : Annual
- Open to : Professional Business / Trade Visitors upon free Registration
- Official Website(s) : [www.cems-dyechem.com](http://www.cems-dyechem.com),  
[www.cems-textileseries.com](http://www.cems-textileseries.com)

#### *Concurrent Exhibitions:*

2nd Morocco International Yarn & Fabric Sourcing Show 2024

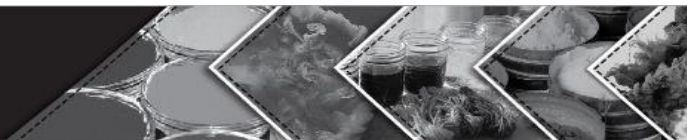
[[www.cems-yarnandfabric.com](http://www.cems-yarnandfabric.com), [www.morocco-sourcingshow.com](http://www.morocco-sourcingshow.com)]

Maroc in Mode 2024 (MIM 2024)

[ [www.mim.org.ma](http://www.mim.org.ma) ]

# 7 Reasons To Participate

in the 46<sup>th</sup> DyeChem Morocco  
2024 Expo



1. The 46<sup>th</sup> Dye+Chem Morocco 2024 International Expo is a Comprehensive International Exhibition featuring Worldwide Dyestuff and Fine & Specialty Chemical Manufacturers, focusing on the entire Textile, Apparel & Leather Industries of Morocco and Africa – the new & future market.
2. The manufacturing sector in Morocco has been expanding, with the country becoming a hub for producing various types of Textiles, Apparel, and Leather. The industry has attracted both domestic and foreign investments. The country is now Europe's eighth-largest textile and clothing supplier.
3. Morocco's strategic location, close to European markets, provides it with a competitive advantage in terms of logistics and transportation. This proximity allows for shorter lead times and cost-effective delivery to European customers. It has served as a very important Business hub between Europe, Africa, and the Middle East.
4. The Moroccan government has been actively supporting the manufacturing industry through policies and incentives. This support includes measures to attract investments, improve infrastructure, and enhance the competitiveness of the sector.
5. Morocco's status as a trade hub is bolstered by its trade agreements with the Persian Gulf, Mediterranean, and African nations, the United States of America, and the European Union.
6. Morocco currently has duty-free access to a market of 55 countries representing more than one billion consumers and 60 percent of world GDP.
7. Participate in the 46<sup>th</sup> Dye+Chem Morocco 2024 International Expo. Meet, network, explore new business partnerships and opportunities with potential buyers through the Expo from Morocco and Africa.

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## Event Profile

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CEMS-Global USA's International 'Textile Series of Exhibitions' is a renowned series being held in Bangladesh, Brazil, Morocco, Sri Lanka, and Thailand. The 'Dye+Chem series of Exhibition' which is a part of the Textile series has reached its accession in popularity around the world with the series exhibitions being organized by CEMS-Global across 4 continents of the world.

With the undeniable success of the previous Morocco edition organized by CEMS-Global USA in 2019, after the Pandemic, CEMS-Global USA and The Moroccan Association of Textile and Clothing Industries (AMITH) once again is delighted to jointly organize this prestigious Event in Morocco in 2024 as the 46<sup>th</sup> Dye+Chem Morocco International Expo 2024, from 7 - 9 November 2024 at Foire Internationale de Casablanca Expo Center, Casablanca – Morocco.



Casablanca is Morocco's largest city and economic center. Morocco – a leading regional power and one of the most developed countries in Africa; Morocco is a melting pot of indigenous Berber, African, Arab, and European influences. Due to its strategic location and proximity to Europe, the kingdom has been able to accommodate its cultural diversity in a stable and politically inclusive system. Located strategically between the Atlantic Ocean and the Mediterranean Sea, Morocco is a bridge in

the trade with West African countries.

The Textile industry has shown a steady revenue increase in recent years. Some European Apparel buyers and distributors have re-oriented their purchasing strategy away from Asia to focus on nearby markets such as Morocco, Turkey, or Tunisia. With a business-friendly and welcoming environment, special economic Industrial zones, and parks, Morocco is attracting huge foreign investments as it moves to increase production in its Industries. Morocco's free trade agreements and infrastructure network (Port of Tangier, free-trade zones) have transformed the country into a production and export platform for Europe, the United States, and the MENA region with lead times between four and six weeks.

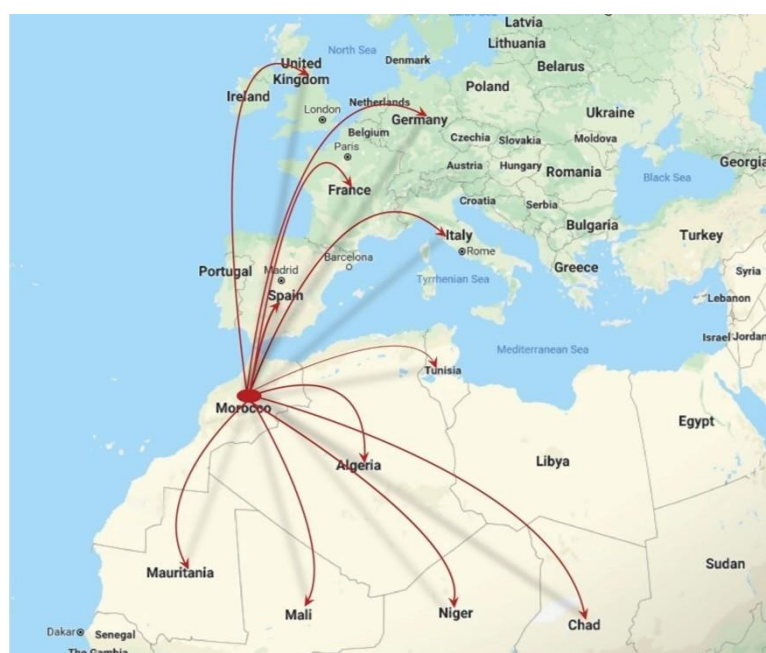
A major part of the textiles sold in Europe is produced in Asian countries, like China, Bangladesh or Vietnam. Yet new producers have begun to emerge in recent years and Morocco is becoming increasingly important. It is already the third biggest producer for Europe and there are many advantages the factories there have over their Asian competitors. The Textile industry of Morocco will see robust growth in coming years due to the Government's active initiative and focus on the textile industry as its priority, to double the jobs in the garment industry and further develop its exports.

Morocco is recognized today as a major player in fast fashion with regard to its long-standing and established experience with the biggest vertical fast fashion brands and

retailers in the world. One of its major competitive advantages lies in its proximity to Europe, and therefore its ability to react immediately to new trends to be delivered within a short time.

46<sup>th</sup> Dye+Chem Morocco International Expo 2024 will be a one-stop marketplace of Morocco and entire African Manufacturing nations for Dyestuff and Chemicals business. Exhibitors from around the world will present their up-to-date products extremely useful for the development of the Textile and Leather Industries of Morocco and Africa, industrial use, and other various applications. The Show will be fully equipped with all ranges of Dyestuff and Fine & Specialty Chemical products enhanced with the latest technology, which will set a new definition to satisfy the growing demand of Moroccan and African buyers.

## Why Morocco?



Located at the apex of North-west Africa and across the 14 km Strait of Gibraltar from Spain, the Kingdom of Morocco is the Regional and International hub, having benefitted from its advantageous geographic location at the crossroads between Europe and Africa, it has served as a very important Business hub between Europe, Africa, and the Middle East.

Morocco has not only deepened its economic and security ties with the EU but also with the Gulf states and China. Morocco's

free-trade agreements and infrastructure network (Port of Tangier, free-trade zones) have transformed the country into a production and export platform for Europe, the United States, and the MENA region with lead times between four and six weeks.

According to the Oxford Business Group 2018 report on Morocco, it is North Africa's most politically and economically stable country. Being a Business hub for the EU and most African countries, it could be internationally competitive in sectors such as Textile production, Automotive, electronics, aeronautic, agro-industrial processing, and offshoring services. The report stated Morocco as an attractive manufacturing center.

Morocco has been able to establish a solid network of international trade agreements, encompassing free trade deals with Canada, the US, and Turkey, as well as being a part of the European Free Trade Association. Trade between the EU and Morocco reached €53.3 billion in 2022. The EU's imports from Morocco amounted to €21.7 billion and were led by transport equipment (€5.1 billion, 23.5%), machinery and appliances (€4.6 billion, 21.2%), and textiles (€3.1 billion, 14.3%).



Morocco is considered a developing country by international standards. The country is forecast to see some sustained economic progress over the short to medium term with a 5.7% compound annual growth rate by 2020 and beyond, according to Euro Monitor. This growth is largely stimulated by domestic demand, and Morocco is on track to see continued improvements in its economic performance due to a combination of government policy measures to enhance the business climate, focused expansion of the middle class, and improvements in competitiveness.



Morocco's status as a trade hub is bolstered by its trade agreements with the Persian Gulf, Mediterranean, and African nations, the United States of America, and the European Union. Morocco currently has duty-free access to a market of 55 countries representing more than one billion consumers and 60 percent of world GDP.

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## Profile of Exhibits

Dyestuffs, Pigments, Intermediates & Auxiliaries : (a) All kinds of dyestuff and pigment, Disperse dyes, acid dyes, Reactive dyes, Basic dyes, Direct dyes, Vat dye, Azoic dyes, Mordant dyes, Sulphur Dye, Indigo blue, sulfureted black, organic pigment, printing plasm, color dyestuff, etc; (b) Various Dye intermediates; (c) Textile, Dyeing and Finishing Auxiliary: dye dispersed/ water treatment/ preparative treatment/ printing treatment/ printing behind treatment/ treatment and machining auxiliary, Pretreatment auxiliaries, Dyeing Auxiliaries, Finishing Auxiliaries, Printing Auxiliaries, inorganic pigments and ore stuff, organic impregnate, surface active impregnant, environmental and functional style auxiliary, etc; (d) Other Auxiliary: Chemical fiber monomer, activator, chemical fiber oil auxiliary, supple auxiliary, bond, finishing auxiliary and other chemicals; (e) Textile Industry environmental technology, quality authentication system and relative apparatus and equipment, etc (f) Azo pigments, Vat Pigments, Heterocyclic pigments, Fluorescent pigments, etc

Textile & Leather Chemicals: New Chemical Materials, Chemical Equipment & Engineering, Chemical Control Apparatus & Instruments / Equipment, Chemical Processing Equipment / Machinery, Fine Chemicals, Adhesives / Catalysts/ Basic chemicals, Whitening Agents, Processing chemicals, Finishing Chemicals, Inorganic Chemicals, Laboratory chemicals.

Support Services, Related Trade Publications & Web portals.

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## Profile of Visitors

46<sup>th</sup> Dye+Chem Morocco International Expo 2024 will enable the Textile & Leather Industry buyers of Morocco and entire Africa to meet local and overseas Dyestuff and Fine & Specialty Chemical manufacturers face to face for excellent qualities and reasonable prices.

The Visitors will have the opportunity to discover the latest products and technological advancements in the Dyestuff and Chemical sector. The finest Dyestuff and chemical products will be brought for the Textile, Apparel & Leather Industries of Morocco & Africa from top manufacturers worldwide.

## About the Organizers

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**CEMS-Global USA**, based in New York, is a Multinational Exhibition & Convention Organizer, with operations across 4 continents. Established in 1992, CEMS-Global, in this span of over 30 years has been committed to organizing Professional B2B Trade Shows for important Business sectors of the trade and economy. CEMS-Global also assists Trade Associations, Governments, and businesses as an International Trade & Export Development Agency in international markets, including market research, export strategy development, partner identification, and trade promotion.

In this span of over 3 decades, CEMS-Global has partnered with several Business Associations, the Chambers of Commerce, Export Promotion Councils, International Trade Promotion organizations, and Governments. Our successful 40 Trade shows per annum in highly potential and developing countries of the world across 4 continents have benefited hundreds of thousands of Manufacturers, several Industry sectors and boosted International Trade & Development in many countries.

Present for more than 60 years, the **Moroccan Association of Textile and Clothing Industries (AMITH)** has the mission of valorizing, defending, and ensuring the development of skills in the Moroccan textile-clothing sector. It is the standard-bearer of its creativity, dynamism, and evolution, and defends the interests of its ecosystems.

AMITH creates and consolidates links between the actors of the Moroccan textile-clothing sector and their various stakeholders with high standards, commitment, and at the forefront of developments in the sector. From training to promotion, AMITH also integrates environmental and social governance standards into all of its procedures and actions. It works day by day to support its members in their development and improvement process. With regional branches, AMITH is present in the main Moroccan textile regions to be as close as possible to the daily challenges of its members.

AMITH promotes and supports the Moroccan textile industry in its conquest of national and international markets, and places the interests of workers in the sector at the center of its concerns.

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**Jointly Organized by:**

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