



## Morocco, Your Gateway to Africa

### **49<sup>th</sup> Dye+Chem Morocco International Expo 2025**

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

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Event Date	: <b>5 - 7 November 2025</b>
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)	: <a href="http://www.cems-dyechem.com">www.cems-dyechem.com</a> , <a href="http://www.cems-textileseries.com">www.cems-textileseries.com</a>

#### Concurrent Exhibitions:

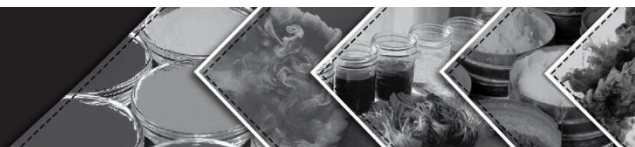
3rd Morocco International Yarn & Fabric Sourcing Show 2025

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

Maroc in Mode 2025 (MIM 2025)

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

## **7 Reasons To Participate** in the **49<sup>th</sup> DyeChem Morocco** **2025 Expo**



1. The 49<sup>th</sup> Dye+Chem Morocco 2025 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 49<sup>th</sup> Dye+Chem Morocco 2025 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 in 2024, The Moroccan Association of Textile and Clothing Industries (AMITH) & CEMS-Global USA once again are delighted to jointly organize this prestigious Event in Morocco in 2025 as the 49<sup>th</sup> Dye+Chem Morocco International Expo 2025, from 5 - 7 November 2025 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.

49<sup>th</sup> Dye+Chem Morocco International Expo 2025 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.

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## Why Morocco?

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**Strategic Geographic Location:** Located at the apex of North-west Africa and across the 14 km Strait of Gibraltar from Spain, Morocco serves as a natural gateway between Europe, Africa, and the Middle East. Its proximity to major European markets reduces shipping times and costs, enabling faster delivery and greater responsiveness to demand. The buyers in Europe are now more focused on nearshoring and sourcing from Morocco due to Supply chain disruptions caused by Geo-political tensions in Asia. This makes it ideal for nearshoring strategies, especially for brands seeking to streamline their supply chains.



**Competitive Labor Costs:** With a skilled yet cost-effective workforce, Morocco offers significant savings compared to European and North American manufacturing hubs. The country has made substantial investments in technical training programs for textile workers, ensuring a high-quality labor pool to support sophisticated manufacturing needs.

**Robust Trade Agreements:** Morocco benefits from numerous free trade agreements, including those with the European Union, the United States, and African countries. These agreements provide duty-free or reduced-tariff access to key global markets, making it a highly attractive destination for exporting textile and apparel products. Morocco currently has duty-free access to a market of 55 countries representing more than one billion consumers and 60 percent of world GDP.

**Commitment to Sustainability:** Morocco has prioritized eco-friendly manufacturing practices and renewable energy. With government incentives and initiatives to promote sustainable development, the country is an excellent choice for brands and manufacturers aiming to meet stringent environmental standards and appeal to environmentally conscious consumers.



**Well-developed infrastructure and Industrial Ecosystem:** Morocco boasts modern infrastructure, including world-class ports like Tanger-Med, and specialized industrial zones such as the Casablanca Textile City. These zones offer integrated services, streamlined logistics, and support for textile and apparel manufacturers, making the setup process efficient and cost-effective.

Focusing on Morocco allows manufacturers to leverage its strategic advantages while addressing the growing global demand for speed, cost-efficiency, and sustainability in the textile and apparel industry.

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## Profile of Exhibits

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<ul style="list-style-type: none"><li>• Adhesives / Catalysts/ Basic Chemical Bulk Drugs</li><li>• Chemical Intermediates/ Cleaning Chemicals</li><li>• Corrosion Inhibitors</li><li>• Cosmetic Chemicals</li><li>• Detergent Raw Materials</li><li>• Dyes &amp; Dyestuffs</li><li>• Electro Chemicals</li><li>• Electroplating Chemicals</li><li>• Chemical Control Apparatus &amp; Instruments / Equipment</li><li>• Fertilizers</li><li>• Fine Chemicals</li><li>• Chemical Fiber Oil Auxiliary</li><li>• Supple Auxiliary</li><li>• Bond</li></ul>	<ul style="list-style-type: none"><li>• Inorganic Chemicals</li><li>• Laboratory Chemicals</li><li>• All Kinds of Dyestuff and Pigment</li><li>• Disperse Dye</li><li>• Acid Dye</li><li>• Vat Dye</li><li>• Sulphur Dye</li><li>• Indigo Blue</li><li>• Sulfureted Black</li><li>• Inorganic Pigments and Ore Stuff</li><li>• Organic Pigments</li><li>• Surface-Active Pigments</li><li>• Printing Auxiliary</li><li>• Environmental And Functional Style Auxiliary</li></ul>
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## Profile of Visitors

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<ul style="list-style-type: none"><li>• Industrial Managers</li><li>• Senior Production Representatives</li><li>• Purchase Departments of Processing Industry</li><li>• Decision-Makers and Professionals from all related Industries</li><li>• Consultants</li><li>• Agencies</li></ul>	<ul style="list-style-type: none"><li>• Government Officials</li><li>• Associations</li><li>• Importers &amp; Traders from all sectors of the Industry of Sri Lanka</li><li>• Trading Companies</li><li>• Export Houses</li><li>• Manufacturers</li></ul>
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## About the Organizers

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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.



**CEMS-Global USA** is 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.

CEMS-Global has over three decades of experience in producing trade shows and conferences across multiple industries. Based in the United States, CEMS-Global operates worldwide, with a strong presence in North America, Asia, Africa, and Latin America. CEMS-Global also provides Strategic Consultancy that specializes in Business & Export expansion, Branding, Fostering industry collaboration, and creating opportunities to reach and expand business or exports in both established and emerging markets. With a reputation for professionalism and Global reach, CEMS-Global delivers high-quality, impactful events and Consultancy results that drive business growth and industry innovation.

Through its B2B exhibitions, CEMS Global creates opportunities for businesses to explore new markets, forge partnerships, and stay updated on industry trends and innovations. With its extensive experience and network, CEMS Global plays a vital role in driving economic growth and development in the regions where it operates.

In this span of over 3 decades, CEMS-Global has partnered with several Business Associations, Chamber 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 four continents have benefited hundreds of thousands of Manufacturers, several Industry sectors and boosted International Trade & Development in many countries.

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## Jointly Organized by:

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