



**TEXTILE**  
**Series** of  
**Exhibitions**  
Bangladesh · Brazil · Morocco · Sri Lanka

**Textech Morocco, Your Gateway to  
Morocco and Africa**

**2<sup>nd</sup> Textech Morocco 2024 International Expo**  
*International Exhibition on Textile Apparel Technology & Machinery*

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

Concurrent Exhibitions:

2<sup>nd</sup> Morocco International Yarn & Fabric Sourcing Show 2024

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

46<sup>th</sup> Dye+Chem Morocco International Expo 2024 [[www.cems-dyechem.com](http://www.cems-dyechem.com)]

# 7 Reasons To Participate

in the 2<sup>nd</sup> Textech Morocco 2024  
International Expo



1. The 2<sup>nd</sup> Textech Morocco 2024 is a Comprehensive International Exhibition featuring Worldwide Textile Apparel Technology and Machinery Manufacturers, focusing on the entire Textile & Apparel Industry of Morocco and Africa – the new & future market.
  2. The Apparel manufacturing sector in Morocco has been expanding, with the country becoming a hub to produce various types of apparel and investing heavily in upgrading and procuring new Textile and Apparel machinery. 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 textile and garment 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 2<sup>nd</sup> Textech 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

CEMS-Global USA's International 'Textile Series of Exhibitions' is a renowned series being held in Bangladesh, Brazil, Morocco, Sri Lanka, and Thailand. The 'Textech 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 Moroccan edition focusing on the entire Africa.

With the undeniable success of the previous Morocco edition organized by CEMS-Global USA in 2019, after the Pandemic, CEMS-Global is delighted to relaunch this prestigious Event in Morocco again in 2024 as the 2<sup>nd</sup> Textech Morocco 2024 International Expo, 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 2<sup>nd</sup> Textech Morocco 2024 International Expo is a crucial event for the global and Moroccan textile and apparel industry. It serves as a hub for innovation, knowledge exchange, and business development, promoting the adoption of advanced technologies and sustainable practices. By connecting global machinery manufacturers with local industry players, the expo plays a significant role in driving the growth and modernization of Morocco's textile sector.

The expo offers unparalleled networking opportunities, bringing together key stakeholders from across the Moroccan textile and apparel industry. It serves as a hub for business interactions, where Moroccan manufacturers can connect with international machinery manufacturers, suppliers, and potential clients. These interactions pave the way for new partnerships and collaborations, fostering a collaborative environment that is essential for industry growth and innovation.

The 2<sup>nd</sup> Textech Morocco 2024 Expo is not just an event but a strategic initiative to empower the local textile and apparel industry. By providing access to advanced technologies and fostering an environment of collaboration and learning, the expo helps local manufacturers improve their operations, reduce costs, and innovate. This, in turn, contributes to the broader goal of economic diversification in Morocco, creating new economic opportunities and reducing reliance on traditional industries.

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.

The 2<sup>nd</sup> Textech Morocco 2024 International Expo will be a one-stop marketplace of Morocco for presenting the latest technological advancements in Textile and Apparel machinery. The Show will be fully equipped with a range of textile apparel technology and machinery, enhanced with the latest technology and will set a new definition of smart fabrics to satisfy the growing demand of Moroccan 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.

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%).

One thing that has always been to Morocco's benefit is its nearness to Europe, and the other is the comparatively lower wage costs and the natural skill and cleverness of its employees, the majority of whom are women.

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.



The kingdom's increased economic interconnectedness with its trade partners has also led to a bulking up of investments into its port and logistics infrastructures, particularly the establishment of free trade zones and the Tangier-Med port, which has further boosted Morocco's competitiveness across Africa.

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**

Garment & Apparel Machinery, Computerized Sewing Machinery, Pattern-Making Equipment and Systems, Spreading & Cutting Machines, Accessories required by Garment Industry, Overlock & Safety Stitch Machines, Quilting Machines, Sewing Machines, Sewing Machine Devices, Sewing Needles, Finishing Equipment, Overlock, Embroidery Industrial

Braiding and Embroidery Machinery, Dryers, Laundry Equipment, Steam Iron, Machinery for Spinning preparation, Spinning, Machinery for Winding; Texturing, Twisting, Bonding Machinery, Finishing of Nonwovens and Felting, Weaving Preparatory Machinery, Knitting and Hosiery Machinery, Sundry Textile Machines, Textile Printing Machinery, Textile / Fiber / Fabric Machines

Finishing / Inspection / Testing Machines, Accessories / Supplies for Apparel Industry, Textile Processing Machinery, Machinery and Pre & Post Processing Equipment, Accessories for the Making-Up Industry, Handling, Storing and Packing Equipment, Equipment for Recycling

CAM Machines, Die Cutting & Press Cutting Machines, Bleaching / Dyeing Machinery, Computer-aided Design Systems, Planning / Design / CAD, Distribution Services, Information Services, Facilities / Equipment related Textile & Apparel Industry

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## **Profile of Visitors**

The 2<sup>nd</sup> Textech Morocco 2024 will enable the Textile / Apparel Industry buyers of Morocco and the entire Africa to connect with local and overseas Textile and Apparel machinery manufacturers face-to-face to forge profitable deals and new partnerships.

Visitors to the 2<sup>nd</sup> Textech Morocco 2024 will be from the entire Textile and Apparel Industries of Morocco and Africa. The Visitors will have the opportunity to discover the latest trends and technological advancements in the Textile sector. The finest products will be brought to the Textile & Apparel Industry of Morocco from top Global manufacturers of Yarn, Fabric, Trims, and Accessories. Original designs and innovation, combined with traditional quality and style will be the key to the exhibition's success.

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## **About the Organizer**

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.

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## **Organized by:**

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