

20-22 JAN 2026 FOIRE INTERNATIONALE DE CASABLANCA, MOROCCO

ORGANISED BY

IN ASSOCIATION WITH







UNDER THE AUSPICES OF THE MOROCCAN

MINISTRY OF INDUSTRY

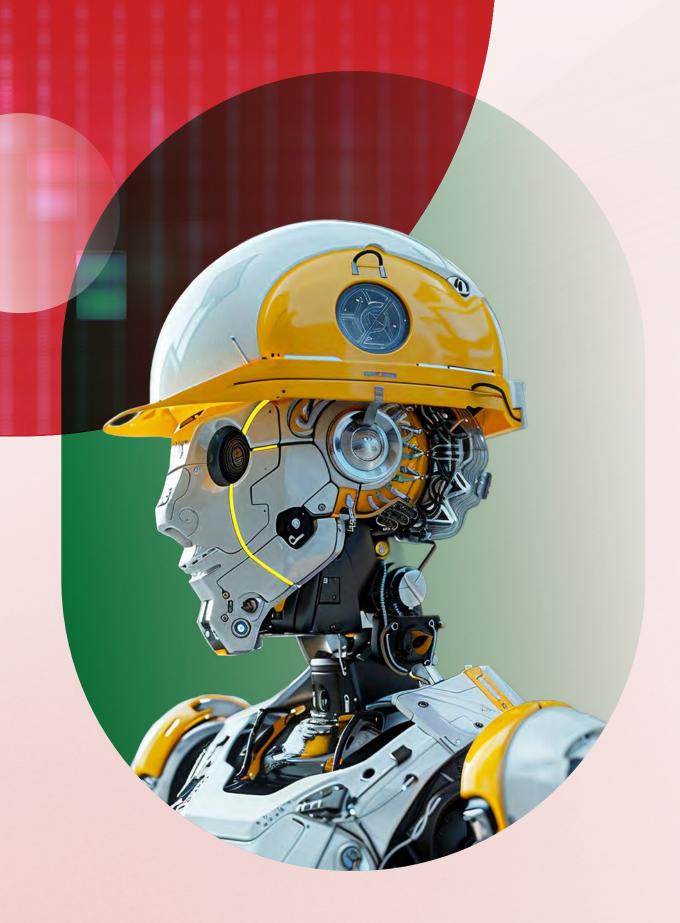




ROYAUME DU MAROC MINISTÈRE DE L'INDUSTRIE ET DU COMMERCE

ACCELERATING MOROCCO'S TRANSFORMATION INADVANCED MANUFACTURING &

THE LARGEST & MOST TRUSTED FORCE PROPELLING ADVANCED TECH & INDUSTRY 4.0





With 44 years of excellence, Dubai World Trade Centre (DWTC) is MEASA's largest and most trusted event organiser, with its subsidiary KAOUN International driving global impact.



STRATEGIC ALLIANCE



Propelling ground-breaking start-ups to develop solutions targeting diverse global markets, accelerating technological advancements.

WORLD-LEADING TECH PLATFORM ORGANISER

Creator of globally renowned events such as GITEX GLOBAL, focusing on AI, robotics, and green technology.

EXPANDING INFLUENCE

Focusing on high-growth regions, including Saudi Arabia and Africa, with an emphasis on building on global partnerships with UNIDO.

CONNECTOR OF

TECH LEADERS

Focusing on high-growth regions, including Saudi Arabia and Africa, with an emphasis on building on global partnerships with UNIDO.



3,700+ 78%

Meetings with Investors, Start-ups & Corporate Buyers

INVESTOR SHOW

of start-ups are expecting to receive funds from investors as a result of their participation in Gitex Africa.

340+

Investors with

\$250 **BILLION**

assets under management

start-ups from countries

70% **OF INVESTORS** plan to invest in start-ups 45,000

attendees

660+

speakers

government representatives 1,400

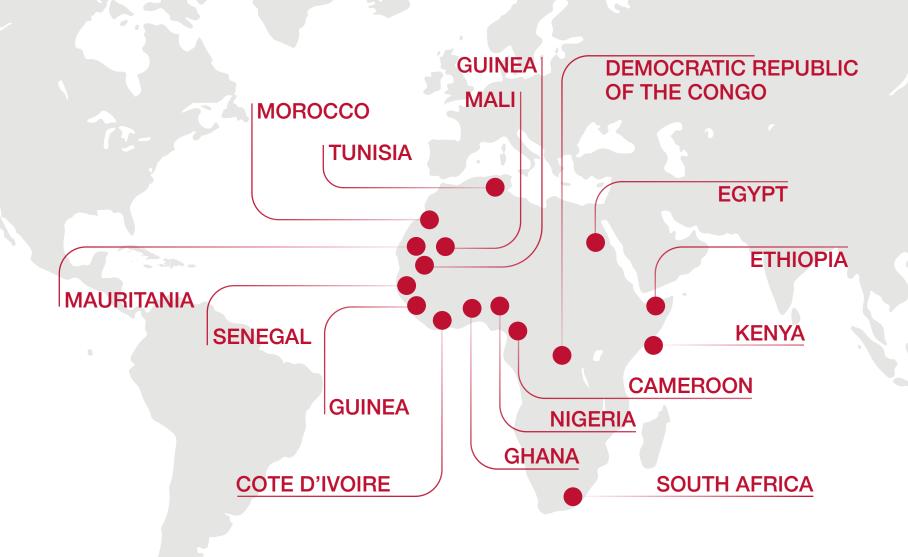
exhibiting companies & start-ups

435

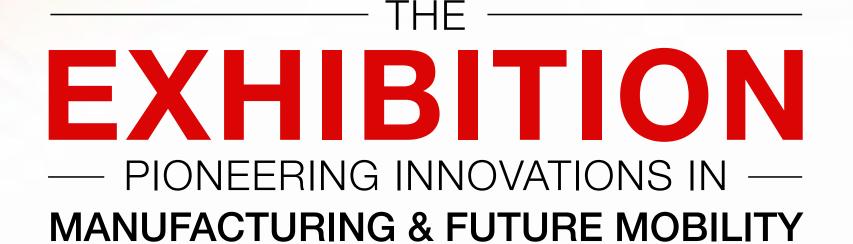
media attendees

represented











COUNTRIES

150+
INVESTORS

START-UPS



INDUSTRIAL AUTOMATION & ROBOTICS

Industrial Automation

Robotics

Process Automation

Machine Tools

Material Handling & Assembly

Linear Technology

Drive Technology

Embedded Systems

SUSTAINABILITY

Green Manufacturing Technologies
Renewable Energy Solutions
Wests Declaration Technologies

Waste Reduction Technologies

Hydrogen & Fuel Cells

Energy Management & Consulting

Sustainable Supply Chain

MATERIALS SCIENCE

Plastics & Innovative Materials

Lightweight Design

SUPPLY CHAIN& FUTURE MOBILITY

Warehouse Management Systems

Inventory Management Solutions

Automated Storage and Retrieval Systems (AS/RS)

E-Mobility & Charging Infrastructure

Future Mobility Automation

Future Mobility IT

Intralogistics and Transport

Storage Technologies

Fleet Management Solutions

Conveyor Systems

Future Mobility Service Providers

CONSULTING, TRAINING, R&D

Industry Consultants

Training and Development Programs

Research & Development Services

Technical Support and Maintenance

Foreign Trade and Investment

Learning Technologies & Platforms

START-UP ECOSYSTEM

Start-ups

Scaleups

Accelerators

Incubators

Investors

DIGITAL MANUFACTURING & INDUSTRY 4.0

3D Printing

Industrial Software

Predictive Maintenance

Digital Platforms

Sensor Technology

Metrology and Quality Control

Nanotechnology

Artificial Intelligence

Digital Twin

Internet of Things (IoT)

Blockchain

Big Data & Analytics

Cybersecurity

Industrial Cloud Computing

Machine Learning

AR/VR

CAD/CAM Services

Wireless & 5G Technologygy

VISITORS PROFILE

AUTOMOTIVE

Renault Tanger Méditerranée France/Morocco

Stellantis / Peugeot-Citroën Maroc France/Morocco

Mitsubishi Motors France

France

Somaca

Morocco

BYD Auto

China

Yazaki

*Morocco*BMW Group

Germany

Volkswagen AG

Germany

Innoson Vehicle Manufacturing (IVM)

Nigeria

Valeo

Morocco

Faurecia

Morocco

CONSTRUCTION

SGTM

Morocco

New Material Nigeria Company Ltd Nigeria

Eiffage SA

France

LafargeHolcim Maroc

Switzerland/Morocco

Maghreb Steel

Morocco

Ferrovial Spain

F&B

Lesieur Cristal

Morocco

Centrale Danone France/Morocco

Nestlé Nigeria Plc

Nigeria

Coca-Cola Maroc
USA/Morocco

Bidco Africa

Kenya

Marjane Groupe (Agri-logistics)

Morocco

Unilever Nigeria Plc

Nigeria

PHARMACEUTICAL

Sothema *Morocco*

May & Baker Nigeria Plc

Nigeria

Sanofi Maroc

France

Pfizer Maroc USA

Bayer AG

Germany

AGRICULTURE

OCP Group Morocco

Sovena Group

Portugal

Kenya Nut Company Kenya



Dassault Aviation France

Thales Maroc

*Morocco*Boeing Maroc

Morocco

Airbus *Morocco*

Kenya Civil Aviation Authority Kenya

SUPPLY CHAIN & LOGISTICS

Bolloré Africa Logistics Maroc *France*

DB Schenker Maroc *Germany*

Tangier Med Port Authority *Morocco*

DHL Supply Chain Iberia Germany/Spain

Maersk Maroc Morocco

RENEWABLES

MASEN

Morocco

Engie Maroc

France

Siemens Gamesa Germany/Spain

Kenya Electricity Generating Company Kenya

JACK SELBY

Eskom Renewables

South Africa

Total Energies Morocco

ACWA Power *Morocco*

TEXTILE

Maroc Export Textile Morocco

Inditext (Zara, Bershka)

Spain

Hugo Boss Germany

Calzedonia Group *Italy*

Riopele Portugal



POWERING THE FUTURE OF ADVANCED MANUFACTURING AND FUTURE MOBILITY



EMPOWERING A NEW ERA OF INDUSTRY AND INNOVATION

CHAMPION **DIGITAL TRANSFORMATION**AND INDUSTRY 4.0 ADOPTION

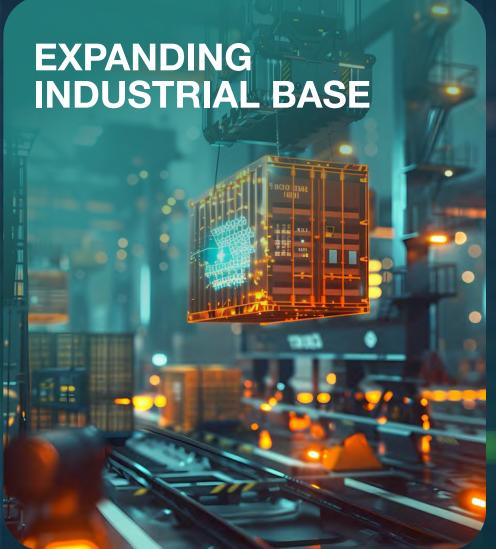
BOOST MOROCCO'S

GLOBAL COMPETITIVENESS



STRATEGIC ADVANTAGES OF MOROCCO





GOVERNMENT BACKING

- MINISTRY OF INDUSTRY AND COMMERCE
- AMDIE (MOROCCAN INVESTMENT AND EXPORT DEVELOPMENT AGENCY)
- CGEM (GENERAL CONFEDERATION OF MOROCCAN ENTERPRISES)



GITEX AFRICA'S SUCCESS: A MODEL FOR WAM MOROCCO

1,400+

exhibiting companies & start-ups

OVER 45,000

attendees across government, business, and start-up ecosystem

MAJOR INVESTMENT DEALS
AND STRATEGIC PARTNERSHIPS
WAM MOROCCO WILL BUILD
ON GITEX AFRICA'S MOMENTUM,
REPLICATING ITS SUCCESS WITH
A SPECIALIZED FOCUS ON













WAM HIGH-GROWTH SECTORS











WHY WAM MOROCCO IS A STRATEGIC OPPORTUNITY FOR MANUFACTURING TECHNOLOGY PROVIDERS?

EXPAND INTO NORTH AFRICA'S BOOMING INDUSTRIAL MARKET

KEY STATS & POINTS:

\$10B+

Industrial investment pipeline in Morocco (2023–2026) driven by automotive, textiles and agri-processing sectors.

3,000+

Moroccan manufacturers actively seeking machinery, automation and production line upgrades.

Rapid growth in local demand for industrial technology - from packaging to robotics and process automation.

Tangier Med Port enables easy supply chain flow for machinery imports - direct maritime routes to Europe and Türkiye.



CATEGORIES OF HIGH DEMAND IN MOROCCO

TOP MACHINERY CATEGORIES SOUGHT BY MOROCCAN BUYERS



INDUSTRIAL AUTOMATION & ROBOTICS

Driven by Morocco's Factory of the Future initiative (target: 100 smart factories by 2026).

WAREHOUSING & COLD STORAGE SYSTEMS

Future Mobility sector growing 2x faster than GDP.

PACKAGING & FILLING EQUIPMENT

Demand growing at 12% CAGR, especially in agroprocessing.

CONVEYOR SYSTEMS & FUTURE MOBILITY TECH

Investments led by automotive and FMCG hubs.

TEXTILE & GARMENT MACHINERY

Morocco exports \$4.5B/year in apparel - major buyers of Turkish equipment.

CNC CUTTING, & METALWORKING MACHINERY

High demand from metal and plastics manufacturers.



Source: Moroccan Ministry of Industry & Trade, 2023 / GlobalData, Morocco Packaging Machinery Market Report, 2024 / World Bank Future Mobility Performance Index – Morocco, 2023 / AMITH (Moroccan Association of Textile & Apparel Industries), 2024 / Moroccan Investment and Export Development Agency (AMDIE), 2023 / CGEM (Morocco's Business Confederation) Industrial Committee, 2023

WHY FUTURE MOBILITY FIRMS SHOULD EXHIBIT AT WAM MOROCCO?

TAP INTO ONE OF AFRICA'S FASTEST-GROWING FUTURE MOBILITY HUBS

Growing focus on **cybersecurity in future mobility**, with increasing investments in secure supply chain tech, IoT protection, and data resilience

KEY STATS & SELLING POINTS:

15%

YoY growth in Morocco's Future Mobility, warehousing, and freight sectors (2023–2024).

Backed by the Moroccan National Future Mobility Strategy, aiming to reduce costs by 20% and boost infrastructure nationwide. Tangier Med Port:

- Africa's #1 container port
- Connected to 180+ global ports
- Direct shipping lanes to Europe, Türkiye and West Africa

Rise in future mobility parks and free zones in Tangier, Kenitra, and Casablanca - fueling demand for smart warehousing and cold chain solutions.

Morocco's growing e-commerce and retail distribution sectors driving need for 3PLs, last-mile delivery tech, and fulfillment automation.

Ideal platform to meet retailers, exporters, manufacturers, and distributors seeking new future mobility partners.



Sources: Moroccan Future Mobility Observatory / Oxford Business Group / Tangier Med Port Authority / AMDL (Agence Marocaine de Développement de la Logistique), 2024



UNLOCK GROWTH
OPPORTUNITIES ACROSS

KEY INDUSTRY SECTORS

FEATURING









WORLD ADVANCED FUTURE MOBILITY

The future mobility and freight market is expected to grow **6.1%**, reaching

\$30.38 BILLION BY 2029



WORLD GREEN ENERGY

\$5.6 BILLION

investment planned to add **6.5** GW of solar and wind power

BY 2027



WORLD PHARMA MANUFACTURING

Pharma exports to reach

\$2.5 BILLION BY 2030

supplying Africa and Europe





KEY SECTORS:







FREIGHT, CARGO AND MATERIAL **HANDLING**



DIGITAL SOLUTIONS AND TECHNOLOGY



COLD CHAIN



SUPPLY CHAIN AND INVENTORY MANAGEMENT



ELECTRIC VEHICLE



DRONE TECHNOLOGY



HIGH-SPEED RAIL AND TRANSPORT INFRASTRUCTURE





PIONEER RENEWABLE ENERGY SOLUTIONS

across solar, wind, hydrogen, energy storage, green technology, and waste-to-energy innovations to shape a cleaner, more sustainable future.

80%
RENEWABLE
ENERGY
BY 2050,
leading Africa's
green transition

50%
ENERGY
CAPACITY
INCREASE
BY 2030
with solar and

with solar and wind projects

\$50 BILLION

investment planned to add **6.5** GW of solar and wind power by **2027**

KEY SECTORS:



ENERGY EQUIPMENT
MANUFACTURERS (SOLAR,
WIND, HYDROPOWER,
HYDROGEN)



BATTERY AND STORAGE SOLUTIONS



ENERGY MANAGEMENT SOLUTIONS



GREEN
INFRASTRUCTURE
BUILDING



GREEN DIGITAL TECHNOLOGIES



INDUSTRIAL RECYCLING, AND WASTE TO ENERGY











MOROCCO'S DIGITAL 2030 STRATEGY IS ACCELERATING TECH ADOPTION IN FOOD MANUFACTURING THROUGH SMART AGRICULTURE AND INDUSTRY 4.0.



Over \$1.1 Billion in funding is being directed to support digital infrastructure, FAB labs, prototyping centers, and attract global tech companies to Morocco

Morocco aims to create 240,000 digital sector jobs and contribute approximately \$10.36 billion to GDP by 2030, with a focus on technologies such as AI, and cloud services.

KEY SECTORS:



NEW

SMART AGRICULTURE & LIVESTOCK MANAGEMENT



DIGITALISED FOOD & DAIRY PROCESSING



FOOD RETAIL & SERVICE TECH PLATFORMS



SUPPLY CHAIN TRANSPARENCY & SUSTAINABILITY SOLUTIONS



KEY FEATURES

IGNITING AFRICA'S INNOVATION & EXCELLENCE

CURATED CONCIERGE MEETINGS PROGRAM

WAM organisers will ensure the organisation of leaders' meetings and purposeful & tailored networking amongst all participating executives & investors

500+ | MEETINGS OVER THREE DAYS

150+ | PRIVATE & INSTITUTIONAL INVESTORS

150+ GOVERNMENT OFFICIALS INVITED



FACTORY VISITS

Guided local visits to some of Casablanca and Tanger's manufacturing plants and future mobility hubs

PEUGEOT CITROEN AUTOMOBILES MAROC (Automotive, Kenitra)

APTIV MOROCCO (Automotive/ Electrical, Tangier)

TANGER MED PORT (Major Logistical Port)

DAHER (Aircraft, Tangier)

RENAULT TANGER PLANT (Automotive, Tangier)

COSUMAR (Sugar Refinery, Casablanca)

COOPER PHARMA MAROC (Pharma, Casablanca)

SANOFI MAROC (Pharma, Casablanca)

MARRAKECH MENARA AIRPORT (Logistical and Cargo Hub)

CONTENT AT A GLANCE

AT WAM MOROCCO

PAX 300 HALL 1

GLOBAL LEADERS STAGE

20 JANUARY INDUSTRIAL AUTOMATION
GLOBAL LEADERS STAGE

2 JANUAR FUTURE MOBILITY & SUSTAINABILITY
FUTURE MOBILITY & ENERGY
TRANSITION: POLICY, REGUALTIONS,
STRATEGY, GOVERNANCE &
INVESTMENTS, ADOPTION,
IMPLEMENTATION & INTEGRATION

22 JANUARY INDUSTRY INFRASTRUCTURE READINESS
INDUSTRY INFRASTRUCTURE
READINESS USE CASES, PUBLIC
PRIVATE PARTNERHSIPS

KEY DISCUSSION FOCUS:

POLICY AND REGUALTION / STRATEGY AND GOVERNANCE / INVESTMENT AND GROWTH / ADOPTION AND IMPLEMENTATION / INTEGRATION AND COLLABORATION

KEY INDUSTRIES COVERED:

MANUFACTURING - ALL VERTICAL / AUTOMOTIVE / CYBERSECURITY / ENERGY / F&B / CONSTRUCTION / TRANSPORT, SUPPLY CHAIN & FUTURE MOBILITY / RENEWABLES PHARMA, BIOTECH

PAX 40 HALL 2

INDUSTRY TECHTALK STAGE

20 JANUARY EXHIBITOR SHOWCASE, USE CASES & SOLUTIONS



EXHIBITOR SHOWCASE,
USE CASES &
SOLUTIONS



EXHIBITOR SHOWCASE, USE CASES & SOLUTIONS

PAX 40 HALL 3 WAM MOROCCO SMES AND START-UP STAGE **INDUSTRIAL AUTOMATION SMES & START-UPS** IN INDUSTRIAL TRANSFORMATION ADVANCED FUTURE MOBILITY & SUSTAINABILITY **SMES & START-UPS IN ENERGY & SUSTIANABILITY** INDUSTRY INFRASTRUCTURE READINESS 22 **INVESTMENTS & PITCH** COMPETITION

PROSPECTIVE SPEAKERS - TO BE INVITED



H.E. RYAD MEZZOUR Minister, Ministry of Industry and Trade

Kingdom of Morocco





MINISTÈRE DE L'INDUSTRIE ET DU COMMERCE



ALI SEDDIKI Director - General, Moroccan Investment and Export Development Agency

Kingdom of Moroco





CHAKIB ALJ President, Confederation General Confederation of Enterprises of Morocco

Kingdom of Moroco



CHRISTOS DIMAS

Minister of Infrastructure

and Transport

Greece



TATIANA PRAZERES Foreign Trade Secretary, Ministry of Development, Industry, Trade and Services of Brazil

Government of Brazil







DR. V ANANTHA **NAGESWARAN** Chief Economic & Trade Policy Advisor

Government of India





MAJED RAFED AL-ARGOUBI CEO, Saudi Authority for Industrial Cities and Technology Zones (MODON)

Kingdom of Saudi Arabia





MEHMET FATIH KACIR Minister of Industry and Technology

Republic of Turkiye





SULTAN AHMED AL JABER Minister of Industry and Advanced Technology

UAE





SILVIO SCHEMBRI Ministry for the Economy, Enterprise and Strategic Projects

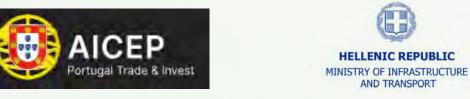
Malta





FILIPE SANTOS COSTA AICEP Portugal Global -Trade & Investment Agency

Portugal





RANIA AL-MASHAT Minister of Planning Economic Development and International Cooperation





JOSÉ MANUEL ALBARES BUENO Minister for Foreign Affairs, European Union and Cooperation

Kingdom of Spain





FABIAN PICARDO Chief Minister of Gibraltar,

British Overseas Territories





SULTAN AHMED BIN SULAYEM Chairman/ CEO

DP World, Jebel Ali Port Authority







PROSPECTIVE SPEAKERS - TO BE INVITED



YASSER ABDULMALAK Chief Executive Officer

Nestlé, Middle East & North Africa, Dubai







YASMA DESREUMAUX CEO

Decathlon - Middle East and Africa - Morocco



SAMI ATIYA President

ABB Robotics & Discrete Automation, Switzerland



SAMIR CHERFAN Chief Operating Officer

Stellantis Middle East & Africa, Italy



PETER MOHNEN CEO

Kuka Robotics, Germany



JASON OU President

Hisense Middle East & Africa, Dubai - China



VIKRAM AGARWAL Chief Operations Officer

Danone, France



LILLIAN BARNARD President

Microsoft, Africa

















AHMED ALFAIFI Senior VP & Managing Director Middle East & Africa North

SAP, KSA



HCLTech

KALYAN KUMAR

Chief Technology Officer

HCL Tech, UK



BILLY SEABROOK Global Chief Design Officer

IBM, USA



MIKE SANGSTER Senior Vice President – Africa

TotalEnergies France



SIMON LEE President & CEO – Africa

Samsung Electronics



HASSAN ALNAQBI Chief Executive Officer

Khazna Data Centers, **UAE**

Khazna



KRIS TIMMERMANS Chief - Global Supply Chain & Operations

Accenture, Belgium Port Authority



DAVID LI CEO - MOROCCO **HUAWEI**













CONFERENCE

Manufacturing Leaders' Summit

Future Mobility Africa Congress (+workshops)

Sectors Dedicated Conference Stages

CERTIFIED ONSITE TRAININGS

International Future Mobility Academy

R&D Zones

EXPERIENTIALACTIVATION

FUTURE FACTORY METAVERSE

ENGAGEMENT EVENTS

Africa Development Projects & Investment Briefings

Visits to Local Factories & Facilities

Concierge Meetings Program

BIGTECH



AI-POWERED PROFILING TO MATCH EXHIBITORS with qualified buyers, investors, and policymakers



PRE-SCHEDULED MEETINGS IN A DEDICATED LOUNGE AREA

with on-site interpreters & hosts

Opportunity to access exclusive

GOVERNMENT AND ENTERPRISE PROCUREMENT TEAMS





BRANDING

Interactive and Digital

World Advanced Manufacturing Summit Sponsorship

Branded Sessions and Tracks

Features Sponsorship

Exclusive Luncheon, Breaks, Receptions Sponsorships

VIP Networking Events Branding

THOUGHT LEADERSHIP

Keynote Presentation at Summit or Congress

Panel Discussions

Workshops and Breakout Sessions

Exclusive Briefing & Roundtable

White Papers and Case Studies

NETWORKING

Exhibition Booths and Demonstrations

Pre-arranged B2B meetings with qualified audience

Interactive Workshops

Networking Functions

Hosted Buyer Programs

SECURE YOUR PARTICIPATION

EXHIBITION STANDS

☐ SPACE ONLY

Minimum of 24 sqm

\$495 PER SQM

- + 20% VAT
- + \$195 Insurance
- + \$195 Marketing Power Pack

PREMIUM SHELL SCHEME

Minimum 9 sqm & upto 24 sqm

\$645 PER SQM

- + 20% VAT
- + \$195 Insurance
- + \$195 Marketing Power Pack

START-UP PODS

☐ SINGLE POD

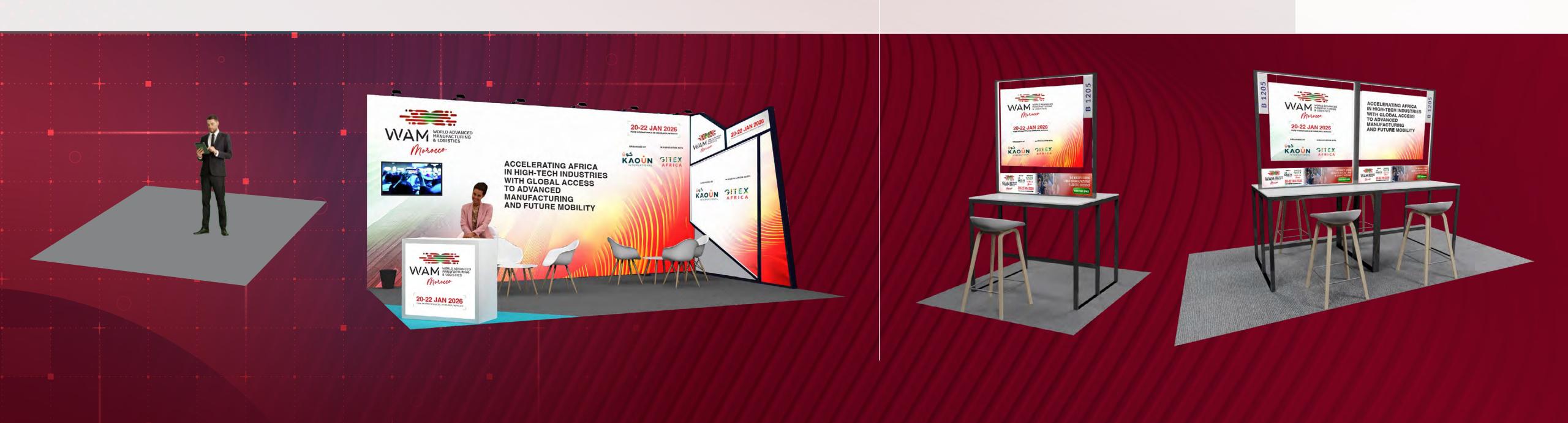
\$1,500

- + 20% VAT
- + \$195 Insurance
- + \$195 Marketing Power Pack

DOUBLE POD

\$2,500

- + 20% VAT
- + \$195 Insurance
- + \$195 Marketing Power Pack





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IN ASSOCIATION WITH







CONTACT US NOW

To learn more, visit our website www.wammorocco.com

