

MAROCOTEL

**International Exhibition of Professional
Equipments for the Hospitality, Catering,
Food Service, Well-being and Leisure**

34 years of Existence – Since 1988

Organizer :





International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



MAROCOTEL Review

2014 – 2016 – 2018 – 2020 – 2022



International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



Exhibitor's Review

Organizer :



International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



Exhibitor's Report

Key Figures

- **34 years of existence**
- **95% of exhibitors intend to participate in the next edition**
- **94% of exhibitors are satisfied with major objectives achieved**
- **2400 brands represented**
- **5 days of discussion and meetings** between market references and quality national and international visitors.

Organizer :



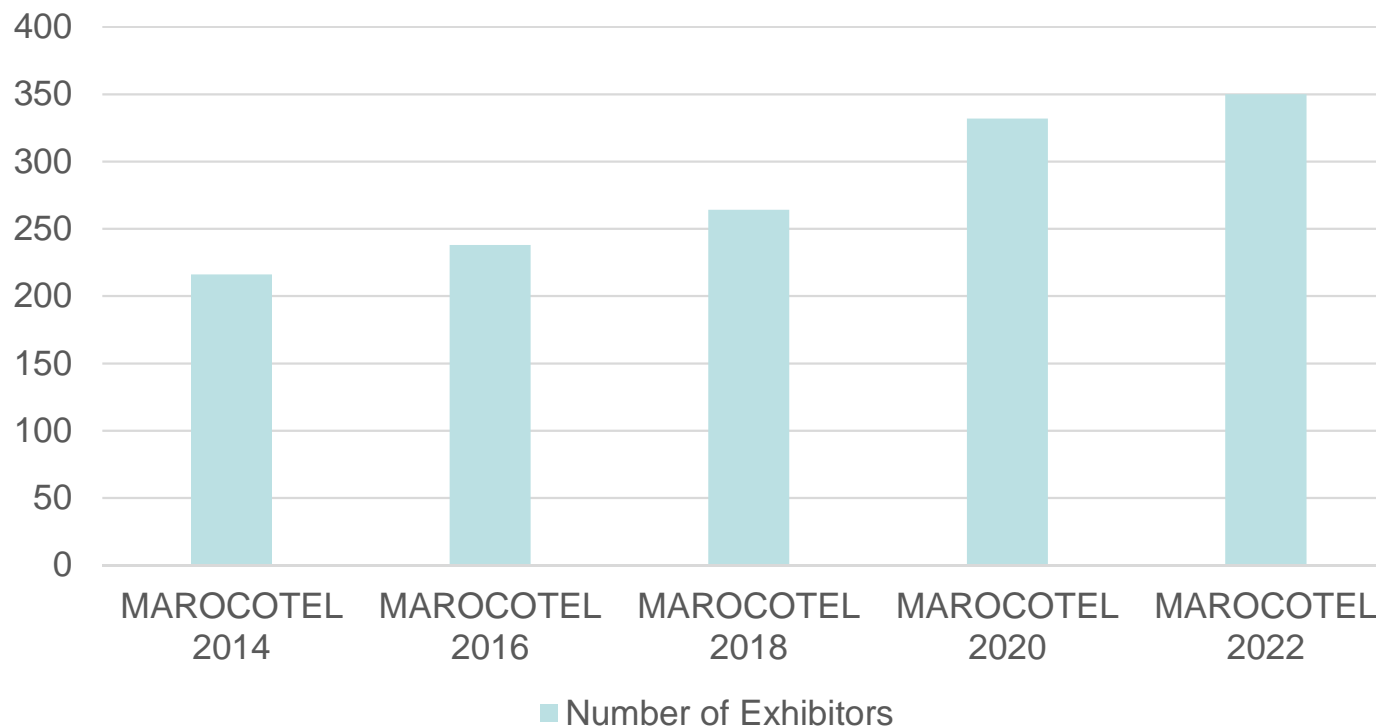
International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



Exhibitor's Report

Evolution in number of Exhibitors

	Number of Exhibitors
MAROCOTEL 2014	216
MAROCOTEL 2016	238
MAROCOTEL 2018	264
MAROCOTEL 2020	332
MAROCOTEL 2022	350



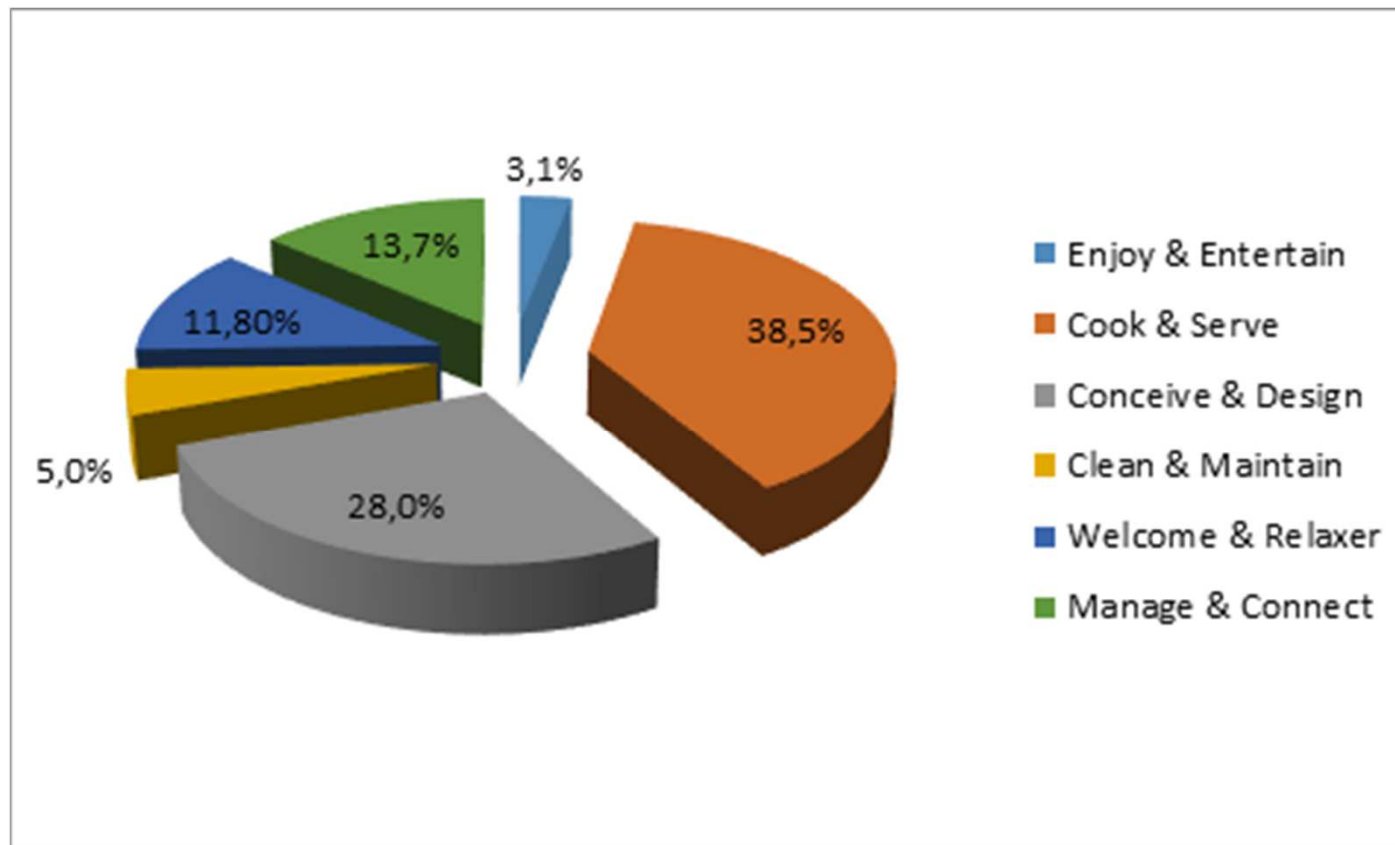
Organizer :



Exhibitor's Report

Breakdown by Business Segment :

Segmentation 2022



International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.

The logo for MAROCOTEL features a stylized white hand holding a blue and white architectural structure above the word "MAROCOTEL" in a bold, white, serif font.

Who Exhibits 6 Universes



- Swimming pool
- Golf
- Outdoor decoration

Enjoy
Entertain



Clean
Maintain

- Laundry
- Hygiene
- Cleaning



Cook
Serve

- Tableware
- Beverages
- Cafeteria & Bar
- Restaurant concepts
- Equipment & kitchen materials
- Food products
- Disposable items
- Signage & Accessories



Conceive
Design

- Fittings & Renovation
- Design
- Lighting
- Furniture
- Outdoor Furniture



Welcom
Relax

- Linen & professional textile
- Bath & home products
- Wellness and Fitness
- Spa



Manage
Connect

- Technologies
- High Tech
- Security

Organizer :





International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



Visitor's Review

Organizer :

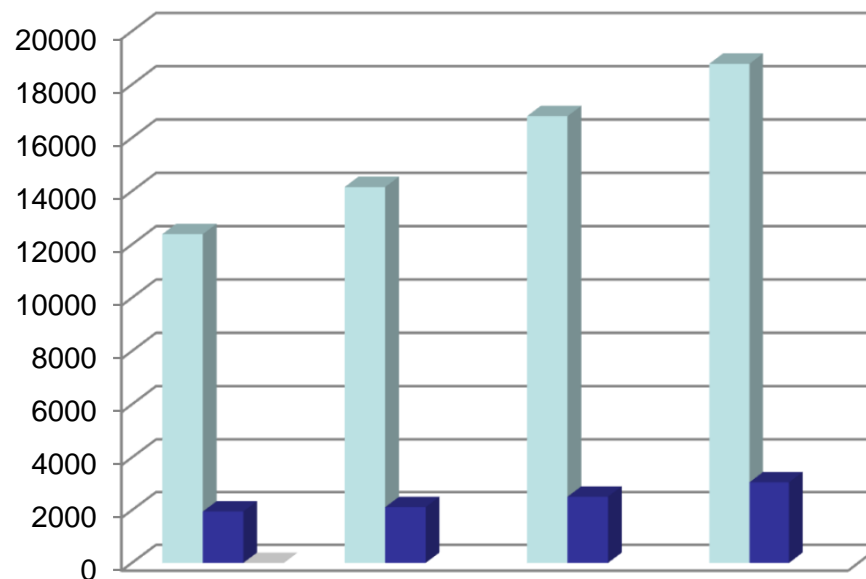


Visitor's Report

	Moroccans	Foreigners	Total Visitors
Edition of 2014	12.387	1.949	14.336
Edition of 2016	14.155	2.115	16.271
Edition of 2018	16.812	2.512	19.324
Edition of 2022	18.779	3.057	21.836

Visitors of 2022

21,836 trade visitors including 14% of international visitors (Côte d'Ivoire, Cameroon, Senegal, Guinea, Spain, Algeria, Tunisia, Italy, France, Belgium, Germany, Portugal, Turkey, United Arab Emirates, Egypt, Saudi Arabia, Sweden, South Africa, the Netherlands, England, Denmark)



Organizer :

Who Visits ?

- Hotels
- Restaurant
- Bakery / Pastry / Caterers
- Cafés / Tea shops / Creperery
- Riads / Guest houses/ Hostels
- Camping
- Design / Architecture
- Food products / Supermarkets and hypermarkets
- Spa / Beauty parlours
- Fitness Clubs
- Cleaning companies
- Dairy / Creamery
- Butchery / Delicatessen
- Clubs / Leisure centers
- Golfs
- Real estate agencies/ Real estate development
- Clinics / Hospitals
- Bar / Lounge / Disco
- Laundry
- Game halls / Casinos
- Presse / Edition
- Institutional

International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



Visitor's Report

Visitor Satisfaction rate :

**90 % are
satisfied by the
offer presented
at the show**

**94 % intend to
visit the next
Edition**

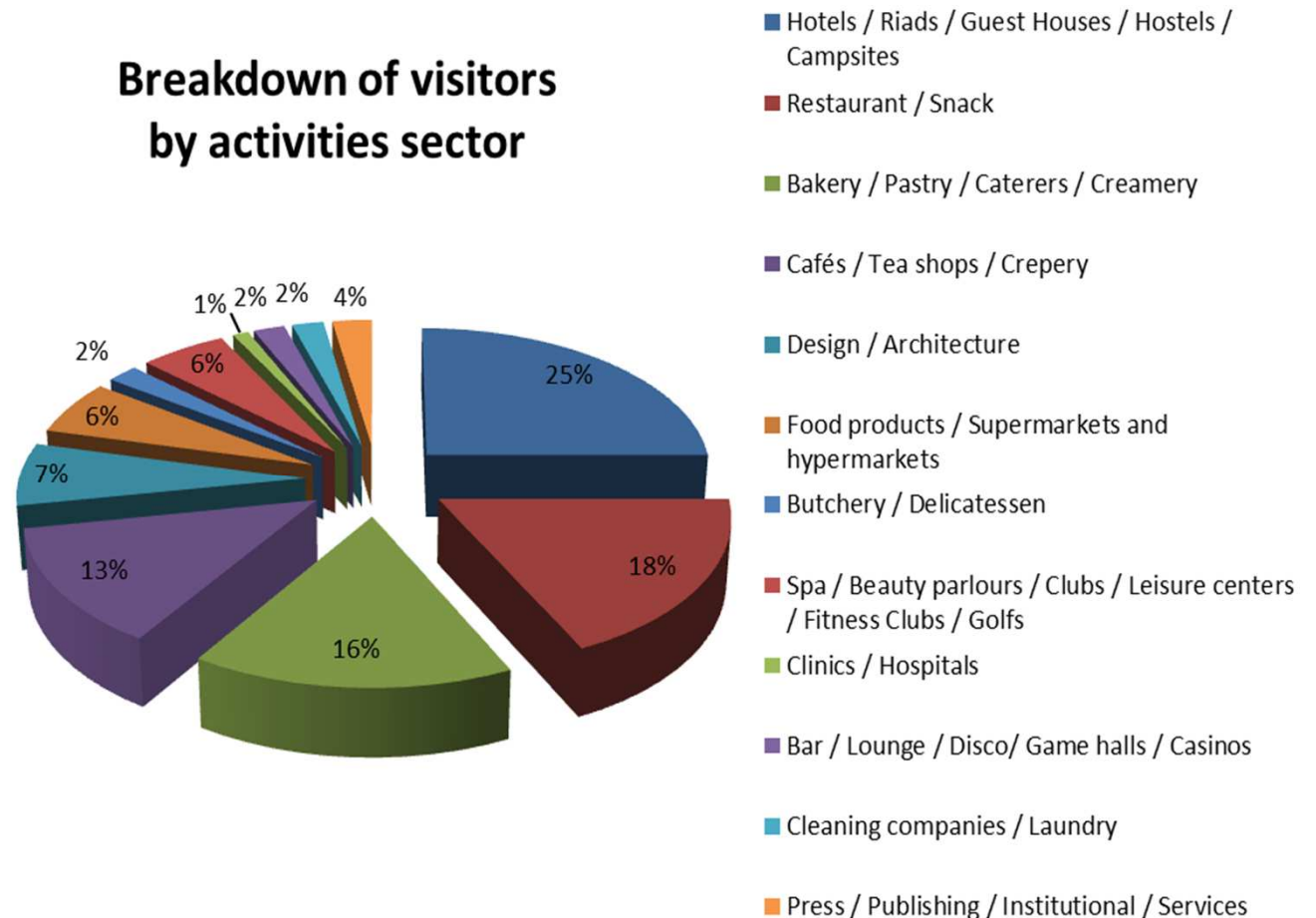
Organizer :



Visitors' Report

Activity Area	Rate
Hotels / Riads / Guest Houses / Hostels / Campsites	25%
Restaurant / Snack	18%
Bakery / Pastry / Caterers / Creamery	16%
Cafés / Tea shops / Creperery	13%
Design / Architecture	7%
Food products / Supermarkets and hypermarkets	6%
Butchery / Delicatessen	2%
Spa / Beauty parlours / Clubs / Leisure centers / Fitness Clubs / Golfs	5,50%
Clinics / Hospitals	1%
Bar / Lounge / Disco/ Game halls / Casinos	2%
Cleaning companies / Laundry	2%
Press / Publishing / Institutional / Services	2,50%

Breakdown of visitors by activities sector

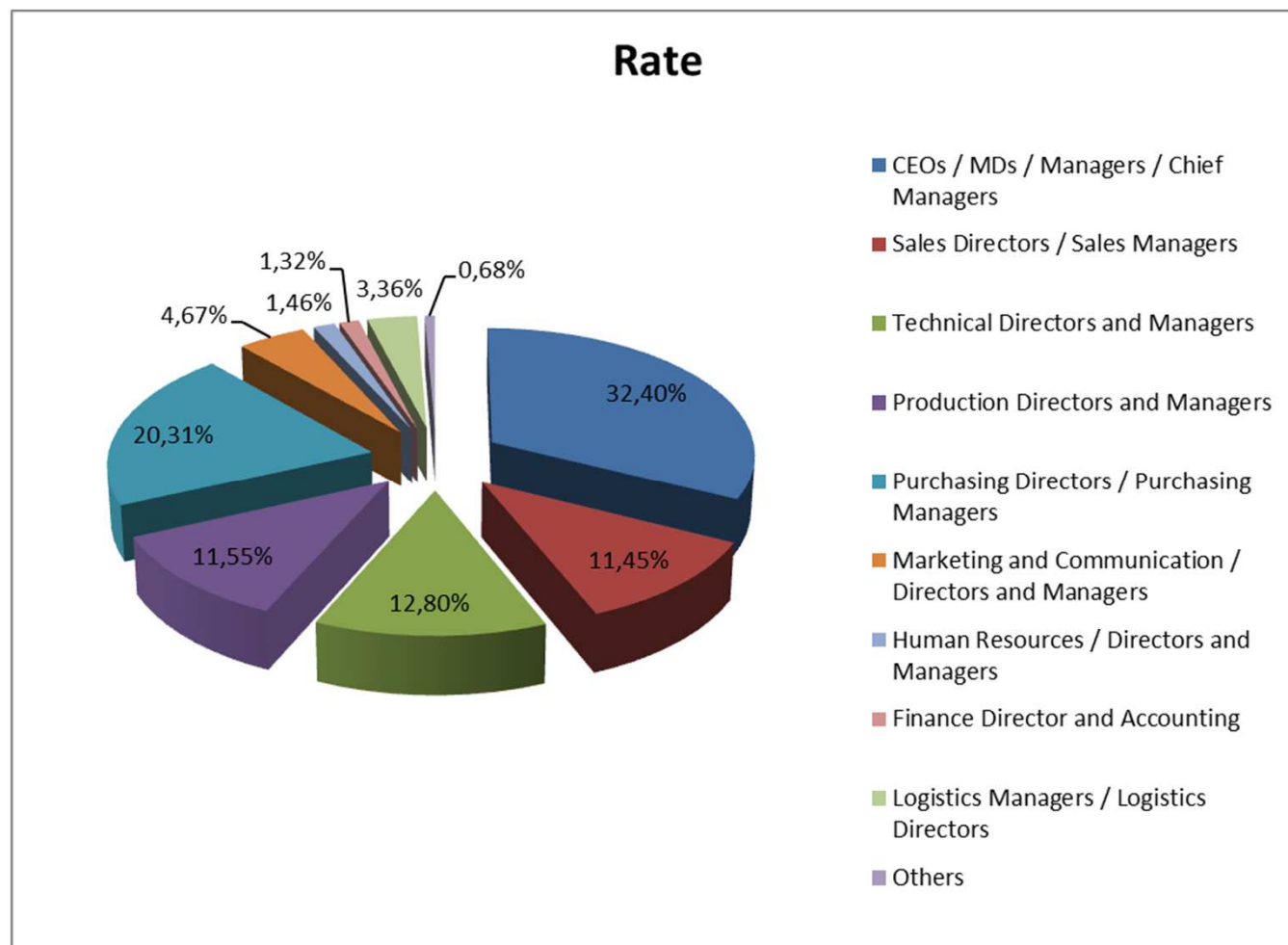


Organizer :

Visitors' Report

Distribution of visitors by function:

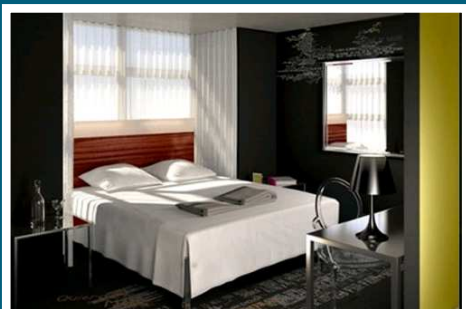
Function	Rate
CEOs / MDs / Managers / Chief Managers	32,40%
Sales Directors / Sales Managers	11,45%
Technical Directors and Managers	12,80%
Production Directors and Managers	11,55%
Purchasing Directors / Purchasing Managers	20,31%
Marketing and Communication / Directors and Managers	4,67%
Human Resources / Directors and Managers	1,46%
Finance Director and Accounting	1,32%
Logistics Managers / Logistics Directors	3,36%
Others	0,68%



Visitors' Report

MAROCOTEL have benefited from a strong institutional support through:

- **The High Patronage of His Majesty The King MOHAMMED VI**
- The aegis of the Ministry of Tourism, Handicrafts and Social Economy
- The effective support of Maison de l'Artisan, which mobilized 27 companies in their pavilion
- The institutional partnership of the National Confederation of Tourism,
- The institutional partnership of the National Federation of the Hotel Industry
- The institutional partnership of the National Federation of Restaurant Owners.



18th edition

International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



08 > 12 May 2024

MOHAMMED VI Exhibition Park (In front of Mazagan Beach Resort)

Organizer :



International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



Goals 2024

- **More than 25,000 national and international decision-making trade visitors.**
- Creating **direct business opportunities** by targeting **top buyers and contractors** in the sector.
- **More than 350 national and international Exhibitors** among the major players in a competitive and evolving market.
- **30 000 sqm** of exhibition space.
- **The establishment of an Africanization program**, which consists on mobilizing top African buyers and decision-makers with the aim of maximizing the profitability of our exhibitors.
- **The digitalization of MAROCOTEL** with the establishment of a digital and dynamic meeting platform that will allow interactivity between exhibitors and visitors, as well as an effective presence on the main social networks.
- **5 days of exchanges and meetings** between market references and quality national and international visitors.

International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



New Exhibitions Park

Near El Jadida, the Mohammed VI Exhibition Park, with a total area of 29 hectares, meets international standards in order to guarantee unparalleled quality.

From the choice of robust materials, to the level of requirement for perfect finishes, including the layout, energy performance and comfort and safety amenities, the Mohammed VI Exhibition Center has been designed in compliance with international standards.



PARC D'EXPOSITION
MOHAMMED VI
by SOREC





International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



Associated Events

Organizer :



International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



Associated Events

This edition will be marked by the associated events of the show and the presence of national and international chefs and experts coming to share their know-how and expertise.

International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



The Chef's Restaurant

The Chef's Restaurant is an exceptional space where 5 renowned national chefs will prepare gastronomic menus for 150 covers a day, with the assistance of young Moroccan talents

International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



MAROCOTEL DESIGN WEEK

Marocotel pays homage to national and international talents.

For the Fourth consecutive edition, we will create an event that will be called "Marocotel Design Week", whose main objective will be to showcase architects, interior designers and designers.

This space will be used to highlight their creations in furniture, decoration object, realization of project in model or on board, etc ...

International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



MAROCOTEL DESIGN WEEK

Many of them responded in the previous edition, and not the least.

The biggest names in creation and design continually trust us.

Were among us on the last edition:

- REDA BOUAMRANI
- JAMIL BENNANI
- HICHAM EL MADI
- ZINEB ZNIBER,
- SAMIR KHOUIDSI
- SOUFIANE TIGLYENE
- TOUFIK BELAFFARI
- SAID GUIHIA
- DANIELE GUY
- WAFAA KIRAN
- MARYLIN BOTTERO
- MARK CHAMANE
- MOHAMED NAKHLA
- IKRAM TCHIOUTI
- HOUYAME RAHMANI
- AYOUB ARIBA
- TAHA ELQORTBI
- SAMIR CHAOUI
- MUSTAPHA AKHBACH

Ensured to **meet** all the **key players** of the **CHR** in **Morocco**

- **A large targeted communication campaign in Morocco and internationally**
- **A digital marketing and direct marketing campaign** targeted at decision-makers who are involved in the purchasing process in hotels, restaurants, catering, food service, wellbeing and leisure industries.
- **A consistent database** enriched in each edition
- Partnerships with major professional press and economic groups, and also federations and professional associations.
- Online pre-registration, advance badges and entry checks.

International exhibition of professional equipments for the hospitality, catering, food service, Wellbeing and Leisure.



A quality organization with international standards

- A well-kept general layout and a range of premium quality equipped stands
- A pallet of turnkey stands in line with the demand of our exhibitors
- Accompanying services for exhibitors before, during and after the show
 - A technical guide with good practices to prepare for participation
 - Privileged rates with our contracted service providers (Hotels, Travel agencies, ...)

Organizer :

