

Sous l'égide :

Royaume du Maroc  
Ministère de l'Industrie et du Commerce



المملكة المغربية  
وزارة الصناعة والتجارة

3<sup>rd</sup> EDITION  
**REFRIGAIR EXPO**  
INTERNATIONAL EXHIBITION OF AIR CONDITIONING,  
VENTILATION, REFRIGERATION & HEATING



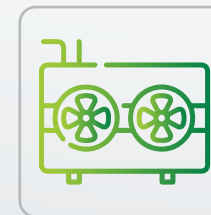
From 10 to 12 Octobre 2023  
CASABLANCA - MOROCCO



Exhibition  
& B2B meeting

UNDER THE THEME

The role of the refrigeration sector in sustainable  
development and energy efficiency



Co-organizers



Delegate Organizer



Institutional Partners





Extract from the speech of His Majesty King Mohammed VI,  
that God glorifies him, pronounced on the Feast of the Throne  
Casablanca, 30 July 2013

“ By affirming our willingness to encourage investment, we reiterate Our call to the government to grant the priority given to anything likely to stimulate growth and to promote job creation.

It must ensure complementarity between the local consumption and the exportability of our production, with All that this induces as positive effects on the balance of payments.

In the same vein, Morocco has years to develop global industrial businesses as part of the emergence plan.

We give thanks to God for the results that have been that encourage us to stay the course

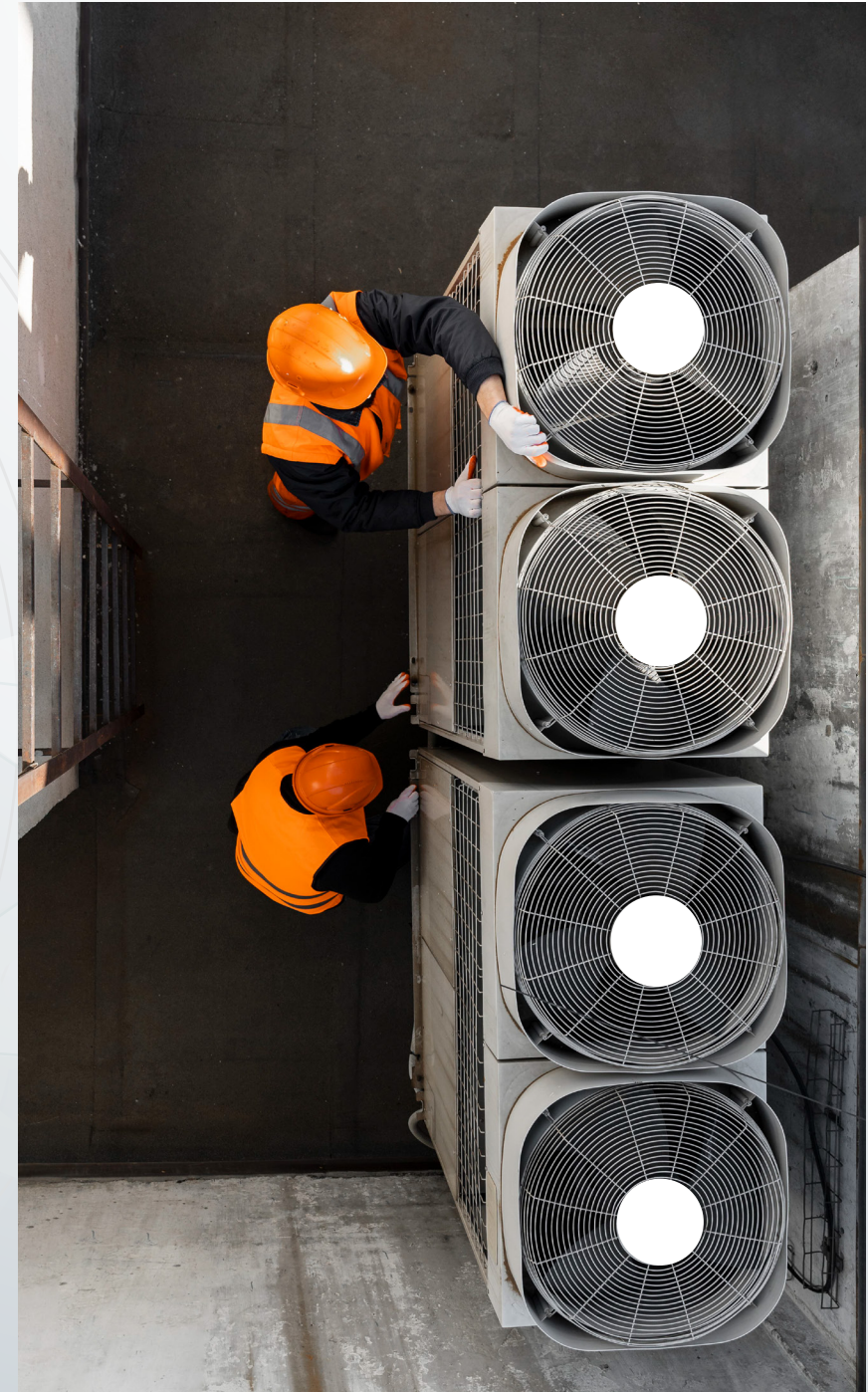
In this regard, we urge the government to create the Right conditions to diversify and expand our industrial fabric in the context of a proactive policy that strengthens the public-private partnership. ”

صَاحِبُ الْجَلَالَةِ الْمَلِكُ مُحَمَّدُ السَّادِسُ نَصْرَهُ اللهُ

Co-organized by the Moroccan Association of Cold Professionals (AMPF) and the Moroccan Agency for Energy Efficiency (AMEE), The REFRIGAIR EXPO is the flagship event of the Refrigeration and Air Conditioning at the level of the Mediterranean and African platform, Founding African member of the Union of African Associations of Actors of Refrigeration and Air Conditioning following the enlightened African vision of His Majesty King Mohamed 6, the Kingdom of Morocco holds a position allowing it to host an event of this large scale, interacting in all sectors, the agri-food industry, hospitality industry, catering industry, construction, architecture, real estate & various industries ... etc

This event supports the strategy 2022-2026 Cost-Leadership / Best-Cost, adopted by the Ministry of Industry & Trade and which aims to offer our international industrial partners the best industrial offer in terms of cost and quality, seeking a unique industrial excellence with the Made in Morocco.

Its objective is to bring together the entire Moroccan, African and Mediterranean profession with its economic and institutional partners around topical issues, Rendezvous Unique uniting the entire sector, it promises to be a strategic business meeting and a strong time of communication that will allow more than 1000 industrial actors to get in touch and share the multiple expectations from all the sub-sectors of activity Training - Innovations - Sourcing - Finance - Support - Insurance - Leasing - Solutions integrating Sustainable Development, Market information, etc.



The REFRIGAIR EXPO is taking place at a crucial time, the new investment charter, this will focus on the growth sectors by granting them additional supports and following up, a privileged opportunity to ensure B2B meetings, in the presence of international investors looking for a location in a country that is full of skills capable of building a new era of Refrigeration and Air Conditioning.

REFRIGAIR EXPO is the flagship event of energy efficiency, taking into account that the cold remains one of the most energy consuming sectors, the reflection will be on the new technologies and exceptional renewable potential available to the Kingdom of Morocco, This event will also be an opportunity to better promote cold sectors in the Moroccan and African economy, notably through training and awareness-raising of stakeholders as well as favorable regulations that reconcile environmental and societal aspects.

In addition to the rich and diversified conference program, animated by national and international notoriety of the business world and professionals of Refrigeration and Air Conditioning, the Exhibition will allow professionals to exchange, discuss, and promote the innovations of a sector as mutant as Refrigeration and Air Conditioning, to support the Moroccan industry in its evolution and adaptation to global changes.



# WHY MOROCCO ?



**1st African Exporter  
in different industries**



**Ministry of Industry and Trade Strategy  
2022-2026 Best Cost / Cost Leadership**



**New investment charter**

## KEY FIGURES OF THE MOROCCAN INDUSTRY AND ECONOMY



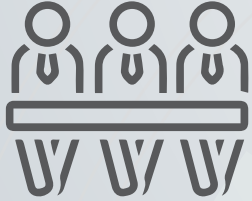
**Industrial sector turnover  
661.585 Millions Dhs**



**Top 3 most competitive countries  
in the world in the field of industry**

The global expansion of Refrigeration and Air Conditioning is today an undeniable reality that has shown over the last few years a double-digit growth and contributing to the evolution of vital sectors of the economy.

# FORECAST OF THE 2023 EDITION



**+26 panelists**



**+150 Exhibitors**



**+5000 Visitors**



**+60 B2B**



**+10 conference**

## EXHIBITORS PROFILES

- ⚙️ AIR CONDITIONING, HEATING AND REFRIGERATION EQUIPMENT AND SYSTEMS
- ⚙️ AIR MOVEMENT, VENTILATION, DUCTWORK AND OTHER IAQ PRODUCTS
- ⚙️ FROZEN FOOD PROCESSING
- ⚙️ SPECIALIZED ENERGY AND CLIMATE CONTROL SYSTEMS
- ⚙️ SOFTWARE AND BUSINESS SERVICES

# VISITORS PROFILES

- ⚙️ AUTOMOTIVE
- ⚙️ TEXTILE
- ⚙️ AGRO-FOOD
- ⚙️ IT
- ⚙️ AERO INDUSTRY
- ⚙️ PHARMACEUTICAL
- ⚙️ INDUSTRIAL SUB-CONTRACTING
- ⚙️ ELECTRICITÉ
- ⚙️ MEDECINE
- ⚙️ TRANSPORT & LOGISTICS
- ⚙️ BANKING AND INSURANCE
- ⚙️ CONSTRUCTION
- ⚙️ PLASTICS INDUSTRY
- ⚙️ ELECTRONICS
- ⚙️ AGRICULTURE

## SECOND EDITION KEY FIGURES



**+120 Exhibitors**



**+4000 Visitors**

3<sup>rd</sup> EDITION



# REFRIGAIR EXPO

INTERNATIONAL EXHIBITION OF AIR CONDITIONING,  
VENTILATION, REFRIGERATION & HEATING



## AMPF

ASSOCIATION MAROCAINE DES  
PROFESSIONNELS DU FROID

## amee

Agence Marocaine  
pour l'Efficacité Energétique



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