



**CTW**  
MOROCCO

**5<sup>th</sup>**  
edition

**21 - 23 November 2023**

Office Des Changes | Casablanca, Morocco



# 2023 POST SHOW REPORT

Co-located with:

**AFRICA  
FOOD  
SHOW**

**AFRICA  
BUILD SHOW**  
MOROCCO



**AFRICA  
TECHNOLOGY  
SHOW 2023**



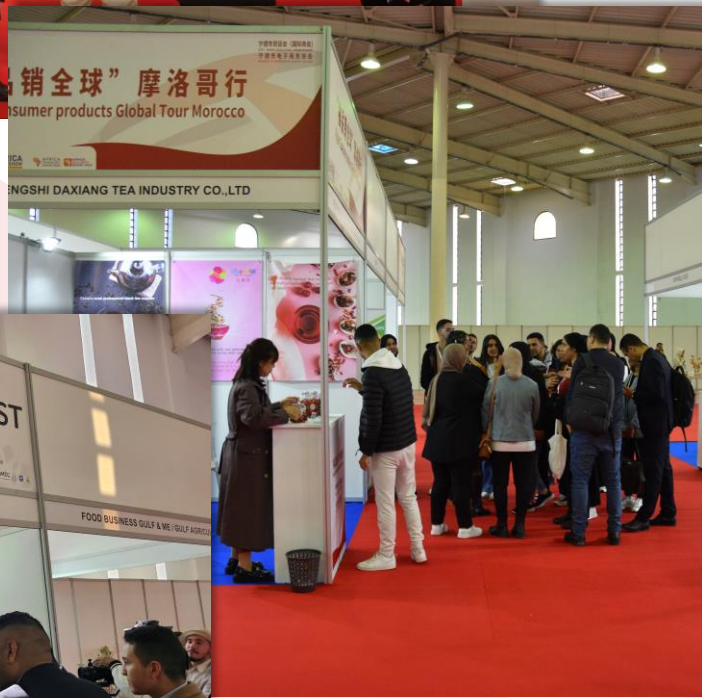
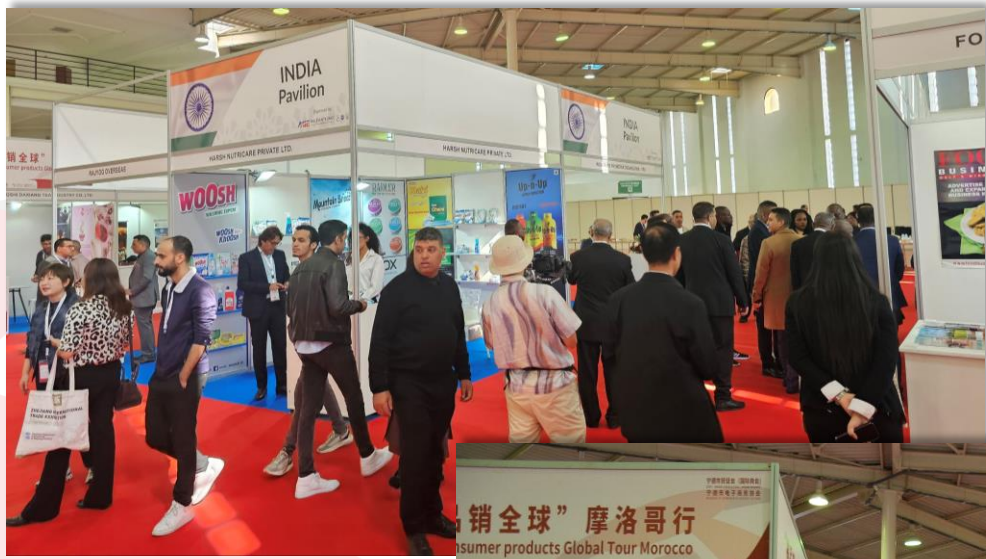
**AFRICA  
SECURITY  
SHOW 2023**

Organized by:



**MIE EVENTS DMCC**  
www.mieevents.com





# Introduction

This event featured over 200+ exhibiting companies and international country pavilions, serving as a distinctive platform for governments and businesses worldwide to forge new partnerships, bolster bilateral trade, and explore cutting-edge goods, services, and technologies in Food and Agriculture, Construction, Technology, and Security.

The CTW Morocco Summit has undoubtedly served as a catalyst, fostering discussions among visionaries, industry experts, and influential leaders to explore new financial opportunities and partnership frameworks, accelerating economic growth. It marked the beginning of a journey filled with innovative ideas, collaboration, and boundless opportunities, showcasing our joint dedication to investing and growing together.

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# KEY ACHIEVEMENTS & OUTCOMES



1

**Global Focus and Engagement:** The CTW / AFS MOROCCO 2023 garnered significant attention and active participation from key source markets, attracting delegates from influential nations, including Morocco, GCC, and Asian regions. This contributed to a thorough exploration of Morocco's investment landscape.

2

**Platform for Strategic Partnerships:** Through strategic collaborations with the Government, Stakeholders, and Industry, the summit achieved noteworthy success, establishing a platform for genuine, committed, and effective investment and trade solutions.

3

**Spotlight on Key Sectors:** The deliberate focus on VITAL INDUSTRIES through robust B2B/B2G Platforms and Channels created a focused environment for substantive discussions and connections, resulting in the identification of tangible investment opportunities across key sectors.

4

**Elevating Morocco's Global Standing:** The summit's success in showcasing the PAN African market and facilitating international engagement solidified Morocco's position as a dynamic market for investment and trade on the global stage.

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# EVENT OVERVIEW

This event showcases a distinguished assembly of over 200+ premium manufacturers and suppliers from the trade and agricultural sector providing an exclusive platform for governments and businesses worldwide to cultivate new partnerships. The focus spans bilateral trade enhancements and exploration of cutting-edge products, services, and technologies in Africa Food Show gives you the exclusive opportunity to discover areas of partnership and cooperation with local and international companies, as well as strengthen the presence in the largest food market in North Africa. From family-owned farms to multi-national power brands, both exhibitors and visitors will open new distribution channels, hire agents and experts to expand the proliferation of brands

With more than **200+** exhibitors showcasing their innovations and projects, the event was an excellent opportunity for networking and exploring potential collaboration. Among the notable guests were distinguished figures, bringing a wealth of international insights and perspectives to the event. Their presence greatly enriched the discourse on investment and global trade opportunities in the Moroccan Market



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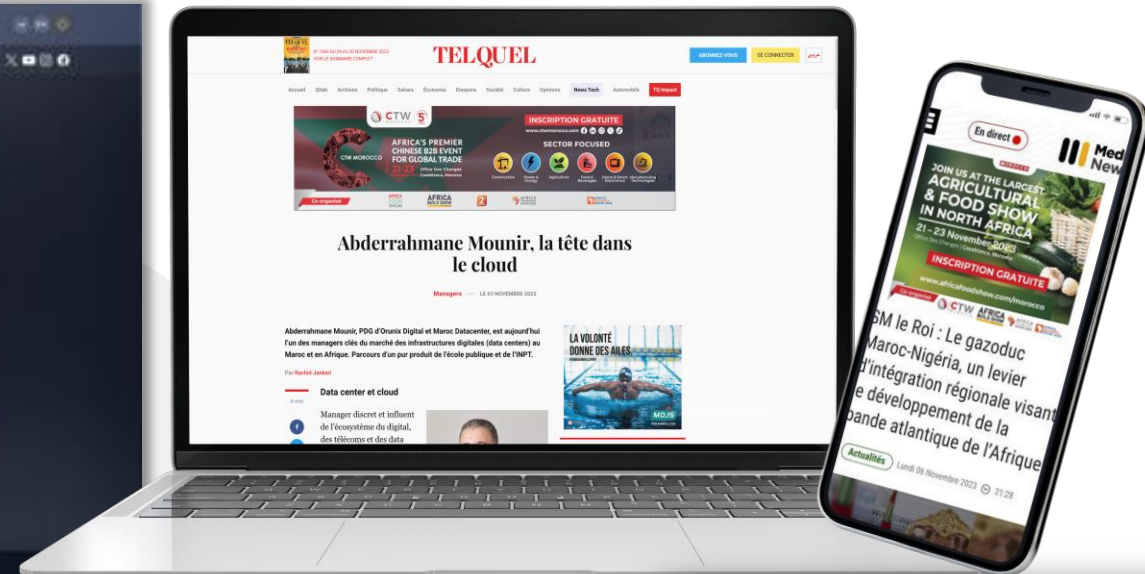
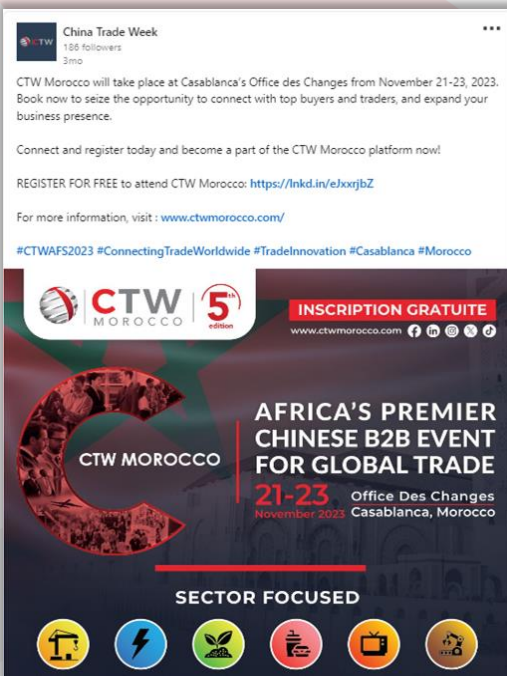


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# MARKETING & PROMOTION

The marketing strategy for CTW Morocco was a comprehensive blend of targeted approaches designed to maximize outreach and engagement across diverse channels.



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## Social Media Engagement

Active presence on platforms like LinkedIn, Twitter, and Facebook, leveraging captivating content, engaging visuals, and relevant hashtags to create a buzz around the event.

**2.8M+** Total Reach

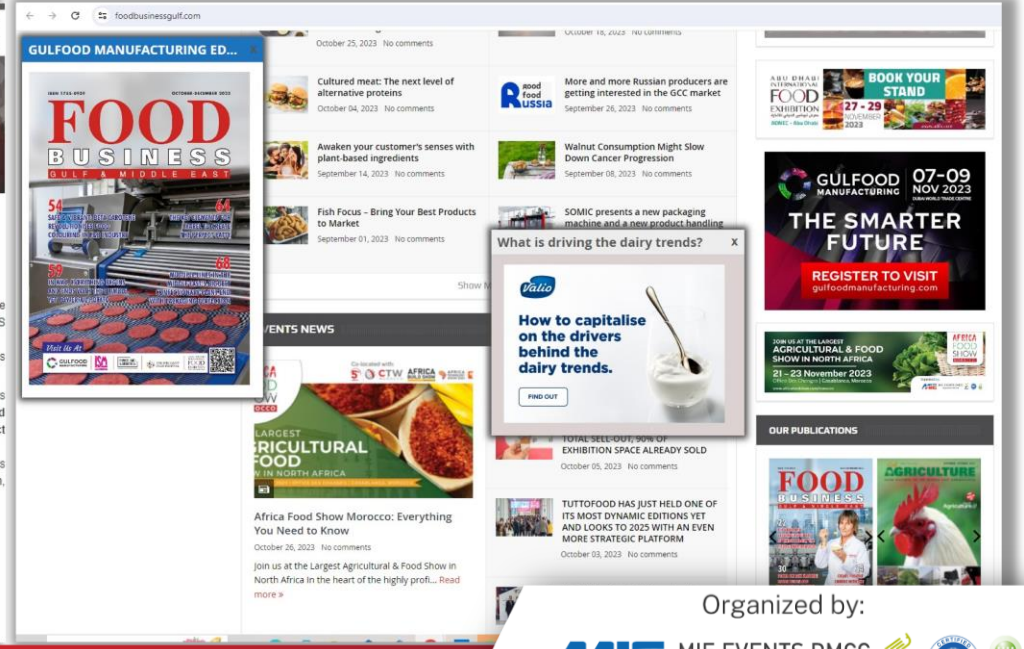
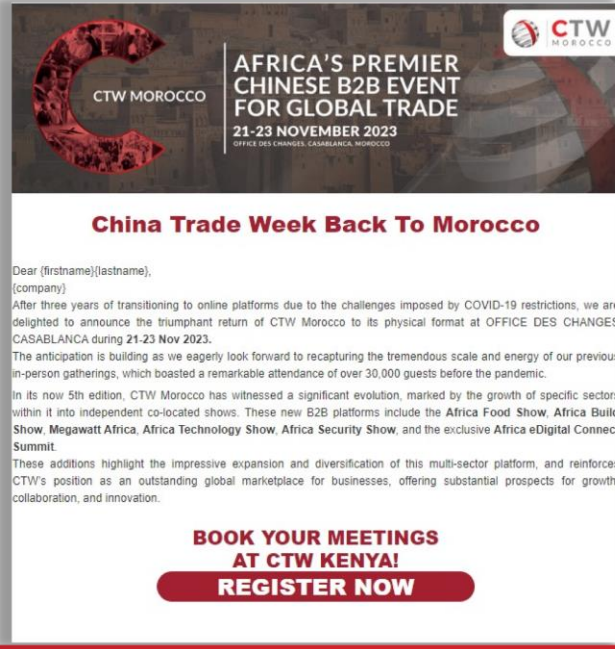
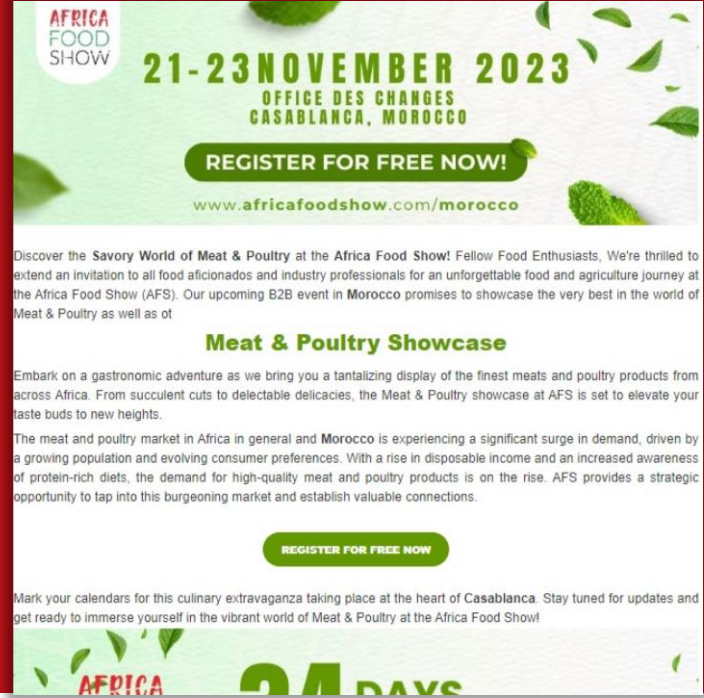
**2M+** Total Impressions

The image shows a LinkedIn post from 'China Trade Week' (CTW) with 186 followers, posted 3 months ago. The post text reads: 'CTW Morocco will take place at Casablanca's Office des Changes from November 21-23, 2023. Book now to seize the opportunity to connect with top buyers and traders, and expand your business presence. Connect and register today and become a part of the CTW Morocco platform now! REGISTER FOR FREE to attend CTW Morocco: <https://lnkd.in/eJxxrjBZ> For more information, visit : [www.ctwmorocco.com/](http://www.ctwmorocco.com/) #CTWAFS2023 #ConnectingTradeWorldwide #TradeInnovation #Casablanca #Morocco'

Below the post is a promotional poster for 'CTW MOROCCO' (5th edition), described as 'AFRICA'S PREMIER CHINESE B2B EVENT FOR GLOBAL TRADE' held from November 21-23, 2023, at the Office Des Changes in Casablanca, Morocco. The poster features a large 'C' logo containing images of trade activities and lists various sectors: Manufacturing, Energy, Agriculture, Logistics, and Technology. It also includes the text 'INSCRIPTION GRATUITE' and 'SECTOR FOCUSED' with corresponding icons. The poster is organized by MIE Events DMCC, UFI, ISO, and ICCA.

# Email Campaigns

A series of well-crafted email campaigns were deployed to reach potential attendees, exhibitors, and sponsors. These campaigns featured compelling content, early-bird offers, and personalized invitations



# PARTNERSHIPS & COLLABORATIONS

Strategic partnerships were forged with industry influencers, trade associations, and relevant publications.

## Partners & Supporters



## Media Partners



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# MARKETING PROMOTION

## Performance Metrics

Targeted pay-per-click (PPC) and display advertising campaigns were launched to reach specific demographics and industries interested in investment opportunities in Morocco.

## Website Traffic

8.7K

Total Website Visits

6.3K

Unique Visitors

5.1K

Pageviews

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# Social Media

**2M+**

Total Impressions

**2.5K+**

Likes, Shares, Comments

**550+**

New Followers/Fans



**Africa Food Show**

Publié par Zineb Kettani

8 nov. · 🌐

Découvrez les immenses opportunités qui vous attendent à l'Africa Food Show Mar... [Afficher la suite](#)



ems.smartevents.cn

**China Trade Week Morocco - Visitor Registration**

[S'inscrire](#)

[Voir les statistiques et les publicités](#)

[Booster la publication](#)

👍 1.964

7 commentaires 20 partages

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# Email Campaigns



51.3%

Open Rate

88.6%

Click-Through  
Rate

24.4%

Conversion  
Rate

# Partnership Impact

17

Number of Collaborations

4M+

Reach through Partnerships

**AVICULTURE**

### DAWAJINE 2023 : UNE PLATEFORME D'EXCELLENCE AU SERVICE DE L'AVICULTURE AFRICAINE

La Fédération Interprofessionnelle du Secteur Avicole au Maroc (FISA) a récemment dévoilé les détails de la 24ème édition du prestigieux Salon Avicole de Casablanca « Dawajine », qui se tiendra du 28 au 30 novembre 2023 au Centre d'Expositions de l'Office des Changes à Casablanca. Placé sous le Haut-Patronage de Sa Majesté le Roi Mohamed VI, cet événement s'érige comme un rendez-vous incontournable, mettant en lumière le rôle clé de l'aviculture dans la souveraineté alimentaire en Afrique.

**Promouvoir l'Aviculture Moderne et Durable en Afrique**  
Sous le thème « l'aviculture, pilier de la souveraineté alimentaire en Afrique », cette édition ambitionne de rassembler plus de 15 000 visiteurs nationaux et internationaux, ainsi que 450 exposants et marques représentant une vingtaine de pays. Des délégations de professionnels issus de pays africains et étrangers participeront également à cet événement d'envergure.

**Une Plateforme d'Échange et de Dialogue**  
Pendant trois jours, les acteurs du secteur avicole auront l'opportunité de partager leurs expériences, de discuter des enjeux actuels et futurs de l'aviculture marocaine, et d'explorer les perspectives à l'échelle de l'Afrique du Nord et de l'Ouest. Depuis son lancement en 1998, le Salon « Dawajine » a consolidé sa position en tant que rendez-vous annuel incontournable, favorisant le dialogue entre les différents acteurs de l'industrie avicole.

**Favoriser le Développement et les**

**Partenariats**  
Dawajine ne se limite pas à une simple exposition. C'est une opportunité unique pour les professionnels de discuter du développement, de la consolidation, et du renforcement des partenariats. La FISA aspire à promouvoir une aviculture moderne et durable en Afrique en encourageant la collaboration entre les fédérations professionnelles avicoles du continent.

**Renforcer le Secteur Avicole**  
L'objectif central de la FISA est de maintenir et de renforcer Dawajine en tant que référence professionnelle, ouvrant ainsi pour le développement de l'aviculture tant au niveau national que régional. Les équipes travaillent activement pour que cette nouvelle édition réponde pleinement aux attentes des participants, faisant de ce salon un carrefour de rencontres et d'échanges entre les professionnels du secteur avicole.

**Dawajine et les Professionnels**  
Une Tradition d'Échange et de Partage d'Expériences : Au-delà de sa renommée bien établie, Dawajine se présente comme une plateforme de dialogue et de concertation entre les professionnels et les différents intervenants du secteur avicole. La FISA

**AFRICA FOOD SHOW MOROCCO**

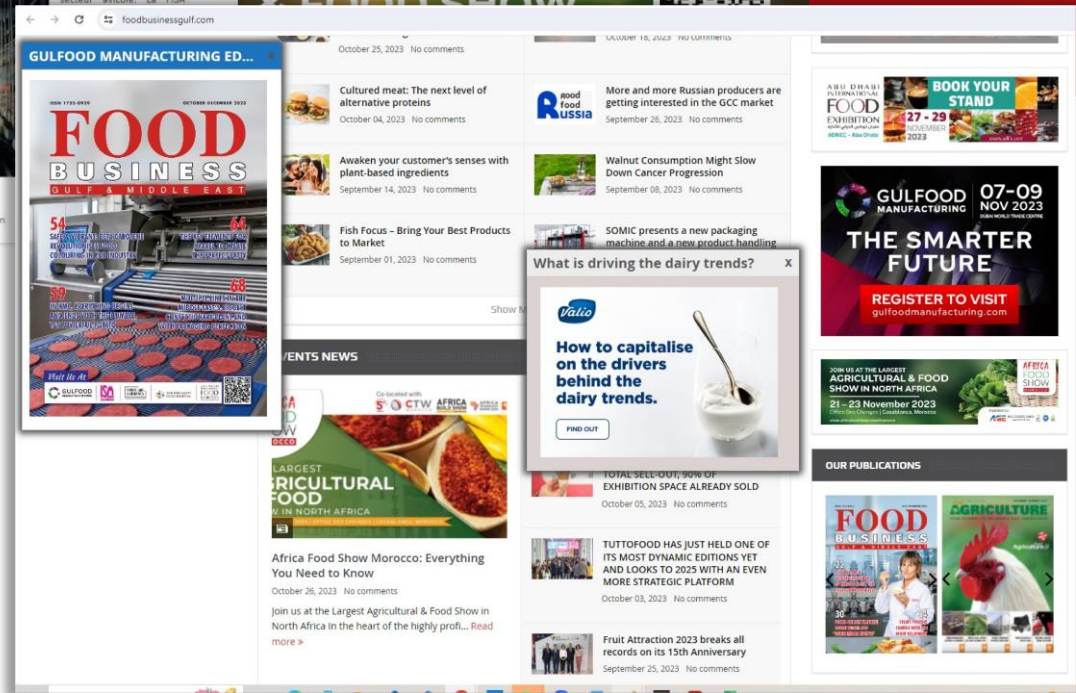
Co-located with:  
5<sup>th</sup> CTW MOROCCO AFRICA BUILD SHOW AFRICA TECHNOLOGY SHOW 2023 AFRICA SECURITY SHOW 2023



**JOIN US AT THE LARGEST AGRICULTURAL & FOOD SHOW**



22  
www.resagro.com



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# Advertising

These metrics reflect the effectiveness of our marketing efforts in generating interest and engagement for the CTW Morocco. By leveraging a combination of digital strategies and partnerships, we were able to create a dynamic online presence and attract a diverse and engaged audience to the event.



Outdoor Ad

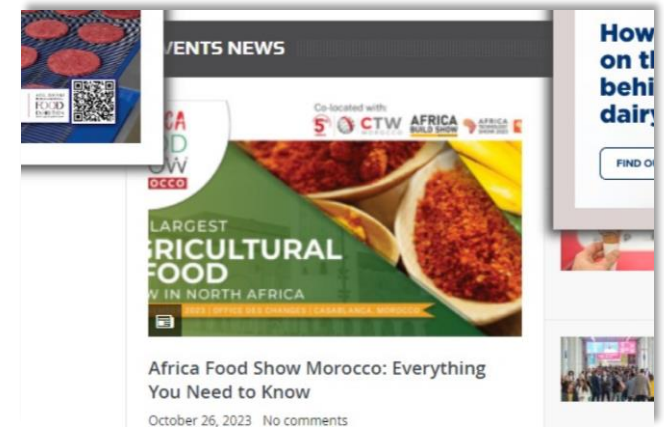


Radio & Video Production



BELT AND ROAD – La 3e édition du salon China Trade Week Morocco (CTW Maroc), la plus grande plateforme globale B2B dédiée aux échanges

News paper

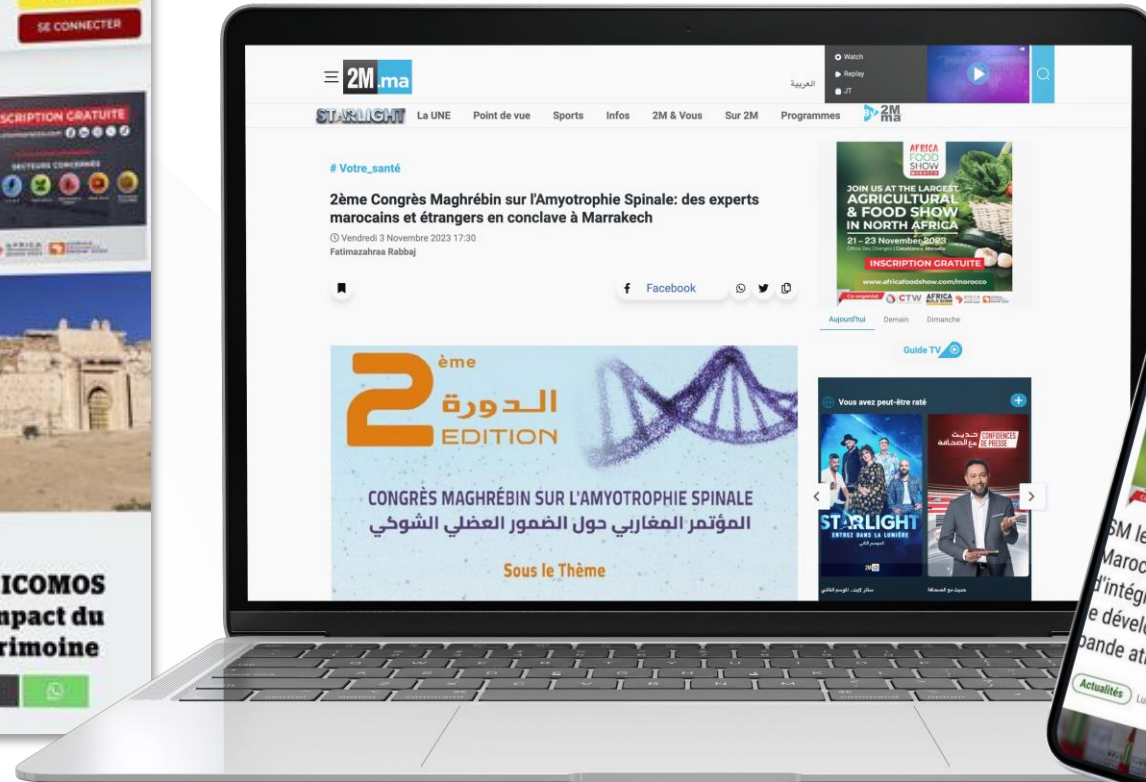


Online banners

Organized by:



# Web Banners



# Social Media

The image shows three overlapping social media posts from CTW Morocco. The top post is for the Africa Tech Show, the middle for Africa Security Show, and the bottom for Africa Build Show. Each post features a promotional graphic with the event title, dates (21-23 November 2023), location (Casablanca, Morocco), and a 'SIGN UP' button. The graphics also mention 'INSCRIPTION GRATUITE' and 'Premier salon B to B en Afrique du secteur de la Tech/Securite/Batiment'.

**CTW** China Trade Week  
185 followers  
8mo

Discover Why Kenya Should Be Your Top Target Market in Africa!

Kenya, a nation steeped in a vibrant economic and cultural heritage, stands at the forefront of the African Industrial & Innovation revolution, leaving an indelible mark on its legacy.

Exciting news! MIE Group ([MIE Events](#)) and CTW Kenya have meticulously crafted a thought-provoking white paper, brimming with valuable insights into the dynamic developments and boundless opportunities present in Kenya, the leading economic powerhouse of Africa.

Attention, fellow entrepreneurs and business enthusiasts! If you harbor aspirations of venturing into Kenya's thriving market, this compendium is an absolute must-read. Immerse yourself in its wisdom and unlock the key to success in this remarkable country.

#KenyaMarket #InvestmentOpportunities #AfricaEconomy #BusinessSuccess

Why invest in Kenya? - 6 pages

CTW KENYA  
WHITE PAPER  
Why Invest in Kenya?  
2023-2024 OUTLOOK

Prepared by: [Logos]  
Co-located shows: AFRICA [Logos]

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# Billboard & Median Stands



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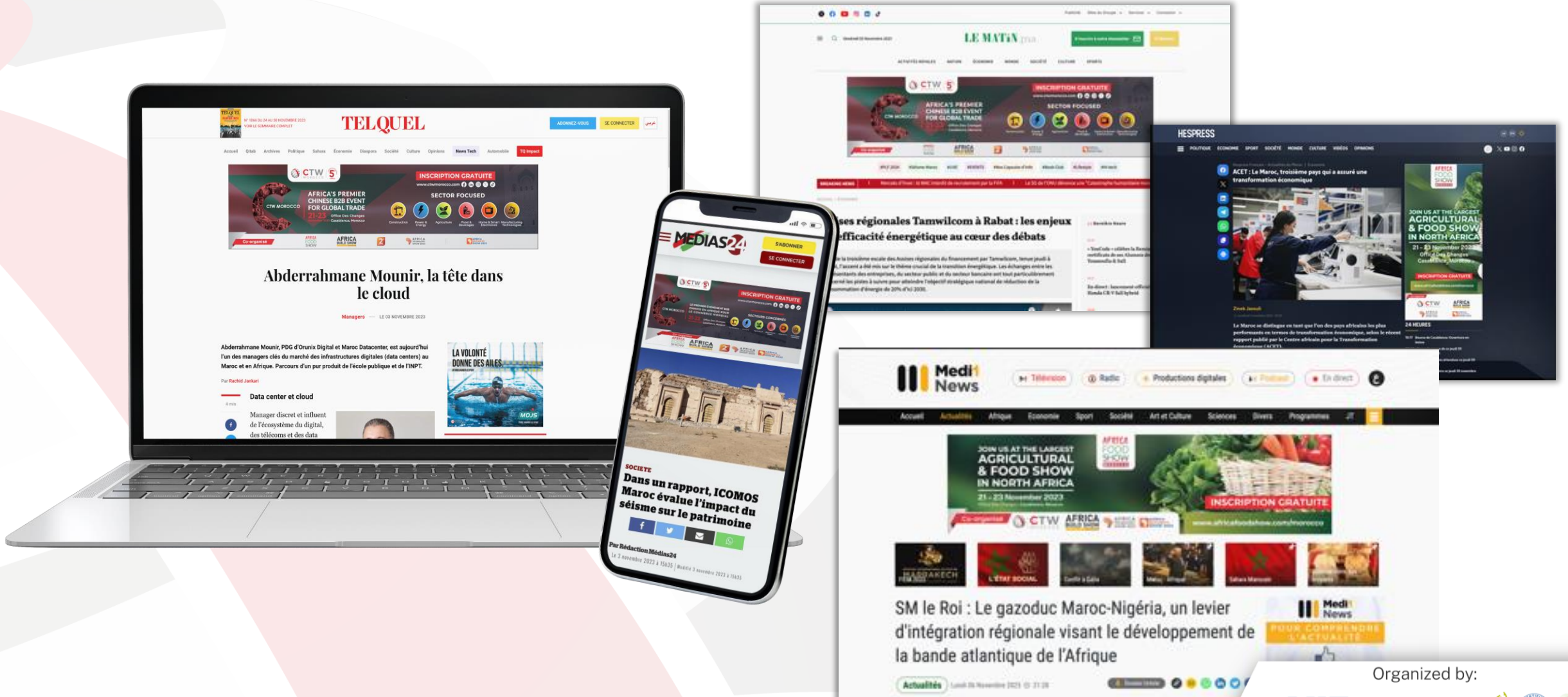


# TV & Radio



Organized by:

# Online Newspapers



Organized by:



# Exhibitor & Sponsorship Engagement





# Sessions & Contents



# KEY TAKEAWAYS

- 1 Global Engagement
- 2 Strategic Partnerships
- 3 Targeted Focus on Key Sectors
- 4 Enhanced Brand Visibility

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# ACKNOWLEDGEMENT

We extend our heartfelt gratitude to all participants, sponsors, exhibitors, and attendees for their invaluable contributions to the success of the CTW Morocco 2023. Your dedication and support played an integral role in making this event a resounding achievement.

We look forward to continued collaboration and success in future endeavors. Thank you.



**SEE YOU IN 2024!**