

CO-HOST



*Tourism Engineering  
and Investment*

SMIT MOROCCO



**MOROCCO**  
**SHOWCASE SUMMIT**

TOURISM | HOSPITALITY | INVEST

**19 – 20 NOVEMBER 2024**

Casablanca Marriott Hotel



# MOROCCO SHOWCASE: TOURISM, HOTELS & INVESTMENT

## MOROCCO'S PREMIER INTERNATIONAL HOTEL & TOURISM INVESTOR GATHERING

Taking place from 19 & 20 November 2024 at the Marriott Hotel, Casablanca, The bilingual (English/French) **Morocco Showcase Summit: Tourism, Hospitality, Investment**, will provide over 300 international investors, hoteliers, and tourism leaders from 15 countries to connect and do business in one of the world's most attractive and fastest developing hospitality markets.

Co-organised by Société Marocaine d'Ingénierie Touristique (SMIT) and API Events, Morocco Showcase will provide a bespoke platform to engage with strategic ministries, private sector leaders and international players investing into Africa's hottest markets.

This is your platform to explore how Morocco is providing real and tangible support via innovative funding programmes and strategic infrastructure investments to double the number of tourism arrivals from 13 million to 26 million over the next decade and as they build up to the FIFA World Cup in 2030.

Don't miss this opportunity to meet local public sector leaders, international brands, investors and more this November in Casablanca as we build for the future.

Visit the website: <https://www.apievents.com/morocco/> for more information.

To join the agenda discussions, please enquire about sponsorship or register to attend as a delegate.

**For sponsorship opportunities, please email:**

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[Murray@apievents.com](mailto:Murray@apievents.com)



#MoroccoShowcase2024

# A PLATFORM TO INVEST IN MOROCCO'S HOSPITALITY SECTOR



# DELEGATE FEES

**TICKETS PER PERSON:  
\$595 PP (EX VAT)**

**TICKET PRICES INCLUDES:**

- ALL SESSIONS,
- COCKTAIL AND SOCIAL
- FUNCTIONS AT  
SHOWCASE MOROCCO



# WHY ATTEND:

## Top Reasons to Attend

1. Showcase projects and opportunities within Morocco
2. Meet global hotel brands and executives interested in expanding in Morocco
3. Meet top international professionals' teams working or looking to work within Morocco
4. Get global best practice examples
5. Explore how the FIFA World cup will transform Morocco
6. Unpack Investment opportunities in capital markets, and more

## Who Should Attend

- Private companies and Developers
- Interior designers
- Hotel brands
- Engineering firms
- Hospitality marketplaces
- Airlines
- Short Term Rental Professionals
- Advisory firms
- Real Estate Developers
- Banks

With over 300+ delegates from 15 international countries, **#ShowCaseMorocco** is the premier platform for hospitality investors and operators invested in the Kingdom of Morocco.



# WHO'S INVITED & WHO'S COMING

Morocco Showcase is a platform to connect for international & local hospitality players and associated sectors to meet and do business. Meet global brand leaders, public sector decision makers, operators, funders, equity partners, project managers, designers, and project professionals in Africa's fastest growing hospitality market this November. A C-suite event –Morocco Showcase will unlock opportunities in the Kingdom of Morocco.



WESTMONT



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# TOURISM IN MOROCCO: GROWING & SUSTAINABLE

**Morocco's tourism sector is resilient and remarkable & currently accounts for 7% of GDP.**

Under the leadership of His Majesty King Mohammed VI, Morocco has navigated two major challenges: Covid-19 and the Al Haouz earthquake with numbers now exceeding pre-covid figures and set grow exponentially.

To accommodate the growth in tourism numbers, hospitality investors, developers and others need to work with the entire industry and value chain, including Airlines for uplift.

As a tourism market, the proximity to Europe and Middle East Markets, provides a unique offering. From its famous Souks to architecture and styles, Morocco is a unique and iconic travel destination and will double to 26 million in 2030.



- By 2030: 26 Million
- By 2026: 17.5 Million
- 2024 (end of October): 14.6 Million
- 2023: 14.5 Million
- 2022: 10.6 Million
- 2019: 9.2 Million
- 2018: 8.6 Million

# WORLD CUP FOCUS & PLANNING

The selection of Morocco as a co-host for the 2030 World Cup underscores its strategic role on the global football map. Its unique geographical position, bridging Europe and Africa, provides remarkable accessibility to fans worldwide, while its pleasant climate promises ideal conditions for match proceedings. This commitment is also evident in Morocco's significant investments to modernize its sports and tourist infrastructures, ensuring its capacity to host an event of such magnitude. The enthusiasm for football, combined with the renowned hospitality of Moroccans, enhances the country's appeal as a prime destination for World Cup celebrations, promising a rich and memorable experience for all.

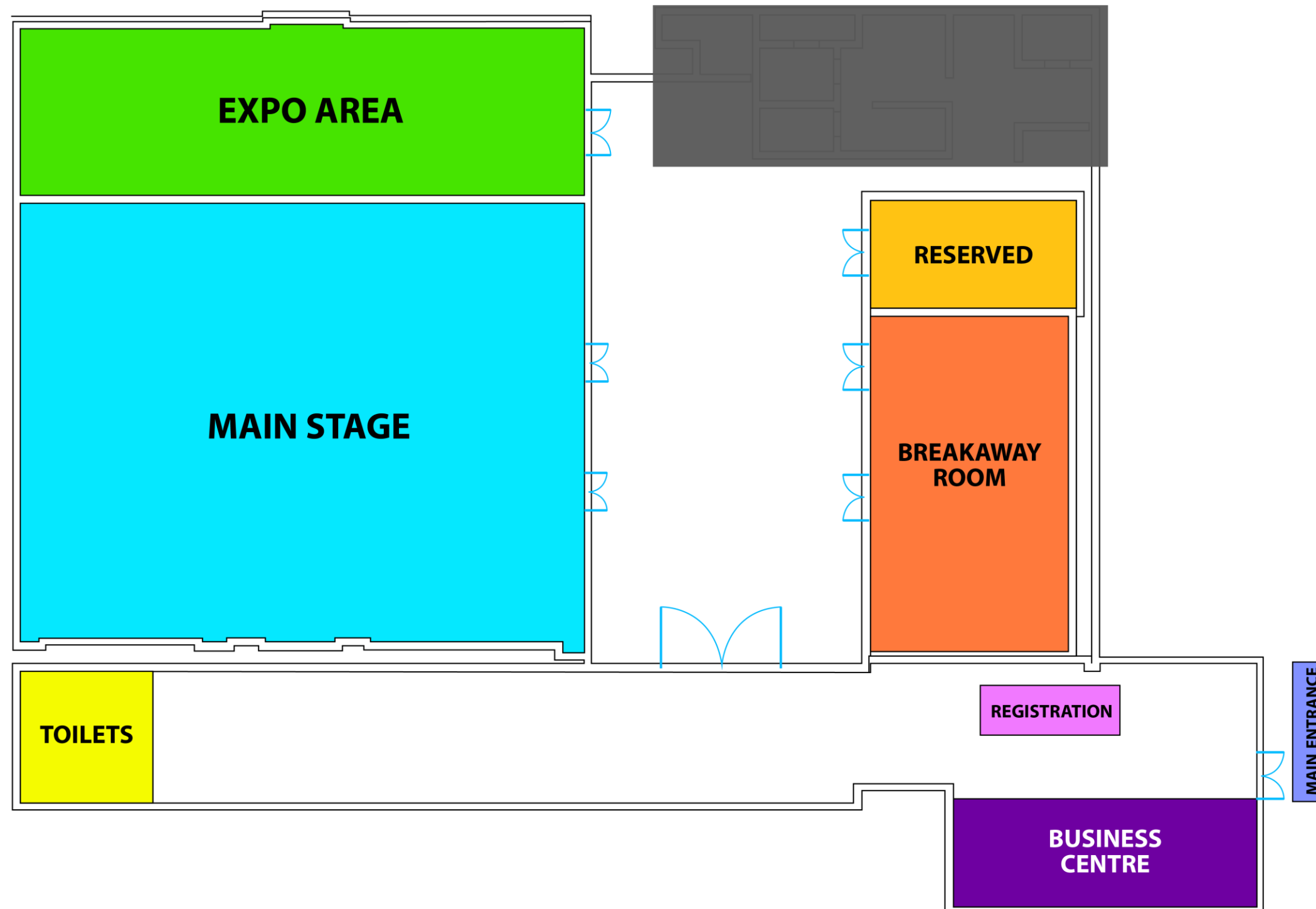


Credit: <https://cloudfret.com/>

# TOURISM IN MOROCCO: DIVERSE & WELCOMING



# FLOORPLAN



# SPONSORSHIP FEES

SPONSORSHIPS ARE DETERMINED ON DELEGATES, SPEAKING SLOTS, EXPO POSITION AND BRAND POSITIONING IN AGENDA.  
**EMAIL: [MURRAY@APIEVENTS.COM](mailto:MURRAY@APIEVENTS.COM)** FOR MORE INFORMATION

PLATINUM (1 Sponsor)	GOLD (2 Sponsors)	SILVER (6 Sponsors)	INDUSTRY	COCKTAIL SOLD	DINNER SOLD
<ul style="list-style-type: none"><li>WELCOME ADDRESS AT CONFERENCE</li><li>3 SPEAKING SLOTS</li><li>LOGO NEXT TO SUMMIT LOGO ACROSS ALL COLLATERAL</li><li>15 NON-TRANSFERABLE PASSES EX-SPEAKERS</li><li>COMMENT IN PRESS RELEASE</li><li>MEDIA INTERVIEWS ON DAY</li><li>IN-PERSON ACTIVATION SPACE</li><li>ACCESS TO DELEGATE LISTS</li><li>COMPANY VIDEO PLAYED 2 TIMES</li><li>5M X 2M EXPO SPACE ONLY</li><li>2 CUSTOM EMAILS TO API DATABASE</li></ul>	<ul style="list-style-type: none"><li>2 SPEAKING SLOTS</li><li>10 NON-TRANSFERABLE PASSES EX-SPEAKERS</li><li>GOLD LEVEL LOGO PLACEMENT ACROSS ALL COLLATERAL</li><li>1-EMAIL CAMPAIGN TO DATABASE</li><li>COMMENT IN PRESS RELEASE</li><li>IN-PERSON ACTIVATION SPACE</li><li>ACCESS TO LIST</li><li>4M X 2M EXPO SPACE</li></ul>	<ul style="list-style-type: none"><li>1 SPEAKING SLOT</li><li>5 NON-TRANSFERABLE PASSES EX-SPEAKERS</li><li>SILVER LEVEL LOGO PLACEMENT ACROSS ALL COLLATERAL</li><li>3M X 2M EXPO SPACE - ONLY</li></ul>	<ul style="list-style-type: none"><li>1 SPEAKING SLOT</li><li>3 NON-TRANSFERABLE PASSES EX-SPEAKERS</li><li>INDUSTRY LEVEL LOGO PLACEMENT</li></ul>	<ul style="list-style-type: none"><li>1 SPEAKING SLOT</li><li>4 NON-TRANSFERABLE PASSES EX-SPEAKERS</li><li>WELCOME ADDRESSSS AT COCKTAILS</li><li>SOLE BRANDING AT COCKTAILS</li></ul>	<ul style="list-style-type: none"><li>1 SPEAKING SLOT</li><li>8 NON-TRANSFERABLE PASSES EX-SPEAKERS</li><li>IN-PERSON ACTIVATION SPACE</li><li>3M X 2M EXPO SPACE – ONLY</li><li>DINNER WELCOME</li></ul>
\$45,000 (EX-VAT)	\$30,000 (EX-VAT)	\$15,000 (EX-VAT)	\$ 8,000 (EX-VAT)	SOLD	SOLD



# 2024 SPONSORS & PARTNERS

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## WHY IT PAYS TO SPONSOR MOROCCO'S MOST INFLUENTIAL HOTEL EVENT

POSITION YOUR BRAND & LEADERSHIP VISIBILITY

BUILD BUSINESS RELATIONSHIPS

LEAD GENERATION

CONVERT & CLOSE DEALS FASTER

ACCESS TO 500+ AFRICAN DECISION MAKERS

SHOWCASE SERVICES



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