

3RD ANNUAL
MOROCCO
SHOWCASE SUMMIT

MOMENTUM 2030

CATALYSING MOROCCO'S
INVESTMENT JOURNEY

Institutional Investment Partner



*Tourism Engineering
and Investment*

SMIT MOROCCO

26 NOVEMBER 2026 | CASABLANCA, MARRIOTT HOTEL

A LOOK BACK AT 2025

300+ DELEGATES | 15+ COUNTRIES



3RD ANNUAL **MOROCCO** SHOWCASE SUMMIT

NEW FORMAT | NEW DEALS | NEW PARTNERS | MOROCCO CHAMPIONS EVENING

The 3RD annual Morocco Showcase is the leading real estate and hospitality investor event connecting international and local capital to Morocco's real estate and hospitality sectors.

Held in Casablanca on 26 November, this investor-led event brings together institutional and private investors, global brands, project owners, developers, capital markets participants, and regulators around where capital is flowing into the Moroccan market — and the mechanics, standards, and opportunities behind it. From emerging asset classes to capital markets, global and emerging brands, leading banks, DFIs and more.

WHAT'S NEW IN 2026:

- DEAL MAKING AND MATCHMAKING FORUM | 26 NOVEMBER 2026
- PRE & POST EVENT NETWORKING RECEPTIONS
- MOROCCO SHOWCASE AWARDS PROGRAMME

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



THEME: MOMENTUM 2030 & BEYOND

Catalyzing Morocco's Investment Journey

Morocco is in the middle of its **largest investment cycle** in decades. Infrastructure tied to 2030 is already under construction, capital markets are deepening, and the hospitality and real estate pipeline is expanding across the country.

Momentum 2030 is the theme built around that reality - not a countdown to a future date, but a platform for the activity, capital, and deal-making already in motion. The Showcase exists to bring that momentum into one room: the investors deploying capital, the institutions shaping the frameworks it moves through, and the developers and brands building what comes next



New Morocco Champions Evening

As Morocco accelerates toward 2030 - anchored by World Cup co-hosting momentum and a surge of investment across hospitality, capital markets, and real estate - one thing has become clear: growth alone isn't the story. Excellence is.

The Morocco Champions Awards 2026 puts a spotlight on the developers, operators, investors, and institutions setting the pace for the Kingdom's transformation - the ones not just building for the moment, but building the standard others will follow. From bold hospitality concepts to landmark capital raises, from OPCI innovation to brands reshaping what "world-class" means in North Africa, these are the players turning momentum into legacy.

What sets the Morocco Champions Awards apart is rigor: every nomination is peer-reviewed, assessed by a panel of industry leaders who understand what real impact looks like on the ground. No popularity contests, no vanity metrics - just recognition earned through genuine performance, innovation, and contribution to Morocco's investment story.

Because as capital pours into Morocco, recognising who's raising the bar isn't just a celebration - it's a signal to the market of where confidence, quality, and opportunity converge.

Morocco Champions Awards 2026 - where growth meets excellence, and excellence gets its due.



Morocco Champions Evening

- Commercial Development of the Year (2024-2026)
- Rising Star of the Year (under 35 Years)
- Green Champion of the Year (Person or Brand)
- Green Development of the Year (2024-2026)
- Residential Development of the Year (2024-2026)
- Luxury Hospitality Development of the Year (2024-2026)
- Mixed Use Development of the Year (2024 - 2026)
- Sales Team of the Year
- Refurbishment of the Year (2024-2026)
- Hospitality Innovator or Innovation of the Year (person or brand)
- Lifetime Achievement Award

Developments must have been completed between 2024 - 2026 to qualify where indicated



ATTENDING COMPANIES



HILTON
ATELIER POD
AC DIVERTISSEMENT
L&M INVEST
INNOV 4.0
DONAMENTICE
KASADA CAPITAL MANAGEMENT
SUPEQUIP
ATELIER POD
FOUNDOKIA
OXYGENE SPORT ET BIEN ETRE
PHOENIX PARTNERS
KARMA INVEST
PLAZA.INVESTMENTS

STAYHERE
MILLAT GROUP
SDS
NEOMAR
THE GAME CHANGER COMPANY
HME REAL ESTATE
2M
CRIDT
STAYHERE
EXUPERE
ANFA INVEST
HARAKI GROUP
ARAB BANK
DONAMENTICE

BARCELO HOTEL GROUP
DC PANORAMA IMMOBILIER
PROSPERA CAP
CRI RABAT
GROUPE MM
SNRT
GROUPE RAMOS
AVALIANCE MAROCCO
JSA DISTRIB
CECIL CAPITAL
ONOMO HOTELS
W5 MEDIA
CBX
LAHLOU LAW FIRM

ASSABAH
MEDIA24
ARCHETYPE GROUP
LE360
AL ALAM
LODJ.MA
ASSAHIFA
AL YAOUM24
AEDGE PARTNERS
PREMIUM TRAVEL NEWS
7NEWS.MA
SOYSAL GROUP
DWLM
IHG HOTELS & RESORTS

AZIO
LE DESK
GROUPE JAMAI
PAREL'MENT JEUNESSE DUMAROC
ATLAS CAPITAL
CRI GUELMIM
CRI TANGIER
UTepro
MAGHRIB HOSPITALITY
OCP GROUP
CAPITAL FONCIER
MARRIOTT INTERNATIONAL
BELDNEWS

200+
COMPANIES
ATTENDED

DELEGATE FEES

TICKETS PER PERSON:

- STANDARD TICKET \$645 (EX-VAT)

TICKET PRICES INCLUDE:

- All Sessions
- Cocktail & Social
- All networking functions at Showcase Morocco

AGENDA & SPONSORSHIP INFO

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

For sponsorship opportunities, please email:
Murray@apievents.com



WHY ATTEND:

With over 350+ delegates from 15 international countries, **#MoroccoShowcase** is the premier platform for real estate investors, developers and hospitality leader to drive growth and secure opportunity.

TOP REASONS TO ATTEND

1. Showcase projects and opportunities within Morocco for real estate investors & developers
2. Meet global hotel brands and executives expanding in Morocco
3. Meet top international professionals' teams working or looking to work within Morocco
4. Get global best practice examples on green financing, Mixed Use, Residences & more
5. Explore how the FIFA World cup will transform Morocco
6. Explore co-development opportunities in Tangier Free Zone
7. Capital raising from DFIs, local and pan African Banks, private capital
8. How Local REITs can drive growth
9. ESG and Green financing Trends
10. The role of AI & investment

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

3RD ANNUAL **MOROCCO** SHOWCASE SUMMIT

WHO'S INVITED & WHO'S COMING

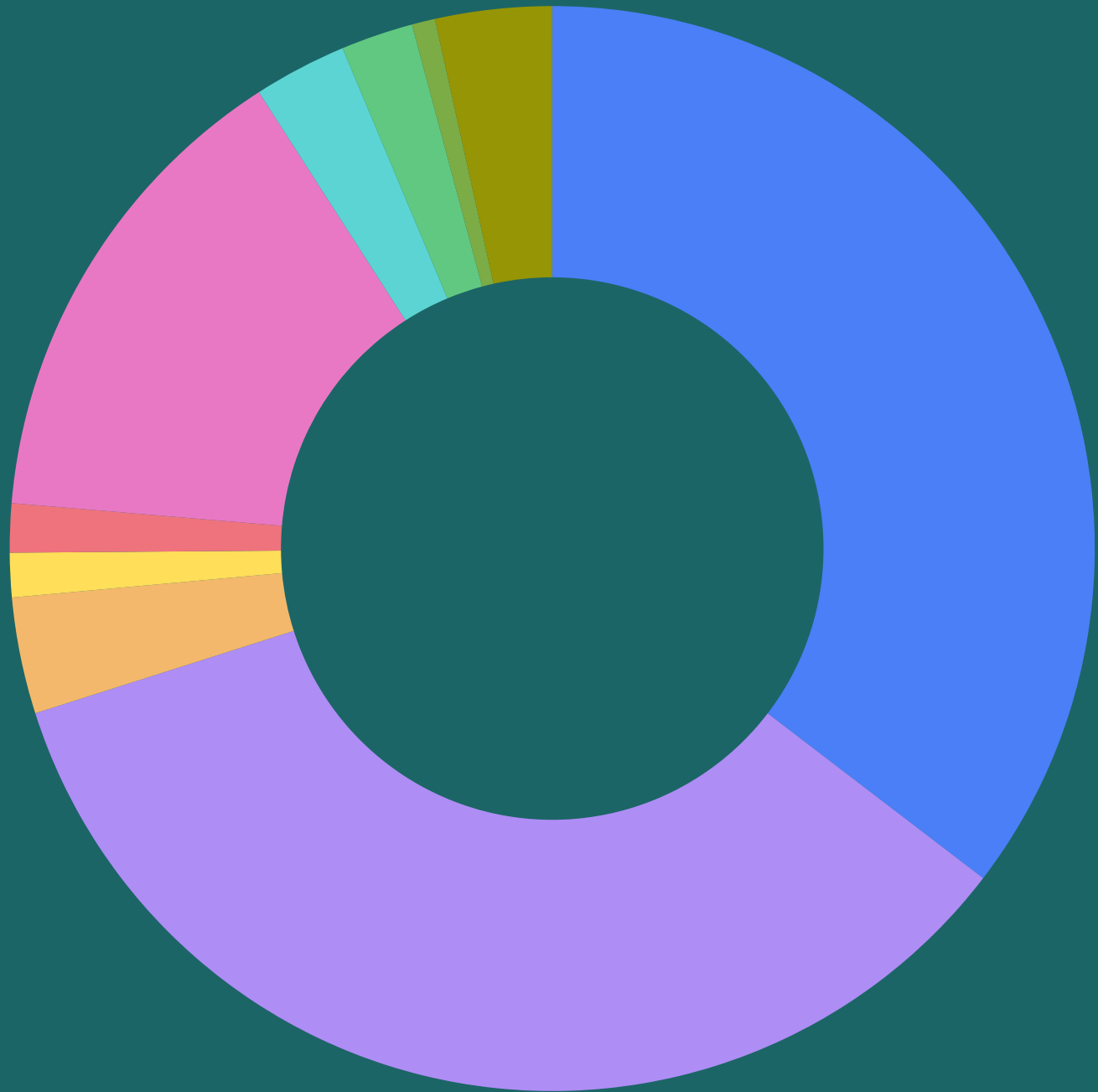
Morocco Showcase is a platform to connect international & local real estate investors, developers, hospitality players, and associated sectors to meet and do business. Meet global brand leaders, public sector decision-makers, operators, funders, equity partners, project managers, designers, and project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





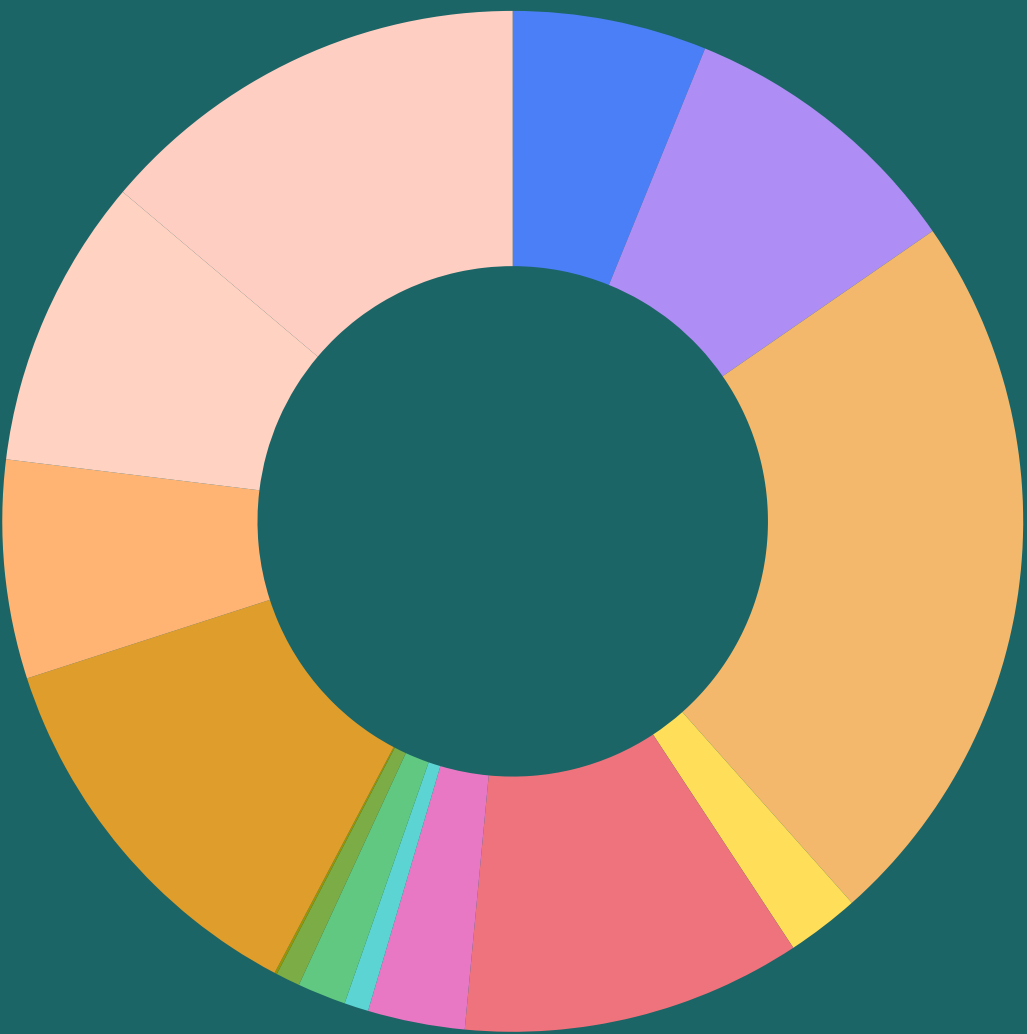
COUNTRIES IN ATTENDANCE

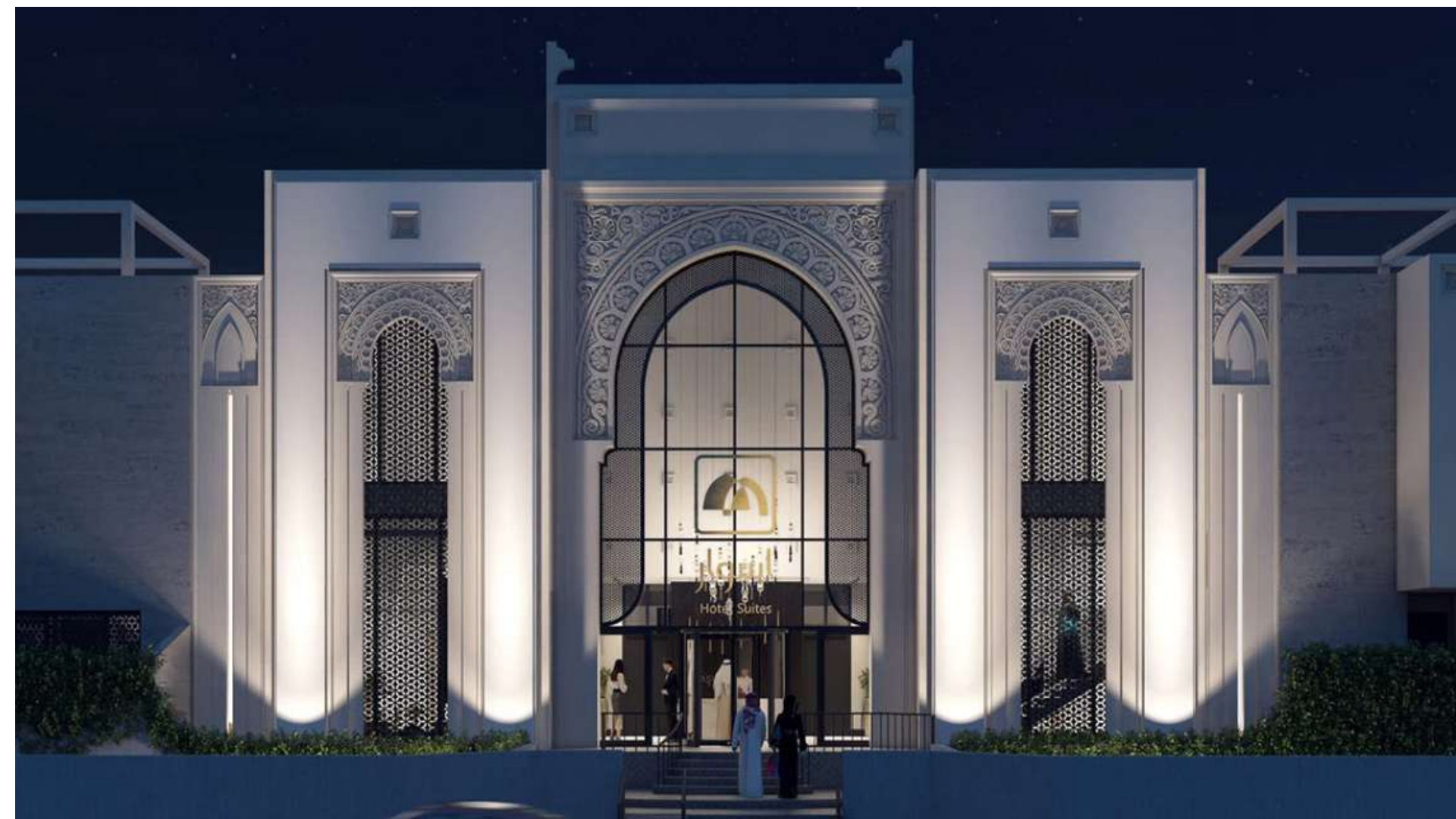
- Morocco
- South Africa
- Spain
- Netherlands
- Turkey
- UAE
- UK
- France
- USA
- Rest of the World



INDUSTRIES IN ATTENDANCE

- Architect
- Finance & Banking
- Hotelliers
- Property Management & Support Services
- Real Estate Investment
- Construction & Engineering
- Fintech
- Legal
- Proptech
- Retail
- Consulting & Advisory
- Government
- Media
- Real Estate Dvelopment





MOROCCO: CONNECTING THE EU, AFRICA & MIDDLE EAST

Morocco is leading Africa. Surging tourism arrivals underpinned by mega and effective infrastructure investment are creating sustainable and demand-driven investment opportunities for global investors.

In 2025, API Events expands the second annual Morocco Showcase to explore how real estate investment and development will unlock more growth across the country.

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



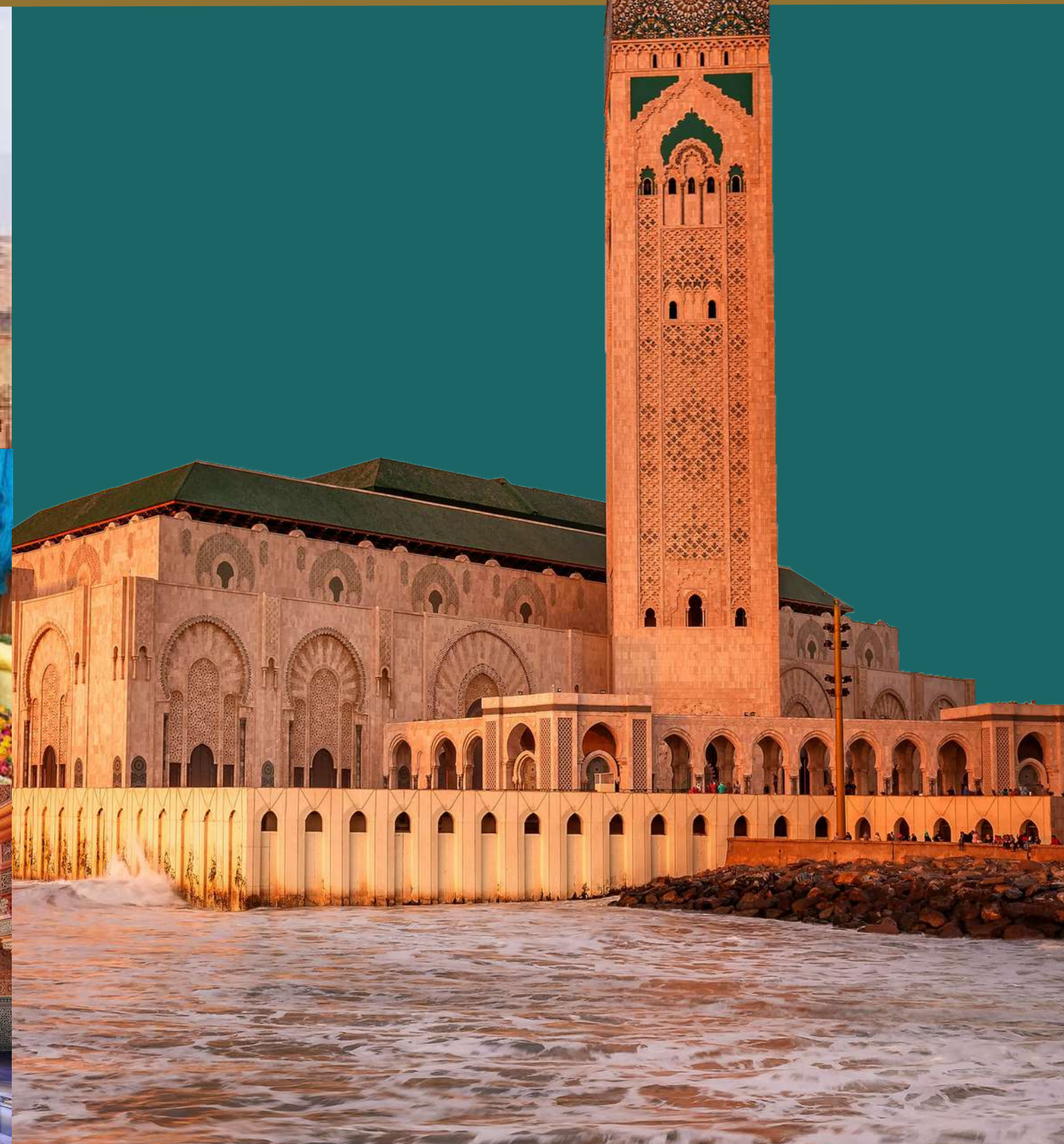
WORLD CUP FOCUS & PLANNING

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.



TOURISM IN MOROCCO: DIVERSE & WELCOMING



SPONSORSHIP FEES

SPONSORSHIPS ARE DETERMINED ON DELEGATES, SPEAKING SLOTS, EXPO POSITION, AND BRAND POSITIONING IN THE AGENDA.

EMAIL: MURRAY@APIEVENTS.COM FOR MORE INFORMATION

PLATINUM (1 Sponsor)	DIAMOND (2 Sponsors)	SILVER (6 Sponsors)	INDUSTRY	COCKTAIL	EXPO	RECEPTION (Pre & Post)
- Welcome address at conference 3 Speaking slots - Logo next to summit logo across all collateral 15 Non-transferable passes - Ex-speakers - Comment in press release - Media interviews on day - In-person activation space - Access to delegate lists - Company video played 2 times 4m X 2m expo space only 2 custom emails to API database - Private investor briefing - Private room - Pre-event lunch / breakfast for 20 pax	2 Speaking slots 10 Non-transferable passes - Ex-speakers - Gold level logo placement across all collateral 1-Email campaign to database - Comment in press release - In-person activation space - Access to list 3m X 2m Expo space - Breakfast meeting or pre-event cocktail party	1 Speaking slot 5 Non-transferable passes - Ex-speakers - Silver level logo placement across all collateral 2m X 2m Expo space - only	1 Speaking slot 2 Non-transferable passes -Ex-speakers - Industry level logo placement	1 Speaking slot 4 Non-transferable passes - Ex-speakers - Welcome addresss at cocktails - Sole branding at cocktails - Barter can apply with service fee of 20%	3 - In person delegates 3 x 2 m EXPO	1 Speaking slot 8 Non-transferable passes - Ex-speakers - In-person activation space 3m X 2m Expo space – only - Dinner welcome LIMITED TO 2 SPONSORS, 1 SOLD 1 REMAINING
\$25,000 (EX-VAT)	\$15,000 (EX-VAT)	\$10,000 (EX-VAT)	\$7,000 (EX-VAT)	\$10,000 (EX-VAT)	\$5,000 (EX-VAT)	\$10,000 (EX-VAT)

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

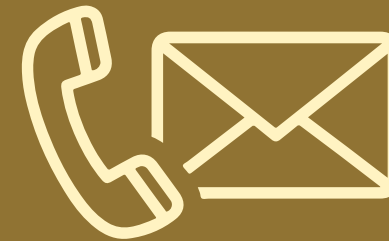
**SHOWCASE
SERVICES**

CONTACT US TODAY



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