

THE MORROCCO MEGA HORECA SHOW

CONNECTING MOROCCAN INNOVATORS WITH GLOBAL LEADERS

The Mega HORECA Show 2025, organized by Elan Expo, takes place from July 3-5, 2024, at OFEC, Casablanca, Morocco.

EMPOWERING THE HORECA SECTOR IN MOROCCO

Morocco's HORECA (Hotel, Restaurant, and Catering) industry is rapidly growing, thanks to a goal to attract 20 million tourists by 2025. This demand is leading to the development of around 1,200 classified hotels with over 100,000 rooms, emphasizing luxury and boutique options. Key projects include the Marrakech Luxury Hotels Development, featuring the Four Seasons and Sofitel, the Casablanca Marina Project transforming the waterfront, and the Agadir Beachfront Revitalization Project, enhancing existing facilities and adding new ones along the coast. The government, also is investing in culinary education to improve food service quality. Sustainable tourism is emerging with projects like the Eco-Lodge in the Atlas Mountains, focusing on eco-friendly practices. Infrastructure upgrades, including the expansion of Marrakech Menara Airport, are enhancing access to tourist destinations, supporting the growing HORECA sector and improving visitor experiences. International hotel chains like Marriott and Accor are expanding in Morocco, with new openings in Marrakech and Casablanca. Sustainable tourism is growing, with eco-friendly hotels and restaurants emphasizing local sourcing and waste reduction. Events like the Mega HoReCa Show will connect industry professionals to showcase innovations and trends in the HORECA sector.

On the other hand, Morocco's HORECA industry has key deficiencies that highlight the need for international exhibitors to participate in events like Mega HORECA. Many local establishments lack modern hospitality technologies like booking systems and property management software. There's also a rising demand for eco-friendly products as the country pursues sustainable tourism. To compete internationally, Moroccan establishments must improve quality standards, and international exhibitors can showcase products that meet global benchmarks. There's potential to introduce international culinary trends to diversify local menus. As the industry grows, efficient operations are crucial, with international companies demonstrating automation for food service and inventory management. Many local businesses also don't use digital marketing; international exhibitors can share best practices. These deficiencies create significant opportunities for international companies at this event.

“ WHERE GLOBAL BRANDS UNITE TO REDEFINE MOROCCO'S HOSPITALITY ”

This premier international exhibition will bring together industry leaders, decision makers, innovators, and stakeholders from the hotel, restaurant, and café sectors to explore and showcase the latest trends and technologies that revolutionize Morocco's hospitality landscape.

The First Mega Horeca Show in Morocco, a pioneering event set to reshape the hospitality industry in Africa. Organized by Elan Expo, a leader in international exhibitions with 25 years of extensive experience in the region, this show promises to be a compelling opportunity for industry stakeholders to connect, collaborate, and innovate.

Elan Expo has successfully organized similar show in Nigeria establishing itself as a trusted name in the HORECA sector in the Africa region. Our previous event have consistently attracted significant participation and engagement rate and generated impressive results. The Mega HORECA Show was recognized as the most strategic HORECA exhibition in the Africa region, attracting over 5,200 visitors and 86 brands from 13 countries notably Australia,Italy ,China ,Germany, Mexico,Spain,Turkey ,Poland and Singapore during its last edition.

Drawing on our extensive experience from previous successful events, we anticipate more impressive participation in Morocco including many prominent international and national brands like HST, DOK-SAN, SAN DECO, SK hotel suppliers, Neseplast, Rite etc. all of them highlighting on the positive impact the event had on their marketing strategies and the network opportunities they gained thanks to this show. Many reported how engaging with visitors and other exhibitors helped them improve their business strategies, product offerings, and their brand visibility in a competitive hospitality market. This year's event will feature a wider range of national and international products and services professionalized in the hospitality industry.

THE MEGA HORECA SHOW SETS NEW STANDARDS IN HOSPITALITY

We are honored to introduce the Mega HoReCa Show, a groundbreaking event for Morocco's hospitality industry," said Mr. Süer AY, The General Manager of ELAN EXPO. "This premier exhibition offers an exceptional platform for Moroccan businesses to showcase their innovations and connect with global leaders in the HORECA sector. It's not just an event; it's a catalyst for growth, fostering partnerships and driving the evolution of hospitality in North Africa. The Mega HoReCa Show will set new benchmarks for excellence, promoting Morocco's HORECA industry onto the world stage and opening doors to international markets. We're excited to witness the novel impact this show will have on our attendees and the broader hospitality landscape."

MARK YOUR CALENDARS!

- **Dates:** July 3-5, 2025
- **Location:** OFEC, Rue Tiznit, Face A la Mosquee Hassan II, Casablanca, Morocco.
- **Exhibitor Profile:** Hotel Equipment & Furniture, Food & Beverage Companies, Food Technologies, Computer / Hardware Systems, Furniture / Fittings, Interior Designers, Table Accessories, Glassware, Bar Equipment / Supplies, Buffet Display Equipment / Supplies, Equipment; Ovens, Grills, Coffee Machines, Smoothie Makers, Cutlery / Silverware, Bar & Beverage Equipment, Refrigeration, Restaurant Supplies, Crockery, Tableware, Equipment for Bakery, Pastry and Confectionary Technologies and more.

ABOUT ELAN EXPO

Elan Expo was founded in 1997 and now manages over 30 market-leading B2B events in up to 8 countries each year. Headquartered in Istanbul, Turkey, it is currently active in **Nigeria, Azerbaijan, Kenya, Morocco, Iran, Iraq, and Algeria**. Elan Expo is the most active international organizer in the African region, specializing in events exclusively in Africa. Our network has grown significantly after many years of dedicated work in this region.

Elan Expo employs over 90 people who are passionate about the communities that they serve and skilled at creating the ideal circumstances for relationships to develop, knowledge to be gleaned and deals to be done by the departments of sales, marketing, B2B, visitor promotions, project, finance, and advertising.

Elan Expo's operation is active in exhibitions with multiple sectors such as **Real Estate & Investment, Construction & Building Materials, Furniture & Decoration, Food & Agriculture, Beauty & Cosmetic, Fashion & Textile, Healthcare & Medical Products, HVAC, Landscape & Urban, Municipality & City Planning, and LED & Advertising**.

Elan Expo's knowledge of the communities they serve, their ability to attract the right people, and their skill of curating the physical space and creating memorable experiences bring thousands of like-minded people together. It is the shared experience and the opportunities to make human connections that allow businesses to grow.

For more information about the Mega HORECA Show 2025, please visit [[MEGA HORECA Website](#)] or contact:

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