

THE 5th Morocco MADESIGN Show

DISCOVER THE FUTURE OF INTERIOR DESIGN IN MOROCCO

Organized by Elan Expo, the 5th Morocco MADSIGN Expo International Interior Design, Ceramic, Furniture, Home Textile, Lighting and Decoration Exhibition will be held from 8-10 July 2025 at the OFEC, Casablanca, Morocco.

COUNTDOWN TO THE 5TH MOROCCO MADESIGN SHOW!

Elan Expo proudly announces the 5th Morocco MADESIGN Show, a landmark event that has solidified its position as the premier meeting point for industry leaders, innovators, and major brands in the Interior Design, Ceramic, Furniture, Home Textile, Lighting and Decoration sectors.

CONNECTING GLOBAL BRANDS WITH MOROCCAN DESIGN EXCELLENCE

Casablanca is strategically positioned in Morocco known for its vibrant culture and economic significance. Casablanca serves as a hub for trade and commerce in North Africa, making it an ideal location for an international exhibition that attracts professionals from around the globe.

Morocco plans to build **150,000 social housing units** by 2024 for low- to middle-income families at MAD 250,000 (about USD 25,000) to address its housing deficit. The **Cities Without Slums** projects aims to upgrade slum areas, while the **Eco-City** Project in Casablanca will integrate residential and commercial spaces. The National Housing Strategy (2020-2024) targets over **1 million housing units** while **urbanization** exceeds 65%. All of these project increases the demand for decoration, furniture, and related industries.

On the other hand, the Moroccan ceramics and interior design industries face significant challenges that create a need for international companies at the Madesign Show. Key issues include poor production quality from outdated equipment, a lack of innovation as artisans copying existing designs, and insufficient training in modern techniques. Logistical problems and high raw material costs also limit local producers' ability to meet demand for quality home décor. Additionally, the housing sector has a deficit of around 400,000 units, with ongoing construction quality issues. International companies

can help by introducing innovative technologies and standards, enhancing the competitiveness of Morocco's industries.

The Madesign Show is a key platform for networking and showcasing innovative products that blend Morocco's cultural heritage with modern design and handling with mentioned issues at the same time. Attendees will engage with leading brands and discover solutions specialized to deal with consumer needs. Companies gain access to new customers, increased sales opportunities, and valuable networking with industry leaders. The event also provides insights into consumer trends, enhances brand visibility, and positions companies in Morocco's interior design sector while allowing for market diversification.

A PLATFORM FOR CREATIVITY AND COLLABORATION

Mr. Süer Ay, General Manager of Elan Expo, stated: "The Madesign Show represents an exciting opportunity for the interior design community in Morocco. We are thrilled to bring together industry leaders and creative minds to explore new trends and technologies that will shape the future of design in Morocco."

A SHOW FOR DECORATION AND FURNITURE LEADERS

Last year's show attracted **98** brands from **11** countries, including **Australia, China, Egypt, France, India, Italy, Morocco, Netherlands, Sri Lanka, United States and Turkey**. Over **7400** visitors from around the globe attended, eager to explore advanced technologies and solutions. **12** conferences and workshops were organized which provided invaluable insights into innovative practices and technologies shaping the future of construction.

The Algeria Construction Show has become synonymous with innovation. Last year featured participation from renowned international companies such as **Phoenix Industries Ltd., Kittrich Corporation, Xdrive Mobilya Sanayi Ve Ticaret Limited Şirketi, Casti World Trade Sarl, Promo Materiaux, Bellatiss, Africa Trade & Industry, Şahin Büro Mobilyalari San. Ve Tic. A.Ş., Doğu Kimya Sanayi İç Ve Dış Tic. Ltd. Şti., Le Grand Pro, Klk Industry, Le Cube Artisan Créateur, Cadori Home, Ste Otoktone, Walldeco, Thermomix Au Quotidien Maroc, La Marrakechoise, Decofis Ofis Sistemleri San. Ve Tic. A.S., Altınbaşak Mutfak Eşyaları San. Ve Tic. Ltd. Şti., Produc Saf, Plafond Arabesque, Maison Ben Cherif, Azulex, Smart Darna, Son Et Video, Hop Cadeaux - Cristalium, Mobilia Triangle D'or, Artiste Peintre 3a Signature, Massinart, Cooperative Benimrirt, Souss Decor, Us Furniture Sarl, Bfs Groupe, Oled Maroc, Solar M Maroc Energy, Mardis - Mobilium, Ressourcial, Usa Mattresses Furniture Imports, O'pure, Salafin Bmce Group, Kasa.Ma, Dolcenity, Salim Expertises Sarl Au** and many others. Local companies also showcased their offerings, demonstrating the vibrant synergy between domestic and international players.

SAVE THE DATE!

- **Dates:** July 8-10, 2025
- **Location:** OFEC, Rue Tiznit, Face A la Mosquee Hassan II, Casablanca, Morocco
- **Exhibitor Profile:** Home / Office Furniture and Accessories Manufacturers, Garden Furniture and Accessories Manufacturers, Decoration Companies, Home Textiles Manufacturers, Wall and Floor Covering Companies, Design Companies, Household Linens Manufacturers, Architecture Companies.

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 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, please do not hesitate to contact us;

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