MARCAMAROCCO: MADE IN ITALY LANDS IN CASABLANCA

Marca by BolognaFiere's new project to support Italian companies interested in expanding their business to North Africa started today in Casablanca, Morocco.
MarcaMarocco strengthens the internationalisation process of the exhibition, which aims to increase the number of companies and buyers arriving from abroad.

Bologna, November 28th. **MarcaMarocco**, the new two-day project (November 28th and 29th) by **Marca by BolognaFiere** kicked off today in Casablanca. It aims to support Italian companies interested in expanding their business towards North Africa, a market increasingly attentive to the quality of Made in Italy.

MOROCCO: A MARKET WITH GREAT POTENTIAL
On the strength of substantial investments and constant economic development, Morocco is experiencing significant growth and emancipation rates, which have made it possible to curb emigration, improve exports, infrastructure and the inflow of foreign capital. Not to be outdone in this regard is the modern distribution sector, which is emerging in the country as the second largest provider of jobs in 2022, contributing 8% to the national GDP. Although traditional trade (wholesale markets, souks and retailers) is still widespread in Morocco, according to official data, modern trade is also beginning to take hold - now already accounting for 20% of total distribution - with supermarkets, hypermarkets and e-commerce growing and oriented towards private label products.

MARCA MAROCCO: MADE IN ITALY IN CASABLANCA
Moroccan large-scale distribution is paying more and more attention to the needs of consumers, who are increasingly sensitive to the quality of products on the shelves, starting with Italian products.
And it is precisely in this context that **MarcaMarocco**, an initiative promoted by **Marca by BolognaFiere** in partnership with **Médinit** a company specialised in the development of B2B relations between Italian companies and international operators, is being launched. On this occasion, Italian companies will be able to present their products to Moroccan and North African large-scale retailers, proposing private label marketing of the products most in line with local consumption, which are increasingly in demand among consumers.
In Casablanca, **B2B and one-to-one meetings** will be held to encourage tailor-made business with the aim of promoting Italian products on foreign markets.

WATCHWORD: INTERNATIONALISATION
Buyers and representatives of the Moroccan and North African large-scale retail trade - including **LaBel'Vie - Carrefour, Marjane Asswak Assalam, Bim and Acima** - will be able to deepen their knowledge of Made in Italy products during the 20th edition of Marca by BolognaFiere, scheduled from 16 to 17 January 2024.
The new initiative is part of the wide range of actions implemented by BolognaFiere to take further leap to the internationalisation process of the event, which in 2023 already organised more than **3.000 B2B meetings** between exhibiting companies and foreign delegations: more than **200 foreign buyers** were involved, with significant attendance from North and South America, some Eastern European countries (Romania and Slovenia), Western Europe (France, Denmark, Germany and United Kingdom), Israel and Saudi Arabia. The partnership with **ICE-Agency for the promotion abroad and internationalisation of Italian companies** will continue to encourage the incoming of foreign operators, together with BolognaFiere's specific know-how in this field and the renewed agreements with the capillary **network of foreign agents** already operating in the main European markets and ready to become active in other EU and non-EU countries also through the organisation of events and initiatives.