

CO-HOST



*Tourism Engineering
and Investment*

SMIT MOROCCO



MOROCCO SHOWCASE SUMMIT

TOURISM | HOSPITALITY | INVEST

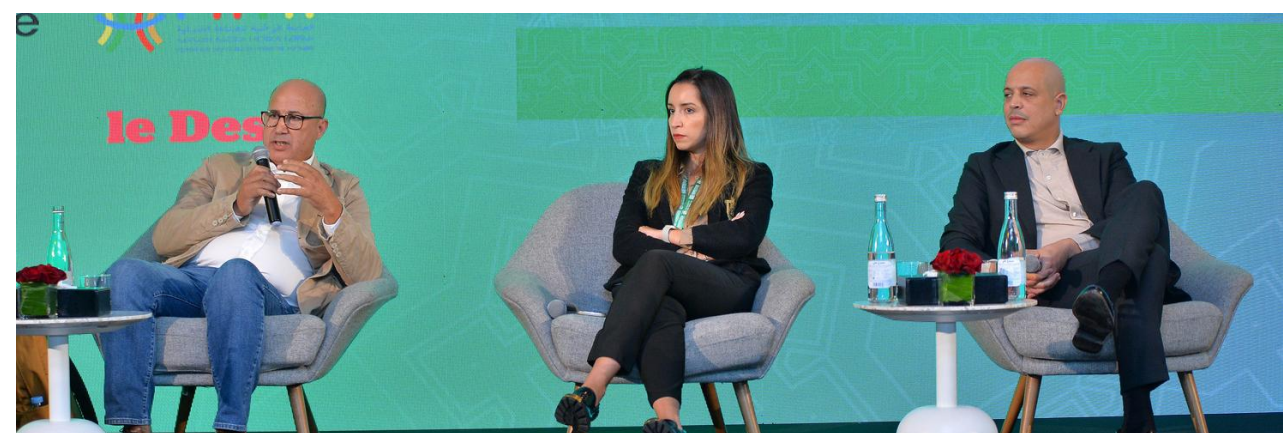
19 –20 NOVEMBER 2024

Casablanca Marriott Hotel



SPONSORS AND PARTNERS





2024 EXECUTIVE SUMMARY

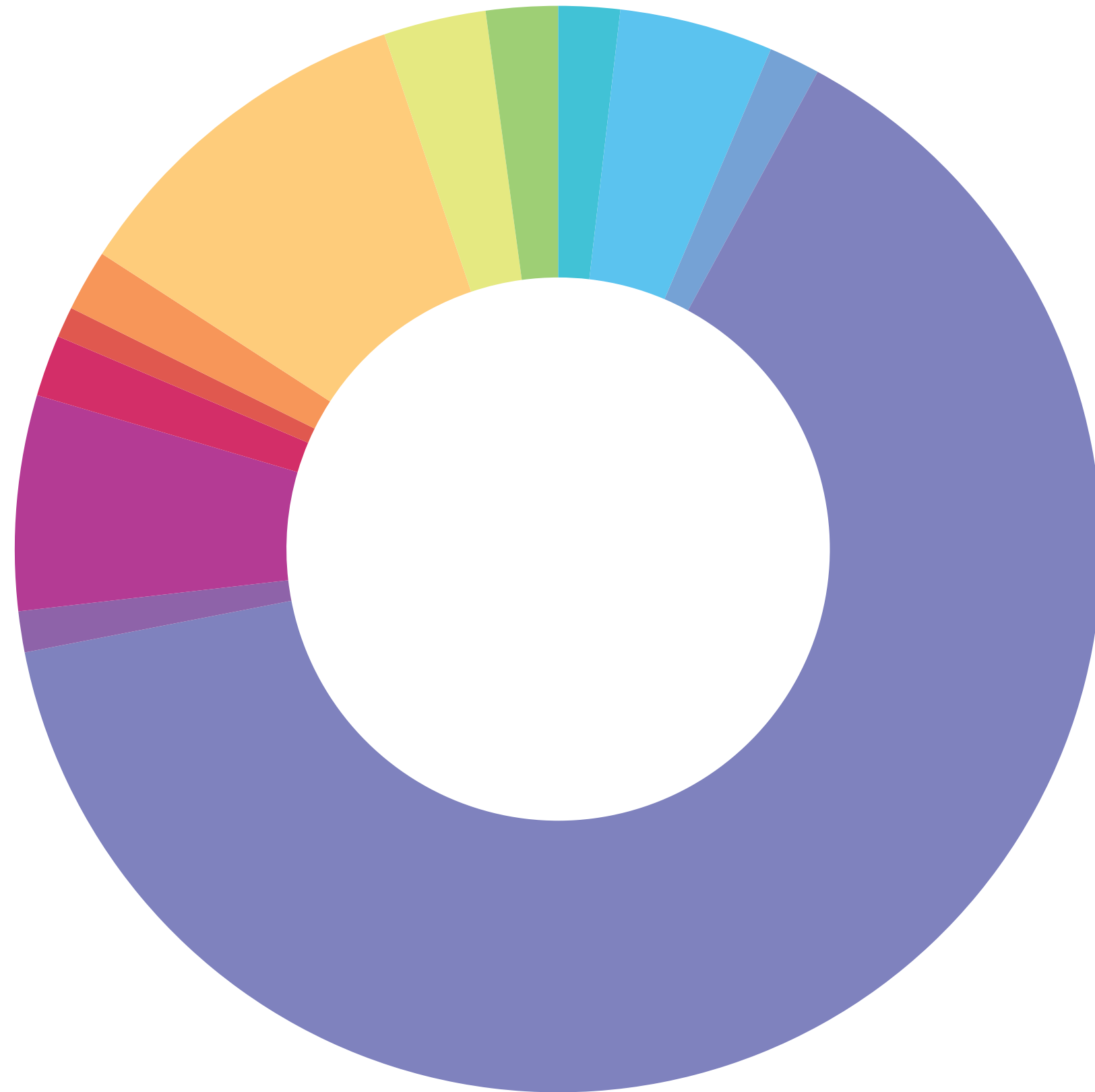
The Morocco Showcase Summit marked a milestone as API Events' first bilingual event in Morocco (English/French), co-organized with the Société Marocaine d'Ingénierie Touristique (SMIT). This premier gathering brought together, government officials, international investors, hoteliers, and tourism leaders, creating a unique platform to explore one of the world's most dynamic and rapidly growing tourism and hospitality markets.

The summit attracted **351** participants representing **20** companies, offering opportunities to engage and promote investment and partnership in Morocco's prosperous hospitality and tourism sectors, particularly in the lead-up to the 2030 FIFA World Cup. With 70 expert speakers and the generous support of **22** sponsors and partners, the event successfully showcased Morocco's potential on the global stage. Attendees were given the opportunity to learn and network with notable global leaders and investors.

Without the help of our sponsors, the summit would not have been a success. Our sponsors played a key role in putting on a premium event that highlighted the nation's significant tourism investment opportunities across the value chain. A summary of the event and its key deliverables have been highlighted in the slides to follow.

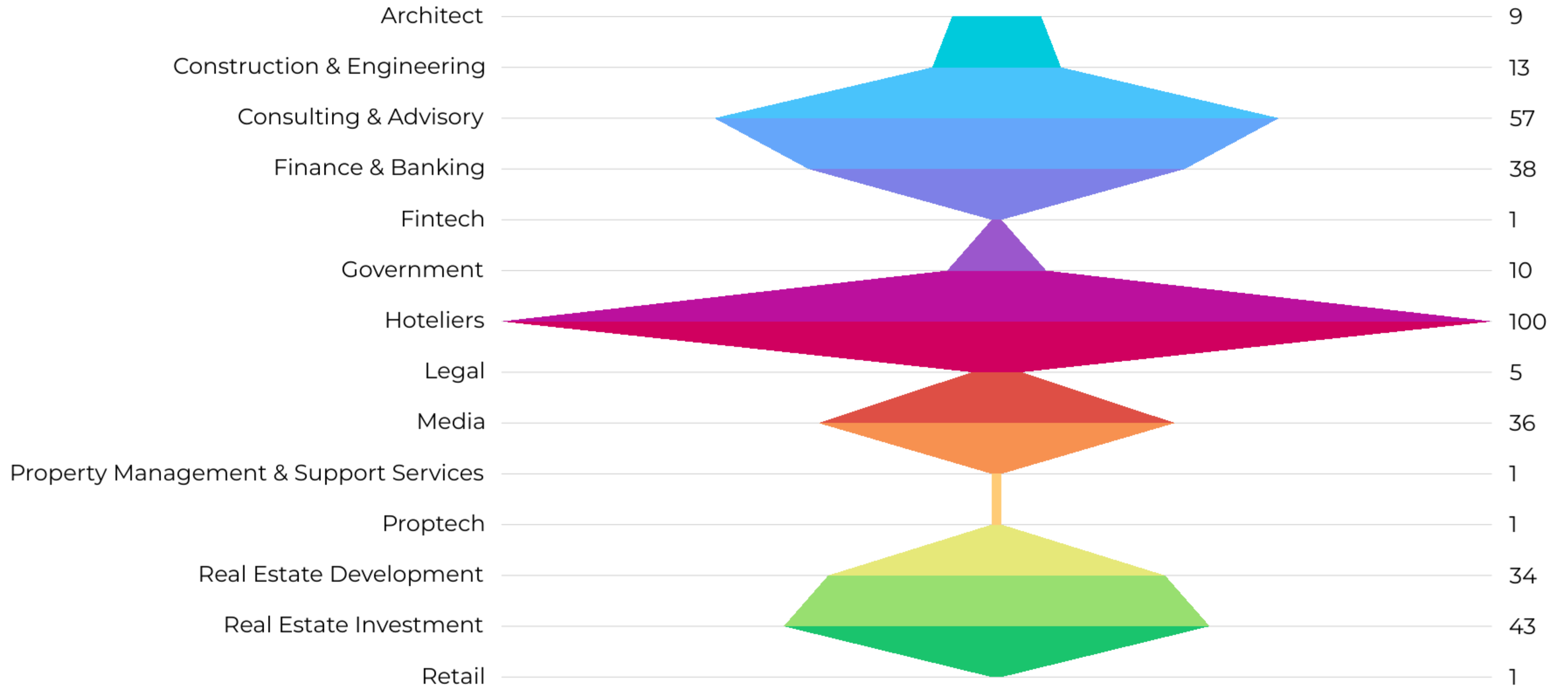


STATS: KEY COUNTRIES IN ATTENDANCE



- Morocco - 64%
- Nigeria - 1.2%
- South Africa - 6.4%
- Spain - 1.8%
- Netherlands - 0.9%
- Turkey - 1.8%
- UAE - 10.7%
- UK - 3%
- Egypt - 1.8%
- France - 4.6%
- Kenya 1.5%
- Other 2.1%

STATS: INDUSTRIES IN ATTENDANCE





PUBLIC RELATIONS, MARKETING & SOCIAL MEDIA

API Events used multiple public relations and marketing tactics to promote the event, such as email marketing; WhatsApp broadcasting, social media and community driven marketing approach. Multiple French and English media houses mentioned the event, including L'Opinion Maroc, Medias24 Voyages Afrique, AH Report, Travel And Tour World, EQS News, and many more.

API Events invests extensively in its database of **27,000 +** subscribers and sent multiple broadcast emails, WhatsApp and social media to promote the event, generating a total investment cost of over \$10 000

Attendees and sponsors also contributed by sharing posts on their social media leading up to the event, which assisted in building up traction. In total, we generated millions of dollars in AVE value and tens of thousands of impressions. A total of 34 posts were posted on LinkedIn, Instagram and Facebook which generated a total of 137 744 impressions, 631 reactions, 41 comments and 21 reposts.

Additionally, API Events sent broadcasts via its CueDesk WhatsApp Marketing broadcasting platform to over 3,000 numbers.



PUBLIC RELATIONS: INTERNATIONAL (APO GROUP & PARTNERS)

API Events promoted the event extensively via the APO Group and its media partners.

A targeted international PR campaign ensured the event and SMIT gained Africa, Europe and Middle East coverage. To ensure market penetration, API Events translated press releases into French, Spanish, Arabic and German on selected releases into these markets.

This PR strategy required significant capital investment by API Events with the commission of writers, interviews and distributions via global channels and into investor markets.

Three Press Releases were distributed and accrued the following results via APO, EQS and Media Outreach News, and an additional press release was distributed to API Events Media partners locally and in SA and via our internal distribution.

Key markets targeted were Africa; United Arab Emirates, Saudi Arabia and Western Europe. Additional targeting also focused on hospitality trade titles. In total, we generated millions in AVE value and tens of thousands of impressions.

APO Values (Please note all AVE values are according to distribution partne). Please find below reports from APO.



PUBLIC RELATIONS: AVE BREAKDOWN

Press Release: Morocco Beckons: Unlock the Lucrative potential of Africa's rising tourism star at the Morocco Showcase Summit

• APO VALUES:

- PR Value: USD 13 908 600
- Website pick up: 589
- Languages: English (51%) and Arabic (49%)
- Release and associated multimedia content (logo, picture, and video) generated 24 471 impressions on Africa [Newsroom.com](https://www.newsroom.com)

• MEDIA OUTREACH NEWS:

- PR Value: USD 113,000
- Website Pick-up: 113
- Languages: Arabic (43%) and English (57%)

Press Release: Morocco Hospitality Sector Takes Global Centre Stage

- PR Value: USD 10 032 600
- Website pick up: 306 websites.
- Release and associated multimedia content (logo, picture, and video) generated 11 736 impressions on Africa [Newsroom.com](https://www.newsroom.com)

Press Release: Morocco Summit to Unveil Tourism and Investment Opportunities

- Value: USD 150,000
- Total Views: 650 (Media House)
- Circuit: Western Europe
- Languages: English, German, French, Spanish

Press Release: Hundreds of Investors and Global Brands attend Morocco Showcase

- Distribution: API Media Partners
- Total Views: TBD
- Value: TBD



PUBLIC RELATIONS: EXAMPLES

Home » Morocco News » Morocco Showcases Its Tourism Renaissance at Global Summit in Casablanca

Morocco Showcases Its Tourism Renaissance at Global Summit in Casablanca

Wednesday, November 20, 2024



THE NEW EMERGING HOTEL BRAND

PHILIPPE CAUQUIER
SENIOR ADVISOR
IN EXTENSO
TOURISME CULTURE
ET HÔTELLERIE

JS ANAND
FOUNDER
LEVA HOTELS

MARLOES KNIPPENBERG
CEO
KERTEN HOSPITALITY

Home » TOURISM NEWS » Unlock the Future of Hospitality at the Morocco Showcase Summit Featuring Unmatched Opportunities for Investors and Hotel Industry Leaders

Unlock the Future of Hospitality at the Morocco Showcase Summit Featuring Unmatched Opportunities for Investors and Hotel Industry Leaders

Wednesday, November 13, 2024



AH REPORT

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HOTEL BRAND DEVELOPMENT MANAGEMENT MARKET AND TOURISM AFRICA

Home / Morocco Showcase Summit

Morocco Showcase Summit

MARKET AND TOURISM

Morocco's Hospitality Sector Leads At The Morocco Showcase Summit For Tourism And Hotel Investors



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Corporate | 5 November 2024 08:35

API Events

Morocco Showcase Summit to Unveil Tourism and Investment Opportunities

Company info

Country Deutschland

HN hospitalitynet



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Kasbah del Udayas or Oudayas and Bouregreg River seen from the Medina district in Rabat, Morocco. Getty Images Image used for illustrative purpose. Getty Images

TRAVEL AND TOURISM

Morocco beckons: Unlock the lucrative potential of Africa's rising tourism star at the Morocco Showcase Summit

The bilingual English and French summit will spotlight Morocco's vast potential as an investment destination for hotel brands and hospitality investors

Press Release


November 11, 2024

va ESSENCE OF AFRICA

AFRICA'S INTERNATIONAL BUYER FORUM 2-4 DECEMBER 2024 NAIROBI

HOME NEWS VAVY PODCASTS VA MAGAZINE DESTINATIONS EVENTS JOBS

Morocco beckons: Unlock the lucrative potential of Africa's rising tourism star at the Morocco Showcase Summit



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ESSENCE OF AFRICA

AFRICA'S INTERNATIONAL BUYER FORUM 2-4 DECEMBER 2024 NAIROBI

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essenceofafrica.travel

Press Release · Events & Conferences

Morocco's hospitality sector takes global centre stage at new Morocco Showcase Summit: the country's premier international platform dedicated to hotel and tourism investors

With major tourism events on the horizon, the demand for world-class

EMAIL: EXAMPLES

API Events sent a total of 12 emails to its database of 27,621 people over a 4-month period.




FIRST SPEAKERS REVEALED... SEE YOU IN CASABLANCA

With over 300 delegates from 15 countries, the bilingual (English/French) Morocco Showcase Summit: Tourism, Hospitality, Investment, will provide dealmaking opportunities and key insights into one of the world's hottest tourism and hotel markets, which is growing from 13 million visitors to 26 million in the next five years.

Join global leaders including Accor's Xavier GRANGE; Radisson's Ellie YOUNES; Westmont's Ewan CAMERON; Barcelo's Raúl GONZALES, SMIT's Imad BARRAKAD; Kasada's Oliver GRANAT, and many more local and regional players. As the only platform able to connect the capital, professionals, and key hoteliers, #ShowcaseMorocco will drive investments and opportunities in the kingdom.

[Register Now](#)

2024 CONFIRMED SPEAKERS

 Imad BARRAKAD CHAIRMAN & CEO MOROCCAN AGENCY FOR TOURISM DEVELOPMENT	 Xavier GRANGE SENIOR VICE PRESIDENT, HEAD OF DEVELOPMENT FOR SOUTHERN EUROPE	 Hamza FAROOQUI FOUNDER AND CEO MILLAT GROUP
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SMIT MOROCCO
SHOWCASE MOROCCO SUMMIT
TOURISM | HOSPITALITY | INVEST

19 - 20 NOVEMBER 2024
Marriott Hotel, Casablanca

[Register Now](#)

Dear Lindelwa,

WHY MOROCCO?

A LOOK AT MARKET SIZE, GROWTH, INVESTMENT PROGRAMMES, AND MORE...

Momentum is building with confirmed sponsors, speakers, brands, and partners for the Morocco Showcase Summit on 19 & 20 November 2024 in Casablanca by API Events and Société Marocaine d'Ingénierie Touristique (SMIT).

With more than 350+ attendees from across Morocco and internationally, Morocco Showcase is an investor platform for exploring development opportunities in a market expected to grow from 13 million to 26 million visitors by the FIFA World Cup in 2030.

SHOWCASE MOROCCO SUMMIT
TOURISM | HOSPITALITY | INVEST

CO-HOST
Tourism Engineering and Investment
SMIT MOROCCO

Dear Lindelwa,

We are excited to confirm your participation in the Morocco Showcase Summit, take place on 19 & 20 November 2024 at the Casablanca, Marriott Hotel.

Please note registration will begin at **13h00** with sessions starting at **16h00** on 19 November. (Translation will be provided in English and French.)

Get ready to engage with industry leaders, discover the latest trends shaping Morocco's diverse hospitality and tourism sectors.

Please arrive promptly to collect your passes from the registration desk.

As a registered delegate you are welcome to attend the Marriott Dinner Reception (19 November) and the Cocktail Reception at Barcelo Anfa Place (20 November).

MOROCCO SHOWCASE IMPORTANT INFORMATION

Venue: Casablanca Marriott Hotel (100, Avenue des FAR, Casablanca)

19 November (Day 1) Casablanca Marriott Hotel

- **Registration:** 13h00
- **Programme Start:** 16h00
- **Marriott Dinner Reception:** 19h00 (All Registered delegates are welcome)

20 November (Day 1) Casablanca Marriott Hotel

- **Registration & Networking:** 08h00 - 09h00
- **Programme Start:** 09h15
- **Barcelo Anfa Casablanca Reception:** 18h30 - till late (Busses will be provided)

Contact API Events Team Members:

Should you require any assistance from the API Events team, please contact us with the below details: Email & Whatsapp.

Murray@apievents.com | + 27 718907739 (Director: Commercial)
Gideon@apievents.com | + 27 73 1117086 (Director: Operations)
Katleho@apievents.com | + 27 659099514 (Sales & Registration)
Nhlanhla@apievents.com | + 27 630760862 (Speakers)

[DOWNLOAD FINAL AGENDA \(ENGLISH \)](#)


[BECOME A SPONSOR](#)

20 NOVEMBER HIGHLIGHTS

- **Sessions Start:** 09h20
- **Lunch:** 13h00 (LEVEL 3)
- **Shuttle Depart:** 18h30 - 18H45
- **Cocktails:** 19h00 - 21H00

GOOGLE MAPS: <https://maps.app.goo.gl/PFR1Sjochoy9kFU9>

[DOWNLOAD FINAL AGENDA \(ENGLISH \)](#)



MOROCCO'S PREMIER INTERNATIONAL HOSPITALITY & INVESTOR GATHERING

Taking place from 19-20 November 2024 at the Marriott Hotel, Casablanca, The bilingual (English / French) Showcase Morocco 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 tourism markets.

Co-Organised by Société Marocaine d'Ingénierie Touristique (SMIT) and API Events. The Showcase Morocco: Tourism, Invest & Hospitality Summit will promote opportunities for business leaders, hotel investors, developers, leading banks, and industry professionals interested in securing deals and projects in one of the world's most attractive and dynamic hospitality markets.

EVENT INFORMATION

Date: 19 - 20 November 2024
Venue: Marriott Hotel, Casablanca
Format: In-person
Lunch | Coffee | Tea | Dinner
Cocktail Function

Ticket Cost Per Delegate: \$595 (Ex-VAT)

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MOROCCO SHOWCASE SUMMIT
TOURISM | HOSPITALITY | INVEST

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Tourism Engineering and Investment
SMIT MOROCCO



19 - 20 NOVEMBER 2024
MARRIOTT HOTEL, CASABLANCA

INVESTOR PASSES

[EMAIL MURRAY@APIEVENTS.COM](mailto:MURRAY@APIEVENTS.COM)

[Accommodation Discount](#)

SPEAKERS

 Elie YOUNES Global Chief Development Officer at Radisson Hotel Group	 Othman Cherif ALAMI President at Investour Holdings	 Imad BARRAKAD Chairman & CEO of SMIT Morocco
 Xavier GRANGE Global Chief Development Officer at Accor	 JS ANAND Founder & CEO of LEVA Hotels	 Olivier Granet Co-CEO & Managing Partner of Kasada Capital Management

SOCIAL MEDIA: EXAMPLES

MOROCCO SHOWCASE SUMMIT

MARLOES KNIPPENBERG
CEO | KERTEN HOSPITALITY

PANELIST The new emerging hotel brands in Morocco
what are the new hotel operating brands entering Morocco and what new perspectives do they bring to the market?

Date: Tuesday, 19 November 2024
Time: 18h20 GMT +1
Venue: Marriott Hotel, Casablanca

SMIT - THE MOROCCAN AGENCY FOR TOURISM DEVELOPMENT

Plus qu'une semaine avant la première édition du Morocco Showcase Summit.

Cet événement réunira la communauté des investisseurs touristiques, des entrepreneurs, des investisseurs étrangers et locaux, des représentants du secteur hôtelier et des investisseurs en immobilier.

1 WEEK TO GO



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profica_africa Profica has been participating in the inaugural Morocco Showcase Summit from November 19-20 at the Marriott Hotel in Casablanca. Co-organized by Société Marocaine d'Ingénierie Touristique (SMIT) and API Events, the event brings together over 300 international investors, hoteliers, and tourism leaders from 15 countries. Chris Titmas, our Group Director: West Africa, and Sabrina Boudih, our senior manager based in Morocco, are representing Profica at this premier international hotel and tourism investor gathering.

We are excited about opportunities in the North African region as we grow our portfolio of award-winning projects. #projectmanagedbyProfica #MoroccoShowcase #HospitalityInvestment #NorthAfricaExpansion



smitmorocco • Follow

Original audio

Le Morocco Showcase Summit, organisé par la Société Marocaine d'Ingénierie Touristique (SMIT), en collaboration avec API Event, a démarré avec la présence distinguée de Mme @fatimzahra_ammor Ministre du Tourisme, de l'Artisanat et de l'Économie Sociale et Solidaire.

Revivez les moments forts d'hier riche en échanges pour l'avenir de l'investissement touristique au Maroc.

Aujourd'hui plusieurs interventions très intéressantes sont à suivre.

Suivez-nous sur:
Instagram : <https://www.instagram.com/smitmorocco/>
Facebook: <https://web.facebook.com/smit.gov.ma>
YouTube : <https://www.youtube.com/@smitmaroc9038>
Portail : <https://smit.gov.ma>

#SMIT #InvestInTourism #MoroccoShowcaseSummit #HospitalityInnovation #Casablanca2024 #AfricaTourism #TourismOpportunities #TourismSummit

MARRIOTT INTERNATIONAL

SEE YOU AT MOROCCO SHOWCASE SUMMIT

19 - 20 NOVEMBER 2024
CASABLANCA MARRIOTT HOTEL

Meet the team

SHADY HASSAN
VICE PRESIDENT DEVELOPMENT NORTH AFRICA

KARIM OUAZIZ
DIRECTOR DEVELOPMENT NORTH AFRICA

Mohamed Benzakour • 3rd+

Co-Founder & CEO chez StayHere

Excited to share that I'll be speaking at the Morocco Showcase Summit on November 19th at 5:55 PM at the Marriott Hotel in Casablanca!

MOROCCO SHOWCASE SUMMIT

19 - 20 NOVEMBER 2024
MARRIOTT HOTEL, CASABLANCA

Speaker

MOHAMED BENZAKOUR
CO-FOUNDER & CEO

API Events

We're thrilled to confirm Marriott International as a Dinner Sponsor for the upcoming #MoroccoShowcaseSummit on 19 & 20 November in partnership with SMIT Morocco.

MOROCCO SHOWCASE SUMMIT

DINNER SPONSOR

MARRIOTT INTERNATIONAL

TGP International | Creating World-class F&B and Ret...

TGP's Daniel Morgan is speaking tomorrow at the Morocco Showcase Summit by API Events!

MOROCCO SHOWCASE SUMMIT

19 - 20 NOVEMBER 2024
MARRIOTT HOTEL, CASABLANCA

Speaker

DANIEL MORGAN
PARTNER

MOROCCO SHOWCASE SUMMIT

19 - 20 NOVEMBER 2024
MARRIOTT HOTEL, CASABLANCA

Speaker

YOUSSEF CHRAIBI
MANAGING DIRECTOR
MAGESPRO AFRICA

magespro_africa • Follow

magespro_africa #MAGESPROAfrica - UPDATES

MAGESPRO Africa au cœur du Morocco Showcase Summit 2024 !

Les 19 et 20 novembre prochains, MAGESPRO Africa sera présent en tant que sponsor au Morocco Showcase Summit 2024, qui se tiendra au Marriott Hotel de Casablanca, réunissant investisseurs et experts pour débattre des opportunités d'investissement dans le secteur de l'hôtellerie.

M. Youssef Chraïbi, directeur général de MAGESPRO Africa, interviendra lors d'un panel de discussion pour partager sa vision et ses réflexions sur les enjeux du marché marocain.

Ne manquez pas cet événement phare pour découvrir comment le secteur évolue et quelles perspectives s'offrent à vous.

#MAGESPROAfrica #MoroccoShowcaseSummit #Investissement #ImmobilierTouristique#Tourisme #Casablanca #Leadership

A total of 34 posts were posted on LinkedIn, Instagram and Facebook which generated a total of 137 744 impressions, 631 reactions, 41 comments and 21 reposts.





CO-HOST



*Tourism Engineering
and Investment*

SMIT MOROCCO

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