



**2nd INTERNATIONAL COSMETICS, BEAUTY, HAIR,
HOME CARE & HYGIENE EXHIBITION
01-03 November 2016 | Casablanca - MOROCCO**

Morocco:
COUNTRY PROFILE

The Kingdom of Morocco is the most westerly of the North African countries known as the Maghreb - the "Arab West".

GDP-per capita is \$5.216 and the growth between 2011 and 2015 is 4,7 %.

With the Population 32.6 million (UN, 2012), Morocco is one of the biggest country in Africa.

It is well developed with a strong tourist industry focused on the country's coast, culture, and history . Morocco attracted more than 10 million tourists in 2013. Tourism is the second largest foreign exchange earner in Morocco after the phosphate industry.

The annual trade volume is \$ 42,3 bl.

Moroccan authorities have been successful in attracting a relatively consistent flow of foreign capital, mainly relying on the national privatization program



CBH EXPO 2016

- *Face to face interaction is proven to be the best way to sell a Franchise*
- *Benefit from the extensive media and advertising campaign*

- *Take advantage of the match-making program*

- *It's the leading Trade Expo that brings high net worth decision-making visitors – so your participation generates high results.*

Morocco:
SECTOR REPORT

Africa's emerging consumer class has caught the attention of a number of multinational companies across a variety of consumer facing sectors. The growth in disposable incomes across the continent has led to the expansion of a number of healthcare, hygiene and beauty companies into Moroccan market.

The development in the urban population of Morocco resulted in higher consumer demand for beauty and hygiene products. This therefore created the opportunity for mass beauty and hygiene products to maintain their leadership in Morocco.

Almost 70% of the sales in home care and beauty sectors are generated by international players. Therefore CBH Expo is a unique exhibition area for brands to launch or expand on the African market. Innovative fragrance and beauty, home care and hygiene brands, with original concepts, from all over the world will meet with key Moroccan retail buyers and wholesalers, and get exposure to a wide audience.



EXHIBITOR'S BENEFIT:
Match-Making Business

CBH EXPO is an effective marketplace. As the main beauty & hygiene care exhibition in Casablanca, it is a key event for specialists in the industry. It brings together international buyers, government authorities, businessmen, ministry representatives from central government, major Moroccan brands, banks, institutions and investors. At **CBH EXPO** they can discuss ways to increase cooperation amongst different markets and how to increase the business volume. Business MATCH-MAKING is a free & privileged service at **CBH EXPO** for organizing business meetings between companies and buyers to achieve mutually beneficial results that are freely organized by ELANEXPO for each exhibitors. Together with the benefits of Match-Making, participants are able to discuss ways to increase cooperation amongst different markets and how to increase the business volume.