



5th INTERNATIONAL CERAMIC,  
BATHROOM & KITCHEN EXHIBITION

📅 3-5 JULY 2025  
📍 OFEC-Casablanca, MOROCCO

## THE 5<sup>th</sup> Morocco MEGA CERAMICA Show

### STEP INTO MORROCAN TRADITIONAL MARKET OF CERAMICS

Organized by Elan Expo, the 5th Morocco MEGA CERAMICA Expo International Ceramic, Bathroom, and Kitchen Exhibition will be held from 3-5 July 2025 at the OFEC, Casablanca, Morocco.

### MEGA CERAMICA IS READY FOR ITS 5<sup>TH</sup> EDITION!

Elan Expo proudly announces the 5th Morocco MEGA CERAMICA Show, a landmark event that has solidified its position as the premier meeting point for industry leaders, innovators, and major brands in the Ceramic, Bathroom, and Kitchen sectors.

### UNITING EXPERTS TO TACKLE CHALLENGES IN MOROCCO'S CERAMICS MARKET

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

Morocco has a rich ceramics tradition, particularly in Fez, Safi, and Marrakech. The government is enhancing the industry through initiatives like the **Fez Craft Revival** Project, which promotes local artisans, and the **Artisan and Fez Medina** Project, which upgrades potters' equipment and vocational education. The **Cities Without Slums** project aims to improve urban living conditions, while the National Port Strategy (2030) involves a **\$7.5 billion investment** to develop port infrastructure, increasing demand for ceramics. Morocco is enhancing its ceramics industry through the **Industrial Acceleration Plan**, which offers benefits for foreign investment in manufacturing. The government is also improving **water supply infrastructure**, driving demand for plumbing and sanitary ware. Additionally, simplifying building regulations is expected to increase industry growth. Overall, the Moroccan ceramics market is projected to grow at a CAGR of **5-7%** in the coming years.

The ceramics industry faces challenges, including intense competition from low-cost imports, difficulty meeting modern quality standards, difficult access to raw materials, and reduced margins due to market saturation. There is a pressing need for training programs in modern production techniques and marketing skills for artisans also.

International companies at the Mega Ceramica Show can address challenges in Morocco's ceramics industry by introducing innovative technologies and quality standards. Their participation fosters knowledge exchange with local producers, enhancing competitiveness. Exhibitors have the opportunity to meet key stakeholders, establish valuable networking opportunities, and can showcase their latest products to a diverse audience. The event will also feature workshops led by industry experts, providing insights into market trends and best practices beneficial to all participants.

## **VITAL PLATFORM FOR NETWORKING AND COLLABORATING PROFESSIONALLY**

Mr. Süer Ay, General Manager of Elan Expo, expressed his excitement for the upcoming 5th Mega Ceramica Show: “The Mega Ceramica Show has become a vital platform for networking and collaboration in the ceramics industry. This year’s event promises to be not only visually impressive but also a great success, showcasing the exciting growth and innovation in Morocco's ceramics sector.”

“ We are committed to creating an environment that encourages creativity and excellence, and we look forward to bringing together industry leaders, artisans, and enthusiasts to explore new trends and technologies that will shape the future of ceramics in our region.” Mr. Süer Ay emphasized.

## **A PREMIER GATHERING FOR CERAMIC INNOVATORS AND 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 **ETERNO IVICO SRL, PRISM JOHNSON LIMITED, Phoenix Industries Ltd., Kittrich Corporation, Altınbaşak Mutfak Eşyaları San. ve Tic. Ltd. Şti., Xdrive Sanayi Ve Ticaret Limited Şirketi, Casti World Trade Sarl, PROMO MATERIAUX, Bellatiss, Africa Trade & Industry, Doğu Kimya Sanayi İç ve Dış Tic. Ltd. Şti., Le Grand Pro, KLK Industry, Le Cube Artisan Créateur, DOLCENITY, STE Otoktone, WALLDECO, THERMOMIX AU QUOTIDIEN MAROC, La Marrakechoise, Maison Ben Cherif, Produc Saf, Plafond Arabesque, Azulex, Smart Darna, Son et video, Massinart, COOPERATIVE BENIMRIRT, BFS GROUPE, RESSOURCIAL, 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 3-5, 2025
- **Location:** OFEC, Rue Tiznit, Face A la Mosquee Hassan II, Casablanca, Morocco
- **Exhibitor Profile:** Bathroom Products, Bathroom Furnishings, Sanitary Installations And Accessories, Ceramic Floor & Wall Tiles And Wall-Covering Products, Ceramic Processing Technologies, Kitchen Products And Accessories

## **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;**

### **Istanbul Headquarters Address Details**

**Tel:** +90 212 274 40 55

**Website:** <https://www.megaceramicaexpo.com/morocco/index.html>

**E-mail:** [info@megaceramicaexpo.com](mailto:info@megaceramicaexpo.com)