AN INTERNATIONAL MARKET ACCESS PROGRAMME

Egypt–Morocco Business Forum

CASABLANCA • 15–25 MARCH 2027

Proposed dates within the Nafath 2027 programme



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EGYPTIAN PRODUCTS. MOROCCAN OPPORTUNITIES.

Meet the market. Build the relationship.

Connecting Egyptian exporters with qualified Moroccan buyers through focused, mutually matched business meetings.

Organised by B2B Matchmaking

01 / ABOUT NAFATH

Opening markets. Creating connections.

Nafath is an export development programme designed to connect Egyptian companies with qualified international buyers through sector-focused trade missions and business forums.

The programme brings together market intelligence, exporter preparation, buyer selection and structured matchmaking to help companies build lasting commercial relationships.

The Moroccan edition

The Egypt–Morocco Business Forum connects Egyptian suppliers with Moroccan retail chains, food and packaging manufacturers, contractors and industrial buyers. Egyptian goods enter Morocco duty-free under the Agadir Agreement and GAFTA.

100
Trade missions targeted annually

1,000
Egyptian exporters targeted

30%
Target reduction in participation costs

A practical route from market understanding to meaningful business conversations.

Programme figures are targets, rather than results achieved by this forum.

02 / THE ORGANISER

B2B Matchmaking

An Egyptian company specialising in the development and delivery of trade missions and business forums, connecting exporters with international purchasing networks.

800
Trade missions in the company's track record

100,000
B2B meetings delivered

US$2bn
Deals concluded

16 years
Experience by 2027

A team of 75 international trade specialists supports activity across Africa, the Middle East, Europe, Asia and the Americas.

Explore B2B Matchmaking ↗

Company credentials and performance figures supplied by the organiser.

03 / WHY MOROCCO

Scale. Investment. A gateway to Africa.

One of Africa's fastest-growing large economies, investing heavily ahead of the 2030 FIFA World Cup.

MAD 1,720bn
Nominal GDP / 2025

4.9%
Real GDP growth / 2025

6.1%
Domestic demand growth / 2025

MAD 822bn
Merchandise imports / 2025

+8% Year-on-year growth in merchandise imports in 2025

Multiple routes to market

Opportunities span hypermarket and discount retail, food and beverage manufacturing, project supply for World Cup infrastructure, and industrial procurement. French-language labelling, competitive pricing and reliable lead times are central to winning business.

Nominal GDP: Bank Al-Maghrib annual report, via Financial Afrik ↗

Growth, domestic demand: High Commission for Planning (HCP), via The Star ↗

Imports: Office des Changes annual report, via Morocco World News ↗

04 / EGYPT–MOROCCO TRADE

A growing trade relationship.

EGYPT'S NON-OIL EXPORTS TO MOROCCO / 2025

US$976m

Egypt-reported, all non-oil goods

GROWTH SINCE 2020

+114%

Egypt's exports to Morocco, from US$457m in 2020

TOTAL BILATERAL TRADE / 2025

US$1.16bn

All goods, exports plus imports

EGYPT'S TRADE SURPLUS

US$1.01bn

All goods, exports minus imports, 2025

EGYPT'S EXPORTS TO MOROCCO BY MISSION SECTOR / 2025

6 of 11 sectors grew in 2025; fastest: Furniture & Home Textiles **+48%**

Engineering, Electrical & Metals

US$225m

+115% since 2020 −1% vs 2024

Agricultural Produce

US$209m

▲ **+17%** vs 2024

+263% since 2020

Food & Beverages

US$163m

+222% since 2020 −14% vs 2024

Building Materials, Marble & Ceramics

US$76.8m

▲ **+17%** vs 2024

+162% since 2020

Chemicals & Paints

US$73.6m

▲ **+29%** vs 2024

+161% since 2020

Plastics

US$64.1m

+24% since 2020 −42% vs 2024

Garments & Textiles

US$44.0m

+172% since 2020 −1% vs 2024

Furniture & Home Textiles

US$25.8m

▲ **+48%** vs 2024

+219% since 2020

Printing & Packaging

US$23.8m

▲ **+10%** vs 2024 **+81%** since 2020

Detergents & Home Care

US$23.5m

▲ **+18%** vs 2024

+135% since 2020

Cosmetics & Personal Care

US$17.2m

−9% vs 2024

US$ values of Egypt's reported exports. Non-oil exports exclude mineral fuels (HS 27) and gold and precious metals (HS 71). Growth compares 2025 with 2024 and with 2020; small 2024 bases (under US$0.5m) are not given a rate. Mission sectors by HS chapter: food & beverages 04, 11, 15–22; agricultural produce 06–10, 12–14; building materials 25, 68–70; engineering, electrical & metals 72–76, 78–91; garments & textiles 50–56, 58–62; furniture & home textiles 57, 63, 94; plastics 39; printing & packaging 48–49; chemicals & paints 28–29, 31–32, 38; detergents 34; cosmetics 33.

Egypt's trade with Morocco, 2020, 2024 and 2025: UN Comtrade, Egypt as reporter, HS chapters (retrieved 9 Nov 2026) ↗

WHY JOIN THIS FORUM

Room to grow. Reasons to join.

Egypt's non-oil exports to Morocco have more than doubled since 2020, to US$976m. They enter duty-free, into a market spending billions on World Cup infrastructure.

+114%
Growth in Egypt's non-oil exports to Morocco since 2020, to US$976m in 2025

0%
Duty on Egyptian goods under the Agadir Agreement

US$34–40bn
World Cup 2030 investment across about 35 cities

<2%
Egypt's share of Morocco's MAD 822bn annual imports: room to grow

FASTEST-GROWING MISSION SECTORS IN MOROCCO / EGYPT'S EXPORTS

▲ +48%
Furniture & Home Textiles
US$25.8m in 2025, from US$17.4m in 2024

▲ +29%
Chemicals & Paints
US$73.6m in 2025, from US$57.2m in 2024

▲ +18%
Detergents & Home Care
US$23.5m in 2025, from US$20.0m in 2024

▲ +17%
Building Materials, Marble & Ceramics
US$76.8m in 2025, from US$65.4m in 2024

30%
Target reduction in participation costs through Nafath

100,000
B2B meetings delivered by the organiser

US$2bn
Deals concluded by the organiser

Morocco's imports: Office des Changes, via Morocco World News ↗

World Cup investment: Breakbulk ↗

Egypt's trade with Morocco, 2020, 2024 and 2025: UN Comtrade, Egypt as reporter, HS chapters (retrieved 9 Nov 2026) ↗

05 / THE PROJECT PIPELINE

Landmark projects. Future opportunities.

Six programmes shaping Morocco’s demand for materials, equipment and consumer goods ahead of 2030.

FIFA WORLD CUP / 2030

Grand Stade Hassan II

A 115,000-seat stadium near Casablanca, plus upgrades in Tangier, Rabat, Marrakech, Agadir and Fez.

POTENTIAL SECTOR FIT

Building materials, steel, electrical systems, seating and finishes.

RAIL / 2030

Kenitra–Marrakech high-speed line

An extension of the Al Boraq line, costing about US$9.6bn.

POTENTIAL SECTOR FIT

Cables, steel, electrical and engineering products.

AIRPORTS / 2030

National airport programme

US$2.8bn to lift capacity from 38m to 80m passengers, including a new terminal at Casablanca Mohammed V.

POTENTIAL SECTOR FIT

Finishing materials, aluminium and glass, furniture, electrical.

PORTS / 2026

Nador West Med

A new Mediterranean deep-water port due to open in 2026. Port upgrades total about US$7.5bn.

POTENTIAL SECTOR FIT

Steel structures, engineering, packaging and logistics.

WATER / 2030

National desalination plan

More than 20 plants and 1.7bn m^3 a year by 2030, including Africa’s largest plant at Casablanca.

POTENTIAL SECTOR FIT

Pipes, plastics, chemicals, pumps and electrical.

HOSPITALITY / 2030

Hotels and tourism capacity

Investment across about 35 host cities, with US$34–40bn in total World Cup-related spending.

POTENTIAL SECTOR FIT

Furniture, home textiles, food and operating supplies.

Project summaries: Breakbulk and official programme announcements. Sector fit is indicative analysis; procurement opportunities depend on project schedules and supplier qualification. No affiliation or participation is implied.

06 / PARTICIPATING SECTORS

One forum.
Multiple buying channels.

Eleven Nafath mission sectors, matched to what Moroccan buyers already source from Egypt.

- Food & Beverages
- Agricultural Produce
- Building Materials, Marble & Ceramics
- Engineering, Electrical & Metals
- Chemicals & Paints
- Plastics
- Printing & Packaging
- Garments & Textiles
- Furniture & Home Textiles
- Detergents & Home Care
- Cosmetics & Personal Care

> **Product-level qualification determines the buyer shortlist for every exporter.**

SECTOR OPPORTUNITIES

Who buys, and how.

FOOD & AGRICULTURE

Food & Beverages

Packaged foods, oils, preserves and private-label ranges.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

Marjane ↗ | Carrefour Maroc ↗ | BIM Maroc ↗ | Aswak Assalam ↗

BUYING ROUTE Category buying teams, approved importers and private-label programmes.

Agricultural Produce

Citrus, potatoes, onions and other fresh produce outside Morocco’s own season.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

Marjane ↗ | Carrefour Maroc ↗ | Aswak Assalam ↗ | BIM Maroc ↗

BUYING ROUTE Fresh-category sourcing teams and specialist importers.

CONSTRUCTION & INDUSTRY

Engineering, Electrical & Metals

Cables, electrical components and machinery for energy, water and transport projects.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

OCP Group ↗ | TGCC ↗ | Nexans Maroc ↗

BUYING ROUTE Utility and contractor tenders, subject to technical approval.

Building Materials, Marble & Ceramics

Glass, ceramics, marble, profiles and steel products for construction projects.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

Aluminium du Maroc ↗ | Sonasid ↗ | TGCC ↗ | Bricoma ↗

BUYING ROUTE Contractor procurement, fabricators and building-material distribution.

MATERIALS & CHEMICALS

Plastics, Printing & Packaging

Food-contact packaging, cartons, labels and plastic products.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

Koutoubia ↗ | Cosumar ↗ | Lesieur Cristal ↗ | Oulmès ↗

BUYING ROUTE Packaging procurement teams, subject to technical qualification.

Chemicals & Paints

Chemical inputs, paints and fertilisers for industry and agriculture.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

OCP Group ↗ | Colorado ↗ | Brenntag ↗ | Azelis ↗

BUYING ROUTE Manufacturer procurement for inputs; distributors for finished products.

FASHION, LIVING & HOME CARE

Garments & Textiles

Apparel for value and mid-market retail.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

LC Waikiki ↗ | DeFacto ↗ | Marjane ↗ | Carrefour Maroc ↗

BUYING ROUTE Regional sourcing teams and private-label programmes.

Furniture & Home Textiles

Furniture, home textiles and furnishings for household retail and hotel projects.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

Kitea ↗ | IKEA Morocco ↗ | Mobilia ↗ | Bricoma ↗

BUYING ROUTE Range buyers and project furnishing teams.

Detergents & Cosmetics

Home-care and personal-care ranges with retail-ready packaging.

TARGET RETAILERS & PROCUREMENT ORGANISATIONS

Marjane ↗ | Carrefour Maroc ↗ | BIM Maroc ↗ | Aswak Assalam ↗

BUYING ROUTE Category buyers and approved distributors, subject to product registration.

Illustrative invitation targets; attendance and purchasing interest are subject to qualification and confirmation. Names identify their respective owners.

Product fit

Positioning, ingredients, pack formats and category relevance.

Supply readiness

Pricing, capacity, documentation and reliable replenishment.

07 / HOW TO APPLY

Your route to the Moroccan market.

A clear, six-step journey from registration to business meetings.

01 **Register your interest**
Submit your contact and company details, website, participating sector and product information.

02 **Analyse your export opportunities**
We assess your product's potential in the Moroccan market and identify relevant opportunities and buyer categories.

03 **Confirm your participation**
Review and sign the participation agreement to formalise your company's place in the forum.

04 **Review the initial buyer list**
Receive an initial list of potential buyers, review their profiles and share your feedback on relevance.

05 **Submit your buyer wish list**
Nominate the buyers you would like to meet. Your preferences inform outreach and the matchmaking process.

06 **Attend your B2B meetings**
Take part in the scheduled business meetings with buyers, based on mutual interest and confirmed availability.

YOUR PRIORITIES SHAPE THE MATCHMAKING

The initial buyer list is provided for your review. You may also submit a wish list of additional buyers you would like to meet.

Buyer nominations are subject to qualification, interest and availability. A wish-list submission does not guarantee an appointment.

NAFATH / MOROCCO

Your next market.
Your next connection.

Bring an export-ready product. Meet a relevant purchasing partner.

Egypt–Morocco Business Forum

Casablanca · 15–25 March 2027

Proposed dates; event day and venue to be confirmed.

www.i-b2b.co ↗