



UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI

This year, the International Textile and Apparel Salon (MIM) will be held under the High Patronage of His Majesty King Mohammed VI, may God assist him. This royal patronage is a mark of confidence in the crucial role that our sector plays in the economic and social development of the Kingdom. It reflects the constant support of His Majesty for the Moroccan textile industry, highlighting its strategic importance for the country's future.

The High Patronage gives MIM 2024 a special dimension, reinforcing its status as a key event for textile and apparel professionals. It also reflects His Majesty's vision of positioning Morocco as a regional leader, emphasizing the quality, innovation, and sustainability that define our industry. This royal distinction is a source of inspiration and pride for all industry stakeholders, motivating them to pursue excellence and contribute to the prosperity of the Kingdom.

INTRODUCTION

The 21st edition of **Maroc in Mode 2024 (MIM 2024)**, organized by **AMITH** and **CEMS-Global USA**, will be held in **Casablanca** from **November 7 to 9, 2024**. This event, the largest apparel trade show in Africa, will showcase the latest trends and innovations in the Moroccan textile industry.

Bringing together professionals, manufacturers, designers, and buyers from around the world, MIM 2024 offers a platform to explore new business opportunities. Morocco positions itself as a strategic hub for high-quality textiles and garments at competitive prices, with fast shipping times to Europe and North America, a skilled workforce, and robust infrastructure. Moroccan manufacturers stand out for their commitment to quality and sustainability.

www.mim.org.ma

Previous Editions:

May 2023

With **127** national and international exhibitors and over **2,000** national visitors, as well as **250** international visitors, the May **2023** edition demonstrated the growing reach of the exhibition.

For the first time in the event's history, a pavilion dedicated to Moroccan brands was set up, showcasing, among others, brands such as **Partner's, Hurya, Razana, Giomi, Maestro, Rosabella, Arwa Shop, and Arablanca.**





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MARCH 2022

After a two-year hiatus due to the pandemic, the March **2022** edition marked a major turning point with a completely renewed MIM exhibition, featuring a new visual identity and an eco-friendly architectural concept.

The 2022 edition of MIM was held in El Jadida and welcomed over **160** exhibitors from various countries, highlighting sustainability as a core focus with the theme "**DAYEM.**"

Previous Editions:





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DECEMBER 2022

A total of **127** national and international exhibitors occupied the **6,500** square meters of the 19th edition of the MIM exhibition, held from December **14** to **17, 2022**, in **Tangier**.

The **1,300** national and international visitors also had the opportunity to meet young Moroccan designers, who were honored at this edition in a dedicated space organized by the Casablanca Fashion Academy.

Previous
Editions:



INTERNATIONAL TEXTILE FAIR

MIM



7-9 NOV 2024
CASABLANCA

www.mim.org.ma

Exhibition Spaces:

MIM 2024 will offer an even richer and more diverse experience, with 6 spaces dedicated to different segments of the textile and fashion industry:

- ***Manufacturing***
- ***Home Textile***
- ***Chemicals***
- ***Fabrics***
- ***Innovation/Machinery***
- ***Accessories***



IN PARTNERSHIP WITH:

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المملكة المغربية
وزارة الصناعة والتجارة

ROYAUME DU MAROC
MINISTÈRE DE L'INDUSTRIE ET DU COMMERCE

المملكة المغربية
Royaume du Maroc



جهة الدار البيضاء-سطات
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RÉGION CASABLANCA-SETTAT



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



International
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CCISPM



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Deutsche Industrie- und
Handelskammer in Marokko
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IN MAROCCO
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CHAMBRE FRANÇAISE
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DU MAROC



الغرفة التجارية البريطانية بالمغرب
BRITISH CHAMBER OF COMMERCE FOR MOROCCO



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