



MAROC IN MODE – MODE IN MAROC

Marrakech – October 19.20, 2016

THE OVERALL PERFORMANCE OF THE MOROCCAN FASHION INDUSTRY

Sourcing at short distance – advantages of the European customs agreement

From October 19 & 20, 2016 the Moroccan fashion industry will present their power and creativity in all disciplines of fashion productions at the famous venue of the World Touring Car Championship WTCC.

Producing in Morocco provides good reasons:

- Reliable partner for quick deliveries and flash programs
- Highest production standards
- Balance of ecological and economical production (innovative production for water reduced denim wear)

While production in Asia becomes more expensive, also from the logistical point, Morocco offers an excellent price/performance ratio.



Speed counts in the fashion industry

A convincing argument is without any doubt the possibility to deliver within one week from the sample decision. And of course, the land transportation by lorry via Tanger, being one of the worldwide biggest harbours, accelerates transportation from Morocco to Europe.

Now-a-day fashion is strongly connected to the term 'fast' fashion. Speed, acceleration and frequency of new fresh fashion are key conditions for success. Of course, the Inditex Group (Zara, Massimo Dutti, Pull & Bear,..), Mango, Promod, Camaieu, Groupe Beaumanoir, New Yorker, Top Shop, Tally Weijl, etc., but also brands like Diesel, Liu Jo, Pepe Jeans and even high end labels like Max Mara, Marina Rinaldi, Armand Thierry or Burberry are benefiting of these conditions and are using the production facilities in Morocco. An increasing number of brands are distributing via their own stores and are refreshing their ranges at least monthly.

More and more brands in Europe are coming back to Moroccan productions. Germany increased by 12,42 % the production in Morocco from EUR 262 million in 2014 to EUR 295 million in 2015.

The advantages of production in Morocco

The upcoming **MAROC IN MODE & MAROC SOURCING** is going to be the biggest sourcing event so far in the Mediterranean area. The advantages for producing and buying are obvious: Morocco offers innovative and attractive conditions, the business partners are reliable,



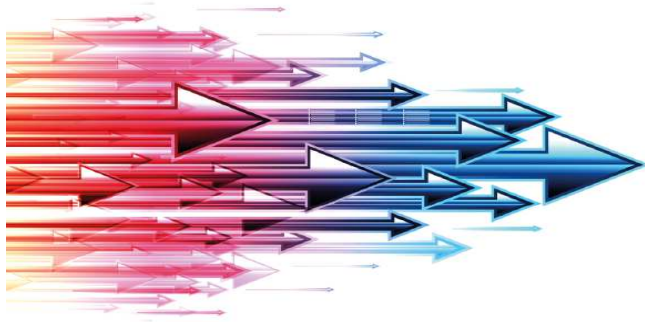
operate fast and creative, the production is effected under socially acceptable and environmentally safe conditions, the price-performance ratio is excellent, the deliveries are customs-free and the transport ways are short due to the close connection to Europe.

The advantages in overview:

- Short lead times due to its geographical proximity to the EU
- Vertical integrated manufacturers with reliable customer service including CMT or FOB and attractive prices
- Profound experience based on long term business relations with international brands and customers from the EU and the US
- Duty Free Import to the EU and other favourable customs regulations with the EU and the US
- Maintenance of high quality standards, ISO and Oeko Tex Standard certifications
- Supporting and upholding Corporate Social Responsibility (CSR)
- Certified companies for quality assurance and buying agencies
- Well trained and professional workforce

Marrakech teaches colour

It was Yves Saint Laurent who said: "A visit to Marrakech was a great shock to me. This city taught me colour." Pierre Bergé, the partner of Yves Saint Laurent: "When my friend Yves Saint Laurent and I first visited Marrakech, we could not even imagine that it will become a second home for us."



Maroc
in Mode®

MAROC®
SOURCING



OCTOBER
19|20
2016
EXHIBITION
PARK CIRCUIT
MY HASSAN
MARRAKESH

It is a must to see Majorelle Garden with its expressive colours which was rescued from disrepair in 1980 by Yves St. Laurent and Pierre Bergé. Today it is a museum with a lovely garden with trees from 5 continents and with the cobalt blue house – called Majorelle blue.

Marrakech is always worth a journey – excellent in combining business and inspiration!

www.marocinmode.ma

www.marocsourcing.ma

Organisator :



Partners :



L'ECONOMISTE

FMAG
FASHIONMAG.COM

Further information

Press contact:

JANDALI

JANDALI MODE.MEDIEN.MESSEN
FASHION HOUSE 1 . OFFICE 319
DANZIGER STRASSE 101 . 40468 DÜSSELDORF
FON +49-211 3026 4337 FAX 0211-58588566
EMAIL CONTACT INFO@JANDALI.BIZ
WWW.JANDALI.BIZ