



Messe Frankfurt gets involved in Morocco: Texcare Forum Casablanca

Frankfurt am Main, 22 02 2024. For the first time, Messe Frankfurt is organising a Texcare Forum in Casablanca, Morocco, thus opening a door to the booming region of North Africa. The forum also serves as a prelude to the leading global trade fair for textile care – Texcare International – in Frankfurt am Main in November 2024.

The Texcare Forum Casablanca is a regional conference and networking event that opens the door to the growing markets in North Africa. On 4 June 2024, around 150 participants from the region's laundry and dry cleaning industry are expected to discuss current topics with international experts and manufacturers. The conference will focus on automation, digital technologies, production, logistics and environmental protection in the textile services sector.

Kerstin Horaczek, Vice President Technology Shows at Messe Frankfurt, explains the reasons for the commitment: "Morocco is an attractive market for textile care, as it has a strong tourism industry with high-class hotels and an important textile industry. As the host of the 2030 FIFA World Cup, it is expecting extraordinary growth impulses. The country is also an economic centre for the entire Maghreb region "

With average GDP growth of 4.3 per cent over the last ten years, Morocco is considered the engine of growth in North West Africa. The liberal economic policy, investments in infrastructure and the expansion of trade relations with Europe make the country an attractive partner, also for international companies.

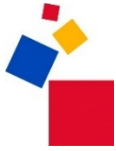
The Texcare Forums are one-off events that have already travelled from Frankfurt to many countries around the world, including France, China, India and Singapore. They contribute significantly to the international transfer of knowledge in the industry. Manufacturers can find information on the sponsorship of this year's Texcare Forum in Casablanca at: <http://texcare.com/casablanca>
Participation for local trade visitors is free of charge.

At the same time, Texcare Forum Casablanca will be a prelude to Texcare International, the leading global trade fair for textile care, which will take place in Frankfurt am Main from 6 to 9 November 2024. Messe Frankfurt is also organising other trade fairs in this thematic area in the USA (The Clean Show), China (Texcare Asia & China Laundry Expo), India (Clean India Technology Week) and France (Texcare France).

More information at: [Texcare global \(messefrankfurt.com\)](http://messefrankfurt.com)

Texcare Forum Casablanca

The event Texcare Forum Casablanca will be held on 04 June 2024.



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