

Aeroexpo Marrakech, A real meeting platform for exchange between manufacturers and the operators of aeronautic industry worldwide!



Placed under the High Patronage of His Majesty King Mohammed VI, the 2nd edition of Aeroexpo Marrakech held from the 27th to the 30th of January 2010 at the Royal Air Forces Military Base of Marrakech, was inaugurated by the Prime Minister Mr Abbas El Fassi.

Accompanied by the Minister of Trade, Industry and New Technologies, Mr. Ahmed Reda Chami, Minister of Foreign Trade, Mr Abdellatif Maâzouz, and the Minister of Equipment and Transport Mr Karim Ghellab, Mr Abbas El Fassi has welcomed 20 ministerial delegations from Africa.

Transport ministers from sub-Saharan states, accompanied by their General Directors of Civil Aviation alongside aviation industry experts have expressed their keen interest in this event.

General Boutaleb, General Inspector of the Royal Air Forces, accompanied by his staff, General Houari and General Saihi, welcomed the 35 military delegations, including 19 heads of African General Staff.

The opening ceremonies began with a very remarkable demonstration of the Moroccan aerobatic patrol, "The Green March", followed by a presentation of the various components of the Royal Air Forces, then the American F16, and EVAA the aerobatic team of the French Army.

The meeting of international professionals of aerospace industry with representatives from many states of the continent gives the exhibition AEROPEXPO a new international dimension and concrete construction of the African Aerospace Platform.

The African Aerospace platform

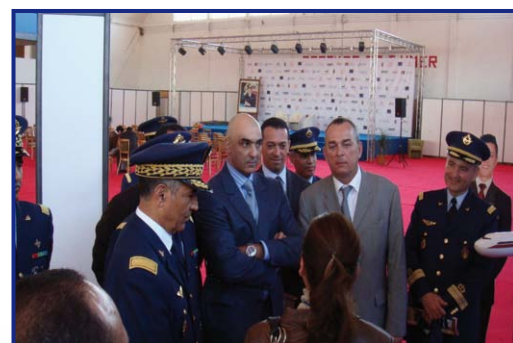
During the first edition in 2008 many ambassadors, notably from France, the United States, Canada, Italy, Spain had made the trip to evince their support for the Moroccan strategy to establish the (AAP) African Aerospace Platform.

In 2010, no fewer than 30 ministers, 11 ambassadors, 19 heads of General Staff, 35 military delegations, 260 exhibitors from 44 countries and 20 000 trade visitors from 78 countries responded to the appeal through their presence which has contributed to the setting of the cornerstone of this platform.

Many conferences and B2B meetings have allowed professionals to address issues related to the aerospace development in Africa and particularly in Morocco



Official inauguration



Visit of Prince Moulay Omar



The Green March Patrol



Refuelling

Foreign Delegations

In only two editions, the activity of the exhibition has almost doubled. Twenty ministerial delegations, backed by their branch of civil aviation throughout Africa, and 35 military delegations have made the trip to attend this event.

Sixteen Andalusian companies from the aeronautical sector took part in the second edition of Aeroexpo Marrakech.


The aim of this participation is to explore the potential of the sector of the aviation industry in Morocco, establish contacts with different actors and learn about their production capacity through the B2B meetings organized alongside the exhibition.

This mission was organized by the Andalusian Agency for Foreign Promotion "EXTENDA".

The Chamber of Commerce and Industry of Lyon organised in partnership with the Aerospace cluster Rhone-Alpes, and the French Chamber of Commerce and Industry in Morocco a mission to find out about the potential of the aerospace market in Morocco. This mission took place in Marrakech (exhibition visit, mee-



National Pavilions

 After a successful first participation in 2008 (represented by Lockheed Martin and U.S. Air Force, the US renews the experience in the 2010 edition with a participation of some thirty companies.

The Ambassador of the United States in Rabat, Mr. Samuel Kaplan inaugurated Wednesday, January 27; the American pavilion established for the sake of large US firms specializing in civil and military aviation.

After cutting the symbolic ribbon, the Ambassador announced the opening of this pavilion devoted to some thirty American companies amongst which: Lockheed Martin, Boeing, Raytheon, Derco aerospace, ITT, Mr. Kaplan together with the US general consul of Casablanca, visited different stands in the pavilion.




The inauguration of the American pavilion by the US Ambassador in Morocco Mr Samuel Kaplan

 A French national pavilion was established under the aegis of the Chamber of Commerce and Industry Seine Et Marne with the support of UBI France regrouping 38 enterprises. The pavilion was designed to assist French companies in their development in Morocco. The Director of International Affairs of Gifas, Mr Vincent Gorry and the Ambassador of France Mr Bruno Joubert, had made the trip to evince their support to French companies and their interest in the African market.



French pavilion



 The GIMAS Pavilion (Moroccan Association of Aerospace industries) federated this year 50 members, these companies represent the lifeblood of the Moroccan aerospace industry and encompass a wide range of businesses varying from sub-contracting (wiring, boiler making industry, machining, surface treatment) to services through engineering and maintenance.



FRA pavilion

A diversified program

AEROEXPO Marrakech revolved also around a series of roundtables and conferences on specific topics for 2010 such as: military and civil maintenance and outsourcing production of European companies specialized in these sectors.



Plateau TV

B2B Meetings

Business meetings took place, for the 1st time, alongside Aeroexpo Marrakech in order to pave the way for an exchange platform for industrialists seeking business, industrial and technological opportunities. This operation was organized in partnership with BCI AEROSPACE. The event was attended by:

- 175 participants from 10 countries including 30 decision-makers,
- 2 500 pre-programmed B2B meetings.



Conferences



B2B venue



Meeting

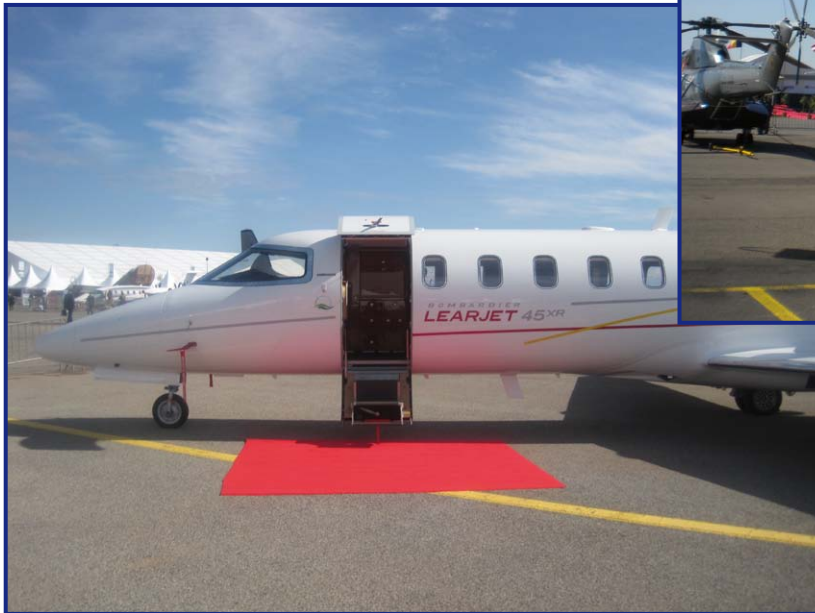


Military delegations pavilion

Static Display

75 aircrafts from all categories were on the static exhibition of the 2010 edition with an equal distribution between civil and military.

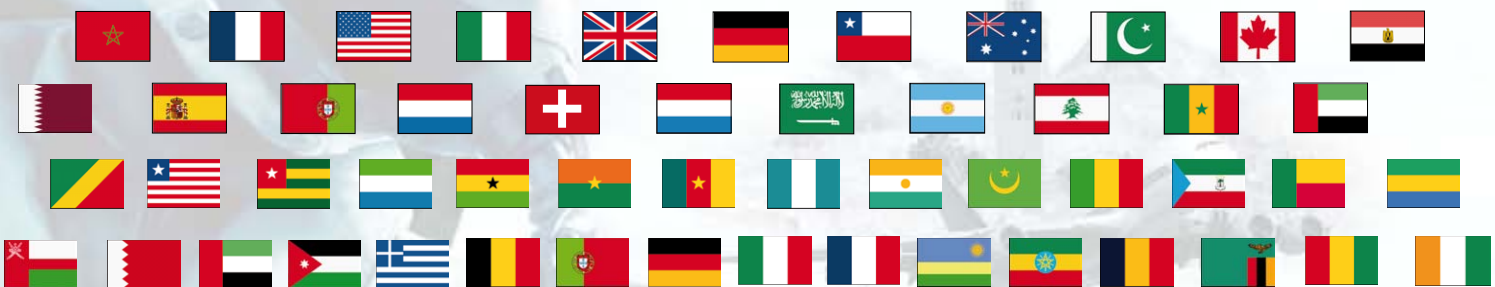
On the military side were: C130, F16, F1, F5 Alpha jet, C27J, KC135, T6 ... and many helicopters for which the African market represents a great niche market.



On the civil side were: Hawker Beechcraf, Diamond, Cessna, Bombardier, Daher-Socata, Gulfstream, ATR. ... Made the trip, because the business aviation occupies more and more a dominant place in the event.

Amongst the participating and visiting countries :

South Africa, Angola, Saudia Arabia, Austria, Bahrain, Belgium, Benin, Burkina Faso, Cameroon, Canada, Congo, Ivory Coast, United Arab Emirates, Ethiopia, France, Gabon, Ghana, Greece, Guinea , Equatorial Guinea, Italy, Jordan, Liberia, Mali, Morocco, Mauritania, Niger, Nigeria, Oman, Portugal, Qatar, Romania, Rwanda, United States, Russia, Senegal, Sierra Leone, Switzerland, Chad, Togo, USA, Zambia



Visitors :

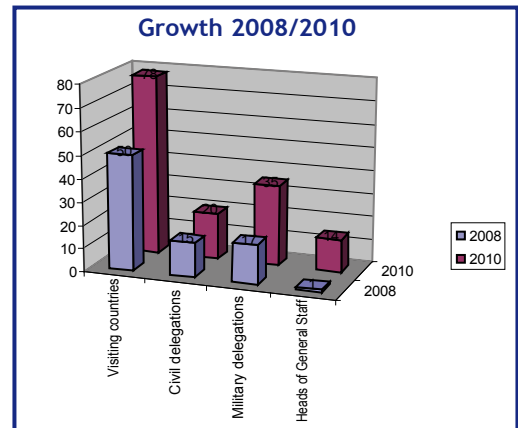
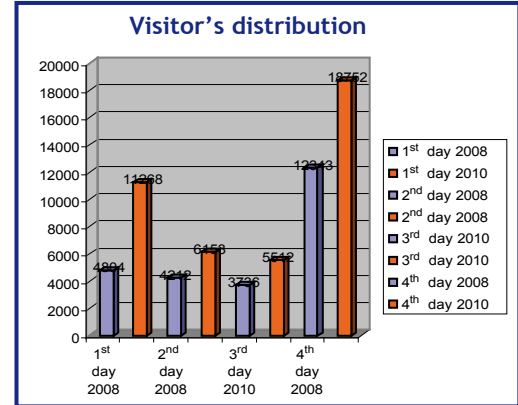
41 675 visitors attended Aeroexpo Marrakech 2010

78 visiting countries including 44 participating countries

Key figures 2010

- 11 268 visitors registered January 27
- 6 143 trade visitors registered January 28
- 5 512 trade visitors registered January 29
- 18 752 public visitors January 30
- 78 visiting countries including 44 participating countries
- 18 delegations of civil aviation
- 35 delegations of military aviation
- 350 accredited journalists

Various media representatives took part in the event before and during the 4 days in Marrakech: radio, television, national and foreign press.



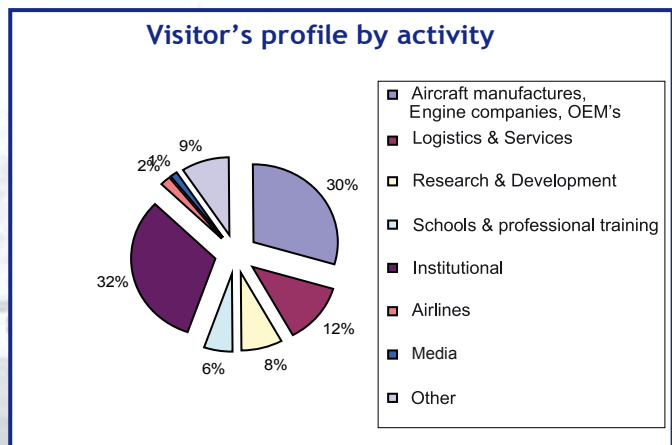
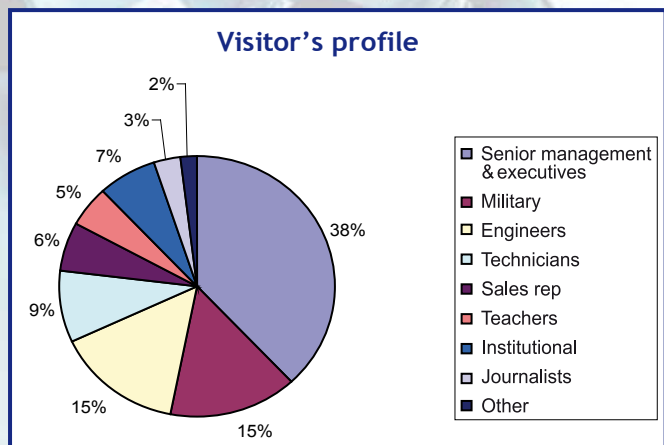
Visitor's distribution :

By profile

- 38% Senior management & executives
- 15% Military
- 15% Engineers
- 9% Technicians
- 6% Sales rep
- 5% Teachers
- 7% Institutional
- 3% Journalists
- 2% Other

By activity

- 41% Aircraft manufactures, engine companies, OEM's
- 19% Logistics & Services
- 11% Research & Development
- 9% Schools & professional training
- 3% Institutional
- 4% Airlines
- 13% Other



Assessment of the general organization of the exhibition

- 18% : Very Good
- 69% : Good
- 9% : Moderate
- 4% : Na

Achievement of objectives

- 69% : Completely
- 28% : Partly
- 3% : Na

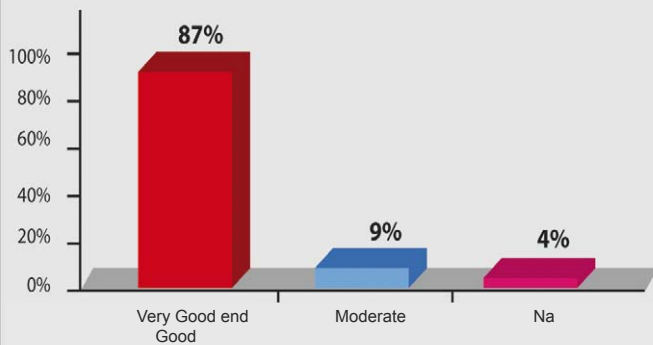
Quality of contacts at the exhibition

- 14% : Very satisfied
- 71% : Satisfied
- 13% : Quite satisfied
- 2% : Na

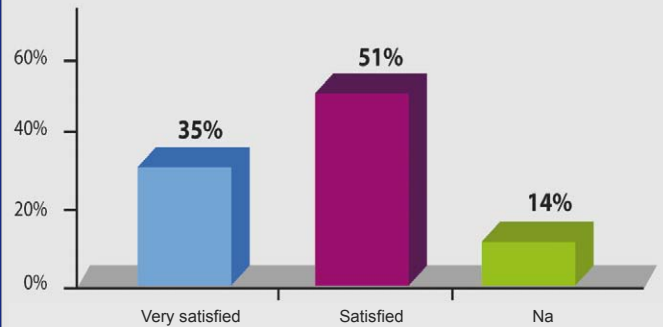
Visitor's assessment (Quantitative & Qualitative)

- 61 % : Very satisfied
- 35 % : Satisfied
- 14% : Na

General organisation of the exhibition



Communication analysis



Airshows

During 4 days, Aeroexpo Marrakech was an opportunity for a series of air shows performed by the Moroccan aerobatic patrol "The Green March", refuelling fighters at low altitude, F16, the aerobatic team of the French Air Army, demonstrations of Anti Fire dumping, anti-Locust, parachuting, winching.....



Public

18 752 visitors were able to attend the air show scheduled at the public day on Saturday. This day was to raise vital vocations in a rapidly growing sector in Morocco and to broaden the range of potential interests.



The Post event report

Partners, exhibitors, trade visitors and general public, have contributed to the success of this event by coming to the meeting platform of professionals of the aviation industry worldwide and governments of African States, the show will be renamed the "Aerospace Forum" of Africa.



The organizing committee would like to thank the 260 "Pioneers" for their participation, their interest in conquering the African market and invites the entire aerospace community to participate in the next edition.

From the 4th to the 7th of April 2012.

**AEROEXPO Marrakech,
a flagship event at the service of Africa
and the aerospace industry.**

Book your stand now to benefit from strategic locations!

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