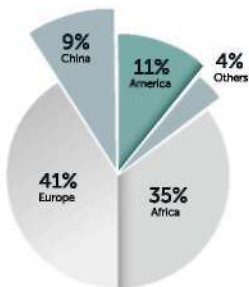


THE SHOW



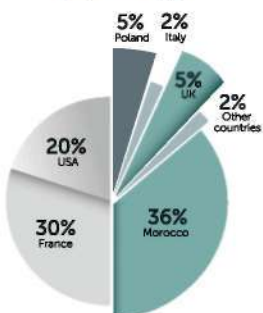
VISITORS (by country)



...2016 EXHIBITION - FLYING TO NEW HEIGHTS

Taking place within the heart of the red city of Morocco, International Marrakech Air Show once again expands its wings for a 5th time. The show will showcase over 200 exhibiting companies from around the world and covers more than 70,000 square meters. Celebrating its 5th anniversary, this exhibition is dedicated to the aerospace industry and is recognised as being a major event on the international aerospace calendar.

EXHIBITORS (by country)



With more than 15,000 visitors and 40 official delegations expected to attend, the show offers the perfect opportunity for attendees to create new relationships and increase their business.

Since its inception in 2008, Marrakech Air Show has hosted a large number of African delegations and decision makers, including Chiefs of Staff from various African states, heads of international and National Civil Aviation Authorities, as well as Professionals from different countries. All of whom come to meet with their counterparts and international manufacturers to build strong business partnerships

A hub for AFRICA

As part of the trans-african co-operation, Morocco has a privileged relationship with many African States attending. With great interest in this major event, this showcases the attractiveness of the Moroccan aerospace sectors and the growing demand for its services.

Morocco is becoming a strategic platform to address the African continent

The International Marrakech Air Show continues supporting the growing importance of the African market by hosting more investors and reaffirming the world's trust in Morocco as a solid platform for business opportunities and a model for stability.

With the endorsement of the FRA - FORCES ROYALES AIR , IMAS will be hosting a large number of African delegations and decision makers: Chiefs of Staff of the African states, heads of international and national civil aviation, professionals and authorities from different countries. All of them attending IMAS to meet with their counterparts and international manufacturers to prepare their equipment plan.

MRO

MOROCCO LEADER IN A BOOMING MARKET

With its competitiveness and productivity, the Moroccan aeronautical maintenance market has a promising and bright future. Its capacity to adapt to growing demands, and its efficiency to respond to those, makes Morocco a strategic MRO (Maintenance Repair Overhaul) player. Moreover, the quality of the country's infrastructure, and its high skilled workforce makes Morocco an ever-growing attractive destination for the international aeronautical industry.



« Marrakech Air Show acquired an international scale by standing out as a major meeting of the aerospace operators from all over the world »

Moulay Hafid Elalamy,

Minister of Industry, Trade, Investment and Digital Economy

MOROCCO, THE NEW AEROSPACE OUTSOURCING ELDORADO

The Moroccan aeronautics sector is enjoying an annual growth rate of 15% to 20%. Today, over 100 companies in the aerospace sector are based in Casablanca, employing almost 10,000 people in total. Its geographic proximity to Europe, its political stability and its competitive workforce constitute a powerful advantage. This market is generating a turnover of around 800 million euros which represents 5% of Morocco's total exports, and the industry is one of the top priority sectors in Morocco's Industrial "Emergence plan." Factories are expanding and companies are recruiting to support their growth, the sector is likely to double in size by 2020.

**A key event in a
lucrative
aerospace market**

MOROCCO : A FAVORITE INVESTMENT DESTINATION FOR GLOBAL COMPAGNIES

With the strategy of emerging growth, Morocco has focused its efforts to create industrial chains, providing clear competitive advantages by implementing programs dedicated to such development. Morocco is now a preferred destination for a significant number of aerospace companies and with nearly 120 world class firms operating within its borders, including such names as EADS, Boeing, Airbus, Bombardier, Safran, Creuzet, Daher, Souriau, Labinal, Zodiac...



USER FRIENDLY PROGRAM

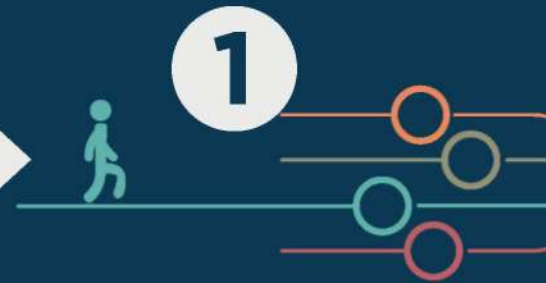
Incorporating a dedicated online system designed to help exhibitors in their promotional and communication activities. For this 5th edition, we have made every effort to make IMAS website as user friendly as possible.

With a wide range of online applications and tools available to exhibitors before the show to enable them arrange meetings with attendees, order supplies and to stay informed. All of which will be accessible from the IMAS website.



INTERNATIONAL MARRAKECH AIR SHOW **SOCIAL NETWORK** :

For this edition the use of social media will be emphasized, allowing the exhibitors to have a visibility of the show's backstage, a thorough follow up on the aviation sector information, and to be informed in real time on the show highlights.



IMAS 2016
A connected
edition

INTERNATIONAL MARRAKECH AIR SHOW **B2B MEETINGS**

An online platform will be available for B2B meetings. This service of individualized meetings will allow the exhibitors to establish pre-qualified contacts before the show and to target the right partners for future business opportunities.

This essential tool will help you reach your goals by optimizing your time spent on the show.

INTERNATIONAL MARRAKECH AIR SHOW **APP** :

An APP will be created to allow the exhibitors and visitors to familiarize with the IMAS layout beforehand. Hence, APP users will be able to see the show's floor plan, the exhibitors listing and their exact location, the program and a description of all the services available on site.



EXHIBITING OPTIONS

SPACE ONLY (18 sqm minimum)

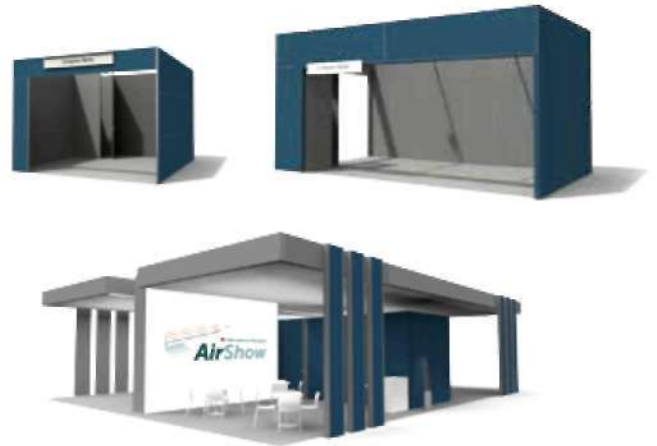
Bare area is equipped with flooring and offers the exhibitor the possibility to work with the contractor of his choice in order to fit the stand as wanted or produce his own bespoke stand.



Non Contractual Picture

SHELL SCHEME (12 sqm minimum)

The practical solution if you want a place to welcome people without having to worry about fittings (partitions, carpet, sign, etc.) with the possibility of customizing your stand. This is the preferred option for small and medium sized stands.



Non Contractual Picture

CHALETS (100 sqm + 50 sqm terrace)

Hospitality Chalets give you the opportunity to host clients, contacts and industry colleagues in your own self-contained chalet unit.



Non Contractual Picture

EXHIBITION MAP




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