

HISTORY OF THE CASABLANCA INTERNATIONAL FAIR

The «Grand Palais» of Casablanca International Fair, the main attraction and principal venue for more than seventy years of exhibition activity, has now been designated a historical monument. This 17-meter high vaulted building, covering an area of over 200 meters in length and 91 meters in width without beams, was a world first for its size, the purity of its lines and the rusticity of construction means used in the fifties when it was built.

A rereading of its descriptive document as well as the first sketches and pencil drawings by the very hand of its architect and designer, Raymond Lucaud, gives a feel of the momentum and underlines the unmatched historical value of this vaulted platform ready to host your trade shows.

The Casablanca International Fair “F.I.C” was founded in 1937 to:

- highlight the economic potentials of the country;
- establish, develop and consolidate Morocco’s economic ties with all the countries;
- promote exchange as part of international cooperation;
- highlight the cultural and tourist-oriented richness of the country.

Later, from June 1952, and with the expansion of the port, the F.I.C. was transferred to its current location and was managed by the founding company in return for the annual organization of an exhibition called «Casablanca International Fair» which ceased to take place in 1989 after the launch of the Great Hassan II Mosque project.

1977: OFEC sees the light of day (Dahir of November 19, 1977)

The creation of the Office des Foires et Expositions de Casablanca (OFEC) by virtue of the law dahir N° 1.76.535 enacted on September 19, 1977, gave birth to the central committee of Casablanca fairs, a public body with a civil personality and financial autonomy. It has been placed under the administrative supervision of the Ministry of Commerce and Industry.

1987: Launch of specialized trade shows.

The year 1987 was marked by the organization of numerous events and trade shows involving all the country’s key sectors.

The OFEC has multiplied its activities by creating and organizing se-

veral sector-based exhibitions, namely the International Construction Exhibition (SIB), the International Exhibition of Publishing and Books, (SIEL), the International Health Exhibition (MEDICAL EXPO), the International Agriculture Exhibition (AGRI-MOROCCO), the International Electricity Exhibition (SIELEC), the International Sea Exhibition (SEA MER), the International Food and Agro-industry Exhibition (ALITEC), the International Information Technology and Office Exhibition (SITEB), ALIMENTARIA Maghreb, the International Exhibition of Plastics, Rubber, Packing and Packaging (SIPEC), the International Sports and Leisure Exhibition (SISLOV), the International Textile and Leather Exhibition (SATEC), the International Tourism Exhibition (SITOUR), Metallurgical, Mechanical and Electrical Industries Exhibition (SALIMME), FOOD EXPO, etc.

The OFEC has become the initiator of specialized trade shows to promote the Moroccan economy and establish trade ties between Moroccan and foreign businessmen, in order to make Morocco's brand image shine in the world.

After 2000, sector liberalization

In the year 2000, the dahir establishing the OFEC was modified by the law N°72-99 published in the official gazette of March 16, 2000. This law widened the scope of the organization by allowing other public entities, private companies and professional associations to work in the fairs and exhibitions sector.

2017 : AMDIE takes over Casablanca International Fair Management (law 60.16)

Since December 15, 2017, the Moroccan Agency for Investment and Export Development «AMDIE» has taken over the management of the Casablanca International Fair "OFEC formerly" by virtue of Law 60.16.