



MINISTRY OF TOURISM, HANDICRAFTS
AND SOCIAL AND SOLIDARITY ECONOMY

NATIONAL HANDICRAFTS WEEK

THE 8TH EDITION

CONCEPT NOTE

FEBRUARY - MARCH
2024



HIS MAJESTY KING MOHAMMED VI, MAY GOD ASSIST HIM



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**NATIONAL
HANDICRAFTS WEEK
8TH EDITION**

The 8th Edition of the National Handicrafts Week :

“ **HANDICRAFT, A DEVELOPMENT LEVER FOR FOSTERING INTERNATIONAL OUTREACH AND SAFEGUARDING TANGIBLE AND INTANGIBLE HERITAGE** ”

NATIONAL HANDICRAFTS WEEK

Under the High Patronage of His Majesty The King Mohammed VI, the Ministry of Tourism, Handicrafts and Social and Solidarity Economy, organizes in association with “Maison de l'Artisan” the 8th edition of the NATIONAL HANDICRAFTS WEEK during February and March 2024.

The National Handicrafts Week is a leading event that puts the spotlight on Handicrafts and celebrates creativity, excellence and ancestral know-how handed on through the generations

Following the success of the last 7th edition, which attracted over 500 participants from 15 countries to the opening forum, this upcoming edition themed as “ **Handicraft, a development lever for fostering international outreach and safeguarding tangible and intangible heritage** ” that will be held in Casablanca and will feature a rich and varied program, opened by the **International Art and Craft Connect** Forum on February, 28th 2024 in Casablanca.

This forum is a discussing platform for common interest topics, global issues and matter facing the handicraft sector, as well as for sharing the best practices in this field.

High-profile speakers and panelists will lead and enrich the discussions at this International Forum, which will attend over 350 participants from the handicrafts ecosystem, from both public and private fields, coming from 25 countries.

The National Handicrafts Week is a business meeting and networking platform. This 8th edition will be the occasion for the second edition of the «Morocco Carpet and Flooring Trade Show», to be held from February 28th to March 2nd 2024.

After an initial edition focusing on hand-made Moroccan carpets, the second edition will be extended to include a selection of hand-made floor covering products such as Zellige, tiles, marble and wood.



Alongside the «Morocco Carpet and Flooring Fair», which helps Moroccan producers meet national and international buyers and specifiers, the 8th edition of The National Handicrafts Week will be holding the «**MOROCCAN CRAFT INNOVATION MEETINGS**». The aim of this business matchmaking session planned from February 29th to March 1st, 2024, is to bring together Moroccan operators with innovative products or processes, that have export potential, national and international prospective customers, and funding partners.

A **SOURCING TOUR** is also planned between the end of February and the beginning of March 2024 for a selection of international professional operators interested in discovering Moroccan production units and craft showrooms in several cities across the country.

An exceptional **ARTS & CRAFTS EXHIBITION** of fine works by leading craftsmen and designers will be taking place at the “Musée des Oudayas” in Rabat, organised in partnership with the National Museums Foundation.

During this 8th edition of The National Handicrafts Week, the skill and the expertise of Moroccan artisans and international peers will be celebrated through **THE INTERNATIONAL HANDICRAFTS TRADE FAIR** that will taking place in the city of Dakhla and it will be an opportunity to discover handicrafts from over thirty different countries.

In addition, **SALES PROMOTION OPERATIONS** for Moroccan handicrafts products will across several cities, including shopping malls, popular destinations and the hospitality and tourist accommodation, in order to showcase the wide range of handcrafted Moroccan products. These operations will allow local customers interested to discover new handicraft products from a hundred artisans in several cities of Morocco.

Also the 8th edition of the National Craft Week will reveal the new concept of the tv talent show SANAAT BLADI which promotes the creativity and the entrepreneurial spirit of Moroccan artisans.

The 8th edition of the Handicrafts Crafts Week will be given national and international media coverage (TV channels, radio, press). As well as a dedicated Social Media campaign will be launched.

PROGRAM OF THE NATIONAL HANDICRAFTS WEEK

28

February

INTERNATIONAL ART AND CRAFT CONNECT FORUM
Casablanca

28

Feb - **2** March

INTERNATIONAL CARPET AND FLOOR COVERING TRADE SHOW
« MOROCCO CARPET AND FLOORING TRADE SHOW »
Casablanca

29

Feb - **1** March

MOROCCAN CRAFT INNOVATION MEETINGS
Casablanca

Between end of February
& beginning of March 2024

SOURCING TOUR
across several cities

Dates will be set later

ARTS & CRAFTS EXHIBITION
Rabat

Dates will be set later

INTERNATIONAL HANDICRAFT TRADE FAIR
Dakhla

Dates will be set later

SALES PROMOTION OPERATIONS
across several cities



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**NATIONAL
HANDICRAFTS WEEK**
8TH EDITION

**INTERNATIONAL
FORUM**



INTERNATIONAL ART AND CRAFT CONNECT



HANDICRAFT, A DEVELOPMENT LEVER FOR FOSTERING INTERNATIONAL OUTREACH AND SAFEGUARDING TANGIBLE AND INTANGIBLE HERITAGE

Following the successful first edition of the International Forum that marked the opening of the 7th edition of the National Handicrafts Week, which was highly appreciated by participants for its topics and the quality of the discussion, the upcoming edition of the International Art and Craft Connect forum will be held on February, 28th 2024 in Casablanca, with the contribution of high-profile speakers and lecturers.



This forum, gathering the national and international community of the handicraft ecosystem (institutions, artisans, designers, architects, international transporters and distributors, e-commerce operators, e-payment operators, and more), will focus on the key issues and challenges facing the operators in this sector, in a context that offers huge opportunities for development.

OBJECTIVES

- Thinking about the main issues and challenges facing the craft sector worldwide;
- Foster commercial partnerships and doing business development ;
- Discuss international trends and new demand and market requirements;
- Establish a platform for developing exchange and synergies within international ecosystem;
- Sharing experiences and best practices.

ATTENDEES

About 400 people from both the public and the private sectors (institutions, artisans, companies, professional buyers, designers, interior decorators, journalists, e-payment and e-commerce operators, forwarders and retailers, and others) from around 25 different countries.

PANELS & TOPICS

The IACC will be set up around 3 panels covering the following themes :

PANEL 1

Which strategy for Heritage preservation to meet production development and exports challenges of handicraft products?

- Overview of the challenges facing the development of the Handicraft production and its preservation.
- Regulations as an essential factor for the development of Handicraft products trade and the preservation of craft master know-how.
- The role of quality labels in promoting handicraft exports and preserving tangible and intangible heritage.
- Trademarks, designs, and models and their role in the development of the international trade in Handicrafts.

PANEL 2

Strategies and supporting measures to boost production and exports of handicrafts: overview and trends

- What are the challenges and the strategies for supporting operators in Handicrafts production and exports?
- The issues involved in the modernization of the Handicraft sector and the development of the entrepreneurial mindset to take full advantage of business opportunities.
- How can handicraft operators compete with the rise of mass production?
- Developing Fair trade in Handicrafts products.

PANEL 3

The digital transformation of Handicrafts' operators: issues and main challenges:

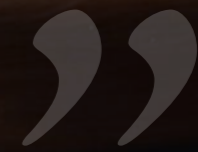
- What are the challenges and levers involved in accelerating the digital transformation of Handicrafts' operators ?
- E-commerce Handicraft products : present situation and future trends.
- Securing payments for international trade.
- Information and communications technology new trends serving Digital Marketing.



PROGRAM AND RUNNING SCHEDULE *

- 08:45 - 10:00** : Participants registration and welcoming reception
- 09:15 - 09:45** : Official opening of the MOROCCO CARPET & FLOORING TRADE SHOW
- 10:00 - 10:05** : Forum opening and introductory film
- 10:15 - 10:30** : Officials' speeches
- 10:30 - 10:40** : Speech by the keynote speaker
- 10:40 - 11:05** : Partnership agreements signings
- 11:05 - 11:30** : Coffee break
- 11:30 - 12:15** : Panel 1 :
Which strategy for Heritage preservation to meet production development challenges and exports of handicraft products?
- 12:15 - 13:00** : Panel 2 : Strategies and supporting measures to boost production and exports of handicrafts: overview and trends
- 13:00 - 14:00** : Lunch time
- 14:00 - 14:45** : Panel 3 : The digital transformation of Handicrafts' operators: issues and main challenges.
- 14:45 - 15:00** : Discussion with the honored guest «Day and event participation review»
- 15:00 - 15:30** : MOROCCO CARPET & FLOORING TRADE SHOW Awards Ceremony
- 15:30 - 16:00** : Forum closing and recommendations

*provisional schedule



**NATIONAL
HANDICRAFTS WEEK
8TH EDITION**

**INTERNATIONAL CARPET
& FLOORING TRADE SHOW**



MOROCCO CARPET & FLOORING TRADE SHOW

The international trade show «MOROCCO CARPET AND FLOORING TRADE SHOW» is scheduled to open on February 28th to March 2nd 2024 in Casablanca, and will be attended by a number of leading national and international figures and key players. It is a trade show that promotes the know-how of Moroccan artisans and puts them in direct contact with national and international buyers and decision-makers.

MOROCCO CARPET & FLOORING TRADE SHOW

After the first edition that drew particular interest, especially from national and foreign buyers and decision-maker, the upcoming edition, and in addition to handmade carpets, will be extended to floor covering such as zellige, wood, tiles, marble, and more.

This second edition of this trade show will showcase the know-how and the expertise of Moroccan artisans handed-down from generation to generation, through a selection of handmade products that reflect new trends, lifestyles and styles that meet the consumer requirements, especially in terms of design and creativity.

The MOROCCO CARPET AND FLOORING TRADE SHOW will take place over a period of 4 days, the first 2 days will be exclusively dedicated to professionals, while the last days will be opened to the wider public interested in discovering the selection of showcased products.

Customized coaching will be available to drive business making. An integrated service offering will be available on-site to cover technical, administrative, logistical as well as freight needs.



**NATIONAL
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**BUSINESS
MATCHMAKING**

” MOROCCAN CRAFT INNOVATION MEETINGS



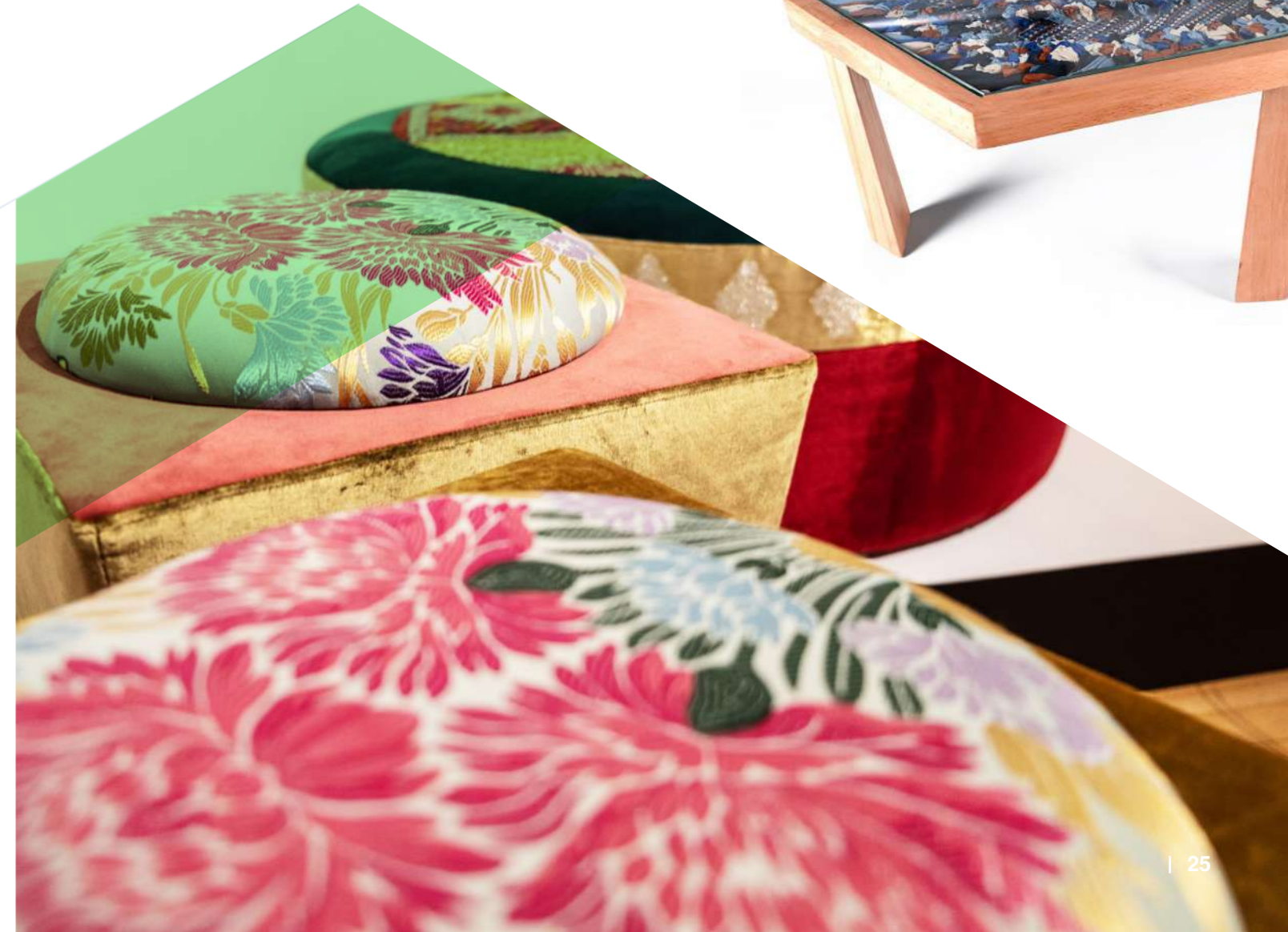
Moroccan Craft Innovation Meetings is a series of business-to-business (B2B) sessions that will be organized from February 29th to March 1st, 2024, to enable Moroccan craft professionals, with innovative and creative products (or processes) for the international market, to network with international funders, decision-makers and potential buyers.

Such meetings will be arranged as part of a «matchmaking» approach designed to facilitate the networking between operators and the creation of business opportunities, on the basis of a prior assessment of needs and interests. B2B meetings will focus on the presentation of opportunities, product and service catalog, and partnership modalities.

An «end-to-end» service offering will be provided. Buyers will be introduced to a range of tailor-made services to help bring transactions to a successful conclusion on-site (information, administrative formalities, logistics, transport, delivery, and more).

SOURCING TOUR

Over 5 days, a «Sourcing Tour» will be organized for a selected panel of international operators, who will visit production units and Artisan showrooms in several destinations around the country.





**NATIONAL
HANDICRAFTS WEEK
8TH EDITION**

**ARTS AND CRAFTS
EXHIBITION**

” ARTS & CRAFTS EXHIBITION

To spotlight Moroccan arts and crafts, an exceptional selection of Moroccan fine artwork will be on display at the “Musée des Oudayas” in Rabat, in partnership with the National Museums Foundation.



DAKHLA INTERNATIONAL HANDICRAFTS TRADE FAIR

The 8th edition of National Handicrafts Week will celebrates the skill and the expertise of artisans on an international scale. In line with this, the City of Dakhla will host an International Handicraft Trade Fair.

The DAKHLA INTERNATIONAL HANDICRAFTS TRADE FAIR will be an opportunity to discover the handicrafts from over thirty countries, with their distinctive know-how handed down through the generations.

It is an event that aims to promote on an international scale the spirit of sharing, open-mindedness, dialogue and mutual understanding between the different components of the handicraft field.

Dakhla International Handicrafts Trade Fair is an outstanding opportunity to discover, the cultural wealth and distinctive character of handicrafts on an international scale.

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NATIONAL
HANDICRAFTS WEEK
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SALES PROMOTION
OPERATIONS

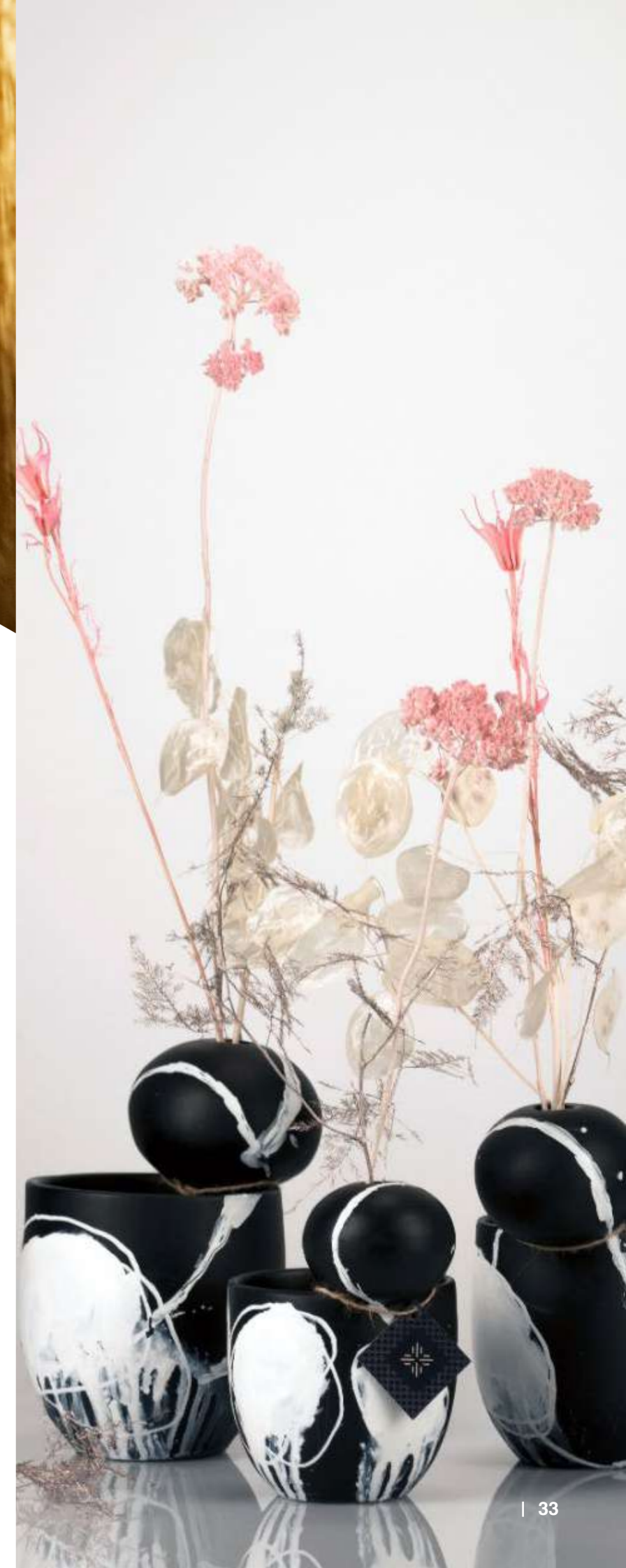


SALES PROMOTION OPERATIONS

In order to drive further sales of Moroccan handicrafts and to boost the handicraft sector, a series of sales promotion operations are planned across several cities of Morocco, in highly frequented shopping areas (shopping malls, hospitality and tourist accommodation, and more).

This sales promotion operations will be designed as pop-up stores.

For any further information, please contact : i.bentalha@mda.gov.ma





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**SANAAT BLADI
TV TALENT SHOW**

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SANAAT BLADI

صناعة بلادي
الجيل الجديد

This year, the 10th season of « SANAAT BLADI » will be more innovative than ever, becoming the first Moroccan reality show entirely dedicated to handicraft and its promotion.

The main aim of the show is to put Moroccan artisan's trainees from all parts of the country in competition, supported by their coaches, namely Mâalems (master craftsman) and a designers.

This show seeks to promote the Moroccan handicraft field, stimulate creativity, and encourage the spread of craftsmen's know-how to future generations.



THE SHOW'S GOALS

The goals of « SANAAT BLADI TV TALENT SHOW » are :

- Promoting the Moroccan handicrafts.
- Enable applicants to improve their skills and develop new ones technical, creative, and commercial skills.
- Set up a connection between authentic handicrafts and creative boldness.
- Enhance the value and promoting high-quality handcrafted arts.
- Ensure an intergenerational handover among Mâalems (master craftsman) and artisans' trainee.



7TH EDITION OF SNA : A REVIEW IN PICTURES

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CARPET FAIR



MOROCCAN CRAFT INNOVATION MEETINGS



7TH EDITION OF SNA : A REVIEW IN PICTURES

7TH EDITION OF SNA : A REVIEW IN PICTURES

MASTER CLASS



A TEMPORARY HANDICRAFTS SHOWROOM



WORKSHOP



PRESS TOUR



SALES PROMOTION OPERATIONS



SOURCING TOUR





MAISON DE L'ARTISAN

Tel : +212 (0)5 37 68 60 08/10/38

Fax : +212 (0)5 37 68 60 21

Mail : maisonartisan@mda.gov.ma

Web : www.mda.gov.ma



For any further information, please contact : a.farhane@mda.gov.ma