

## Case studies

B to B meetings – Automotive – Textile - Agro Industry - Technology/Media/Telecom –Metal industry - ...



**Client: MOROCCAN MINISTRY OF INDUSTRY– MAROC EXPORT**

Objective: Organize business meetings in various sectors to promote Moroccan companies in Belgium, France, Spain and Morocco.

- **Processes**

Processes involved: Organizing over 1500 meetings in Paris, Madrid, Tunis and Casablanca

In the following sectors: Textile (Première Vision exhibition in Paris), Automotive in Paris and Casablanca, Metal Industry in Madrid, Agro Industry during the SIAL Paris exhibition, TMT during the Mobile World Congress exhibition (Barcelona), Subcontracting industries during the Midest exhibition (Paris), Construction during Batimat exhibition (Paris), etc.

- **Outcome**

Several business agreements were signed between European and Moroccan Companies.

Focus: We organized 700 B to B meetings between 63 Moroccan companies and 50 majors European contractors during SIAL Paris (International food exhibition). IBP also organized business meetings between the top management teams of major French retailers (Groupe Casino, Monoprix,...) and Mr Abdelkader Amara, the Moroccan Minister of Industry, about investment projects in Morocco.

