

# معرض الصناعة التقليدية لدول أعضاء منظمة التعاون الإسلامي

## 2nd Craft Fair OCI Member Countries

From 18 To 28 Dec. 2025

ICEC-ain sebaâ, Casablanca



# INTRODUCTION

## VISION & MISSION OF THE FAIR

The Craft Fair of the Member States of the Organization of Islamic Cooperation (OIC) is rooted in a strategic ambition to position craftsmanship as a driver of economic development, a celebration of cultural heritage, and a platform for multilateral cooperation among member countries.

Guided by an ambitious vision, the Fair seeks to become a reference platform for promoting traditional skills, enhancing trade exchanges, and developing sustainable partnerships between economic operators, institutions, and sector stakeholders. It will also serve as an exceptional showcase for innovation in craftsmanship, while preserving the authenticity of each nation's cultural expressions.



The coincidence of this edition with the **2025 Africa Cup of Nations**, held in Morocco, lends the event an amplified continental and international significance. This unique context represents a strategic opportunity to increase the visibility of craftsmanship from OIC member states among a broad national and international audience, and to leverage the high attendance and media coverage generated by this major sporting event.

Through this initiative, the Fair aims to actively contribute to the Kingdom's economic, tourism, and cultural momentum, while reinforcing the role of craftsmanship as a lever for inclusive growth and regional influence.

## OBJECTIVES OF THE FAIR

**As a platform for cooperation, the Fair aims to anchor craftsmanship within the major contemporary challenges:**

- Fair Trade
- Transmission of Knowledge
- Entrepreneurial Creativity
- International Valorization of Living Heritage

*Tradition and innovation in the service of a sustainable partnership*

## EXHIBITED SECTORS

### 1. Textiles & Tapestry:

- Traditional and modern weaving, decorative textiles, and fashion design

### 2. Ceramics & Pottery:

- Artistic faience and ceramics, decorative tiles shaping and firing technique

### 3. Jewelry & Goldsmithing:

- Creation of traditional and avant-garde jewelry, engraving and filigree work

### 4. Woodwork & Marquetry:

- Cabinetmaking, carpentry, and wood carving

### 5. Leather Goods & Leatherworking:

- Traditional tanning, leather product design and craftsmanship

### 6. Glass & Stained Glass:

- Decorative and functional glass objects

### 7. Metal & Artistic Ironwork:

- Functional and decorative metal artworks, wrought iron furniture

### 8. Natural Flavors & Cosmetics:

- Natural food products and beauty items

### 9. Calligraphy & Graphic Arts:

- Islamic-style calligraphy



## HIGHLIGHTS OF THE FAIR

### B2B Meetings and Business Forum

A structured program of business meetings, conferences, and thematic panels will bring together buyers, exporters, institutions, and ecosystem stakeholders to explore commercial development opportunities and South-South cooperation.

### Innovation & Young Creators Space

A dedicated platform for young artisans, startups, and designers showcasing emerging trends in the sector: contemporary design, digitalized crafts, sustainable materials, and innovative solutions.

### Trend Area

A space designed to highlight the latest innovations, styles, and movements shaping the world of craftsmanship.

### Interactive Workshops & Live Demonstrations

Master artisans will lead live demonstrations of ancestral skills—such as weaving, engraving, pottery, and jewelry-making—offering visitors an immersive experience of traditional techniques.

### Thematic Days & Sector Spotlights

Each day will focus on a specific theme: women in crafts, eco-crafts, crafts and tourism, digitalization, etc., with a dedicated program of roundtables, exhibitions, and testimonials.

### Craftsmanship Awards Ceremony

To close the fair, honorary distinctions will be awarded to artisans, cooperatives, or projects that have distinguished themselves through excellence, innovation, or social impact.

## EVENT FACT SHEET

### • EVENT NAME:

Craft Fair of the OIC Member Countries

### • DATES:

December 18–28, 2025

### • VENUE:

ICEC Ain Sebaâ – Casablanca, Morocco

### • THEME:

Celebrating Contemporary Islamic Handicrafts

### • COINCIDING EVENT:

Africa Cup of Nations (AFCON) 2025

### • PARTICIPATING COUNTRIES:

Over 30 OIC Member States expected



### TARGET AUDIENCE:

- Artisans, cooperatives, designers, and creators
- Buyers, distributors, and importers
- Institutions, donors, and chambers of crafts
- General public, tourists, and culture enthusiasts
- Journalists and influencers
- 

### EXPECTED FIGURES:

- + 10,000 m<sup>2</sup> Exhibition Area:
- +250 exhibitors
- +15,000 professional and general visitors
- Coverage by +50 media partners

### ORGANIZERS:

- Islamic Centre for Development of Trade
- In partnership with: Artisan Associations from Participating Countries
- Delegate Organizer: ATELIER VITA MAROC



### CONTACTS & INFORMATIONS:

- Email: [contact@ateliervita.net](mailto:contact@ateliervita.net)
- Phone: +212 522 260 200 / 522 260 600



## COMMUNICATION CAMPAIGN

A carefully crafted promotional strategy has been implemented by the organizers in close coordination with leading institutions, major industry federations and professional associations, as well as scientific partners and internationally recognized organizations. This approach aims to maximize the visibility of the fair and attract a qualified international audience.

A comprehensive communication and visibility plan is in place to benefit exhibitors, featuring targeted actions before, during, and after the event through multichannel media campaigns and tailored promotional tools.

### Digital

- Event website
- Social media platforms
- Email marketing
- SEO and online advertising

### Offline

- Public Relations: Press releases and press conferences
- Advertising: Posters, flyers, and banners in high-traffic strategic locations
- Partnerships: With local and international organizations to promote the fair



## PRACTICAL INFORMATION

**DATES:** December 18–28, 2025

**VENUE:** ICEC Exhibition Center

Ain Sebaâ, Casablanca, Morocco

**OPENING HOURS:** 9:00 AM to 7:00 PM

### HOW TO ACCESS THE FAIR?

**EASILY ACCESSIBLE BY PUBLIC TRANSPORT, WITH PARKING FACILITIES NEARBY.**

❖ **By Air:** Located approximately one hour by car from Mohammed V International Airport.

❖ **By Train:** Just a few minutes from Ain Sebaâ train station to the Exhibition Park.

❖ **By Car:** Convenient access via the Casablanca–Rabat highway.

### TRAVEL AND ACCOMMODATION

In partnership with a renowned travel agency, we offer highly competitive rates for flights and hotels throughout Casablanca. Our goal is to ensure a smooth and hassle-free booking experience for all participants.



### RECOMMENDED HOTELS





## CUSTOMS FORMALITIES

All products intended for exhibition must arrive no later than (December 17, 2025) , in order to benefit from the customs exemptions granted for this Fair. Each item must be labeled with the following designation:

**“2nd OIC Commercial Handicrafts Expo”**

## TRANSIT

To facilitate your customs procedures, we recommend the following freight forwarder:

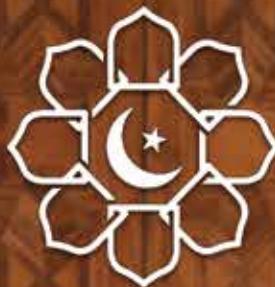
## TRANSINES

- 👤 Mrs. Latifa NOUARI
- 📍 132, Rue Mohamed Smiha, 3rd Floor, No. 3 – Casablanca
- 📞 Tel: +212 522 448 873 / +212 522 452 034

## VISA

Each participant (exhibitor/visitor) must complete the necessary visa formalities with the Embassy of the Kingdom of Morocco in their respective country.





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## 2nd Craft Fair OCI Member Countries

From 18 To 28 Dec. 2025

ICEC-ain sebaâ, Casablanca

### Organizer



Habous Tower, 11th & 12th Floor  
Casablanca 2000 - Morocco  
[contact@icdt-oic.org](mailto:contact@icdt-oic.org)  
+212 522 31 49 74

### Delegate Organizer



64 Rue Annoussour Mers Sultan  
Alsace-Lorraine district, Casablanca  
0522 260 200 - 0522 260 600 - 0520 790 007

### Venue



Localisation

6 boulevard de Makro,  
Ain-Sebaâ Casablanca  
0522 260 200