

MAROC IN MODE



#19TH
EDITION

داجم

DAYEM MOROCCO

Shaping the future of our textile

14-16

DECEMBER 2022

TANGIER



ORGANIZED BY

AMITH



ABOUT US

MIM, organized by the Moroccan Association of Textile and Apparel Industries (AMITH), is the international meeting place for fashion and textile professionals in Morocco since 2003.

For this upcoming edition, the MIM trade show takes on a whole new dimension and expands its offer to include all the parts of the textile value chain.

THE 18TH EDITION



The 18th edition of MIM, which took place in March 2022, confirmed that MIM is a strong meeting platform for textile professionals, with more than 160 Moroccan and international exhibitors, and close to 1500 visitors



A NEW VISION

MIM brings together the entire textile and apparel industry in one location for 3 days under the flag « **DAYEM** ».

DAYEM : (adj) sustainable in arabic
a Moroccan textile industry that leverages its historical expertise to meet the needs of the present without compromising the ability of future generations to meet their needs.

PAST – PRESENT – FUTURE

MANUFACTURING

MIM is the Moroccan platform that gives you the opportunity to meet qualified suppliers and discover their new collections. Join us to meet the various Moroccan manufacturers who fully understand your needs, incorporate your technical specifications, and adapt to your constraints.

FABRICS

MIM offers visitors, buyers, distributors and designers a complete range of new products and textile materials from all over the world that meet the needs and specifications of each company.

HOME TEXTILE

A new space dedicated to home textile manufacturers: home fabrics, rugs, household linen, bedding A space with a wide selection of companies chosen based on their innovative, diversified and complementary collections.

THE AREAS



INNOVATION & MACHINERY

MIM is creating an innovation hub that will bring together world-class specialists in textile machinery who will showcase the new technologies that are driving the sector forward.

ACCESSORIES

To complete the ecosystem, MIM's offer is enhanced by exhibitors offering accessories and essential components for fashion and home textiles.

SERVICES

This space is dedicated to service providers and experts in auxiliary services related to the textile and clothing industry: training organizations, logistics, transport, insurance, financial services...



WHY EXHIBIT

You want to have access to

A professional platform to showcase your offer

A large-scale communication platform, to increase your exposure and awareness on an international scale

An opportunity to build new partnerships

A continuous digital presence through the trade show's web platform

A meeting place for a greater synergy between manufacturers



OUR VISITORS

Morocco
United Kingdom
Denmark
Sweden
Norway

Germany
Portugal
Switzerland
France
Spain

Italy
USA
Israel
MENA
AfCFTA



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