EQUIP AUTO
LE SALON INTERNATIONAL DES PROFESSIONNELS DE L'AUTOMOBILE
MAROC
MAT MOROCCAN AUTOMOTIVE TECHNOLOGIES
21 - 24 JANVIER 2027 • CASABLANCA • OFEC

Morocco makes cars. Who repairs and maintains them?

Casablanca / Paris, 17 November 2026

MAD 25 billion (approximately €2.3 billion): Morocco's automotive spare parts and maintenance market continues to grow

According to GIPAM (Groupement Interprofessionnel de l'Automobile au Maroc), Morocco's automotive spare parts and maintenance market is estimated at MAD 25 billion (approximately €2.3 billion) in 2026, reflecting the dynamism of the automotive aftermarket.

Morocco has emerged as a major player in Africa's automotive industry. Beyond the production of vehicles for international markets, however, another sector is undergoing profound change: automotive servicing, repairs and spare parts.

Growth in the vehicle parc, a wider range of brands, changing powertrains and increasingly sophisticated onboard technologies are creating new needs for equipment, diagnostics, training and services among industry professionals.

Against this backdrop, AEM – Automotive Events Morocco, a joint venture between EQUIP'AUTO SAS and GIPAM, is organising EQUIP AUTO Maroc-MAT from 21 to 24 January 2027 at the OFEC exhibition centre in Casablanca, under the auspices of the Ministry of Industry and Trade of the Kingdom of Morocco.

The exhibition will bring together Moroccan and international stakeholders from the automotive industry, equipment, distribution, the aftermarket and services. Its ambition is to support the sector's transformation and foster business opportunities between Morocco, Africa and international markets.

Joint statement by Mohamed El Housni, President of GIPAM, and Philippe Baudin, President of EQUIP AUTO:

"Morocco's industrial dynamism goes hand in hand with an equally important challenge: servicing and repairing a rapidly evolving vehicle parc. Through EQUIP AUTO Maroc-MAT, we aim to bring together Moroccan and international expertise to support professionals, facilitate exchanges and contribute to the development of the entire automotive and mobility sector."

Information and bookings:

sales@equipauto.com

Companies wishing to exhibit at EQUIP AUTO Maroc-MAT 2027 can register online now.

https://maroc-mat.equipauto.com/devenir-exposant/

ABOUT AEM – AUTOMOTIVE EVENTS MOROCCO

AEM – Automotive Events Morocco is a joint venture between EQUIP'AUTO SAS and GIPAM, dedicated to organising and developing EQUIP AUTO Maroc-MAT. It combines EQUIP AUTO's international expertise in organising professional automotive events with GIPAM's strong roots

in Morocco's aftermarket ecosystem, with the ambition of making the exhibition a leading international meeting place for industry professionals.

ABOUT GIPAM

The Groupement Interprofessionnel de l'Automobile au Maroc (GIPAM) is an independent, non-profit association bringing together leading players across Morocco's automotive aftermarket value chain. Since its creation in 2017, GIPAM has worked to represent, structure and defend the interests of the Moroccan ecosystem, in close coordination with public authorities, technical bodies and distribution networks. As the organisation behind MAT – Moroccan Automotive Technologies, GIPAM promotes a structured, transparent and safe market through advocacy, standardisation, training and industry intelligence. It is also an active member of CGEM and the Fédération Automobile du Maroc, and serves as a key point of contact for national and international institutions.

ABOUT EQUIP'AUTO SAS

EQUIP'AUTO SAS designs and develops leading international professional events dedicated to the automotive industry, the aftermarket and services. Our mission is to bring together all the stakeholders, innovations and expertise across the automotive value chain to envision and build the mobility of tomorrow. We are committed to remaining at the heart of the industry's exchanges, trends and ecosystem. Since 1975, EQUIP AUTO has established itself as a strong brand, with events held each year in Paris, elsewhere in France and internationally.

2027 event calendar:

THE EXTRA MILE Club	EQUIP AUTO Côte d'Ivoire	EQUIP AUTO Morocco	EQUIP AUTO Algeria	EQUIP AUTO Paris
4 events in 2027	26–28 November 2026	21–24 January 2027	29 March–1 April 2027	12–16 October 2027
Members only	VISIT	EXHIBIT	EXHIBIT	EXHIBIT

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For the latest news from EQUIP AUTO Maroc-MAT: