



تحت الرعاية السامية لصاحب الجلالة الملك محمد السادس نصره الله
 UNDER HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI MAY ALLAH ASSIST HIM
 SOUS LE HAUT PATRONAGE DE SA MAJESTÉ LE ROI MOHAMMED VI QUE DIEU L'ASSISTE



elec expo

18^e INTERNATIONAL EXHIBITION OF ELECTRICITY, LIGHTING, ELECTRICAL ENGINEERING AND INDUSTRIAL AUTOMATION

EneR Event

13^e INTERNATIONAL EXHIBITION OF RENEWABLE ENERGIES AND ENERGY EFFICIENCY

Tronica Expo

12^e INTERNATIONAL EXHIBITION OF ELECTRONICS, ELECTRONIC SECURITY, INTELLIGENT BUILDING, AVIONICS, MECHANICS AND AERONAUTICS

COUNTRY OF HONOR : THE CZECH REPUBLIC



2025
26-29 NOVEMBER
 CASABLANCA FAIRS AND
 EXHIBITIONS CENTER
 IN FRONT OF HASSAN II MOSQUE

**ENERGY STORAGE AND SMART EQUIPMENT :
 THE KEY TO TOMORROW'S POWER GRIDS**

www.elecexpo.ma

www.ener-event.ma

www.tronica-expo.ma

UNDER THE AEGIS

الجمعية المغربية
 لهندسة الكهرباء
 وعلوم الطاقة



وزارة التعليم العالي والبحث العلمي
 وزارة الصناعة والتجارة

MINISTÈRE DE LA TRANSITION ÉNERGÉTIQUE
 ET DU DÉVELOPPEMENT DURABLE



وزارة المكننة والتقنية المتقدمة
 وزارة الصناعة والتجارة

الجمعية المغربية
 لهندسة الكهرباء
 وعلوم الطاقة



وزارة التعليم العالي والبحث العلمي
 وزارة الصناعة والتجارة

MINISTÈRE DE L'INDUSTRIE ET DU COMMERCE

ORGANIZER



DELEGATED ORGANIZER



WITH THE SUPPORT OF



PARTNER



PARTNERS



POST SHOW REPORT

SUMMARY

EDITORIAL	3
GENERAL PROGRAM	4
KEY FIGURES	9
EXHIBITOR ACTIVITIES	10
VISITOR PROFILES	13
EXHIBITION PROMOTIONAL TOOLS	15
LIST OF EXHIBITORS	31
PHOTOS	36



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EDITORIAL

Under the High Patronage of His Majesty King MOHAMMED VI, may God assist Him, the National Federation of Electricity, Electronics and Renewable Energies (FENELEC) reaffirms its commitment to fostering the exchange of expertise on the occasion of its trade fairs: elec expo – Ener Event – Tronica expo, showcasing Moroccan know-how in the fields of energy and electronics.

It was at the prestigious Casablanca Exhibition and Trade Fair Office that the 2024 edition of the Fairs was held under the theme: “Renewable Energies and Green Hydrogen: How to establish an attractive, competitive, and sustainable ecosystem.” The Islamic Republic of Mauritania was the guest country of honor.

Across an exhibition area of **12,000 m2**, **150 exhibitors** from **20 countries** showcased their expertise to **11,759 visitors** - an excellent attendance for the fairs.

Exhibitors and visitors took part in a scientific and technical program highlighted by five conferences throughout the event. A program for inviting operators from Sub-Saharan Africa was implemented as part of the partnership with the Ministry of Industry and Trade and with AMDIE.

This initiative is funded by the Support Fund for Professional Associations.





GENERAL PROGRAM

WEDNESDAY, NOVEMBER 26, 2025	
15H30 – 17H00	
OPENING CONFERENCE ON THE THEME ENERGY STORAGE AND SMART EQUIPMENT	
SEM Omar HEJIRA	State Secretary for Foreign Trade
SEM Pavel KLUCKÝ	Ambassador of the Czech Republic to the Kingdom of Morocco
Mr. Radomil Doležal	President of CzechTrade
Mr. Chakib ALJ	President of CGEM
Mr. Ali EL HARTI	President of FENELEC
Mr. Tarik MOUFADDAL	Chairman & CEO of the Moroccan Agency for Sustainable Energy (MASEN)
Mr. Tarik HAMMANE	Director General of the National Office of Electricity and Drinking Water
Mr. Mohammed Amin EL HAJHOUI	Deputy Director General of CDG Développement
Mr. Jiří HOLOUBEK	President of the Electrotechnical and Electronics Association of the Czech Republic
5:00 PM – 7:00 PM	Signing of agreements, award ceremony, and group photo.
	Ribbon-cutting ceremony Official opening of the Czech Republic National Pavilion Visit to the exhibition stands

THURSDAY, NOVEMBER 27, 2025	
2:30 PM to 4:00 PM	ROUNDTABLE: THE ROLE OF ELECTRICAL INTERCONNECTIONS IN THE DEVELOPMENT OF WEST AFRICA (CAFELEC)
- Mr. Kassé MOR, President of the Federation of Electricity Companies of Senegal (FESELEC) - Mr. Edi BORAUD, President of the Union of Electricity, Energy Efficiency and Renewable Energy Professionals (UPESEL-Ci) - Ms. CISSE Assanatou Mahamadou, Gender and Energy Commission of the Federation of Electricity and Renewable & New Energy Sectors (FENEM Mali) - Mr. Sanou SALIA, PPresident of the Association of Energy and Telecom Professionals of Burkina Faso (A.P.E.T/BF) - Mr. Khalil LAGTARI, Director of International Investments, Partnerships and Projects, ONEE Electricity Branch	
Moderator:	
- Mr. Mounir SOUIZI, Vice President of FENELEC	



4:30 PM to 5:30 PM	ROUNDTABLE: POLAND-MOROCCO ECONOMIC COOPERATION ORIENTED TOWARD THE FUTURE.
- His Excellency Mr. Tomasz Orłowski, Ambassador of the Republic of Poland - Mr. Jan Bochniak, Director of the Casablanca Office of the Polish Investment and Trade Agency (PAIH) - Mr. Mateusz Ryka, Chairman of the Management Board of Fundusz Górnosławski S.A. (Upper Silesia Fund) Presentation of the Polish companies participating in the fair: BEMKO, EMIBIG, ENERGIYA, ENERGOEL, I-FUTURE, KG CONSTRUCTION, KSK DEVELOPMENTS, LENA LIGHTING, LIGHTHIEF, MEITILL SOLUTIONS, POL-LAB GAWEDA SP.K., ROZTOCZE, SWIMER, TRIA, WIELTON AFRICA, ZUP EMITER	
6:00 PM	VISIT OF HER EXCELLENCY DR. LEILA BENALI, MINISTER OF ENERGY TRANSITION AND SUSTAINABLE DEVELOPMENT.

FRIDAY, NOVEMBER 28, 2025	
10:30 AM to 12:00 PM	ROUNDTABLE: CZECH REPUBLIC - CZECH EXPERTISE AT THE SERVICE OF MOROCCO'S INDUSTRIAL AND TECHNOLOGICAL DEVELOPMENT
"Why Invest with Czech Companies? Expertise and Reliability in Electrotechnics and Renewable Energy." Speakers: - His Excellency Mr. Pavel Klucký, Ambassador of the Czech Republic to the Kingdom of Morocco - Mr. Radomil Doležal, President of CzechTrade - Ms. Ivana Třosková, Director of the International Network Section at CzechTrade - Mr. Jiří Holoubek, President of the Electrotechnical and Electronics Association of the Czech Republic Meeting with Czech companies: Almeto, Domat Control, Elok, HW Group, Innomotics, MM Vyzkum, Racom, SGB CzechTrafo Moderators: - Mr. Jakub Atarsia Director – CzechTrade Morocco - Mr. Mohammed ZEGZOUTI President of the Export, Partnership & Communication Commission / FENELEC	

FRIDAY, NOVEMBER 28, 2025

3:30 PM to 5:00 PM	Innovation Contest in Higher Education in the Fields of: - Energy storage (batteries, hydrogen, hybrid systems, etc.) - Smart electrical grids (Smart Grids) - Integration of intermittent renewable energy - Energy efficiency and smart consumption management Connected devices & Internet of Things (IoT) applied to electricity
- Opening remarks and overview of the context and rules of the Innovation Contest - Presentation of the Jury members - Presentation of the projects by the Coordinators of the competing teams - Announcement of the results by the President of the Jury - Award ceremony and group photo	
Master of Ceremonies: - Mr. Salah Eddine JALAL, President of the FENELEC Commission in charge of Training, Innovation & University Relations	
5:30 PM to 6:30 PM	WORKSHOP: INNOVATIVE SOLUTIONS FOR SUSTAINABLE DEVELOPMENT
- Mr. Pierre Jeddari, Business Development Manager – Pramac Company : Presentation: Energy storage with batteries - Ms Salma SODKI, Sales Area Manager – CO.MET Officine S.p.A Presentation: “Innovative Solutions for Sustainable Development: Technologies, Safety, and Industrial Performance”	

SATURDAY, NOVEMBER 29, 2025

10:30 AM – 1:00 PM	Commercial Presentation Workshops
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Opening of the Exhibition

Inaugural Session

- **SEM Omar HEJIRA** Secretary of State in charge of Foreign Trade
- **SEM Pavel KLUCKY** Ambassador of the Czech Republic to the Kingdom of Morocco
- **M. Radomil Doležal** President of CzechTrade
- **M. Mehdi Taz** Vice-President of the CGEM
- **M. Ali EL HARTI** President of FENELEC
- **M. Mohammed AminEL HAJHOUI**, Deputy Director General of CDG Développement
- **M. Jiří HOLOUBEK**, President of the Electrotechnical and Electronic Association
- **Mme Ivana TROSKOVA**, Director of the International Network Section of CzechTrade
- **Adil ZAIDI**, President of the Automotive Federation



INNOVATION CONTEST 5 FINALISTS – 5 AWARDS.



1st Prize : FST Tanger

FST Tanger

Project: SGbox – Open-source Smart Microgrid for Solar Energy Management and Sharing



2nd Prize : The 4 Others with Their Projects

ENSET Mohammedia

Project: BESS Grid-Forming System with AI-Based Adaptive Virtual Inertia



ENSA Agadir

Project: SPARC PROJECT – Intelligent Battery Load Planning in Renewable Energy-Based Stations

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Hassania School of Public Works

Project: Dar-NRJ – Smart Energy House



École Centrale Casablanca

Project: Artificial Intelligence for Optimal Energy Management in Intermittent Hybrid Renewable Systems

Closing of the Exhibition: Dr. Leïla BENALI



PARTNERSHIP AGREEMENTS AT ELEC EXPO

FENELEC trade fairs provide an ideal opportunity to formalize strategic partnerships and promote initiatives essential for the future of the sectors represented by the Federation, while investing in Morocco's talent. This year, two major partnership agreements are highlighted.

AGREEMENT: FENELEC AND INWI

2 AGREEMENTS with INWI Signed by

Mr. Ali EL HARTI, President of FENELEC



M. Mohammed Benmahjoub

Deputy Director General, Business and Development

1- FENELEC – inwi Agreement (Training in New Technologies): an agreement focused on establishing training programs aimed at strengthening the skills of professionals in digital and technological fields.

2- FENELEC–inwi Agreement (Preferential Telecom Offers): an agreement allowing members to benefit from mobile telephony and Business Connect connectivity offers at preferential rates specially negotiated. and technological fields.

AGREEMENT: FENELEC AND CREDIT DU MAROC

1 FENELEC – CRÉDIT DU MAROC Agreement Signed by :

M. Mohammed ZEGZOUTI



FENELEC Board Member and President

of its Partnership, Export, and Communication Committee

Purpose: a partnership aimed at offering advantageous financing solutions tailored to the development and investment projects of companies in the sector.

Thank you for your attention.

KEY FIGURES

Net Exhibition Area 12 000 m²

164 Exhibitors from 24 Countries

HOST COUNTRY



PARTICIPATING COUNTRIES



BENIN



BURKINA FASO



CAMEROUN



CÔTE D'IVOIRE



GABON



GUINEE



MALI



MAURITANIE



NIGER



SENEGAL



TOGO



EGYPTE



CHINE



AUTRICHE



ALLEMAGNE



ESPAGNE



ITALIE



FRANCE



POLOGNE



RÉPUBLIQUE
TCHÈQUE



TUNISIE



TURQUIE



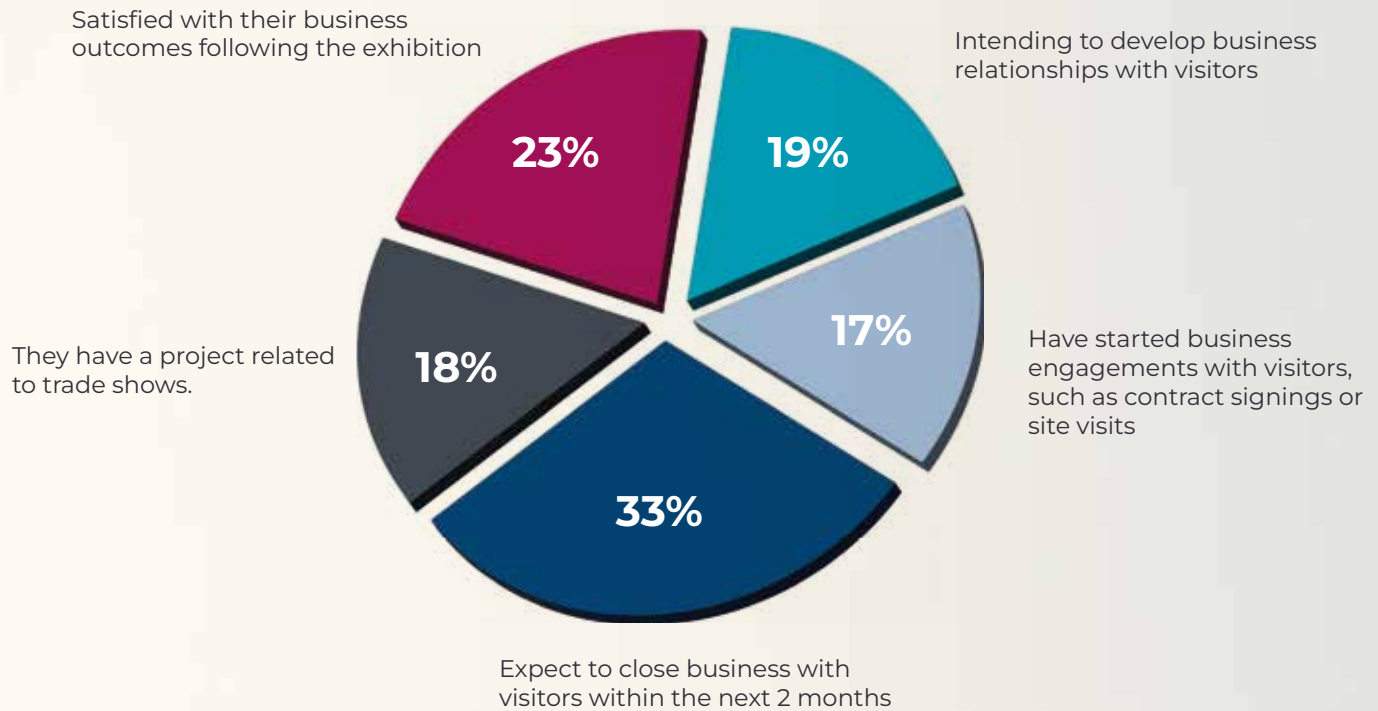
ARABIE
SAOUDITE



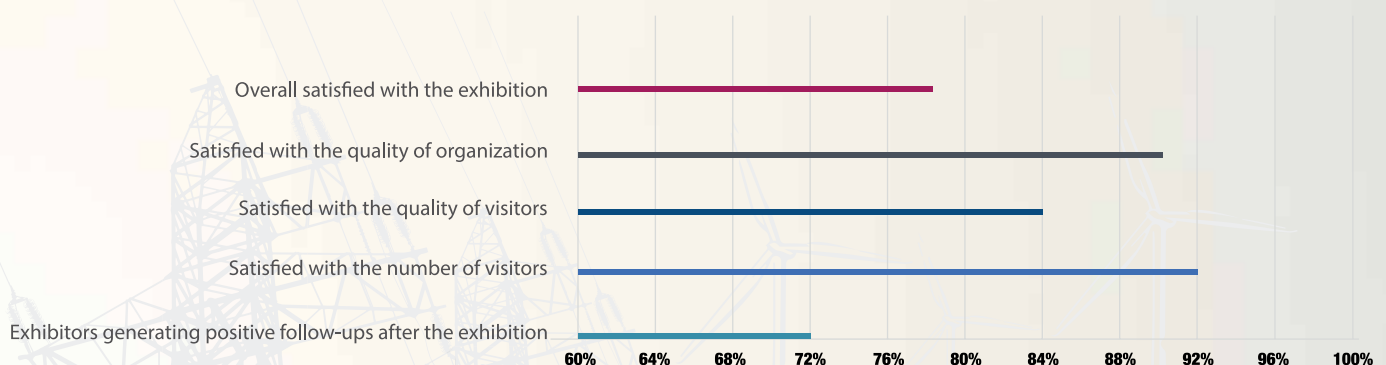
EXHIBITOR ACTIVITIES

- 10% Energy and Electricity Production
- 15% International Distribution of Electrical Equipment
- 4% Electrotechnical and Automation Equipment
- 4% Import and Distribution of Electrical & Automation Products
- 6% Manufacturing and Distribution of Equipment, Robots, and Consumable Products for the Electronics and Microelectronics Industry
- 2% Manufacturing of Electric Vehicles (2- and 3-wheelers)
- 3% Measurement, Regulation, and Automation Equipment
- 4% CAD Software
- 5% Import, Distribution, and Installation of Home Automation, Electrical, Automation, Fire Detection, and IT Network Equipment
- 4% Renewable Energy, including Solar
- 4% Electrical Automation
- 2% High, Medium, and Low Voltage Electrical Substation Control Systems
- 8% Manufacturing and Export of Wiring Devices and Electrical Products
- 2% Manufacturing and Export of Enameled Wires and Electrical Conductors
- 4% Manufacturing and Export of LED Lighting
- 2% Measurement and Calibration Equipment
- 2% Laboratories: Construction, Civil Engineering, and Associated Industries – Testing, Studies, Analyses, Expertise, Inspections, and Research
- 5% Distributor of Home Automation, Security, and Multimedia Solutions
- 3% Import and Distribution of Copper, Aluminum, and Fiber Optic Cables
- 3% Electrical Testing and Measurement
- 4% Engineering and Energy Projects
- 2% Supplies for Public Lighting
- 2% Consulting Firm in Strategy, Customized Training, Robotics & AI

BUSINESS BENEFITS FOR EXHIBITORS



EXHIBITOR SATISFACTION

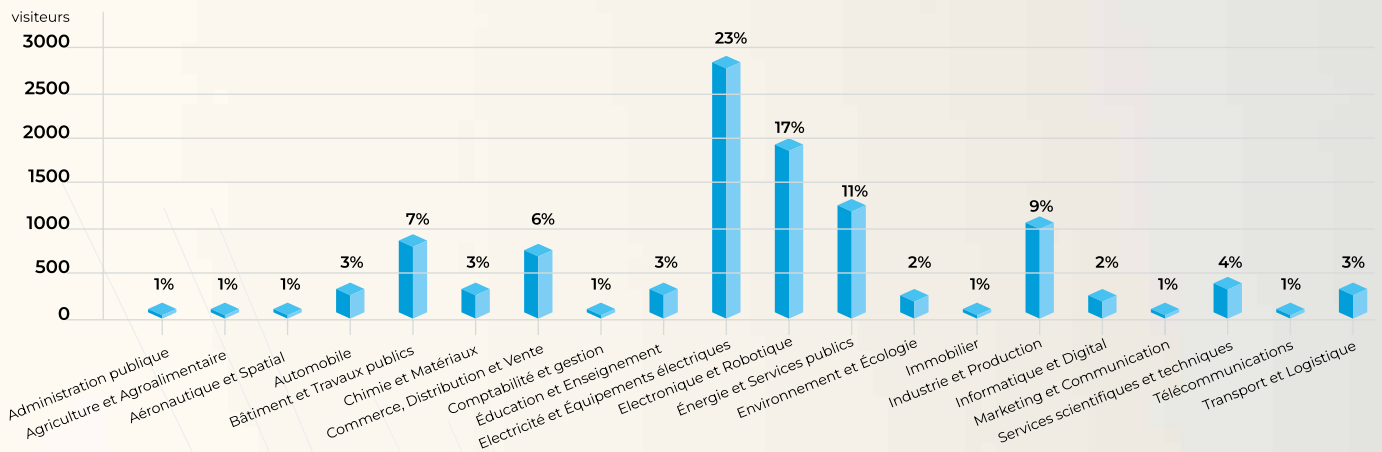


B2B BUSINESS MEETINGS CONDUCTED

Thanks to the Salon's Mobile Digital Application, which is accessible to all visitors and exhibitors both before and during the exhibition, **over 2,200 B2B business meetings** were scheduled.



13.735 VISITORS

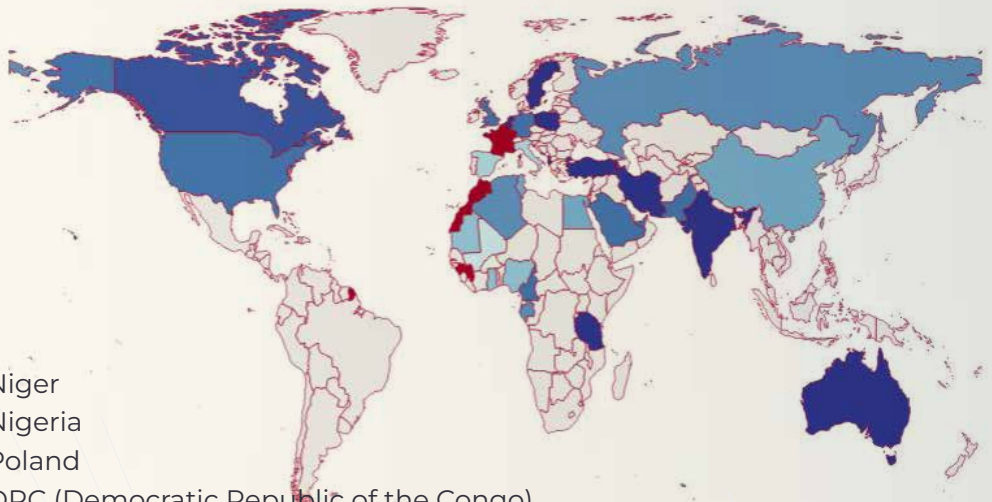


VISITOR PROFILES

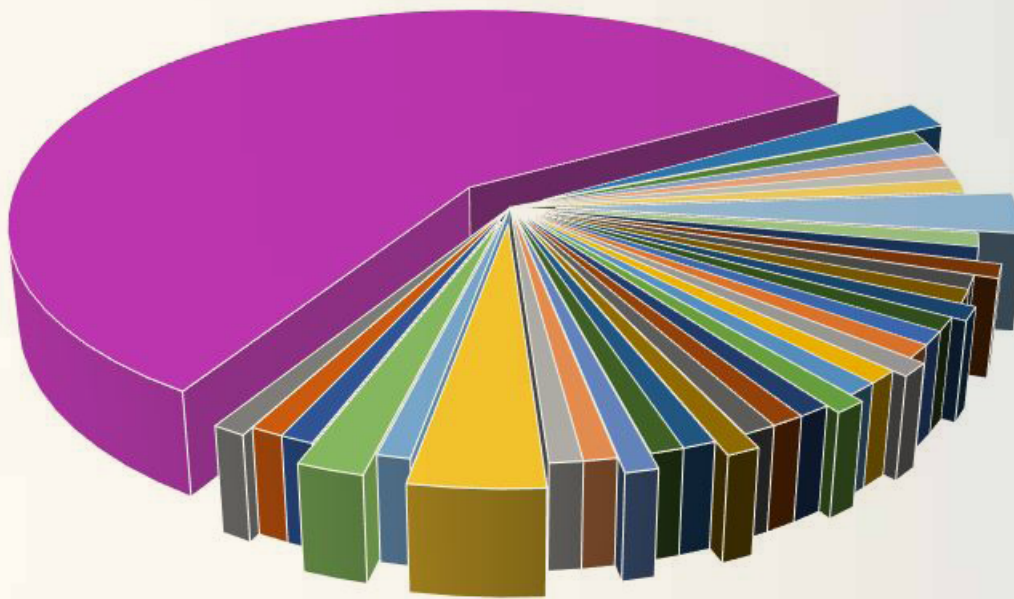
- Founder & CEO
- Marketing Manager Directeur Général CAFELEC
- Entrepreneur Chargé d'Affaires
- Responsable de site Responsable D'achat
- Ingénieur
- Technicien d'étude Fluide/ HVAC
- Directeur BU consulting,; Asset Management
- Directeur Marketing Digital
- Installateur Directeur Technique Ingénieur Process
- Sales Spécialist
- Chef de Projet
- Cadre Technique
- Acheteur
- Ingénieur bureau d'études électrique
- Software Engineer

28 COUNTRIES OF ORIGIN OF THE 13.735 VISITORS

- Germany
- Saudi Arabia
- Belgium
- Benin
- Burkina Faso
- Cameroon
- China
- Ivory Coast
- Egypt
- United Arab Emirates
- Spain
- United States
- France
- Gabon
- Ghana
- Guinea
- Italy
- Mali
- Morocco
- Mauritania
- Niger
- Nigeria
- Poland
- DRC (Democratic Republic of the Congo)
- Czech Republic
- United Kingdom
- Senegal
- Togo
- Tunisia
- Turkey



COUNTRIES OF ORIGIN OF THE 13,735 VISITORS



- | | | |
|-----------------------|--|----------------------|
| ■ Algérie | ■ Allemagne | ■ Arabie saoudite |
| ■ Aruba | ■ Belgique | ■ Bénin |
| ■ Burkina Faso | ■ Cameroun | ■ Canada |
| ■ Chine | ■ Côte d'Ivoire | ■ Égypte |
| ■ Émirats arabes unis | ■ Espagne | ■ Etats-Unis |
| ■ France | ■ Gabon | ■ Ghana |
| ■ Guinée | ■ Italie | ■ Mali |
| ■ Maroc | ■ Mauritanie | ■ Monaco |
| ■ Niger | ■ Nigéria | ■ Pakistan |
| ■ Pologne | ■ RDC (République Démocratique du Congo) | ■ République Tchèque |
| ■ Royaume-Uni | ■ Russie | ■ Sénégal |
| ■ Togo | ■ Tunisie | ■ Turquie |

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PROMOTIONAL TOOLS FOR THE EXHIBITIONS

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CREATION OF PRINT COMMUNICATION MATERIALS



BROCHURE FR/ANG



FR/EN REPORT



SPONSORSHIP BROCHURE
 FR/EN

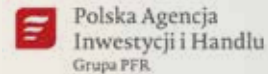


HIGH PATRONAGE
 DOSSIER



PUBLIC RELATIONS AND INSTITUTIONAL PARTNERSHIPS

Public Relations and Institutional Partnerships



PARTENAIRES DIGITAL



PARTENAIRE MEDIA



OFFICIAL CATALOGUE PUBLICATION

(PAPER AND DIGITAL FORMATS)



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URBAN BILLBOARDING

Casablanca



Tanger



Agadir



VIDEO SHOOTING WITH EXHIBITORS



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CREATION OF PRINTED INVITATIONS AND E-INVITATIONS



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CREATION OF PRINTED INVITATIONS AND E-INVITATIONS



EMAILING & SMSING

EMAILING

BDD FENELEC

EMAILING

BDD GLOBAL FAIRS & EVENTS

SMSING

BDD GLOBAL FAIRS & EVENTS

Message

Titre
 elec expo, EneR Event & Tronica Expo

① Choisissez un nom pour votre campagne qui vous permettra de la retrouver facilement dans votre compte. Par exemple : 'Solide Octobre'

Message

Rejoignez nous aux salons elec expo, EneR Event & Tronica Expo qui se tiendront du 27 au 30 Novembre 2024 à la Foire Internationale de Casablanca.

Afin de rencontrer votre partenaire business prière de télécharger le badge via le lien suivant :

<https://elec.ebadging.com/>

MODÈLE

Reste: 34/153, 2 SMS

NOM PERSONNALISÉ 1 PERSONNALISÉ 2 PERSONNALISÉ 3 PERSONNALISÉ 4 AUJOURD'HUI



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E-MAILING

20 Email campaigns were carried out with a total of 400 000 emails sent

Rejoignez-nous aux salons elec expo EneR Event Tronica Expo

26 - 29 NOVEMBRE 2025 Foire Internationale de Casablanca
 AMOIE En face de la Mosquée Hassan II - Maroc

Nous avons le plaisir de vous inviter à participer en tant qu'exposant à elec expo 2025, la salons internationaux de l'électricité, de l'éclairage et de l'automatisation industrielle, qui aura lieu du 26 au 29 Novembre 2025 à Casablanca.

Pourquoi exposer avec nous ?

- Audience qualifiée :** des professionnels du secteur électrique, électriciens, bureaux d'études, décideurs
- Visibilité accrue :** dans des espaces pressés, médias spécialisés, communication digitale
- Rendement sur investissement :** génération de leads, opportunités commerciales
- Réseautage & partenariats :** rencontres B2B, conférences, ateliers

Les places sont limitées

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SCAN ME!

Partenaires: Fenelec, CAFELEC, AMDIE, TRONICA

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EXPOSANTS

CLIQUEZ ICI POUR OBTENIR VOTRE BADGE

INVS PARTICIPANTS

Rejoignez-nous aux salons elec expo EneR Event Tronica Expo

26 - 29 NOVEMBRE 2025 Foire Internationale de Casablanca
 AMOIE En face de la Mosquée Hassan II - Maroc

Decouvrez les technologies qui façonnent l'avenir de l'électronique et de l'énergie au Salon Elec Expo 2025, du 26 au 29 novembre 2025 à Casablanca.

AU PROGRAMME

- Exposition de solutions électriques, d'éclairage et d'automatisation
- Conférences techniques et tables rondes
- Rencontres B2B avec des acteurs internationaux
- Démonstrations de produits et innovations IA

Inscrivez-vous gratuitement dès aujourd'hui

OBTENIR VOTRE BADGE

Connectez, explorez, développez : tout votre réseau B2B en un clic

Téléchargez l'application B2B, pour préparer votre visite et booster vos rencontres B2B

Google Play

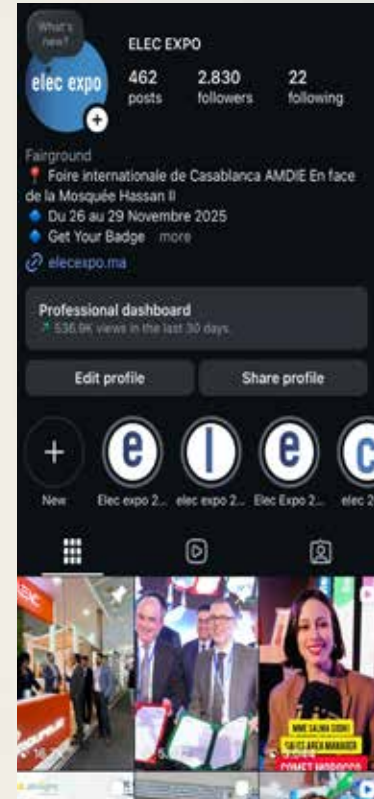
App Store

Partenaires: Fenelec, CAFELEC, AMDIE, TRONICA

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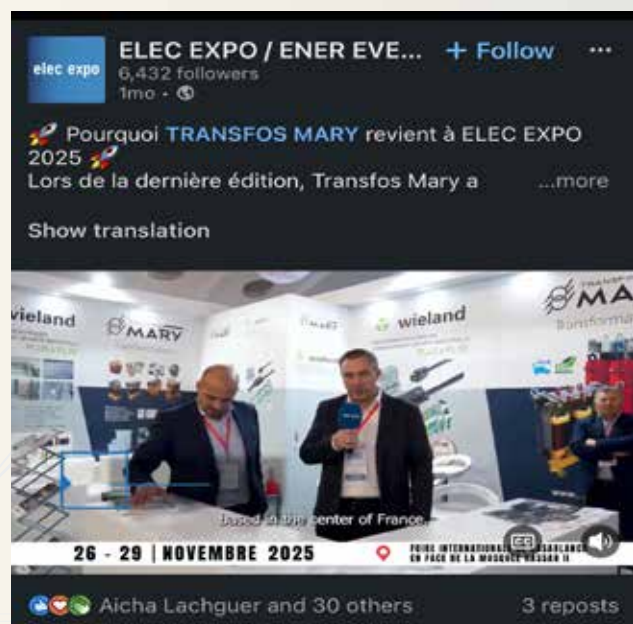
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SPONSORED AD CAMPAIGNS



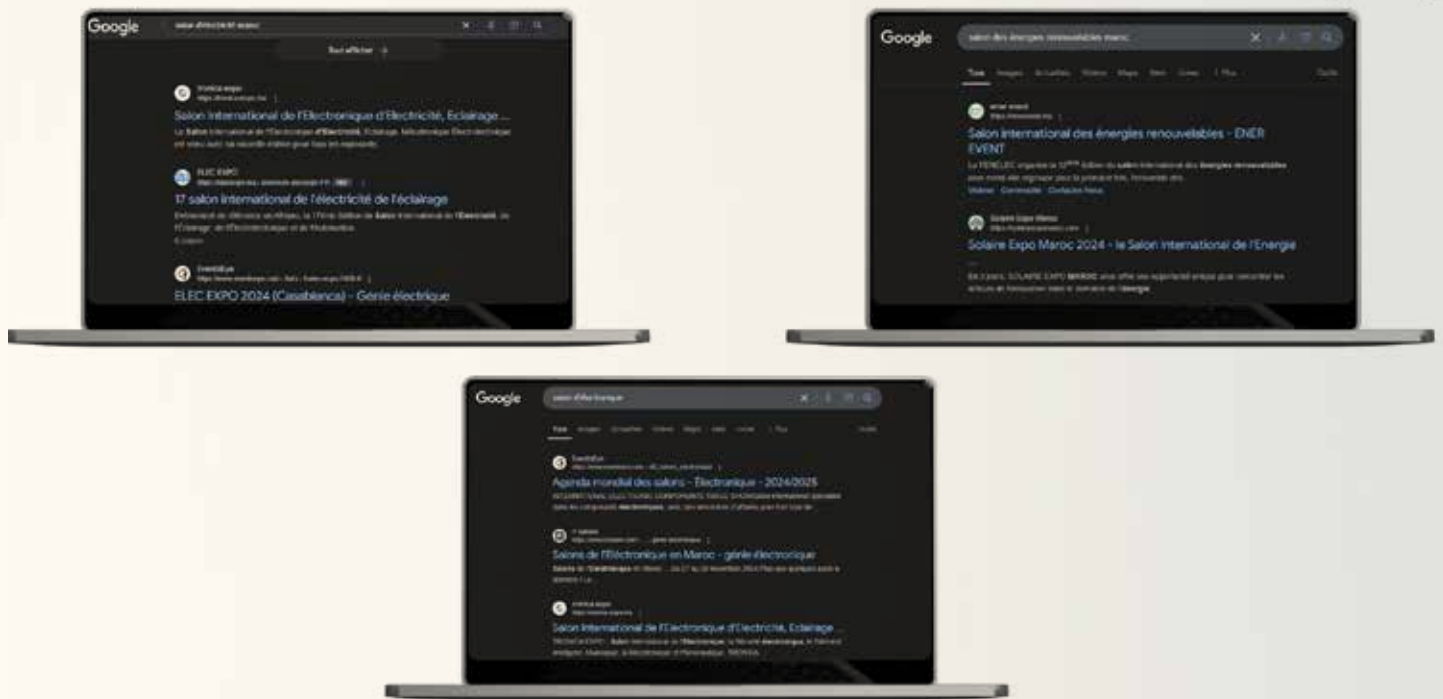
SPONSORED AD CAMPAIGNS

7.000 registrations on the website for the badge





NATURAL REFERENCING



WEBSITE OPTIMIZATION



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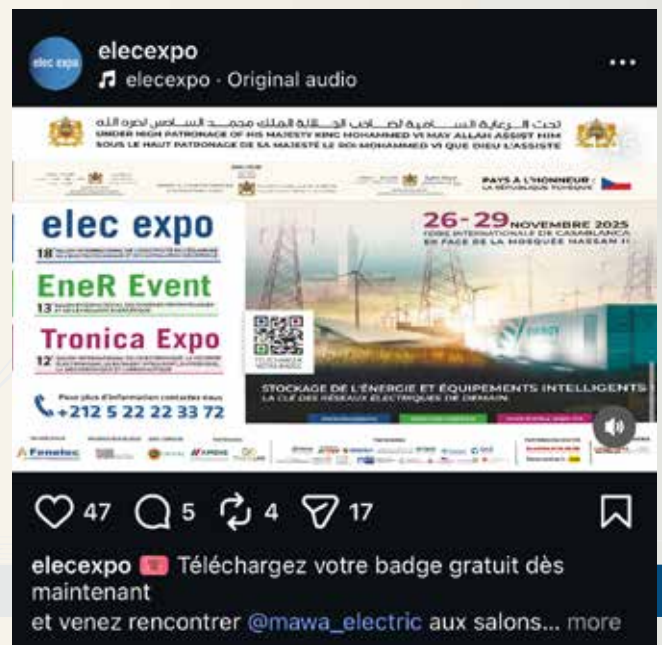
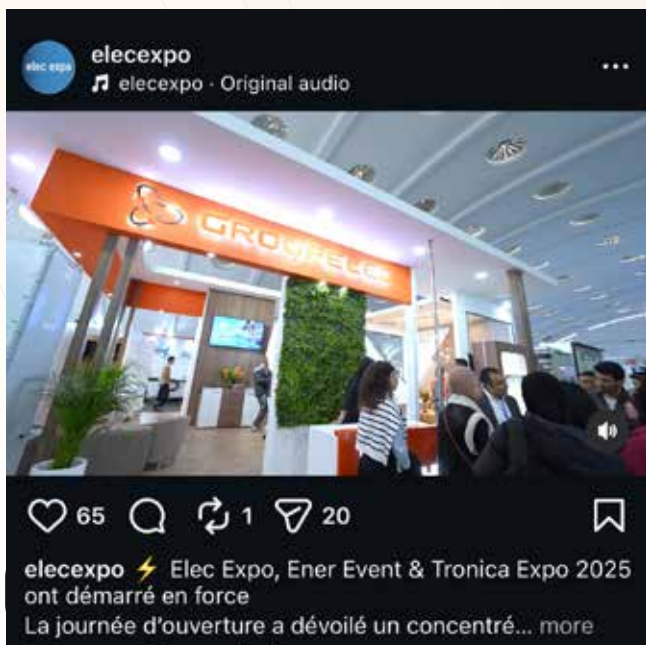
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CONTENT CREATION AND SOCIAL MEDIA ANIMATIONS

LinkedIn

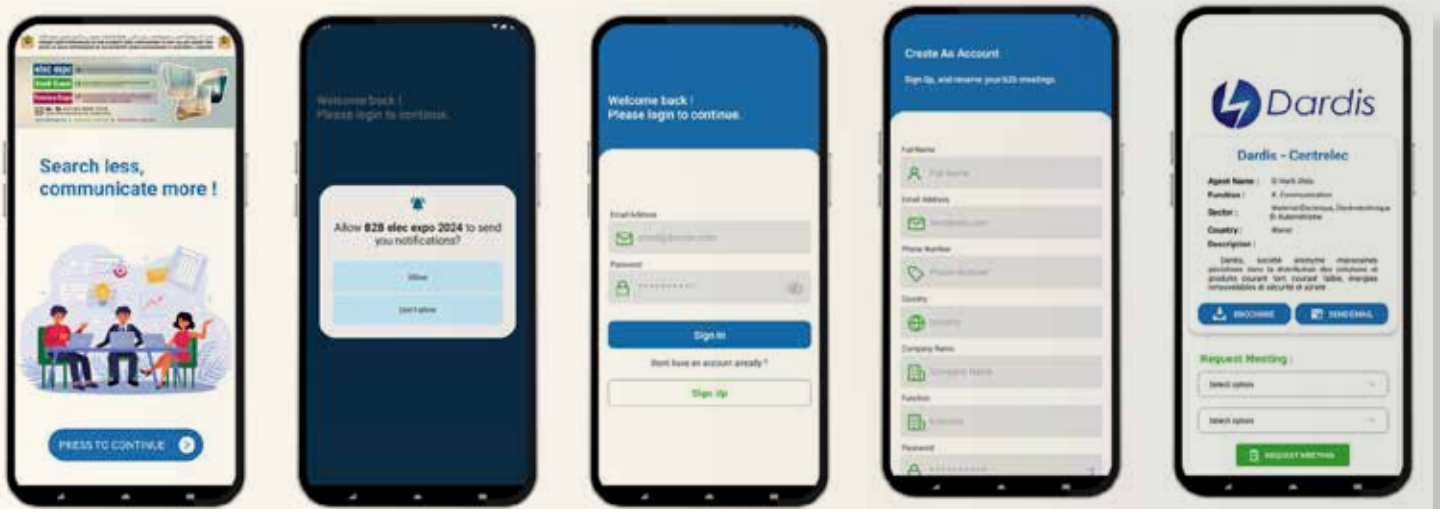


Instagram





B2B APPLICATION OPTIMIZATION



- Allow participants to connect before, during, and after the event, promoting meetings between exhibitors, buyers, and interested visitors
- View the agenda, exhibition plans, exhibitor profiles, and speakers in real-time, avoiding paper prints and ensuring constantly updated information
- Engage users
- Continue the conversation after the event, encouraging business follow-ups, participant satisfaction surveys, and maintaining relationships



B2B APPLICATION OPTIMIZATION

INTUITIVE

Provides smooth navigation and ease of use.

SUSTAINABLE

Reduces paper usage thanks to a comprehensive digital platform.

INTELLIGENT

Simplifies useful meetings between participants

Improves scheduling to increase business opportunities.

Adapts the user experience through personalized agendas and suggestions. Provides actionable statistics on interactions for exhibitors and visitors.

UP-TO-DATE

Provides real-time information, ensuring the adherence to agendas, networking preferences, etc.



Application B2B

<https://play.google.com/store/apps/details?id=com.b2b.elecexpo>

B2B APPLICATION OPTIMIZATION

1. Time-saving
2. Targeted networking
3. Increased Engagement
4. Simplified Follow-up
5. Analysis and Feedback
6. Eco-friendly and Economical

PRESS REVIEW



26 NOVEMBER 2025

<https://www.youtube.com/watch?v=a6DVJ3Lpe8I>



YouTube

Search



26/11/2025 الأخبار الأخيرة الأولى

PRESS REVIEW



27 NOVEMBER 2025

<https://2m.ma/ar/news/%D8%A7%D9%84%D8%B3%D9%8A%D8%AF-%D8%AD%D8%AC%D9%8A%D8%B1%D8%A9-%D9%8A%D8%AF%D8%B9%D9%88-%D8%A5%D9%84%D9%89-%D8%AA%D9%81%D9%83%D9%8A%D8%B1-%D8%A5%D8%B3%D8%AA%D8%B1%D8%A7%D8%AA%D9%8A%D8%AC%D9%8A-%D9%81%D9%8A-%D8%B3%D8%A8%D9%84-%D8%AA%D8%B9%D8%B2%D9%8A%D8%B2-%D8%A7%D9%84%D8%A3%D8%AB%D8%B1-%D8%A7%D9%84%D8%A7%D8%AC%D8%AA%D9%85%D8%A7%D8%B9%D9%8A-20251127>



وحدث السيد حجرة، في كلمة خلال معارض "إليك إكسبو" و"إنير إيفنت" و"ترونكا إكسبو 2025" الدولية، المخصصة للكهرباء والإلكترونيات والطاقات المتجددة والتقنيات الذكية، على جعل هذه الصناعة ليس فقط محركا للنمو، بل أيضا محفزا لخلق فرص شغل مؤهلة، بما يتماشى مع أولويات الحكومة.

وأبرز، في هذا الصدد، أن نحو نصف رقم معاملات القطاع موجه للتصدير، وأن حوالي ثلث الشركات الـ 650 العاملة في القطاع هي شركات مصدرة، مسجلة أنه على الرغم من وزنه الاقتصادي، لا يساهم القطاع سوى بنسبة 4 في المائة في التشغيل الصناعي.

واعتبر أن هذا التفاوت يثير التساؤل ويستدعي تفكيراً إستراتيجياً حول سبل تعزيز الأثر الاجتماعي للقطاع، بهدف تحويل هذه الصناعة إلى رافعة حقيقية للنمو الشامل وإحداث فرص عمل مؤهلة.

وبخصوص الفرص المتاحة بالقارة الإفريقية، أكد السيد حجرة أن إفريقيا تزخر بإمكانات طاقة وصناعية استثنائية، غير أنها لا تزال ممثلة تمثيلاً ضعيفاً في المبادرات العالمية، مشيراً إلى أن التجارة البينية الإفريقية تمثل أقل من 15 في المائة من إجمالي التجارة، في حين أن 2 في المائة فقط من الاستثمارات العالمية في

PRESS REVIEW

L'Opinion

Partageons l'Information

26 NOVEMBER 2025

https://www.lopinion.ma/Hejira-appelle-a-une-reflexion-strategique-sur-les-moyens-d-accroitre-l-impact-social-du-secteur-de-l-electricite_a74345.html



PRESS REVIEW

LE MATIN

28 NOVEMBER 2025

stratégique sur les moyens d'accroître l'impact social du secteur de l'électricité



Le secrétaire d'État auprès du ministre de l'Industrie et du Commerce, chargé du Commerce extérieur, Omar Hejlra, a appelé, mercredi à Casablanca, à engager une réflexion stratégique sur les moyens d'accroître l'impact social du secteur de l'électricité. Intervenant à l'occasion des salons internationaux Elec Expo, EneR Event et Tronica Expo 2025, consacrés à l'électricité, à l'électronique, aux énergies renouvelables et aux technologies intelligentes, M. Hejlra a invité à faire de cette industrie non seulement un moteur de croissance, mais également un accélérateur de création d'emplois qualifiés, en cohérence avec les priorités du gouvernement.

Ainsi, il a souligné que près de la moitié du chiffre d'affaires sectoriel est destinée à l'export et que près d'un tiers des 650 entreprises opérant dans le secteur sont exportatrices, relevant que malgré son poids économique, le secteur ne contribue qu'à hauteur de 4% à l'emploi industriel. Ce décalage, a-t-il poursuivi, interpelle et appelle à une réflexion stratégique sur les moyens d'accroître l'impact social du secteur, afin de transformer cette industrie en véritable vecteur de croissance inclusive et de création d'emplois qualifiés.

Évoquant les opportunités africaines, M. Hejlra a affirmé que le continent regorgeait d'un potentiel énergétique et industriel exceptionnel, mais demeurait faiblement représenté dans les échanges mondiaux, notant que le commerce intra-africain représentait moins de 15% du commerce total, alors que seuls 2% des investissements mondiaux dans l'énergie solaire sont dirigés vers l'Afrique, qui dispose

pourant de 60% des meilleures ressources solaires du globe.

Pour sa part, le président de la Fenelec, Ali El Harti, a insisté sur le rôle déterminant du stockage d'énergie, présenté comme «la clé des réseaux électriques de demain». S'appuyant sur des données concrètes, il a rappelé que le coût des batteries de stockage était désormais inférieur à 100 dollars/kWh, permettant une restitution de l'énergie à moins de 0,20 DH par kWh, soit six fois moins que le prix distribué par le réseau. À ce titre, il a indiqué qu'une simple batterie de 5 kWh pouvait générer des économies de près de 36.000 DH avec un retour sur investissement entre deux et trois ans, confirmant que le stockage constituait aujourd'hui l'une des technologies les plus dynamiques et prometteuses du secteur.

M. El Harti a également mis en avant la dimension africaine de cette dynamique, rappelant que les entreprises marocaines disposaient d'une expertise de plus de 50 ans sur le continent. «Notre expérience hors Maroc démontre notre capacité à co-développer des infrastructures fiables, à construire des solutions électriques pérennes et adaptées aux besoins des pays africains», a-t-il relevé, ajoutant que les besoins énergétiques en Afrique tripleraient d'ici 2040, représentant un potentiel d'investissement annuel de 30 milliards de dollars. La présence de plus de cinquante entrepreneurs africains issus de 13 pays à ce salon illustre, selon lui, la confiance accordée à l'expertise marocaine et l'ouverture croissante du Royaume vers son continent. Enfin, il a souligné le rôle central de l'innovation, de la souveraineté et de la compétitivité, affirmant que l'avenir du secteur reposait sur les talents nationaux.

Se déroulant du 26 au 29 novembre au Centre international des expositions de Casablanca (OFEC), ces trois salons réunissent plus de 200 exposants issus de 24 pays, autour du thème «Stockage de l'énergie et équipements intelligents : la clé des réseaux électriques de demain», confirmant le positionnement du Maroc comme plateforme régionale d'innovation et de coopération énergétique. ■

PRESS REVIEW



29 NOVEMBER 2025

<https://mobile.chouftv.ma/press/769464.html>



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18th INTERNATIONAL EXHIBITION OF ELECTRICITY, LIGHTING,
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A huge thank you to all the exhibitors of the exhibitions

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For making this 2025 edition a remarkable success.
We look forward to seeing you at the next editions.



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AT THE NEXT EDITION**

elec expo

25-28 NOVEMBER 2026

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