



elec expo

EneR Event

Tronica Expo

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

14^e INTERNATIONAL EXHIBITION OF RENEWABLE ENERGIES
AND ENERGY EFFICIENCY

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

25-28 November 2026 CASABLANCA FAIRS AND EXHIBITIONS CENTER
IN FRONT OF HASSAN II MOSQUE

Vision 2030 Strategic Infrastructure & Desalination Serving Industrial Sovereignty

COUNTRY OF HONOR



THE ITALY REPUBLIC



ORGANIZER



DELEGATED ORGANIZER



WITH THE SUPPORT OF



ACTION FUNDED BY THE PROFESSIONAL ASSOCIATION SUPPORT FUND



PARTNERS



www.elecexpo.ma

www.ener-event.ma

www.tronica-expo.ma

elec expo

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

EneR Event

14^e INTERNATIONAL EXHIBITION OF RENEWABLE ENERGIES
AND ENERGY EFFICIENCY

Tronica Expo

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

VISION 2030

Strategic Infrastructure & Desalination Serving Morocco's Industrial Sovereignty

In an international context marked by profound energy transitions, growing pressure on water resources, and accelerating industrial transformations, Morocco continues—under the leadership of His Majesty King Mohammed VI—an ambitious strategy aimed at strengthening its industrial, energy, and water sovereignty by 2030.

This vision is based on the development of next-generation strategic infrastructure, the integration of innovative technologies, and the mobilization of national industrial expertise in order to sustainably secure resources, support economic competitiveness, and accompany the transformation of the Kingdom's production model.

Within this dynamic, the exhibitions **Elec Expo**, **EneR Event**, and **Tronica Expo** stand as a reference platform bringing together national and international stakeholders engaged in the fields of electricity, renewable energy, electronics, and advanced industrial technologies.



The 2026 edition will particularly highlight the decisive role of electrical infrastructure, sustainable energy solutions, electronic technologies, and desalination projects in strengthening an innovative, resilient, and value-creating Moroccan industrial ecosystem.

For four days, Casablanca will become a meeting point for public and private decision-makers, industrial leaders, experts, and international investors, who will gather to share their visions, present innovations, and establish strategic partnerships supporting Morocco's major structuring projects and its industrial ambition for 2030.



Through their complementary themes, these three exhibitions highlight the key sectors shaping the industry of the future :

elec expo

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

Electrical infrastructure and energy solutions supporting industrial development.

EneR Event

14^e INTERNATIONAL EXHIBITION OF RENEWABLE ENERGIES AND ENERGY EFFICIENCY

Renewable energy technologies and energy efficiency solutions at the heart of the energy transition.

Tronica Expo

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

Electronics, intelligent systems, and digital technologies accelerating industrial transformation.

By bringing together these strategic ecosystems, this platform contributes to supporting Morocco's major structuring projects and strengthening the Kingdom's positioning as an industrial, energy, and technological hub in Africa and the Mediterranean region.

elec expo

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

Electrical Infrastructure at the Heart of Industrial Morocco

A reference event in Africa and the MENA region, **elec Expo** brings together key players in electricity, lighting, electrotechnics, and industrial automation.

Under its theme “ **Vision 2030** ”, the exhibition will highlight technologies, equipment, and innovative solutions designed to support the development of Morocco's major energy infrastructures and the country's industrial transformation.

The main topics presented will include:

- Electricity generation and new energy capacities
- Energy transmission and distribution
- Smart grids and the digitalization of energy systems
- Electrification of industrial infrastructure and production zones
- High-performance, smart, and sustainable lighting
- Automation and modernization of industrial facilities and factories
- Energy solutions dedicated to desalination plants
- Energy management, optimization, and efficiency systems

Through these strategic themes, **elec expo** establishes itself as a meeting point for industrial leaders, decision-makers, and experts committed to the development of high-performance, sustainable, and resilient energy infrastructure, supporting industrial competitiveness.

www.elecexpo.ma



EneR Event

14^e INTERNATIONAL EXHIBITION OF RENEWABLE ENERGIES AND ENERGY EFFICIENCY

Renewable energies at the heart of Morocco's energy transition

A trade fair dedicated to renewable energy technologies and energy efficiency, **EneR Event** has established itself as a must-attend meeting for stakeholders committed to transforming the energy system and decarbonizing the economy.

Under the theme « **Vision 2030** », the exhibition will highlight technological solutions and innovations that support Morocco's energy strategy, based on the large-scale development of clean energies and the long-term security of energy supply.

Key topics will include :

- Photovoltaic and solar thermal energy
- Wind energy and new production technologies
- Energy storage solutions
- Green hydrogen and its industrial applications
- Energy efficiency in industry and buildings
- Smart energy grids
- Integration of renewable energies into industrial infrastructure
- Energy solutions for seawater desalination

Through these themes, **EneR Event** provides a platform for exchange and innovation that promotes development of technological and industrial partnerships in support of the energy transition and Morocco's positioning as a major renewable-energy player regionally and internationally.

www.ener-event.ma



Tronica Expo

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

Electronics and technologies serving the industry of the future

A trade fair focused on electronic technologies, intelligent systems and industrial digital solutions, **Tronica Expo** showcases innovations shaping the industry of the future.

Under the theme « **Vision 2030** », the exhibition will emphasize the strategic role of electronics, digitalization and advanced technologies in accelerating Morocco's industrial transformation and developing new technological value chains.

Main areas presented will include :

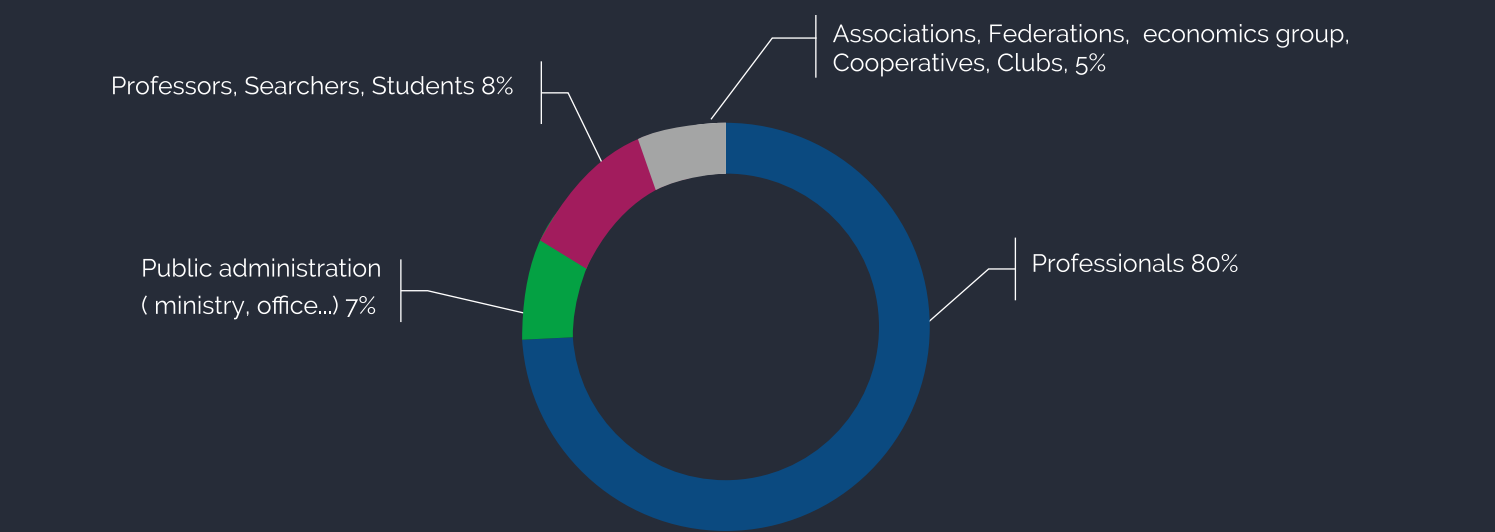
- Electronic components and systems
- Industrial and embedded electronics
- Internet of Things (IoT) technologies
- Automation, robotics and intelligent systems
- Control, measurement and instrumentation solutions
- Industrial communication and connectivity technologies
- Digital solutions for energy and industrial infrastructure
- Technologies serving smart cities and infrastructure

Through these themes, **Tronica Expo** positions itself as a strategic meeting place for manufacturers, innovators, researchers and investors, contributing to the development of a competitive technology ecosystem and the rise of Moroccan industry in advanced technologies.

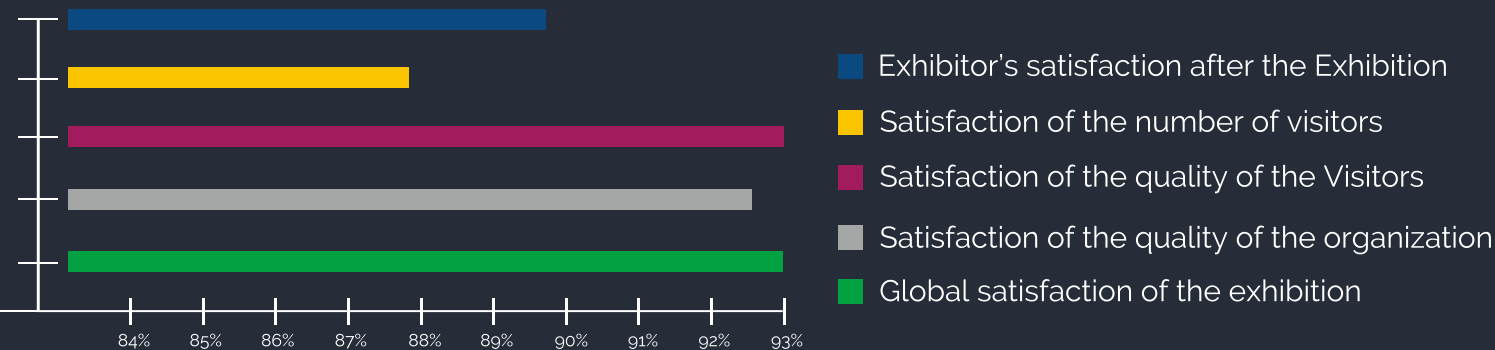
www.tronica-expo.ma



Key Numbers From 2025 Edition



 EXHIBITOR'S
SATISFACTION



elec expo

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

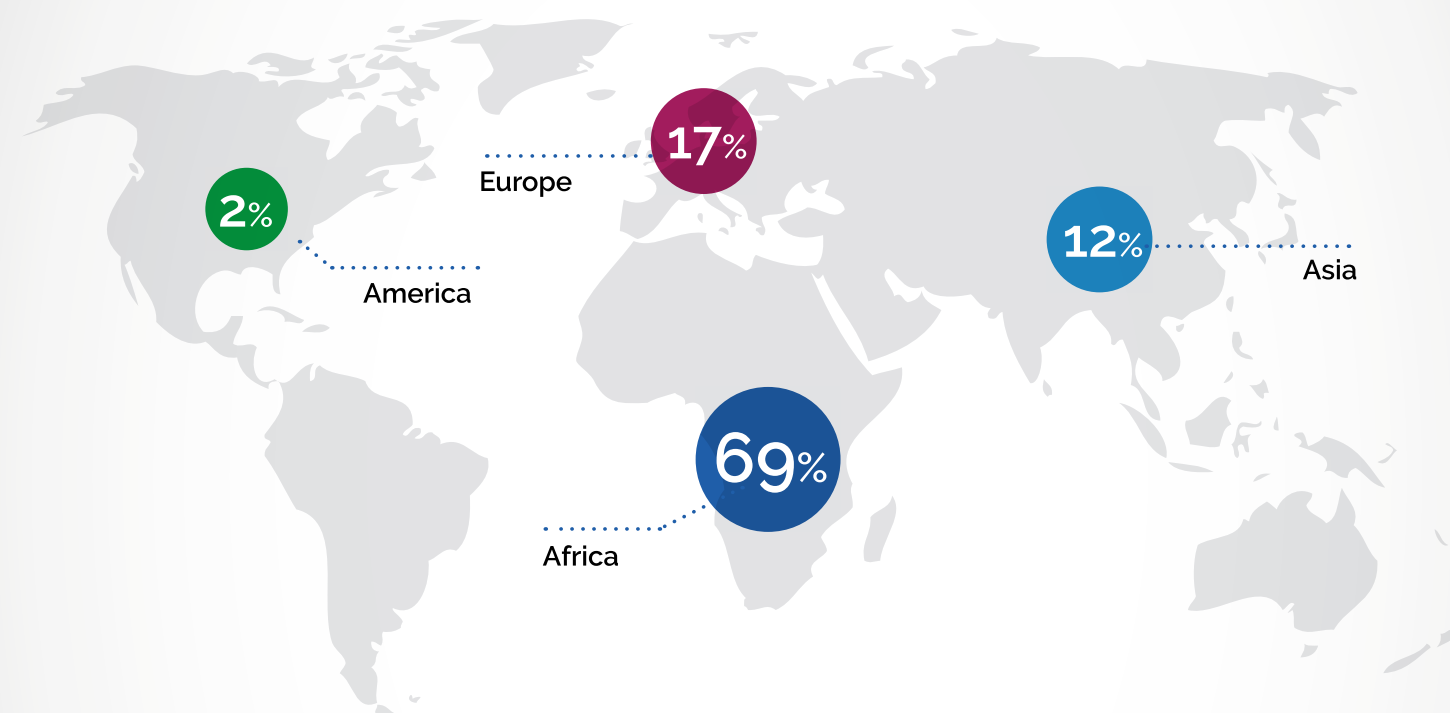
EneR Event

14^e INTERNATIONAL EXHIBITION OF RENEWABLE ENERGIES AND ENERGY EFFICIENCY

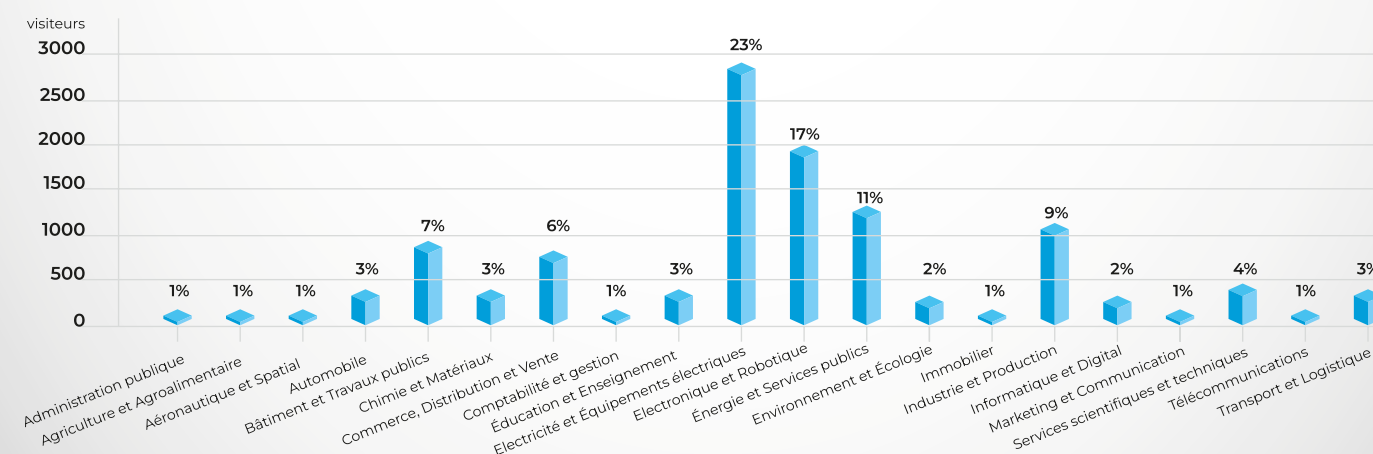
Tronica Expo

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

Visitor rate by Continent



Visitor profiles



elec expo

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

EneR Event

14^e INTERNATIONAL EXHIBITION OF RENEWABLE ENERGIES
AND ENERGY EFFICIENCY

Tronica Expo

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

Objective 2026



220

EXHIBITORS



25.000

VISITORS



15

CONFERENCES



40

COUNTRIES



800

B TO B BUSINESS
MEETING

An international Platform of Opportunities

The **elec expo**, **EneR Event** and **Tronica Expo** trade fairs each year bring together exhibitors and professional visitors from Africa, Europe, the Middle East and Asia, confirming their role as an international platform for exchange and business development.

The **2026** edition will offer a rich program promoting professional meetings, knowledge-sharing and the creation of new opportunities:

- **B2B** and **B2G** meetings between manufacturers, public decision-makers and investors
- **Strategic conferences** led by industry experts and leaders
- **Technology presentations** showcasing cutting-edge innovations and solutions
- **International networking sessions** encouraging industrial and commercial partnerships
- **Buyer delegations from Africa** as part of targeted matchmaking programs

This dynamic creates an environment conducive to developing **strategic partnerships**, attracting new **investments** and **generating** business **opportunities** at **regional** and **international** levels.

www.elecexpo.ma

www.ener-event.ma

www.tronica-expo.ma



Casablanca Industrial & Technological Hub

From **November 25 to 28, 2026**, the **Casablanca International Fair** will host the leaders, decision-makers and industry players shaping tomorrow's energy, water and technology infrastructures.

At the heart of the **Vision 2030** momentum, these exhibitions actively contribute to:

- **Strengthening Morocco's industrial sovereignty**
- **Accelerating technological innovation**
- **Supporting major national infrastructure projects**
- **Connecting African and international markets**

This edition will spotlight strategic infrastructure and innovative solutions that are shaping Morocco's future, making Casablanca a **reference industrial and technological hub** for the MENA region and Africa.

Vision 2030 *The infrastructures shaping Morocco of tomorrow*



A huge thank you to all the exhibitors of the exhibitions

elec expo EneR Event Tronica Expo

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



For more information contact us

Organizer



Résidence MERVET, 4 rue de la Bastille
Racine 20100 Casablanca - Maroc
Phone : +212 5 22 94 51 29 / +212 5 22 94 91 82
Fax : +212 5 22 94 96 42
E-mail : fenelec@fenelec.com
Site : www.fenelec.com

Delegated Organizer



Angle Bd. Abdel Moumen & Rue Bachir Laalej
Im.Tetris Casablanca - Morocco
Phone : +212 5 22 22 33 69
: +212 6 64 34 50 87
E-mail : contact@tronica-expo.ma
Site : www.global-events.ma