

Garden Expo

المعرض الدولي لتصميم المساحات الخضراء والتكنولوجيا والبستنة

INTERNATIONAL EXHIBITION OF LANDSCAPING
TECHNOLOGY, AND GARDENING.

SALON INTERNATIONAL DE L'AMÉNAGEMENT PAYSAGER,
DE LA TECHNOLOGIE ET DU BRICO-JARDIN



FROM THE 1ST TO THE 3RD
OF DECEMBER 2022



PARC D'EXPOSITION
OFFICE DES CHANGES,
ROUTE EL JADIDA-CASABLANCA



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www.gardenexpo.ma

THE DEVELOPMENT OF VEGETABLE CULTURES IN THE CITY



ORGANISER



SOLUTIONS MARKETING & ÉVÉNEMENTIELS

PLATINUM SPONSOR



CREDIT
AGRICOLE
DU MAROC

UN ENGAGEMENT DURABLE

OFFICIAL PARTNERS



الجمعية المغربية للمهندسين المنظرين
Association des Architecte-Paysagistes du Maroc

SCIENTIFIC PARTNER



المعهد الوطني للبحث الزراعي
INRAH - ACIO F 30000 F 30000-14
Institut National de la Recherche Agronomique

INSTITUTIONAL PARTNERS



MEDIA PARTNERS



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Over 5000 professionals in the sector visited this international trade show, in addition to university students.



A diversified scientific program took place over the three days of the fair, focusing on three key themes with the participation of Moroccan and foreign experts:

- **Water scarcity: urban environments challenges**
- **Urban gardens - an heritage to protect! Costs, challenges, and best practices**
- **How to successfully transit to sustainable cities?**

GARDEN EXPO delivered on his promise to ensure a large flow of professional visitors and companies seeking solutions..

Exhibitors and visitors attend for a scientific program featuring more than 10 conferences themed "The Development of Vegetable Culture in the City".

KEY FIGURES



5123

professional visitors



2134

Students



10

Conferences



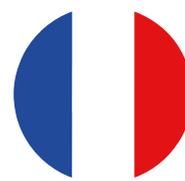
4

Countries

Host Country: Morocco



Participating Countries: Belgium, Portugal, Italy, And France

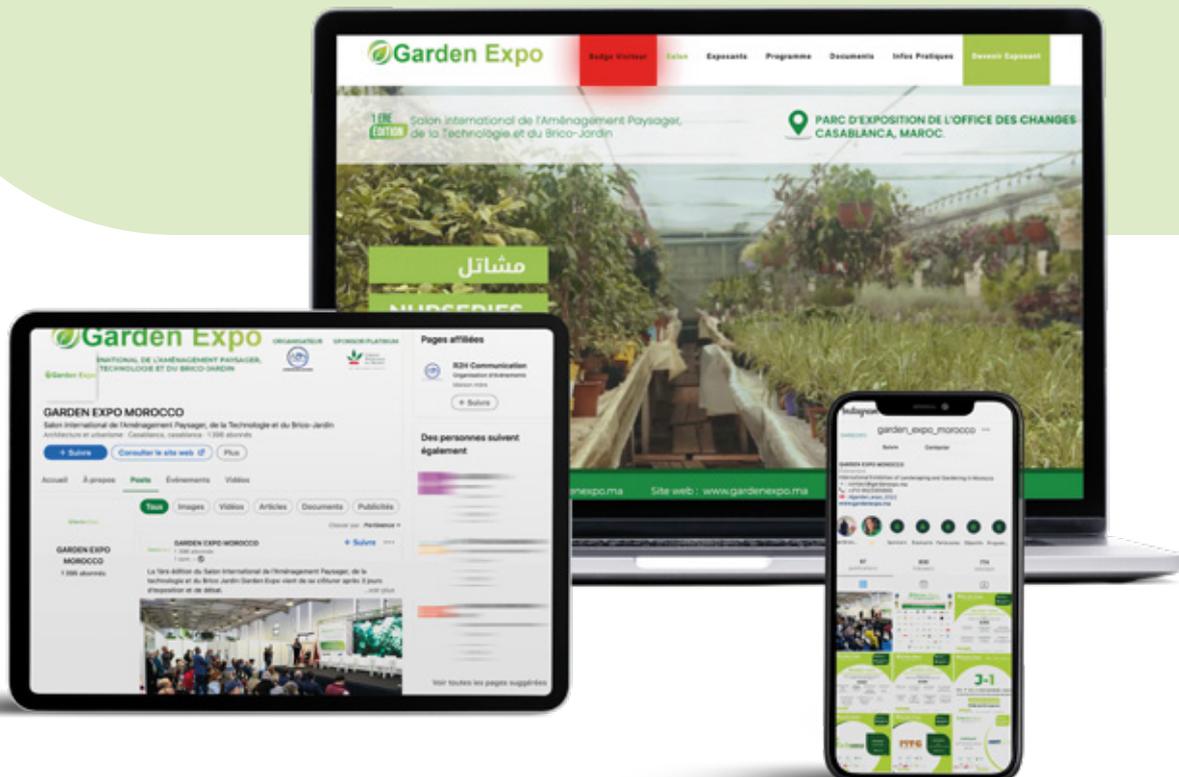


Promotion of the Expo:

The marketing strategy adopted has highly contributed to the promotion of the exhibition through campaigns before and during the event:

ONLINE :

- Creation of pages on social media (LinkedIn, Facebook, Instagram)
- Website (SEO, backlinks)
- Weekly email campaign targeting 20,000 national and international professionals
- Advertising publications in national and international specialized newspapers and magazines.





07 Novembre 2022

<https://www.arab-travelinvest-fr.com/2022/11/r2h-annonce-la-premiere-edition-du.html>

<https://arab-travelinvest.com/الدار-البيضاء-تحتضن-الدورة-الأولى-من->



07 Novembre 2022

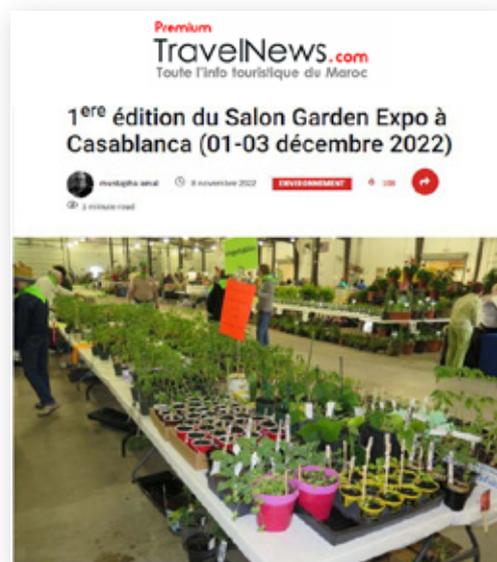
<http://www.africain.info/news=8260276>





07 Novembre 2022

<https://web.facebook.com/akhbarokomcom/photos/a.970701616404593/2521826501292089/>



08 Novembre 2022

<http://premiumtravelnews-.com/2022/11/08/1ere-edition-du-salon-garden-expo-a-casablanca-01-03-decembre-2022/>



08 Novembre 2022

<https://letempsmag.ma/?p=18722>





08 Novembre 2022

<https://newsplus.ma/14628.html>



08 Novembre 2022

<https://www.journaleco.ma/1ere-edition-du-salon-international-de-lamenagement-paysager-de-la-technologie-et-du-brico-jardin-sous-le-theme-le-developpement-de-la-culture-vegetal-en-ville/>



08 Novembre 2022

<https://assahraa.ma/web/2022/167294>



Audiovisuels



<https://www.youtube.com/watch?v=vzejLzk6OAK>



مهمة مهندس تهيئة المجال الأخضر من أجل الدفع بالمدن الخضراء

https://www.youtube.com/watch?v=_hbW8iOS1JK



https://www.youtube.com/watch?v=LkKBWw_-Jeo



https://www.youtube.com/watch?v=B8_ncAqQuoU



<https://www.youtube.com/watch?v=ldv0B0nhHXU>



<https://www.youtube.com/watch?v=2SKJghQ13CU>



مكتبة موهبات مراكش
 مهندسة - مظهر طومار زمامة في مجال الهندسة المدنية
 مهندسة للتربة والخرسانة
 مكتور مويجات عاتشة تتحدث عن تجربة يومين تقنية لتجربة لمناقشة التجربة بمقطع الطريق السيار فاس
 تازة

https://www.youtube.com/watch?v=wbaQzw_McT



Mohammed Mihraj - Président de l'UATPME, Outils de gestion ODD pour une ville durable (Garden Expo)

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



محمد مبراج - رئيس اتحاد المقاولات الإقريقية الصغيرة والمتوسطة - أهداف التنمية المستدامة لمن
 مسكاهة

<https://www.youtube.com/watch?v=jWuS2Wlqbz0>



Quelques meilleurs moments du Garden Expo Casablanca



<https://www.youtube.com/watch?v=oxR1ClzPxyY>



العوني عبد العلي - مهندس نظري حاد لتقار الجهود بخدمي المساحات الخضراء و حثنا اختيار
 خصوصية كل منطقة

<https://www.youtube.com/watch?v=BeAZGFyfyY0>



... نسخة الأثري للمعرض الدولي لتصميم المساحات الخضراء والتكنولوجيا والبستنة

<https://www.youtube.com/watch?v=k4VXGKYkI-k>



مشاركة واسعة في معرض قازان التسير
 Ahdath Info 173 abonnés

https://www.youtube.com/watch?v=hs7EJeAq_B4



الطعة الدورة الأثري للمعرض قازان التسير
 Ahdath Info 173 abonnés

<https://www.youtube.com/watch?v=kLu4rhH1C60>





<https://www.youtube.com/watch?v=BjSqbT2N7uE>



https://www.youtube.com/watch?v=bzNhNB_aJbc



<https://www.youtube.com/watch?v=b81NDP2smsA>



<https://www.youtube.com/watch?v=VCeT-qkWmc>



https://www.youtube.com/watch?v=K7_JEG0YzRw



<https://www.youtube.com/watch?v=Ymu38mHNWNI>



<https://www.youtube.com/watch?v=4ZFP-yWsaBk>



THE EXHIBITION

Exhibitor Profiles:

The exhibitors at the trade show are suppliers of solutions for the gardening industry, urban planning, and green space designers.

They represent the entire landscape planning market and garden technology market.

- Design
- Equipment
- Materials
- Services
- Irrigation
- Nursery
- Playgrounds
- Golf courses: sports fields
- Plant production
- Soils
- Equipment and supplies
- Maintenance and treatment
- Environment
- Pools



PROGRAMME GÉNÉRAL

THURSDAY 1 ST OF DECEMBER 2022	
9H30 - 10H00	Opening of the trade show, welcoming of participants and visitors.
11H00	Inauguration and ribbon cutting ceremony in the presence of movers & shakers, organizers, guests, & media
11H30	Opening statement from the Regional Directorate of the Ministry of Energy Transition and Sustainable Development.
SPEECHES FROM ORGANIZERS & PARTNERS	
Mr RAHHO Mehdi <i>General director R2H Communication</i>	Dr Bekkaoui Faouzi <i>Director of INRA MAROC</i>
Mme Maria Laraki <i>AAPM President</i>	Mr Labib Jamal Eddine <i>AMAP President</i>
12H00	Opening conference «Water scarcity: challenges for urban environment»
Dr BEKKAOUI Faouzi <i>Director of INRA Morocco</i>	Research on drought-resistant plants and other related topics
Mme KOURAA Amal <i>Director of Casa Baia Cadre de vie et environnement</i>	Reuse of treated wastewater for watering green spaces in Casablanca
Mme Carey Duncan <i>Architect - paysagist</i>	Ways to save water in landscape projects
Mme JOUNAID Halima <i>Hydrogeologist, Research professor at Hassan II University, President of the AMCDD Casablanca-Settat</i>	Integrated management of urban water resources
Mme BELMKADDEM Salima <i>Maroc Environnement 2050 President</i>	The situation of landscape architect in Morocco 2050
Mme YASSINE Fatima <i>Journalist for Assahra Almaghribia Morocco Evening - researcher in the field of environment and ecology</i>	The role of media in raising awareness about the rationalization of water use and irrigation of gardens
Mr BENAODA TLEMÇANI Nouredine <i>Landscape architect, Ph.D. in agronomic sciences in Ecology, professor-researcher at IAV Hassan II in Rabat, Member of AMAP</i>	The use of purified water as an alternative for watering urban gardens
Mr CHEKKOURY Mahir <i>Director of the Startup SafeTrack, Responsible for exploration & Coordinator of the Acceleration laboratory</i>	The impact of embedded technologies in rationalizing the management of water resources



FRIDAY 2 ND OF DECEMBER 2022	
9H30 - 10H00	Opening of the trade show, welcoming of participants & visitors.
10H30 - 12H00	Conference : « How to successfully transit to sustainable cities? »
SPEAKERS	
Mr PHILIPPE Vidal <i>Landscape architect</i>	Mobility, landscape and infrastructures
Mr NOUBAYHI Mounir <i>Landscape architect, Member of the AMAP board</i>	Experience of the city of Rabat. - problems and issues
Mr ARSALAN Khalid <i>Landscape architect - Doctor in management of natural spaces Curator of the Rabat Botanical Trials Garden Temporary professor - Treasurer of AMAP</i>	Towards an ecological approach for the development of urban space.
Mr MIHRAJ Mohammed <i>President of the African Union of Very Small and Medium Enterprises at UATPME and Expert in Green IT</i>	Management tools of the SDGs for a sustainable city
Mme BOUHOUSSE Safae <i>Landscape architect - Manager of a company (BET) Vice-president of AMAP</i>	Urban quality of Moroccan cities
Mme MOUISAT Aicha <i>Landscape designer, Doctor of Agronomic Sciences in Landscape Head of Department at the Urban Agency of Taza-Taounate Member of AMAP</i>	Biomechanical fight against erosion of motorway embankments
15H00 - 16H30	Plenary session «Urban gardens - a heritage to be maintained! The cost, the stakes, the good practices»
SPEAKERS	
Mr BENABDELOUAHAB Tarik <i>Head of the Department of Environment & Natural Resources INRA</i>	Precision agriculture for cities in Morocco.
Dr MDARHRI ALAOUI Meriem <i>Director of Research INRA</i>	The place of biodiversity in a new city.
Mr SEHHAR El Ayachi <i>Doctor of Engineering in Ecology Teacher-researcher at the IAVHassan II in Rabat - Honorary Member of AMAP</i>	Ecological management of urban landscapes.



VENDREDI 2 DÉCEMBRE 2022	
Mr PHILIPPE Vidal <i>Managing Partner of PAN Agency, AAPM member</i>	A new vision -learning to enjoy the natural!
Mr AMEZIANE Mohamed <i>Landscape designer - Researcher in doctoral cycle at the FST of Tangier, Head of division at the Wilaya of the Tangier -Tetouan- Al Hoceima region, Member of AMAP</i>	Management and maintenance of urban landscaped areas
Mr HARROUNI Moulay Chérif <i>Landscape designer - Ph.D. in Biology Teacher Researcher at the IAV Hassan II in Rabat Member of AMAP</i>	The use of indigenous plants in landscaping.
Mr Oujjir <i>Director of the Green Workshop</i>	Landscaping: socio-economic impact and climate imperative on the Moroccan population.
17H00 – 17H15	Signature of conventions, awarding of trophies & family photos
17H00 – 18H30	Visit of the Stands
18H30 – 19H00	Closing cocktail

SAMEDI 3 DÉCEMBRE 2022	
09H30 - 10H00	Welcome and stand visits
10H30 - 12H30	Debriefing and recommendations
13H00 - 16H00	Final day festivities
16H00	Closing of GARDEN EXPO



EXHIBITORS LIST

EXHIBITORS
AKLIM
ARBORESCENCE
ASSOCIATION DES ARCHITECTE-PAYSAGISTES DU MAROC (AAPM)
ASSOCIATION MAROCAINE DES PAYSAGISTES (AMAP)
BIOUGRA MAROC
BLUEPROTEIN
BMB STUDIO
CAREFIELD MAROC
CASABOTANICA
CITY FARMERS
COMMUNE DE CASABLANCA
COMPTOIR AGRICOLE DES SEMANCES (CASEM)
CPSM
CRÉDIT AGRICOLE DU MAROC
DÉCO CLICO
EARTHSENSE
ECOFERTIL
EDEN PAYSAGES
ÉCOLE DE JARDINAGE BOUREGREG MED-O-MED



EXHIBITORS
ÉCOLE D'ARCHITECTURE ET DE PAYSAGE DE CASABLANCA (EAC)
FIFA VERT
FLORABORA MAROC
GARDEN GATE
GREEN BY MOUNA TBER
HANTITI PAYSAGE
HYDRA SYSTEMS
IMANE FARIJ LANDSCAPE ARCHITECTURE
INSTITUT NATIONAL DE LA RECHERCHE AGRONOMIQUE (INRA)
INSTITUT PRINCE SIDI MOHAMMED DES TECHNICIENS SPÉCIALISÉS EN GESTION ET COMMERCE AGRICOLE DE MOHAMMEDIA
IRRIGARE SARL
JM TRADE
LE COMPTOIR VERT
LE MONDE VÉGÉTAL
LES DOMAINES AGRICOLES
LES JARDINS DE BABEL
MAKITA
MBS SOLAR DRIP
METALU PLAST

1ST

EDITION

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ORGANISER



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