

LifeStyle expo



From **27th** to **30th** June 2018

TOURISM • FASHION • BEAUTY
• COMFORT • LUXURY



ORGANIZERS





• Secteurs d'activit

• Tourism

- Travel agents
- Travel Agencies
- Hotels & resorts
- Food and beverage
- Travel trades
- Tourism Services
- Transportation
- Tour operators
- Tourist guides

• Fashion

- Women's clothing
- Men's clothing
- Children's clothing
- Shoes
- Watches
- Accessories
- Textile
- Perfumes
- Suits
- Stylistes
- Handbags
- Footwear

• Beauty

- Beauty, cosmetic and fragrance
- Healthcare
- Haircare
- Beauty products
- Fitness centers

• Comfort

- Home decoration
- Home facilities
- Interior decoration
- Leisure & hobbies

• Luxury

- Conciergerie
- Jewellery : Gold-Diamond jewellery
- Gourmet corner
- Home improvements
- Gifts & premium

• Why "Life-Style" Expo?

Morocco's economic development has led to a considerable transition, lifestyles have evolved rapidly, and consumer behavior is converging towards a willingness to spend in areas where appearance is considered Clothing, cosmetics, well-being, leisure, hotels...

To accompany the dynamics of these sectors, and to offer Moroccan families a space to showcase new products and market trends, Global Events has the honor of launching the first bi-annual lifestyle exhibition adapted to the lifestyle Moroccans and their aspiration to more leisure.



• Le Salon

The life-style Exhibition is an excellent gathering place for more than **100** exhibitors from Morocco and other countries, and welcomes more than **10.000** visitors - professionals and individuals - to support both the exhibitor and Visitor an original and unprecedented experience and a moving journey towards the universe of desires and aspirations: a specific attention for the well-being and comfort of individuals, a space dedicated to furniture from inside and outside, A wide range of products of the highest level.

These and many other surprises will await you at the Life-Style fair.

www.lebienetre.ma



• Key points

Biannual exhibition is offered in these dates taking into account the influence of the seasons on trends and consumption desires and thus to life style (cold season / hot season).

 **10000**
VISITORS

 **100**
EXHIBITOR

 **OFEC**
CASABLANCA

• EXHIBITORS PROFILS

- Hobbies: sport, travels and extra activities
- Well being
- Fashion and accesories
- Home and housing: furnitures, equipments and decoration
- Cosmétique
- Services and products : for homes and individuals
- Tourism

• VISITORS PROFILS

- Retail trade in organic products, dietetics and food supplements
- Wholesalers, dealers, import / export
- Manufacturers, producers
- Other trades, retail
- Naturopaths, nutritionists, doctors
- Restaurants
- Pharmacies, parapharmacy, laboratories
- Beauty, perfumeries
- Sport in Fitnessse
- Other



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ORGANIZER

