

Search for...

Advanced Search

Manopeli recommends [Travelport and Al Tayyar Travel Group join forces to drive...](#) posted in [Travelport](#)

Tweet 1

Like 0

0

Share

## Locations?



Home : News : Company News : S : SMAP Expo

Browse related articles

[Next article »](#)

## First edition of Smap Expo Abu Dhabi opens

United Arab Emirates: Saturday, January 26 - 2013 at 14:53

PRESS RELEASE

The inaugural edition of SMAP Expo Abu Dhabi, the global exhibition dedicated to Moroccan property and lifestyle has opened today, offering UAE-based investors a prime opportunity to capitalise on a booming Moroccan real estate market.



Taking place from 24-26 January at Abu Dhabi National Exhibition Centre, the three-day event hosts more than 35 major Moroccan developers presenting their latest property developments in the popular North African tourism destination.

An official VIP delegation inaugurated the new show today, headed by Nabil Benabdallah, Moroccan Minister of Housing and City Policy; Mr. Abdellatif Mâzouz, the Minister in Charge of the Moroccans Living Abroad; and Mohamad Hamid Ait Ouali, Ambassador of His Majesty of the

Kingdom of Morocco to the [UAE](#).

SMAP Expo Abu Dhabi also arrives as investors in the emirates turn to Moroccan real estate, which attracted a majority share of all Foreign Direct Investment (FDI) in 2012, to take advantage of favourable exchange rates and a relatively low cost of living.

According to the Moroccan Exchange Authority, 36 per cent of all 2012 FDI into Morocco went toward the country's burgeoning real estate sector, while the [UAE](#) stands as the second largest investor overall on Morocco's international foreign investors list.

Samir El Chamamah, CEO of SMAP Group, organisers of SMAP Expo Abu Dhabi, said that the event is perfect for the 40,000 Moroccan expatriate population living in the [UAE](#), Emiratis and other [UAE](#) based resident expatriates looking for a second home or investment opportunity.

"SMAP Expo Abu Dhabi 2013 constitutes a unique hub of exchanges and direct interaction between developers, investors, real estate professionals and the main players of economic, touristic and traditional development between the Kingdom of Morocco and the [UAE](#)," said El Chamamah.

"The showpiece event offers a multitude of real estate projects of different scales covering both commercial, residential, and tourism projects in the popular regions of Rabat, Tangier, Tétouan, Nador, Saïdia, Casablanca, Fez, Marrakech, and Agadir.

"Furthermore, the exhibition features a space dedicated to the Moroccan lifestyle where music, handicraft and culinary arts occupy a prime position. It is without any doubt the only event of this scope in the whole MENA region."

Among the major exhibitors taking part in SMAP Expo Abu Dhabi include Alliance Development, Bab Al Bahr, Casa Marina, Groupe Al Amane, Hivernage Garden Marakech, Holmarcom, Marchika, Marina D'or, Onapar, and Palm Real Estate which will all showcase flagship projects across 30 Moroccan cities.

Highlighting the cultural exchange theme at the show, thousands of visitors attending today were treated to live performances from a line-up of the biggest stars in Moroccan music.

The popular Asma Lamnawar, Abdallah Rowaished, Saad Lamjarrad, Abd Rahim Souri, and Abd El Moughit all performed some of their famous Moroccan hits this afternoon, delighting the crowds. Those who missed out today still have the chance to catch the singers for the remaining two days at SMAP Expo Abu Dhabi, with more live shows scheduled at 5:30pm daily.

For the serious property buyers though, a dedicated conference also shared the SMAP Expo Abu Dhabi spotlight, highlighting everything potential investors need to know about investing in Moroccan real estate,

### Related content



[Year in review: Dubai real estate »](#)



[Overconfidence seen as biggest danger to Dubai... »](#)



[Indians top list of buyers of Dubai property »](#)



[Jones Lang LaSalle releases Q4-2012 Dubai real... »](#)

Is

Finance & economy

News important to you?

### Events Directory

Organise your events diary by accessing the region's biggest directory of business events in the region

- Filter by Country -

- Filter by Industry -

January 2013						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Organising an event? List it for free »

[See all 28 events this month](#)

### Newsletters

Stay informed with timely insight, analysis and news direct to your inbox  
Subscribe to our range of e-newsletters

[Company news »](#)

[Industry news »](#)

[Country business news »](#)

delivered by leading property lawyers and legal experts in the country's real estate sector.

SMAP Expo Abu Dhabi is the first stop of a series of regular SMAP Expos across Europe in 2013 showcasing Moroccan real estate investment opportunities. Following its debut in the UAE capital, the showpiece event moves onto regular venues in France, Italy, Spain, Belgium, and the Netherlands.

Rabat, the capital of Morocco is the city of honour at the inaugural SMAP Expo Abu Dhabi, with a dedicated space on the exhibition floor reserved for the "Medina" - a showcase of Moroccan lifestyle and commercial activities that reflect the country's diversity, culture, and heritage.

SMAP Expo Abu Dhabi is a part of an expansion project that the SMAP Group is undertaking to explore new markets in the Middle East and Europe, which include the Kingdom of Saudi Arabia (SMAP Expo Jeddah), and the UK (SMAP Expo London).



The first edition of SMAP Expo Abu Dhabi opened today at Abu Dhabi National Exhibition Centre, putting a spotlight on Moroccan real estate for the next three days.

[Enlarge »](#)

**Article Options**

- [PDF](#)
- [E-MAIL](#)
- [PRINT](#)
- [SAVE](#)
- [LOGIN TO ADD TO WATCHLIST](#)

[Log in](#) to request more information from SMAP Expo

**Related site:** <http://www.smapgroup.com>.



Posted by **Nadeen El Ajou**  
Saturday, January 26 - 2013 at 14:53 UAE local time (GMT+4)

Replication or redistribution in whole or in part is expressly prohibited without the prior written consent of AME Info FZ LLC / 4C.

[Notes and Media Contacts »](#)

[Disclaimer »](#)

**Business Directory**

More than 235,000 business people visit the AMEInfo Business Directory every week - start growing your customer base today by listing your company details.

List your company details for **FREE** in the region's biggest online directory »

Access company information for 14 countries in the Middle East for FREE

**Latest Jobs**

**Senior Design Architect**

Dubai  
Attractive Salary Package

**Senior Store Accountant**

Kuwait  
KD 1000 to 1250

[Browse all jobs »](#)

**News Alerts**

Track your competitors and spot market opportunities. Get Watchlist news alerts on industry or individual company news, straight to your Inbox

What are Watchlists? »  
[Register / log in to set up Watchlists »](#)

**Tools**

**AMEInfo tools:**

**Weather Forecast**

See what the weather is forecast to be like for your area

**Currency Converter**

Track the latest foreign exchange rates across the major global currencies

**Current World Time**

Find clients' business hours across global time zones

**Travel Visa Requirements**

Check all visas requirements when booking business travel trips

**Broadband Checker**

How does your broadband compare?

**Businesses for Sale**

Find a business opportunity

**Industries**

- Aviation
- Banking
- Education
- Energy, oil and gas
- Executive motoring
- Finance and economy
- Healthcare
- Manufacturing and industry
- Media and advertising
- Real estate
- Retail
- Technology
- Telecoms
- Tourism
- Special reports
- Events coverage

**AME Info Services**

**RSS Feeds**

**Country News**

- Bahrain news
- Jordan news
- Kuwait news
- Qatar news
- Saudi Arabia news
- UAE news
- Middle East news
- Country guides

**Newsletters**

**News Releases**

- Appointments
- Company news
- Event news
- Research and studies
- Latest news articles

**Mobile**

**Video & Audio**

- Latest videos
- Latest audio

**Alerts**

**Business tools**

- Travel Visa Requirements
- Jobs
- White papers library
- Businesses for sale
- Currency converter
- Current world time
- E-mail alerts
- Media center
- Online parcel tracking
- Weather forecast
- Mobile services
- Top 25 business sites
- Broadband checker

**About Us**

- Post a Press Release
- Advertising & Sponsorship