

## PRESS RELEASE



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**GIPAM and EQUIP AUTO SAS join forces to create a major new event:**

**EQUIP AUTO Morocco-MAT**

**January 21–24, 2027, in Casablanca**

**Casablanca / Paris, April 2, 2026**

Following the announcement in February 2026 of the launch of EQUIP AUTO Côte d'Ivoire, and as EQUIP AUTO Algeria celebrates its 20th anniversary by closing today's edition, EQUIP AUTO confirms the acceleration of its expansion across Africa.

Within this momentum, EQUIP AUTO Morocco-MAT, whose first edition will take place from January 21 to 24, 2027 in Casablanca, further strengthens the brand's footprint on the continent and contributes to structuring an interconnected ecosystem of events spanning both North Africa and Sub-Saharan Africa.

### **A strategic alliance to strengthen the visibility of Morocco's automotive industry**

GIPAM (Groupement des Importateurs et Professionnels de l'Automobile au Maroc), organizer of the MAT – Moroccan Automotive Technologies show, and EQUIP AUTO SAS, organizer of EQUIP AUTO exhibitions in France and internationally, officially announce the signing of a strategic partnership to co-organize a major new event dedicated to the automotive industry and mobility sector in Morocco.

This new exhibition, named EQUIP AUTO Morocco-MAT, will take place from January 21 to 24, 2027 in Casablanca, marking its first edition co-developed by both partners.

Over the past several years, Morocco has established itself as one of the leaders in the automotive industry, supported by a structured ecosystem, sustained growth, and recognized expertise among manufacturers, equipment suppliers, and value chain stakeholders operating in the country.

As the initiator of the MAT exhibition, GIPAM—whose recent editions have experienced continuous growth and successfully anchored the event within the Moroccan landscape—has expressed its ambition to accelerate the show’s internationalization, strengthen its positioning, and establish it as a benchmark showcase across Africa.

For its part, EQUIP AUTO SAS, which has carried the EQUIP AUTO brand for over 50 years, has identified Morocco as a key country in its international development strategy, given the country’s increasingly strategic role in the global automotive industry.

This alliance reflects a shared ambition to unite, structure, and enhance the visibility of Morocco’s automotive ecosystem.

It also forms part of a broader continental strategy aimed at strengthening EQUIP AUTO’s presence across Africa, by connecting complementary events between North Africa and Sub-Saharan Africa. Morocco, as a major industrial and logistics hub, plays a key role in this framework and serves as a strategic anchor point for the brand’s regional development.

### **EQUIP AUTO Morocco-MAT: an event covering the entire automotive and mobility value chain**

The new exhibition will address all automotive markets and technologies, from upstream to downstream:

- Manufacturers & equipment suppliers
- Industrial subcontractors & component manufacturers
- Distributors & networks
- Aftermarket / spare parts / services
- Mobility solutions, digitalization, innovation

It will cover all segments:

Passenger cars (PC), light commercial vehicles (LCV), heavy goods vehicles (HGV) and industrial vehicles, as well as two- and three-wheel vehicles.

This comprehensive approach reflects the shared ambition to deliver an ambitious, international-scale event representing the entire value chain, fully aligned with EQUIP AUTO’s standards and quality, while building on the legacy and achievements of MAT.

### **A structuring launch edition in 2027**

The first edition of EQUIP AUTO Morocco-MAT, to be held from January 21 to 24, 2027 in Casablanca, will mark the launch of a biennial event set to become a must-attend industry gathering.

As the opening event of 2027, EQUIP AUTO Morocco-MAT aims to establish itself as a strategic convergence platform between Africa, Europe, and the Mediterranean basin, supporting the growth and transformation of mobility.

**Mohamed El Housni, President of GIPAM:**

*“This partnership between GIPAM and EQUIP AUTO reflects our shared ambition: to make Morocco a true convergence platform for automotive aftermarket professionals across Africa. The MAT exhibition, which we initiated and developed locally, is now entering a new dimension thanks to this balanced alliance. We will ensure that the Moroccan identity of the project is preserved, enhanced, and strengthened at every stage, in the service of our members and the national ecosystem.”*

**Philippe Baudin, President of EQUIP AUTO:**

*“This partnership with GIPAM marks a key milestone in EQUIP AUTO’s international expansion, particularly within our strategy to grow across Africa. Following the launch of EQUIP AUTO Côte d’Ivoire in 2026 and the 20th anniversary of EQUIP AUTO Algeria, we are continuing this momentum with the launch of EQUIP AUTO Morocco-MAT in January 2027.*

*Our ambition is clear: to make Africa a major region for mobility and the automotive industry. Morocco, thanks to its strategic position and the maturity of its ecosystem, is a key pillar of this dynamic. With EQUIP AUTO Morocco-MAT, we are laying the foundations for a leading platform designed to shine far beyond its borders.”*

**About GIPAM**

The Interprofessional Automotive Group in Morocco (GIPAM) is an independent non-profit association bringing together the main operators of the automotive aftermarket value chain in Morocco. Since its creation in 2017, GIPAM has been committed to representing, structuring, and defending the interests of the Moroccan ecosystem, in close coordination with public authorities, technical bodies, and distribution networks.

As the organizer of the MAT – Moroccan Automotive Technologies exhibition, GIPAM works toward a structured, transparent, and secure market through advocacy, standardization, training, and market intelligence initiatives. It is also an active member of CGEM and the Moroccan Automotive Federation, acting as a key interlocutor with national and international institutions.

**About EQUIP’AUTO SAS**

EQUIP’AUTO SAS designs and develops leading international events dedicated to the automotive industry, aftermarket, and services. Its mission is to bring together all stakeholders, innovations, and expertise across the automotive value chain to imagine and build the mobility of tomorrow.

Committed to staying at the heart of industry exchanges, trends, and ecosystems, EQUIP AUTO has established itself as a strong brand since 1975, with events held annually in Paris, across regions, and internationally.

2026–2027 Events Programme:



**Information and bookings:**

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**Companies wishing to exhibit at EQUIP AUTO Morocco–MAT can already express their interest through the online form:**

👉 <https://forms.gle/76Ws6Pm6qnbderNz8>

To discover the latest news from EQUIP AUTO:

