

تحت الرعاية السامية لصاحب الجلالة الملك محمد السادس نصره الله
SOUS LE HAUT PATRONAGE DE SA MAJESTÉ LE ROI MOHAMMED VI, QUE DIEU L'ASSISTE
UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI MAY GOD ASSIST HIM

جهة
الدار البيضاء
سطات
REGI
CASA
SETTAT



KINGDOM OF MOROCCO
MINISTRY OF ENERGY
TRANSITION AND
SUSTAINABLE DEVELOPMENT



المملكة المغربية
وزارة الانتقال الطاقوي
و التنمية المستدامة

KINGDOM OF MOROCCO
MINISTRY OF TRANSPORT
AND LOGISTICS



المملكة المغربية
وزارة النقل و اللوجستيك

Third
3LogiTerre
Edition
INTERNATIONAL FORUM AND TRADE SHOW
MOBILITY-TRANSPORT-LOGISTICS

20 TO 22 | CASABLANCA
OCTOBER 2026 | INTERNATIONAL FAIR - AMDIE



Linked  Local
MOROCCO

Recruitment, Networking & Masterclass
- The Complete Program -

Recruitment Plug & Match

B2B Networking

Academy Masterclass

LinkedIn Local
MOROCCO

Meryem MAZINI

Executive Host of LinkedIn Local
Morocco at Logiterre 2026



On the occasion of the 3rd edition of Logiterre, an international forum-exhibition dedicated to mobility, transport and logistics, I will have the pleasure of hosting a special edition of LinkedIn Local Morocco, designed as an immersive, premium and deeply human experience, at the intersection of recruitment, B2B networking and social selling.

Since its creation, LinkedIn Local Morocco embodies much more than an event. It is a meeting space between the digital and the real – a concept that transforms the power of LinkedIn connections into concrete, useful and lasting relationships. People come to build connections, open opportunities, recruit, learn, grow their business and advance ecosystems.

At the heart of Logiterre 2026, this edition will be built around three strong pillars:

1

PLUG & MATCH RECRUITMENT

A space designed to facilitate meetings between companies, talent and opportunities, with a more human, qualitative and targeted approach to recruitment.

2

NETWORKING & B2B CONNECTIONS

A setting conducive to strategic exchanges, quality synergies and high-potential collaborations between decision-makers, entrepreneurs, partners and ecosystem players.

3

ACADEMY MASTERCLASS

High-value presentations delivered by recognized experts, to share knowledge, inspire and offer useful, concrete, high-level content.

Over three days, LinkedIn Local Morocco will come alive as a true crossroads of meetings, ideas, business and opportunities. A vibrant, selective and dynamic space where people come to connect, learn, exchange and create value.

Through this presence within Logiterre 2026, the ambition is to make this edition an experience that is both elegant, impactful and deeply human – serving talent, business and the influence of ecosystems.

SECTION 1.1

LinkedIn Local Maroc : Identity


 Our Mission

Create a tangible bridge between digital and real to energize the Moroccan professional ecosystem. We connect talent, decision-makers and experts in a premium, structured setting.

A unique initiative

To humanize professional relationships and transform virtual connections into real opportunities for recruitment, business and learning in Morocco.



 Our Promise

A turnkey, measurable, results-oriented program. We don't just do networking – we create immediate added value for every participant and exhibitor.

 Community & Impact

Aligned with international LinkedIn Local standards while being deeply rooted in Moroccan economic reality. An active, engaged and influential community.

 Strategic Objectives :

- 1 Accelerate qualified recruitment**
Connect companies with rare, skilled talent from the Moroccan and international market.
- 2 Stimulate social selling & B2B**
Facilitate qualified business meetings between service providers and buyers.
- 3 Strengthen personal branding**
Help professionals build their personal brand and LinkedIn visibility.

SECTION 1.2

Context: LOGITERRE 2026

Pourquoi intégrer LinkedIn Local Maroc ?

Key Figures - LOGITERRE 2026

The largest logistics forum in Africa represents a unique opportunity to position LinkedIn Local Morocco at the heart of the Moroccan economic ecosystem.

44

Countries represented

8 000

Professional visitors

120

Exhibitors and brands

3

Event days

The Opportunity

A diverse international audience, ideal for **cross-border networking** and opening new markets in the logistics and transport sector.



Premium Brand Visibility

- ✓ Positioning at the heart of the year's logistics event
- ✓ Diverse international audience for cross-border networking
- ✓ Top Management, HR Directors, Supply Chain Directors

Africa Momentum

Acceleration of multimodal corridors and Morocco's hub role (**Horizon 2030**).

Immediate business impact : B2B dealflow, qualified HR leads, immediate ROI for participants

Participant Profile

Senior management

HR Directors

HR Directors, Supply Chain Directors

Entrepreneurs

Decision-makers

SECTION 1.3

Program Overview

A complete ecosystem of 4 complementary pillars



Plug & Match Recruitment

Structured HR speed dating to connect exhibitors with qualified talent

4 minutes
/ Interview



Plug & Match B2B Network

Targeted business meetings between service providers and buyers

6 minutes
/ Meeting



Masterclass Academy

Exclusive sessions : Personal branding, social selling & LinkedIn

60
Session



Premium Lounge

Friendly space: profile wall, connected café

ZONE



The Visitor Journey



SECTION 2.1

Plug & Match Recruitment : The Concept

A program that accelerates qualified talent attraction

Connect with the best talent on the Moroccan and international market in record time. Our structured speed dating format maximizes the efficiency of your recruitment processes.



3 days of interviews

October 20-22



Speed dating format

4-minute timed interviews



Pre-qualified matching

Algorithm and HR team filter candidates



Immediate Benefits

Drastic reduction in hiring time

🎯 Objective

Transform every interview into a concrete hiring opportunity. Our methodology guarantees a high conversion rate through rigorous pre-qualification and an optimized format.

💡 How It Works ?

A central timer paces sessions for perfect flow. Exhibitor needs are captured in advance to guarantee the relevance of each meeting.

📊 Key Figures

Candidates present

150+

Qualified candidates present

Bilateral tables

12

Optimized configuration

Fine-tuned results

100%

Every meeting counts



SECTION 2.2

Plug & Match Recruitment : Journey & KPIs



Candidate / Recruiter Journey

1

Registration

Candidates and recruiters register online via the dedicated platform

2

Needs Input

Job postings and desired profiles submitted by recruiters

3

Matching

HR pre-qualification algorithm to guarantee relevance

4

Time Slots

Automatic generation of optimized appointment schedule

5

Interviews

Speed dating on D-Day (7 min) with central timer

6

Follow-up

Feedback and post-event hiring pipeline



Target KPIs (3 Days)

Qualified candidates present

150+

Open positions to fill

Plus de 70

On-site interviews conducted

270+

Recruiter & talent satisfaction

85 %



Impact

Estimated hires in pipeline

25-35

En pipeline
Post-événement



A smooth process optimized for conversion with ambitious yet realistic goals.

SECTION 3.1

Plug & Match B2B Network : The Concept

Targeted business meetings

A dynamic format designed for service providers and buyers. The goal is simple: transform every exchange into a qualified appointment and generate concrete business opportunities.

 **Objective**

Generate concrete synergies and post-event contract signings. Our methodology guarantees a high conversion rate through intelligent matching based on real needs.



 **Added Value :**

- Intelligent matching based on real needs
- Qualified meetings with decision-makers
- Measurable and actionable B2B pipeline
- Post-event follow-up to close deals

 **Target Audience**

Service Providers

Carriers, logistics firms, IT providers

Buyers

Industrialists, importers, distributors

Investors

Banks, investment funds, VCs

Innovators

Tech startups, solution publishers

 **4 Thematic Sessions**

1 Transport & Logistics

Flow optimization and multimodality

2 Supply Chain

Inventory management and warehousing

3 Digital & AI

Digital transformation and smart logistics

4 Banking, Insurance & Financing

Investment and financial solutions

SECTION 3.2

Plug & Match B2B Networking : Journey & KPIs



Business Journey (Provider / Client)

1

Profile

Detailed company profile creation with offers and needs

2

Filtering

Selection of needs and offers based on relevance criteria

3

Matching

B2B relevance algorithm to identify best synergies

4

Agenda

Automatic meeting scheduling optimized by availability

5

Meetings

Speed Business on D-Day (10 min) with central timer

6

Follow-up

LinkedIn connection and outreach to close opportunities



Target KPIs (3 Days)

Business meetings facilitated

Plus de 1600

Facilities available during the 3 days of the event

Matching relevance rate

≥70 %

Useful and qualified matching rate

Post-event appointments closed

200+

Made concrete later

Satisfaction

NPS ≥60

NPS satisfaction score



An optimized networking ecosystem to maximize business synergies and generate concrete opportunities.

SECTION 4.1

Masterclass Academy : Program

Three exclusive 45-minute sessions

 Dedicated space
60 to 80 seats

 Equipment
LED screen and premium sound system

Exclusive sessions to build skills in LinkedIn, personal branding and social selling. **Limited to 60 seats per session** to guarantee interactivity.

LinkedIn Learning

1

Personal Branding

LinkedIn & Personal Brand

Building a powerful professional presence on LinkedIn

- All-Star profile optimization
- Content strategy & editorial line
- Photo, banner, impactful headline
- Social proof and recommendations

Checklist Profile

template



Meryem Mazini



45 minutes



60 locations

LinkedIn Learning

2

Social Selling

B2B Lead Generation

Transforming LinkedIn into a high-performing acquisition channel.

- Structuring the B2B sales funnel
- Direct outreach and Sales Navigator
- ICP & Buyer Persona definition
- Lead nurturing and follow-up

30-day canvas

message templates

template



Meryem Mazini



45 minutes



60 locations

LinkedIn Learning

3

Mastering LinkedIn

Algorithm & Performance

Decode the algorithm to maximize the impact of your actions.

- Understanding the 2026 algorithm
- Analysis and high-performing formats
- SSI (Social Selling Index)
- Advanced formats: Live, Newsletters

Dashboard

Tech Checklist

Analysis guide

Calendar



Meryem Mazini



45 minutes



60 locations

SECTION 4.2

Premium Networking Club

The Ultimate Experience

The **Premium Networking Club** represents the most exclusive experience of the LinkedIn Local Morocco program. Access tailored benefits and personalized support to maximize your return on investment.



Priority Access

Priority access to all Plug & Match and Masterclass sessions



Private Lounge

Quality informal networking in a dedicated, comfortable space



Personalized Coaching

Personalized advice from LinkedIn experts throughout the event



Premium Deliverables

Exclusive templates, advanced frameworks, personalized dashboards



Target Audience

C-level executives

Entrepreneurs

Directors, Decision-makers

Premium Exhibitors

What You Get

Qualified network

Access to an exceptional ecosystem

Business opportunities

Meetings with decision-makers

Accelerated skill building

Enhanced visibility

Featured on the profile wall and all communication materials

Limited seats

VIP Experience

Exclusive selection-based access to guarantee the quality of exchanges and exclusivity of the experience

SECTION 5.1

Impact & ROI : Added Value

Quantitative Objectives (3 Days)

270+
HR Interviews
(qualified recruitment)

1600 +
B2B Meetings
facilitated

≥60
Score NPS
Satisfaction

300 000+
LinkedIn Reach
(digital visibility)



For LOGITERRE

- ✓ **Premium visitor experience.**
Major innovation in classic trade show format
- ✓ **Measurable dealflow**
Concrete KPIs on business connections
- ✓ **International attractiveness**
Modern, connected positioning (Africa Hub)



For Exhibitors

- ✓ **RAccelerated recruitment**
Qualified sourcing and on-site interviews
- ✓ **B2B pipeline**
argeted meetings with decision-makers and prospects
- ✓ **Employer brand visibility**
Positioning for talent



For Visitors

- ✓ **Applied learning**
Expert masterclasses to build skills
- ✓ **Concrete appointments**
Direct access to recruiters and potential partners
- ✓ **Qualified network**
- Structured and efficient networking



A win-win situation for the entire LOGITERRE ecosystem

Paid access tickets for recruiters and companies seeking access to candidate matching sessions in the transport, logistics and supply chain sectors.

Six packages are available :

**STANDARD RECRUITMENT
TICKET** 

7 500 excl. tax
MAD

Plug & Match Recruitment - 1 day

1 space, 1 day (your choice)

- **Plug Recruitment - 1 day**
(morning & afternoon match)
- Speed meetings candidates * recruiters
- Standard badge
- **Access to Logiterre exhibition & opening ceremony**

Not included

- 2nd Plug & Match space (recruitment)
- Masterclass Academy
- Premium Partner Lounge

**STANDARD BUSINESS
TICKET** 

7 500 excl. tax
MAD

Plug & Match Business – 1 day

1 space, 1 day (your choice)

- **Plug & business - 1 day**
(morning & afternoon match)
- Scheduled B2B meetings**
- Service provider directory
- Standard badge
- **Access to Logiterre exhibition & opening ceremony**

Not included

- 2nd Plug & Match space (Business combinés)
- Masterclass Academy
- Premium Partner Lounge

**PREMIUM
TICKET** 

15 500 excl. tax
MAD

**Plug & Match Recruitment
+ Business – 2 days**

- **PLUG RECRUITMENT - 2 days**
(morning & afternoon match)
- speed meetings candidates * recruiters
- Premium badge

- **PPLUG & MATCH BUSINESS - 2 DAYS**
(morning & afternoon)
- scheduled B2B meetings
- service provider directory

- **Access to Logiterre exhibition & opening ceremony**

- **MASTERCLASS INCLUDED**
Session 1 : Leadership & Supply Chain Africa

Not included

- Masterclass session 2 (social selling)
- logo visibility/social media
- Premium Partner Lounge

Paid access tickets for recruiters and companies seeking access to candidate matching sessions in the transport, logistics and supply chain sectors.

Six packages are available :

PREMIUM ++
TICKET 

19 500 excl. tax MAD **Premium Visibility**

**Plug & Match Recruitment
+ Business -2 days**

• **PLUG RECRUITMENT - 2 days**
(morning & afternoon match)

Premium++ badge & priority access

• **PLUG & MATCH BUSINESS - 2 days**
(2 days morning & afternoon B2B business)
scheduled B2B meetings, exclusive directory

• **Access to Logiterre exhibition & opening ceremony**

• **MASTERCLASS INCLUDED**

- session 1 : Leadership & Supply Chain Africa
- session 2 : Social Selling & LinkedIn

• **VISIBILITY & COMMUNICATION**

- Logo on LinkedIn Local Morocco page
- mention on LLM social media
- listing on Logiterre website

Not included

- Premium Partner Lounge
(partner pass only)
- 3rd full day
(partner pass only)

PARTNER
TICKET 

28 500 excl. tax MAD **Access VIP**

**Plug & Match Recruitment
+ Business - 3 days**

• **FULL RECRUITMENT - 3 days**
(morning & afternoon match)

Premium++ badge & priority access

• **PLUG & MATCH BUSINESS - 3 days**
(3 full days)
scheduled B2B meetings, exclusive directory

• **ACCESS TO LOGITERRE
EXHIBITION & OPENING CEREMONY**

• **2 MASTERCLASSES INCLUDED +
VIP LOUNGE**

- Sessions 1 & 2 Masterclass session
- Premium Partner Lounge 3 days
- coffee & strategic briefing each day

• **FULL VISIBILITY & COMMUNICATION**

- Logo on LinkedIn Local Morocco page
- dedicated social media posts
- listing on Logiterre website
- VIP closing ceremony + 2027 announcement

PARTENAIRE + Desck
TICKET 

36 000 excl. tax MAD **Total VIP Access**

**Plug & Match Recruitment
+ Business - 3 days**

• **FULL RECRUITMENT - 3 days**
(morning & afternoon match)

Premium++ badge & priority access

• **PLUG & MATCH BUSINESS - 3 days**
(3 full days)
scheduled B2B meetings, exclusive directory

• **ACCESS TO LOGITERRE
EXHIBITION & OPENING CEREMONY**

• **2 MASTERCLASSES INCLUDED +
VIP LOUNGE**

- Sessions 1 & 2 Masterclass session
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• **FULL VISIBILITY & COMMUNICATION**

- Logo on LinkedIn Local Morocco page
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LinkedIn Local MOROCCO

Contact Information

m.mazini@cembymazini.ma

contact@linkedinlocal.ma

+212 6 79 82 40 40 / +212 701 19 14 99

www.logiterre-expo.com

www.linkedinlocal.ma