

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



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
OCTOBER
2026

CASABLANCA
INTERNATIONAL FAIR - AMDIE

THE TRANSPORT AND LOGISTICS ECONOMY,
A STRATEGIC LEVER FOR
AFRICA'S DEVELOPMENT

Organizer



الاتحاد الإفريقي للمنظمات النقل واللوجستيك
Union Africaine des Organisations des Transports et de la Logistique
The African Union Of Transportation and Logistics Organizations

Co-Organizers



الجامعة الوطنية للنقل المتعدد الوسائط
Fédération Nationale de Transport Multimodal
National Federation of Multimodal Transport



SPONSORSHIP
PROPOSAL

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



صَاحِبُ الْجَلَالَةِ الْمَلِكُ مُحَمَّدُ السَّادِسُ بِصُرَّةِ اللَّهِ

EXCERPTS FROM HER MAJESTY'S SPEECH KING MOHAMMED VI,

“

On the occasion of the 48th Anniversary of the Green March, His Majesty King Mohammed VI, may God assist Him, delivered, on 6 November 2023, a speech to His loyal people.

[...]

While Morocco's Mediterranean façade firmly anchors the Kingdom to Europe, its Atlantic side provides full access to Africa and a window onto the Americas.

It is for this reason that We are determined to undertake a national upgrading of the coastline, including the Atlantic seaboard of the Moroccan Sahara.

We are equally committed to ensuring that this geopolitical space is structured with a pan-African perspective.

Our wish is for the Atlantic façade to become a major center of human convergence, a hub of economic integration, and a source of continental and international influence.

His Majesty King Mohammed VI, may God assist Him, also addressed a message to the participants in the 2nd National Forum on Advanced Regionalization, held on 20 and 21 December 2024 in Tangier.

[...]

With regard to the expansion of the transport and mobility system to achieve integrated regional development, it is certain that this sector will experience rapid progress in the coming years.

This orientation is due to the growing dynamism at work in our country as a regional hub for investment and to the large-scale projects launched in the context of Morocco's ongoing preparations to host the 2030 FIFA World Cup.

”

LOGISTICS POWERING AFRICA'S TRANSFORMATION

The transport and logistics economy today represents a major strategic lever for Africa. By ensuring connectivity between territories, the smooth flow of trade, and the mobility of populations, this sector directly shapes economic growth, regional integration, and the continent's sovereignty. It is also a central pillar in the implementation of the Sustainable Development Goals, the African Union's Agenda 2063, and international frameworks for sustainable mobility.

In the face of growing challenges—modernizing infrastructure, digitalizing logistics chains, regional integration, corridor competitiveness, energy security, and the digital transition—Africa must accelerate the development of efficient, harmonized multimodal transport networks. This ambition calls for the collective engagement of public, private, and institutional stakeholders.

It is within this context that LOGITERRE emerges as a high-level pan-African platform dedicated to dialogue, knowledge sharing, and the co-creation of innovative solutions in transport, mobility, and logistics.

LOGITERRE brings together decision-makers, regional institutions, public operators, businesses, investors, and technical partners to support the continent's logistics transformation.





STRATEGIC VISION 2026

The 2026 Strategic Vision aims to amplify the structuring momentum initiated by LOGITERRE in order to sustainably position Morocco as Africa's leading reference platform for Mobility, Transport, and Logistics. It is built on the consolidation of existing infrastructure, the acceleration of multimodal integration, and the deployment of innovative, high value-added solutions.

This vision also promotes the adoption of clean energy, the optimization of logistics corridors, and the strengthening of territorial connectivity. It favors an inclusive, results-oriented approach that mobilizes public, private, and institutional stakeholders. Finally, it is anchored in a strengthened South-South cooperation framework, positioning Morocco as a strategic catalyst for Africa's logistics transformation, continental competitiveness, and the achievement of the Sustainable Development Goals.

OVERALL OBJECTIVE :

Position LOGITERRE as the must-attend annual event bringing together public and private decision-makers operating in the fields of mobility, transport, and logistics. Make this event a strategic space for dialogue, consultation, and innovation, where investors, institutions, and operational stakeholders meet. Consolidate its role as a platform for influence and foresight, capable of shaping national and continental policies. Finally, strengthen its attractiveness as a driver of structuring partnerships and high value-added investment opportunities.

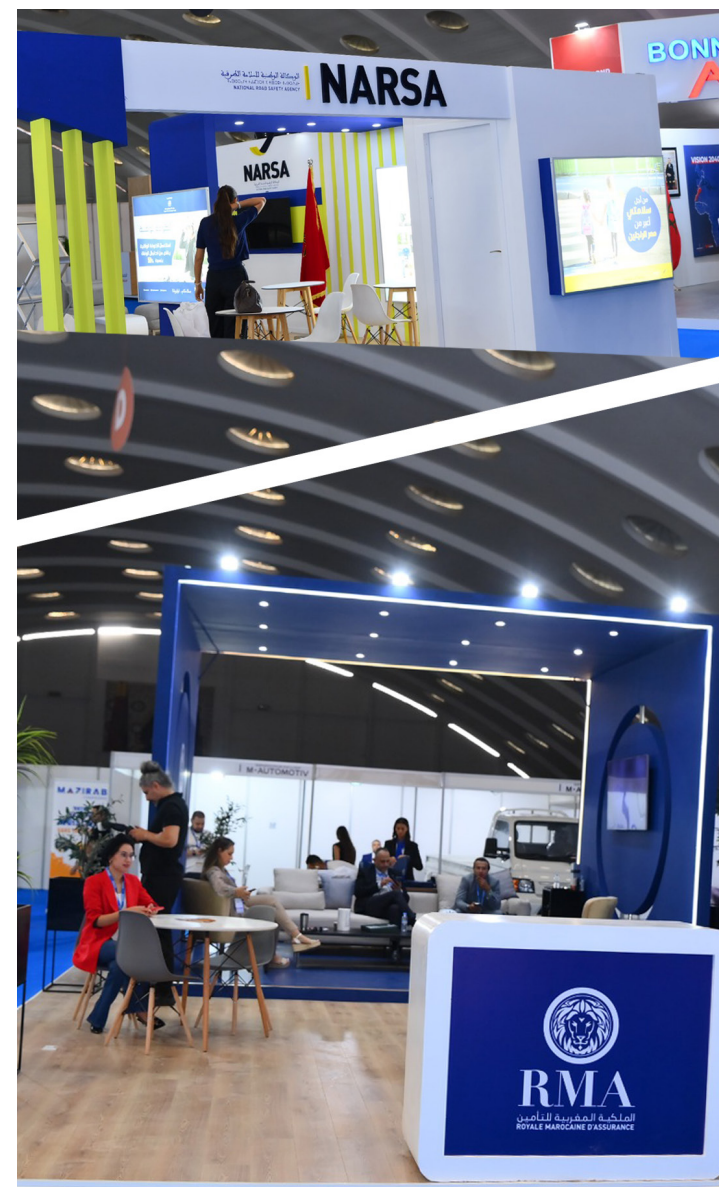


THE STRATEGIC MEETING PLACE FOR MOBILITY, TRANSPORT, AND LOGISTICS

The third edition of the International Forum and Exhibition on Mobility, Transport, and Logistics, LOGITERRE, stands out as a key platform for public and private sector stakeholders to explore emerging trends, technologies, and innovative solutions shaping the future of transport and logistics in Africa.

Held in Casablanca, a strategic crossroads between Africa, Europe, and the Atlantic, LOGITERRE 2026 offers a unique opportunity for B2B meetings, international partnerships, and structuring investments, in a context marked by the rapid development of infrastructure, the digitalization of flows, the energy transition, and intercontinental connectivity.

This edition will highlight Morocco's role as an African logistics hub and a driver of regional integration, while fostering exchanges among leading decision-makers, economic operators, institutions, and investors from Africa, Europe, and beyond.





Why become a sponsor ?

Becoming a Sponsor of LOGITERRE 2026 represents a unique strategic opportunity for sector operators seeking to associate with a major initiative dedicated to mobility, logistics sovereignty, and territorial integration. By supporting this event, your organization will gain enhanced visibility among public decision-makers, key economic players, international organizations, as well as experts and operators who are shaping the future of transport and logistics in Africa.

Being a Sponsor also means joining a reference platform that promotes cooperation, innovation, and strategic dialogue. LOGITERRE 2026 provides a privileged setting to showcase your commitment to sustainable development, present your solutions, strengthen partnerships, and consolidate your positioning in a rapidly transforming sector.

By associating your brand with LOGITERRE 2026, you contribute to a structured continental dynamic while benefiting from a powerful communication, networking, and influence lever in support of your institutional and economic objectives.



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SPONSORSHIP
PACKAGES





OFFICIAL
SPONSOR

OFFICIAL PACK

550 000 EX. VAT
DHS

The OFFICIAL SPONSOR may use this title for its own communication for a period from the date of signature until October 2027.

The OFFICIAL SPONSOR will benefit from

- ◆ Branding: Visual «LOGO» indentation throughout all signage: Outdoor and Indoor displays,
- ◆ Provision of a space of 60 to 90 m²
- ◆ Visual Identity "Logo" on the Cover of the Official Catalogue
- ◆ Visual Identity «Logo» on the Various Invitations
- ◆ Visual Identity "Logo" on Visitor Badges
- ◆ Provision of 1000 Visitor Invitations
- ◆ Broadcasting of an advertisement on the website.
- ◆ Videos or short clips shared on social media
- ◆ Quote from the Official Inauguration
- ◆ Quote from the Gala Dinner.
- ◆ Advertisement insertion on the inside back cover of the Official Catalogue.
- ◆ Presence in Press & Urban Display Campaigns.
- ◆ Visibility and Access to the VIP Lounge
- ◆ Visibility and Access to the B-to-B Space
- ◆ 15 Invitations to the Gala Dinner.



The PREMIUM SPONSOR may use this title for its own communication for a period from the date of signature until October 2027.

The PREMIUM SPONSOR will benefit from

- ◆ Branding: Visual «LOGO» indentation throughout all signage: Outdoor and Indoor displays,
- ◆ Provision of a space of 48 to 60 m²
- ◆ Visual Identity "Logo" on the Cover of the Official Catalogue
- ◆ Visual Identity «Logo» on the Various Invitations
- ◆ Visual Identity "Logo" on Visitor Badges
- ◆ Provision of 8000 Visitor Invitations
- ◆ Broadcasting of an advertisement on the website.
- ◆ Videos or short clips shared on social media
- ◆ Quote from the Official Inauguration
- ◆ Quote from the Gala Dinner.
- ◆ Advertisement insertion on the back cover of the Official Catalogue.
- ◆ Presence in Press & Urban Display Campaigns.
- ◆ Visibility and Access to the VIP Lounge
- ◆ Visibility and Access to the B-to-B Space
- ◆ 10 Invitations to the Gala Dinner.

PREMIUM





PLATINIUM
SPONSOR
PLATINIUM PACK

350 000 EX . VAT
DHS

The PLATINIUM SPONSOR may use this title for its own communication for a period from the date of signature until October 2027.

The PLATINIUM SPONSOR will benefit from

- ◆ Provision of a space of 48 to 54 m²
- ◆ Visual Identity "Logo" on the Catalog Cover
- ◆ Visual Identity «Logo» on the Various Invitations
- ◆ Visual Identity "Logo" on Visitor Badges
- ◆ Visual Identity «Logo» on all Communication Materials
- ◆ Provision of 600 Visitor Invitations
- ◆ Videos or short clips shared on social media
- ◆ Quote from the Official Inauguration
- ◆ Quote from the Gala Dinner.
- ◆ Advertisement insertion on the back cover of the Official Catalogue.
- ◆ Présence sur les Campagnes Presse & Affichage Urbain.
- ◆ Visibility and Access to the VIP Lounge
- ◆ Visibility and Access to the B-to-B Space
- ◆ 08 Invitations to the Gala Dinner.



The **GOLD SPONSOR** will be able to use this title for its own communication for a period from the date of signature until October 2027.

The **GOLD SPONSOR** will benefit from

- ◆ Provision of a space of 36 to 48m²
- ◆ Visual Identity «Logo» on all Communication Materials
- ◆ Visual Identity "Logo" on the Catalog Cover
- ◆ Visual Identity «Logo» on the Various Invitations
- ◆ Visual Identity "Logo" on Visitor Badges
- ◆ Provision of 500 Visitor Invitations
- ◆ Videos or short clips shared on social media
- ◆ Quote from the Official Inauguration
- ◆ Quote from the Gala Dinner.
- ◆ Advertising insertion in the Official Catalogue.
- ◆ Presence in Press & Urban Display Campaigns.
- ◆ Visibility and Access to the VIP Lounge
- ◆ Visibility and Access to the B-to-B Space
- ◆ 08 Invitations to the Gala Dinner.



**SILVER
SPONSOR**

SILVER PACK

180 000 EX. VAT
DHS

The PLATINUM SPONSOR may use this title for its own communication for a period from the date of signature until October 2027.

The SILVER SPONSOR will benefit from

- ◆ Provision of a space of 30 to 36m²
- ◆ Visual Identity «Logo» on all Communication Materials
- ◆ Visual Identity "Logo" on the Catalog Cover
- ◆ Visual Identity «Logo» on the Various Invitations
- ◆ Visual Identity "Logo" on Visitor Badges
- ◆ Provision of 400 Visitor Invitations
- ◆ Videos or short clips shared on social media
- ◆ Quote from the Official Inauguration
- ◆ Quote from the Gala Dinner.
- ◆ Advertising insertion in the Official Catalogue.
- ◆ Presence in Press & Urban Display Campaigns.
- ◆ Visibility and Access to the VIP Lounge
- ◆ Visibility and Access to the B-to-B Space
- ◆ 05 Invitations to the Gala Dinner.



The DIGITAL SPONSOR may use this title for its own communication for a period from the date of signature until October 2027.

The DIGITAL SPONSOR will benefit from

- ◆ Provision of a 24m² space
- ◆ Visual Identity «Logo» on all Communication Materials
- ◆ Visual Identity "Logo" on the Catalog Cover
- ◆ Visual Identity «Logo» on the Various Invitations
- ◆ Visual Identity "Logo" on Visitor Badges
- ◆ Provision of 400 Visitor Invitations
- ◆ Videos or clips shared on social media
- ◆ Quote from the Official Inauguration
- ◆ Quote from the Gala Dinner.
- ◆ Advertising insertion in the Official Catalogue.
- ◆ Presence in Press & Urban Display Campaigns.
- ◆ Visibility and Access to the VIP Lounge
- ◆ Visibility and Access to the B-to-B Space
- ◆ 05 Invitations to the Gala Dinner.

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LOGITERRE 2026

**AFRICAN PLATFORM OF EXCELLENCE DEDICATED TO
MOBILITY, TRANSPORT AND LOGISTICS.**

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