

UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI, MAY GOD ASSIST HIM



Kingdom of Morocco

Ministry of Tourism, Handicrafts and Social and Solidarity Economy  
Secretary of State in charge of Handicrafts, and Social and Solidarity Economy  
Maison de l'Artisan

# CONCEPT NOTE



edition  
<sup>th</sup>9 National  
Handicrafts  
Week

2025 - 2026

 Handicraft  
from Morocco





CONCEPT

**NATIONAL  
HANDICRAFTS WEEK**

9<sup>th</sup> ÉDITION

NOTE





**HIS MAJESTY KING MOHAMMED VI, MAY GOD ASSIST HIM**

# SUMMARY



## SUMMARY

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9<sup>TH</sup> EDITION OF  
THE NATIONAL  
HANDICRAFTS WEEK





## NATIONAL HANDICRAFTS WEEK

### The 9<sup>th</sup> edition of the National Handicrafts Week is held in two distinct phases

The first phase was organized alongside the Africa Cup of Nations (AFCON 2025), scheduled from December 21<sup>st</sup> 2025, to January 18<sup>th</sup> 2026, across the six host cities : Rabat, Casablanca, Marrakech, Tangier, Agadir, and Fez. The second phase will be held from February 9<sup>th</sup> to 15<sup>th</sup> in Rabat.



## 9<sup>th</sup> EDITION OF THE NATIONAL HANDICRAFTS WEEK « HANDICRAFTS SECTOR : A NEW DYNAMIC OF INVESTMENT AND HIGH VALUE-ADDED EXPORTS »



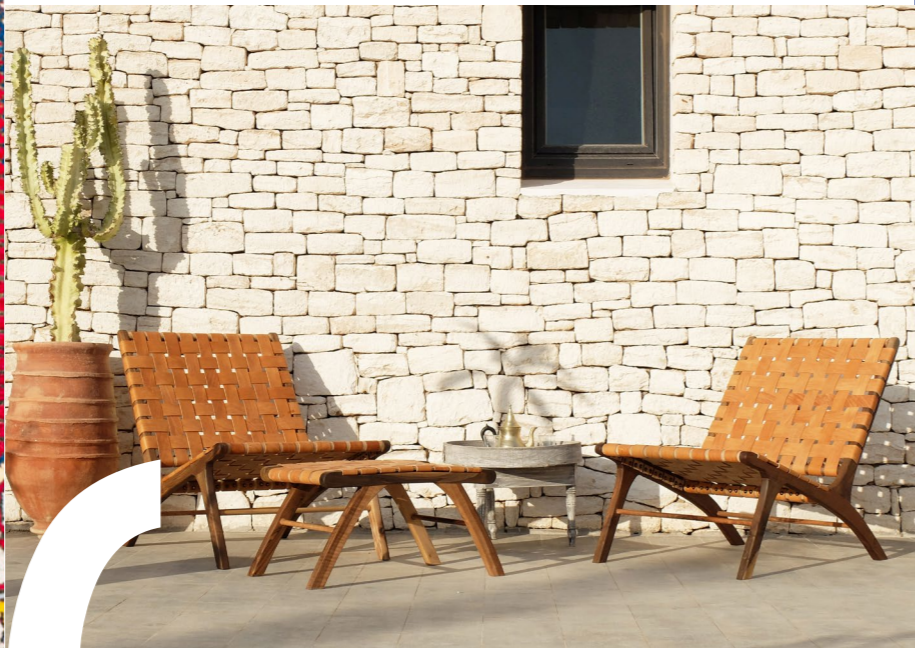
Under the High Patronage of His Majesty King Mohammed VI, may God assist him, the State Secretariat for Handicrafts and the Social and Solidarity Economy, in association with the Maison de l'Artisan is organizing the 9<sup>th</sup> National Handicrafts Week (SNA) under the theme **“Handicrafts sector : a new dynamic of investment and high value-added exports”**.

National Handicrafts Week is a key event dedicated to celebrating handicrafts and honoring ancestral Moroccan know-how passed down from generation to generation. It showcases the richness, diversity, and authenticity of Moroccan artisans while fostering exchanges and synergies between artisans and the handicrafts ecosystem at both the national and international levels.





This phase was notably characterized by the establishment of pavilions dedicated to the promotion and showcasing of Moroccan and African handicrafts, as well as by the organization of other cultural and commercial events aimed at strengthening the influence of the sector and fostering the generation of income by artisans.



The second phase will take place from February 9th to 15th, 2026, in Rabat and will include the organization of the 3<sup>rd</sup> edition of the International Art and Craft Connect Forum and the National Handicraft Fair.

This phase forms part of a structuring dynamic aimed at leveraging the support systems, assistance mechanisms, and measures implemented to boost investment and exports, as strategic levers for sustainable transformation and positioning Moroccan handicrafts in high value-added segments.

After a first edition of the Handicrafts Fair dedicated exclusively to handmade Moroccan rugs, followed by a second edition focused on floor coverings, such as zellige tiles, marble, wood, and other traditional materials, the upcoming edition of the Handicrafts Fair, which will be held from February 9<sup>th</sup> to 15<sup>th</sup>, distinguishes itself by expanding its scope to include a diverse selection of handmade Moroccan products.

This evolution reflects the ambition to position the Handicrafts Fair as a leading platform for showcasing creativity, excellence and ancestral know-how handed on through the generations, while also responding more effectively to the expectations of national and international markets.



# PROGRAM

## PROGRAM OF THE 9<sup>th</sup> EDITION OF THE NATIONAL HANDICRAFTS WEEK

From December 21<sup>st</sup>,  
2025  
to January 18<sup>th</sup>, 2026

PAVILIONS PROMOTING AND SHOWCASING  
MOROCCAN AND AFRICAN HANDICRAFTS IN THE  
OFFICIAL AFCON 2025 FAN ZONES & HIGH-TRAFFIC  
AREAS  
**Rabat, Casablanca, Tangier, Marrakech, Fez, Agadir**

From December 29<sup>th</sup>,  
2025  
to January 18<sup>th</sup>, 2026

ARTS CRAFTS EXHIBITION & CAFTAN NIGHTS  
**Fez**

From January 6<sup>th</sup>  
to January 31<sup>st</sup> 2026

ARTS CRAFTS EXHIBITION & CAFTAN NIGHTS  
**Rabat**

February 9<sup>th</sup>, 2026

INTERNATIONAL ART AND CRAFT CONNECT FORUM  
**Rabat**

From 9<sup>th</sup> to 15<sup>th</sup>  
February 2026

NATIONAL HANDICRAFT FAIR  
**Rabat**

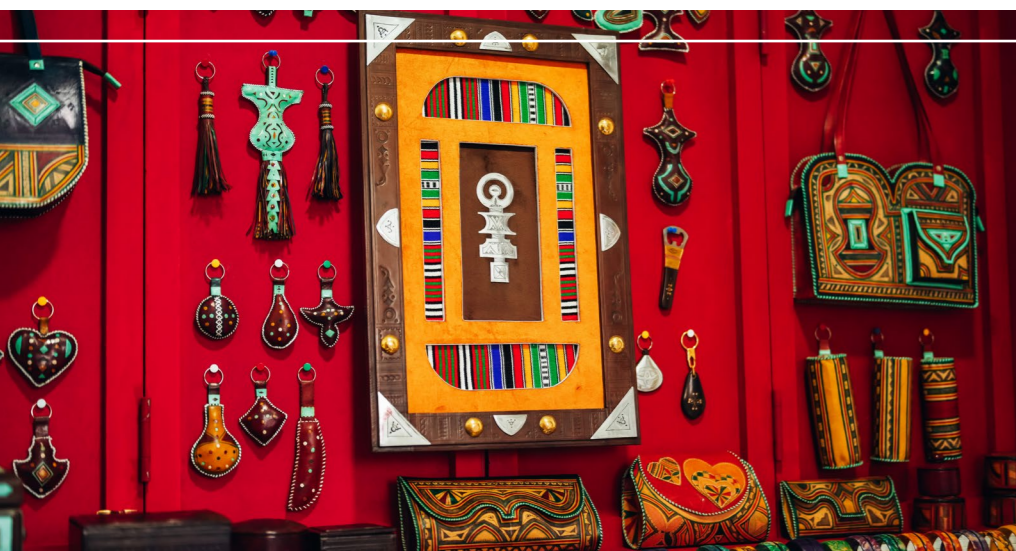




9<sup>TH</sup> EDITION OF  
**THE NATIONAL  
HANDICRAFTS WEEK**

**HANDICRAFT PROMOTION AND ENHANCEMENT  
PAVILIONS ON THE SIDELINES OF THE 2025  
AFRICA CUP OF NATIONS**

# HANDICRAFT PROMOTION AND ENHANCEMENT PAVILIONS

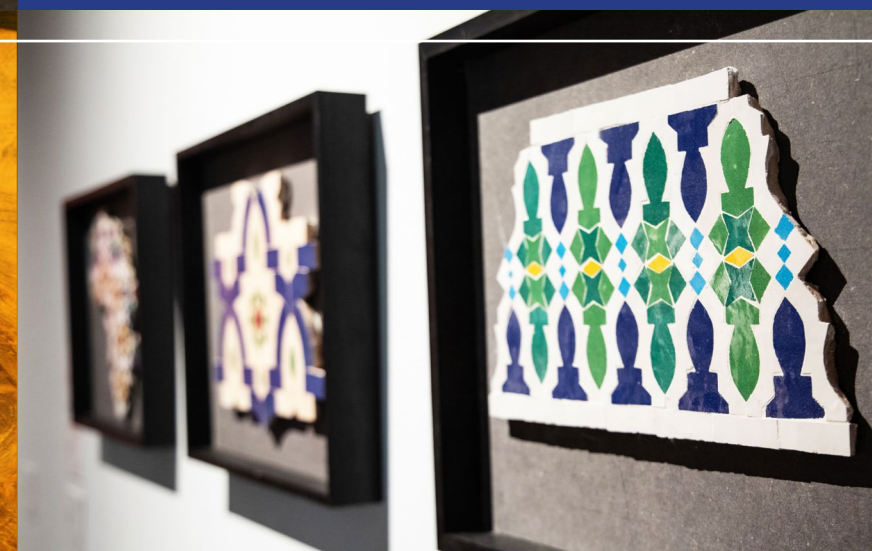


## ON THE SIDELINES OF THE 2025 AFRICA CUP OF NATIONS



Aware of the structuring role of handicrafts in preserving and promoting the Kingdom's cultural heritage, also as its contribution to tourism in the host cities of the 2025 Africa Cup of Nations (AFCON), the Maison de l'Artisan has launched a series of operations to promote Moroccan handicrafts and celebrate African handicrafts in the official Fan Zones of the Confederation of African Football (CAF) and in other high-traffic public spaces.

The African countries that participated in these initiatives to celebrate African crafts are : Angola, Benin, Burkina Faso, Cameroon, Ivory Coast, Egypt, Gabon, Equatorial Guinea, Comoros Islands, Mali, Mozambique, Nigeria, Senegal, Sudan, Tanzania, Tunisia and Zambia.



More than 300 artisans, cooperatives, and handicraft enterprises from Morocco and other African countries participating in the Africa Cup of Nations were present in the pavilions dedicated to promoting and showcasing handicrafts, located within the «FANZONES». A dedicated program of activities was implemented, including demonstrations of traditional handicrafts, raffles, immersive experiences highlighting Moroccan culture, cooking demonstrations, and interactive and fun workshops.

# RABAT





# CASABLANCA



# MARRAKECH



FEZ



# TANGIER



# AGADIR





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9<sup>TH</sup> EDITION OF  
THE NATIONAL  
HANDICRAFTS WEEK

ART CRAFT EXHIBITIONS  
& CAFTAN NIGHTS

# ART CRAFT EXHIBITIONS & CAFTAN NIGHTS

## CONFLUENCES: SHARED GESTURES AND LEGACIES



These art craft exhibitions, organized under the theme «Confluences : Shared Gestures and Legacies» offer an interpretation of the historical and contemporary connections that traverse the African continent, highlighting Morocco's unique position at the heart of the human, cultural, and material exchanges that have characterized Africa throughout the centuries.

A crossroads of exchange and encounter since time immemorial, Morocco has been shaped by movements, interactions, and dialogues across territories, thereby affirming its role as a bridge between African cultures and spaces.

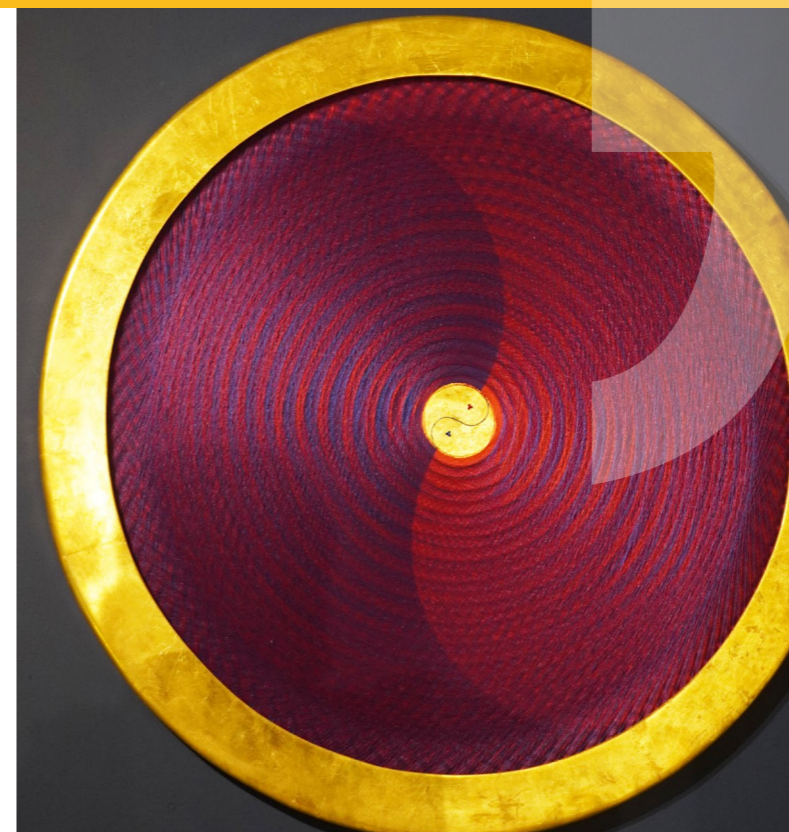
Beyond forms and objects, the exhibitions evoke the dimensions of knowledge and spirituality that accompanied these exchanges. Commercial trade routes were also channels of intellectual and spiritual transmission, through which knowledge, practices, and symbols were disseminated, leaving a lasting mark on the gestures and forms of craftsmanship.

## 9<sup>TH</sup> EDITION OF THE NATIONAL HANDICRAFTS WEEK



Two exhibitions of art crafts are being organized as part of the efforts to promote and enhance Moroccan artisans. One is being held in Rabat in partnership with the National Museums Foundation, and the other in Fez in collaboration with the Agency for the Development and Rehabilitation of the Fez Medina (ADER-Fez).

These exhibitions aim to promote the excellence of Moroccan craftsmanship and celebrate the creativity of artisans, particularly through a selection of emblematic creations illustrating the diversity of trades, the mastery of ancestral techniques, and the artisans' capacity for innovation.



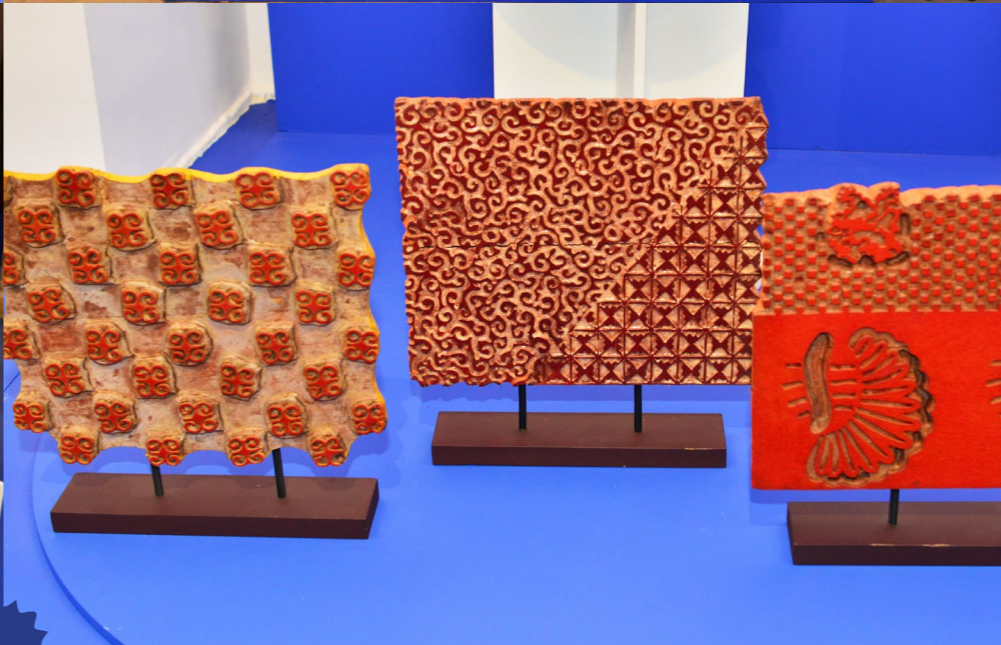
# ART CRAFT EXHIBITIONS & CAFTAN NIGHTS IN FEZ

FROM DECEMBER 29<sup>th</sup>, 2025  
TO JANUARY 18<sup>th</sup>, 2026



# ART CRAFT EXHIBITIONS & CAFTAN NIGHTS IN RABAT

FROM JANUARY 6<sup>th</sup>,  
TO 31<sup>st</sup> JANUARY, 2026



## NIGHTS OF THE CAFTAN

Fashion shows were also organized alongside these Art Craft exhibitions. They aimed to showcase the Moroccan caftan and the creations of artisans, while incorporating references to African culture.

**FEZ**  
**DECEMBER 29<sup>TH</sup>, 2025**



**RABAT**  
JANUARY 6<sup>th</sup>, 2026





9<sup>TH</sup> EDITION OF  
**THE NATIONAL  
HANDICRAFTS WEEK**

**THE 3<sup>RD</sup> EDITION OF THE INTERNATIONAL  
ART AND CRAFT CONNECT FORUM**

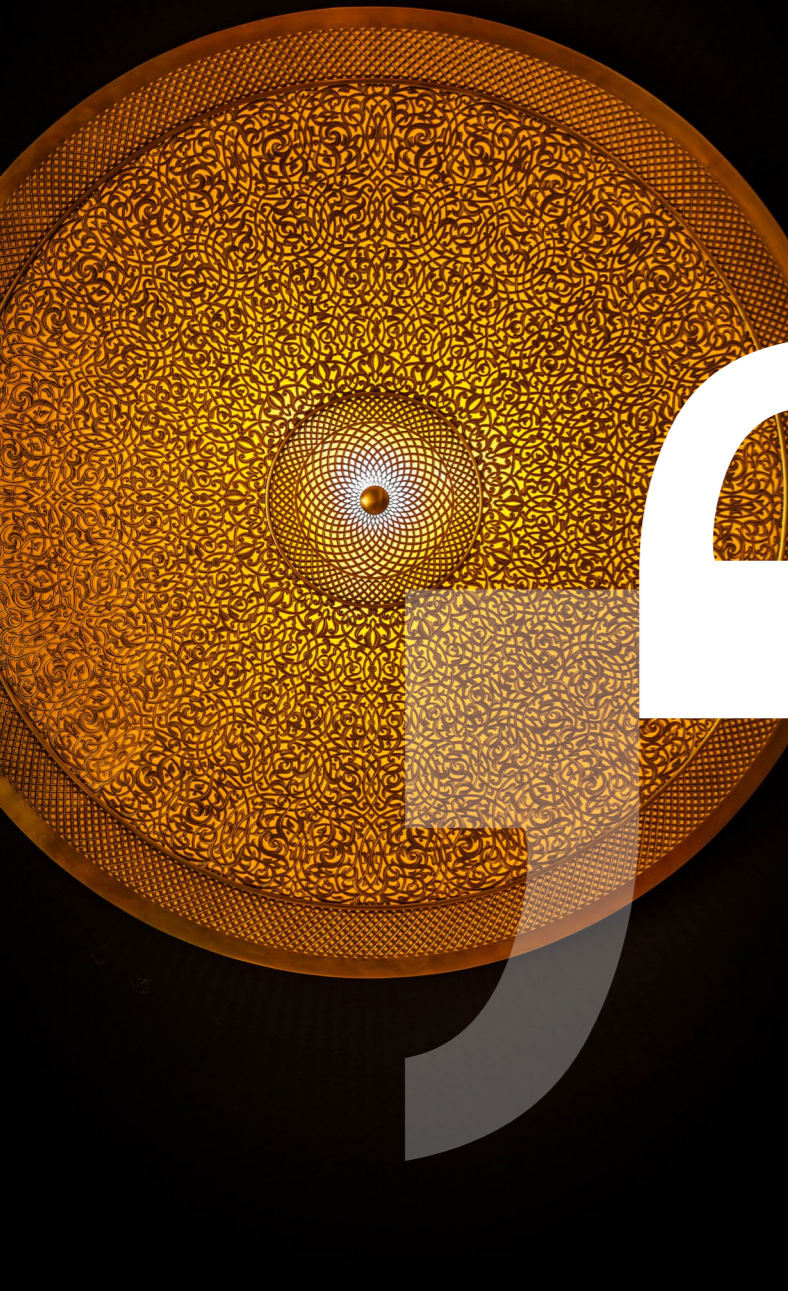
# THE 3<sup>RD</sup> EDITION OF THE INTERNATIONAL ART AND CRAFT CONNECT FORUM

## OBJECTIVES

- . To further explore the main issues and challenges of investment and export in the handicraft sector;
- . To foster the development of business partnerships and trade;
- . To discuss international trends and new market and demand requirements;
- . To create a platform for exchange and synergy within the international ecosystem;
- . To promote the sharing of experiences and best practices.

## PARTICIPANTS

Nearly 400 participants from the public and private sectors (institutional representatives, artisans, businesses, professional buyers, designers, interior architects, journalists, electronic payment operators, online marketing operators, carriers and distributors, etc.) from more than 25 countries will take part in the Forum.



9<sup>th</sup> EDITION OF THE NATIONAL HANDICRAFTS WEEK

Following the success of the two previous editions of the International Art and Craft Connect Forum (FIACC), whose themes and the quality of the discussions were highly appreciated by participants, this third edition of the forum, scheduled for February 9th, 2026, in Rabat, will feature renowned speakers and participants. The forum, which will bring together the national and international community of the craft ecosystem (institutions, artisans, designers, architects, international carriers and distributors, e-commerce operators, electronic payment operators, etc.), will focus on themes related to the challenges and opportunities of investment and export, with the aim of boosting the sector and transforming it sustainably.



## PANELS AND THEMES

The FIACC will be structured around 2 panels and a plenary session addressing the following themes:

### Panel 1: « Handicrafts sector: investment and financial opportunities to seize»

#### Objectives:

- To highlight the new dynamics of the Moroccan handicraft sector and the investment opportunities in this strategic sector, which makes a significant contribution to the performance of the national economy;
- To present the efforts undertaken by public authorities and institutional partners to support investment in the sector and promote the competitiveness of artisans;
- To present and discuss the levers and financing options available to operators;
- To unite artisans around a shared vision of development;
- To encourage the mobilization of national and international buyers and prescribers.

### Panel 2: «Moroccan handicrafts and international markets: access strategies, positioning and sustainable growth»

#### Objectives:

- To discuss emerging trends in demand and international markets;
- To identify levers for stimulating demand and accessing international markets;
- To discuss strategies for positioning handcrafted products in international markets;
- To highlight the importance of developing strong private labels and the role of design and innovation in the sustainable transformation of the sector;
- To debate the challenges encountered in the accessing international markets;
- To share best practices in terms of promoting and marketing handcrafted products.

### Interactive session “Support programs for the competitiveness of artisans : cross-perspectives and future horizons”

This session will bring together national and international partners, as well as the beneficiaries of the various support programs aimed at enhancing the competitiveness of handicraft sector stakeholders. Beyond reviewing the achievements of these programs namely the Excellence Program for the Carpet and Pottery/Ceramics Sectors, the Exporter Support Program, and the Aggregator Support Program, all deployed to strengthen the sector's competitiveness, the session aims to highlight the journeys of committed and enterprising artisans, while also presenting the mechanisms, resources, and solutions mobilized to support their development projects.

#### Objectives:

- To highlight the achievements of the Stakeholder Support Programs;
- To share feedback from partners and beneficiaries of the two editions of the Programs;
- To initiate a debate concerning emerging needs to be taken into account in future editions of the Programs.

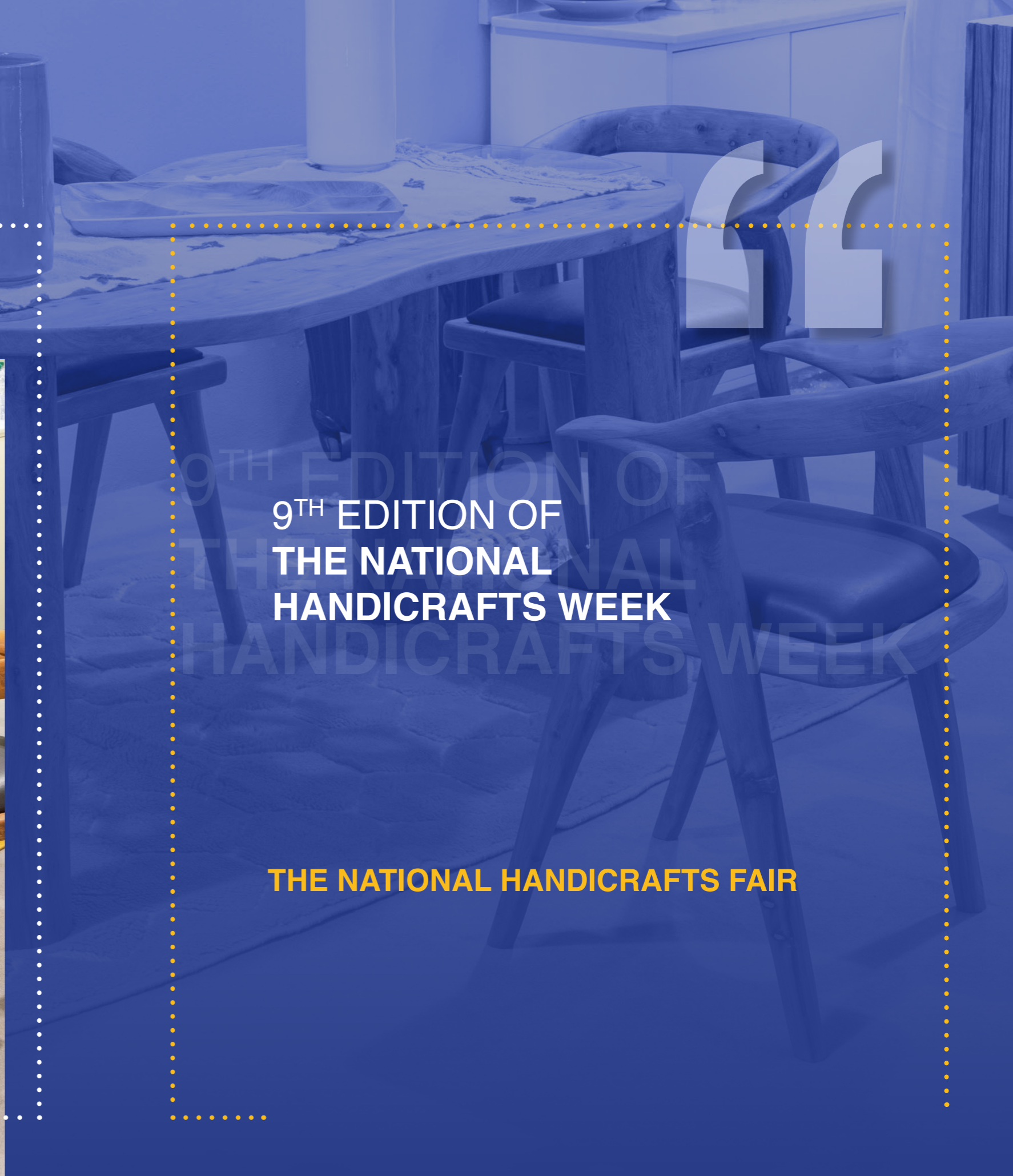


# PROGRAM



## PROGRAM AND PROCEEDING OF THE FORUM

- 09H15-10H15** : Welcoming Forum Participants
- 08H30-09H15** : Welcoming officials
- 09H15-10H00** : Official opening of the National Handcrafts Fair
- 10H05-10H10** : Opening of the Forum and screening of the institutional launch film
- 10H10-10H20** : Official opening speeches of the Forum
- 10H20-11H05** : Panel 1: Handicrafts sector : investment and financial opportunities to seize
- 11H05-11H30** : Signing of partnership agreements and conventions
- 11H30-12H00** : Coffee break
- 12H00-12H15** : Happening
- 12H15-13H00** : Panel 2: Moroccan handicrafts and international markets:  
: access strategies, positioning, and sustainable growth
- 13H00-14H00** : Lunch break
- 14H00- 14H45** : Interactive session : Support programs for the competitiveness of  
: artisans: cross-perspectives and future horizons
- 14H45-15H00** : Awards ceremony for artisans
- 15H00-15H15** : Forum closing



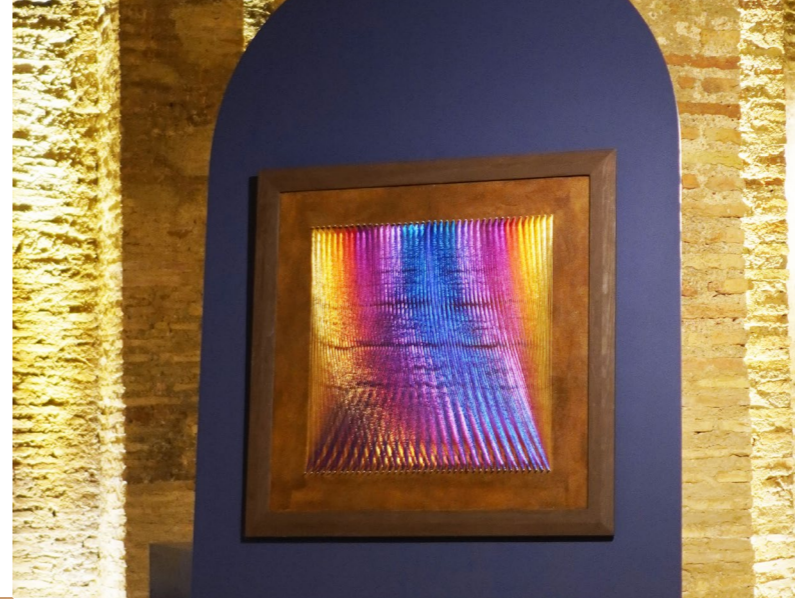
9<sup>TH</sup> EDITION OF  
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THE NATIONAL HANDICRAFTS FAIR



# THE NATIONAL HANDICRAFTS FAIR

The Handicrafts Fair will be held from February 9<sup>th</sup> to 15<sup>th</sup> 2026 in Rabat. The Fair will adopt a hybrid format, combining a B2B dimension, scheduled for February 9<sup>th</sup> and 10<sup>th</sup>, and a B2C dimension, organized from February 11<sup>th</sup> to 15<sup>th</sup>, 2026.



## OPENING TO THE PUBLIC

From February 11<sup>th</sup> to 15<sup>th</sup> 2026, the Fair will be open to the general public, offering visitors a large-scale showcase dedicated to handcrafted creations.

The public will have the opportunity to admire unique pieces, meet the artisans, discover ancestral skills and innovative techniques, and purchase authentic, high-quality products.

To this end, an exhibition space structured around various stands, accompanied by a rich and diverse program of activities, will be set up to make this event a true platform for showcasing, promoting, and highlighting the different categories of handcrafted products.

## 9<sup>th</sup> EDITION OF THE NATIONAL HANDICRAFTS WEEK

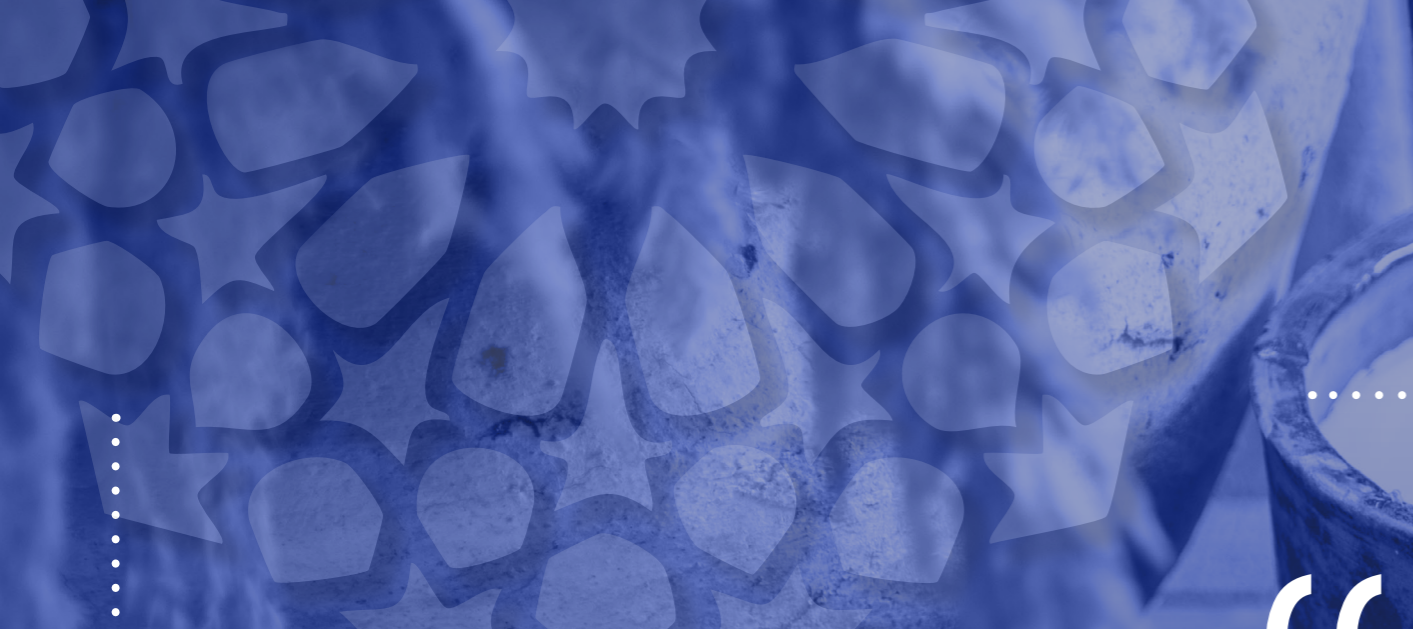


## BUSINESS DEVELOPMENT

The first two days of the Exhibition will be dedicated to matchmaking between Moroccan handicraft operators, promoters of innovative and creative products or processes intended for investment and export, and funders, also as international buyers seeking new, authentic, high-value-added products.

The Exhibition offers an ideal environment to facilitate networking and stimulate the creation of genuine business opportunities. Thanks to a preliminary analysis of each participant's needs and interests, meetings will be perfectly targeted, guaranteeing relevant, constructive, and results-oriented exchanges.





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9<sup>TH</sup> EDITION OF  
THE NATIONAL  
HANDICRAFTS WEEK

THE 8<sup>TH</sup> EDITION OF THE SNA:  
A LOOK BACK IN PICTURES



# THE 8<sup>th</sup> EDITION OF THE SNA: A LOOK BACK IN PICTURES

## FORUM « INTERNATIONAL ART AND CRAFT CONNECT »



# THE 8<sup>th</sup> EDITION OF THE SNA: A LOOK BACK IN PICTURES

## MOROCCAN CRAFT INNOVATION MEETINGS



# THE 8<sup>th</sup> EDITION OF THE SNA: A LOOK BACK IN PICTURES

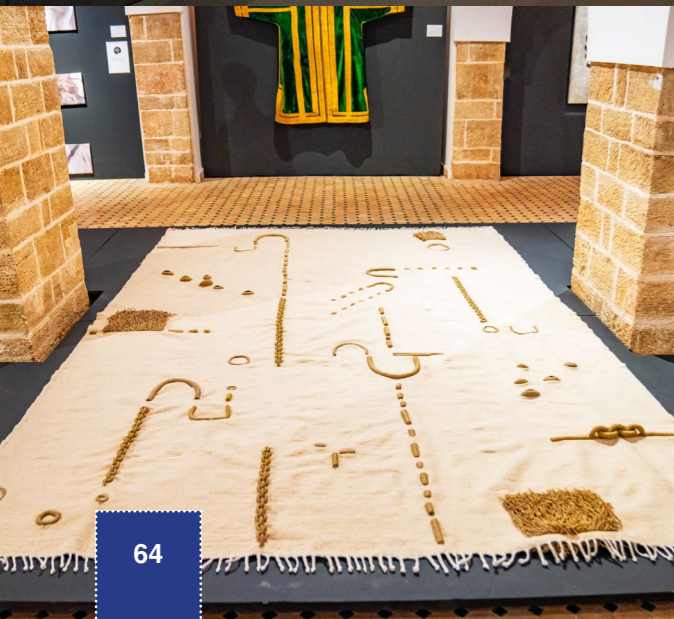
## MOROCCO CARPET AND FLOORING TRADE SHOW





# THE 8<sup>th</sup> EDITION OF THE SNA: A LOOK BACK IN PICTURES

## ARTS AND CRAFTS EXHIBITION







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