





**I – CONTEXT**

**II- WHO WE ARE?**

**III- MARKET ATTRACTIVENESS STRATEGY**

**IV- COMMUNICATION STRATEGY**

**V – PROJECTS**





### A STRATEGIC DEVELOPMENT PLAN

To overcome them, citizens, elected representatives and authorities have united to implement the strategy initiated by His Majesty King Mohammed VI : the 2015-2020 development plan of the Greater Casablanca region.

The objective set for **Casablanca Events and Animation** is to develop the strategy to promote the image of Casablanca at the local, regional, and international levels. The challenge is to make Casablanca a true Global City.

To that end, **Casablanca Events et Animation's** major objective is to ensure the promotion of the territory, the management of the sports and cultural infrastructures through the completion of structural projects and the implementation of major events in the cultural, sporting and business field.



Created by the local authorities on the 28th of april 2015,  
**Casablanca Events et Animation** is a public limited company  
under private law and public capital whose shareholders are:

The Regional Council of Casablanca-Settat Region (**50%**)

Casablanca Commune (**43%**)

The Prefectural Council of Casablanca (**7%**).



### BOARD OF DIRECTORS OF THE COMPANY

#### PRESIDENT

M. Abdelkebir Zahoud, Wali of the Region of Casablanca-Settat

#### BOARD MEMBERS

##### The Regional Council of Casablanca-Settat

M. Mustapha BAKKOURI, President

##### Wilaya of Casablanca-Settat Region

M. Zine Elabidine ELAZHAR, General Secretary

##### The Prefectural Council of Casablanca

M. Mohamed Najib AMMOR, President

##### Casablanca Commune

M. Abdelaziz OMARI, President

#### GENERAL MANAGER

Mohamed JOUAHRI







Our mission is :

**To develop** the attractiveness of Casablanca and make it rise to the ranks of great African cities;

**To create** a shared territorial brand, and to seek to extend its local and international influence;

**To consolidate** the financial appeal of Casablanca by promoting its attributes to international institutions;

**To manage** the sports and cultural infrastructure entrusted to us;

**To develop** international cooperation;

**To organize** business, cultural, and sporting events.



### III- MARKET ATTRACTIVENESS STRATEGY



Our Company has chosen to focus on a global brand to enhance the attractiveness, hospitality and proximity of the metropolis, as well as to rally all the efforts to this end under one banner, that is easily identifiable and effortlessly endorsed.

The brand was built gradually after an in-depth diagnosis of the city's assets, its characteristics and its identity, on the basis of a sensitive, psychological profile and following an image assessment conducted by associating hundreds of people from Casablanca, using a participatory approach. Residents of neighborhoods, researchers, entrepreneurs, actors in tourism, and members of the diaspora all participated in the inception of this beautiful project.

**WECASABLANCA** thus became the banner that supports the **city's 2015-2020 strategy centered on the living conditions of urban residents, mobility, economic attractiveness and the business climate**

**“WECASABLANCA, WHERE THE WORLD MEETS”**

## IV- COMMUNICATION STRATEGY ADVERTISING CAMPAIGNS

A global communication strategy is deployed in order to promote Casablanca, and to contribute to its national and international reach:

**The launch of communication campaigns at 360°** (TV, radio, display, media, web, PR)



**A proper Urban display circuit : Casablanca Events et Animation** has endowed with a unique parc of Kakemonos in order to promote its projets and events.



## IV- COMMUNICATION STRATEGY AUDIOVISUAL PRODUCTS

Global communication strategy is also deployed throughout several audiovisual products : spot TV, video clips, immersive videos, testimonial movies ...



### IMMERSIVE VIDEO CLIPS

at 360° enabling us to discover many places of the City



### CASABLANCA : CENTRAL HUB BETWEEN AFRICA, EUROPE, AMERICA and MIDDLE EAST

Casablanca Events & Animation worked closely with Oxford Business Group in order to share the experiences of foreign investors on the global business platforms. The result: a testimonial to attract the business community.



### WECASABLANCA – MDINTI OU MDINTEK

An educational movie in motion design in order to explain in 3 minutes the project #WeCasablanca : its origin, its deployment and its evolution.



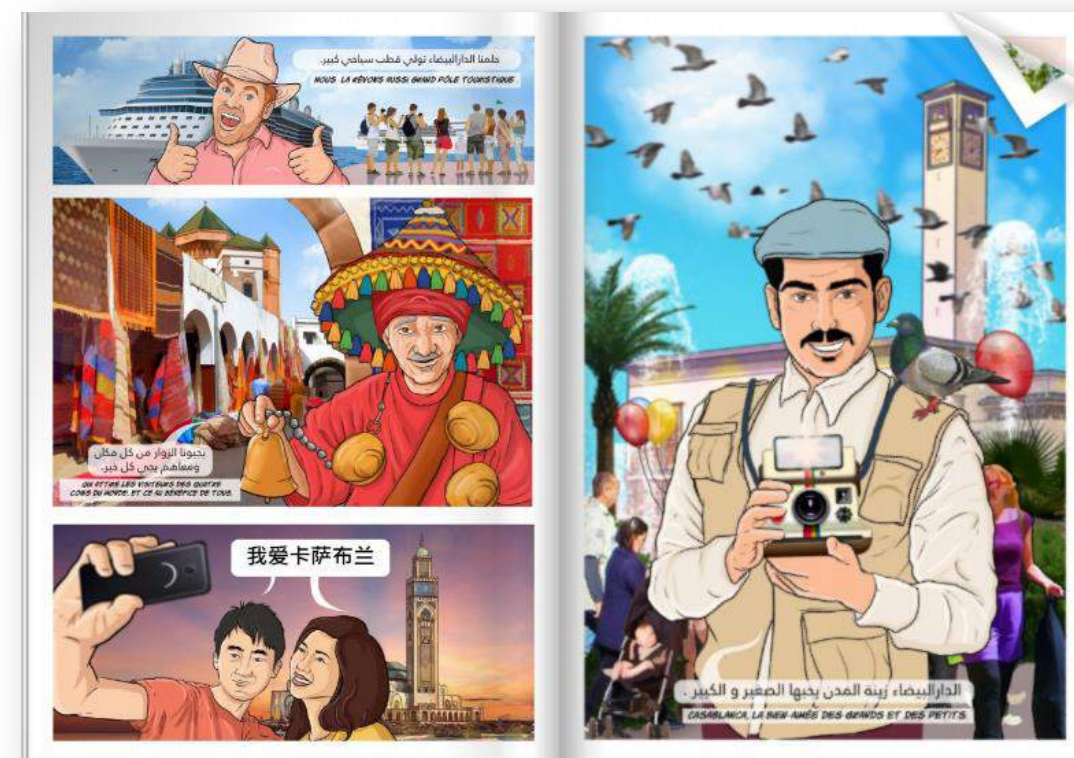
## IV- COMMUNICATION STRATEGY PUBLICATIONS



### Casamag

It is the first regional news magazine in Morocco.

Initially designed for the inhabitant of Casablanca, but also to its visitors. It is a monthly bilingual magazine that provides its readers with valuable information on the main cultural, sports, and business activities in the city,



### Casawa

Conceived in Darija and in French, this cartoon puts forth the vitality of the metropolis, its rich history and presents the great potential and energy its provides to its inhabitants.



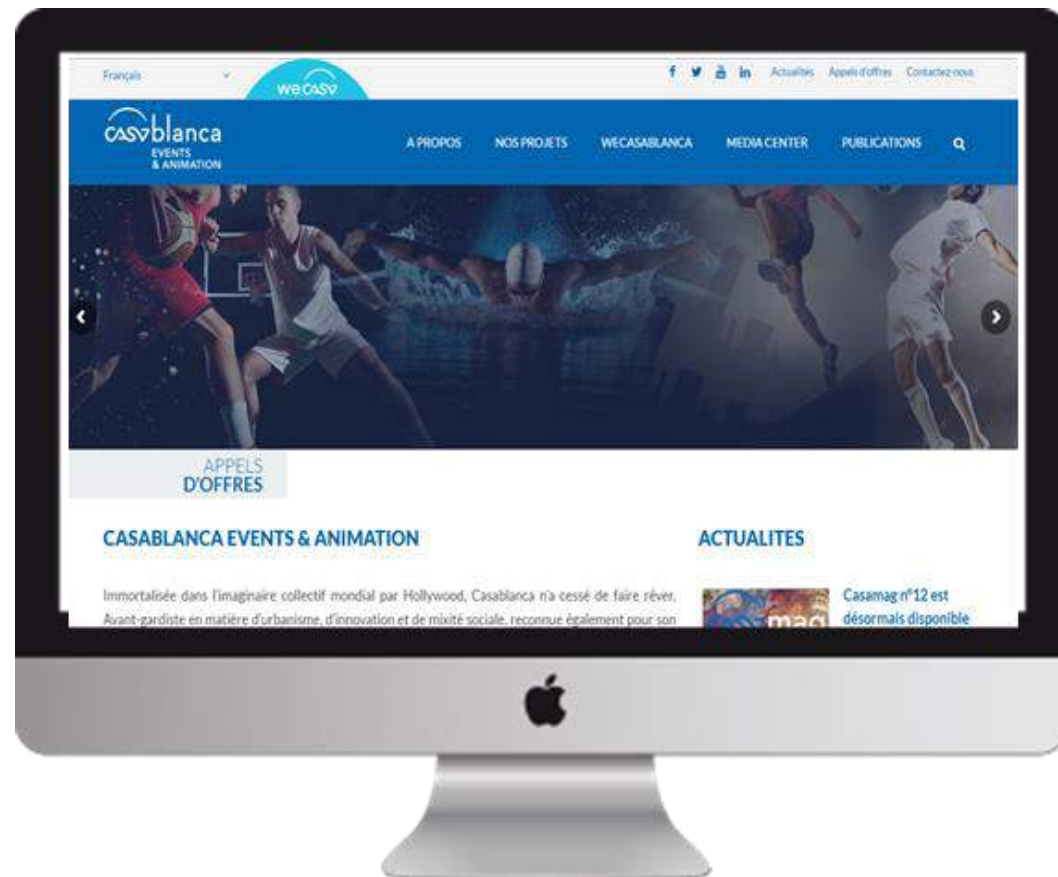
### CASA SHOPPING GUIDE

Casablanca is emerging as a full-fledged shopping destination with all kinds of stores: from major international franchises to small stores, popular for their original objects, and from authentic boutiques to shopping malls... The shopping guide invites readers to discover what makes the city unique. This project includes all the socio-economic system of the region, with not less than 500 boutiques referenced.



## IV- COMMUNICATION STRATEGY

### DIGITAL STRATEGY



[www.casaevents.ma](http://www.casaevents.ma)

**Casablanca Events et Animation's** initiative has also the mission to promote what makes Casablanca a singular city ... Aware of the importance of the web nowadays, we have adopted an integrated digital strategy to fortify its actual positioning. Today, Casablanca has websites designed for each of its events. It also launched applications and works on creating and managing the strong community of its social media platforms.



[www.smartcityexpocasablanca.com](http://www.smartcityexpocasablanca.com)



[www.wecasablanca.com/we](http://www.wecasablanca.com/we)



## IV- COMMUNICATION STRATEGY

### DIGITAL STRATEGY

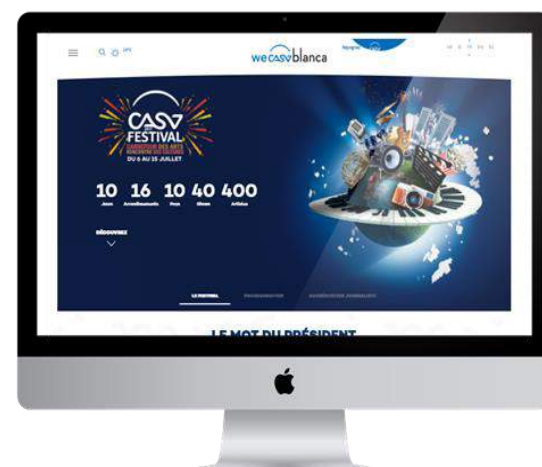


/wecasablanca



[www.wecasablanca.com](http://www.wecasablanca.com)

Since its revelation, the territorial brand has implemented a strategic **web portal Wecasablanca.com** to promote the attractiveness of the Casablanca Region. Available in **5 languages** and referecing more than 100 links, this latter has the ambition to become the entry point of Casablanca on the web. The brand also relies on social media in order to get closer to its target, namely through **facebook, twitter, instagram** accounts and **youtube**.



[www.wecasablanca.com/festival](http://www.wecasablanca.com/festival)



[www.casablanca-marathon.com](http://www.casablanca-marathon.com)



[www.wecasablanca.com/shopping](http://www.wecasablanca.com/shopping)



## IV- COMMUNICATION STRATEGY NEW MOBILE APPLICATIONS

### CASA BREAK : THE NEW APP FOR SHOPPING AND GOING OUT !

This app was created to help the citizens and tourists find easily valuable information about their key points of interest. It provides a large array of listed addresses, classified by themes, or alphabetical order. Adding to that, the app provides numerous features such as geo-tracking, GPS technology, opening and closing hours and other useful information.

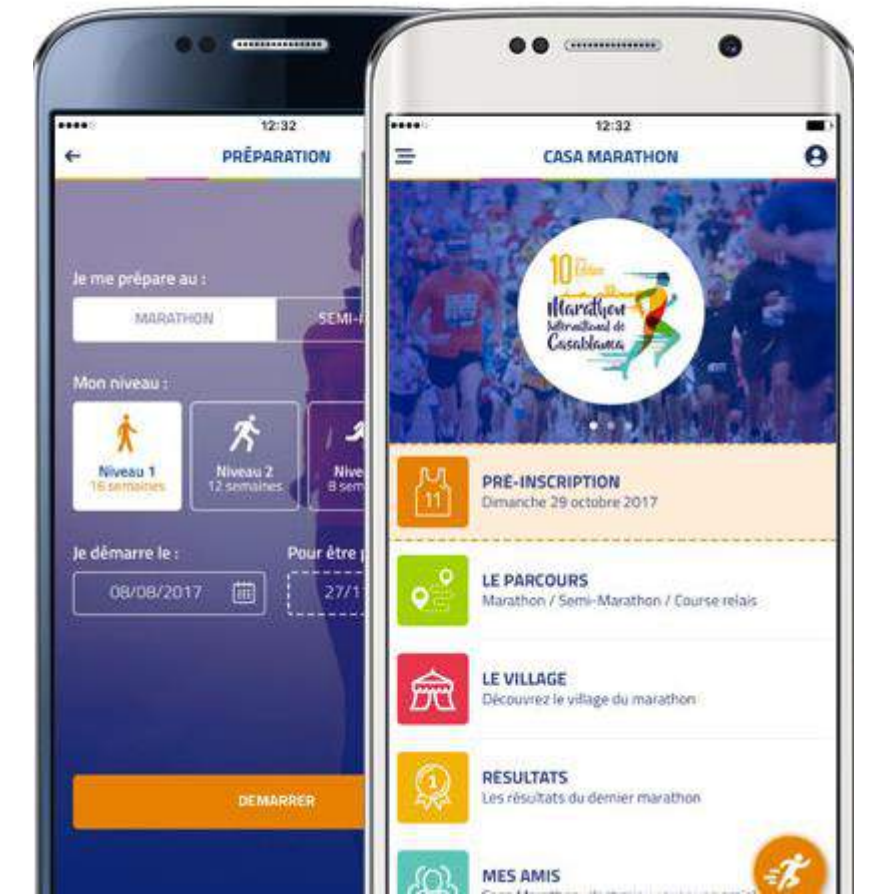
The App is available for free on PlayStore and AppStore.



[www.wecasablanca.com/casabreak/app](http://www.wecasablanca.com/casabreak/app)

### CASA MARATHON: A COACH RIGHT IN THE POCKET !

We have created the application CASA MARATHON to accompany runners in their preparation for the race. The app is available for free on PlayStore and AppStore. CASA MARATHON features the news in real time, shows the circuits on an interactive map, provides useful information, gives a tracking option for friends and family participants ... and above all, provides to the contestants, a training program "CASA COACH".



[www.wecasablanca.com/casamarathon/app](http://www.wecasablanca.com/casamarathon/app)





**MARATHON ■ SEMI MARATHON ■ COURSE RELAIS ■ 10 KM ■ KIDS RUN**

Pour plus d'informations [www.casablanca-marathon.com](http://www.casablanca-marathon.com) [f](#) Marathon International de Casablanca - Officiel [i](#) CasablancaMarathon



Since 2008, Casablanca city has written its name on the merit list of the international marathons. Organized for the second consecutive year by Casablanca Events & Animation,

This event will take place with the participation of the Moroccan Royal Federation of Athletism (FRMA) and the Casablanca league. The International Marathon of Casablanca has become the ultimate rendez-vous for sport lovers!

This edition celebrates the 10<sup>th</sup> anniversary of the International Marathon of Casablanca. It offers a cross-generational program including : A Marathon, A half marathon and relay race. In addition, new contests were launched : A Kids run and 10 Kilometers;



## THE MOHAMMED V STADIUM



The Mohammed V stadium is part of a big athletic complex situated in the heart of the city of Casablanca, It was inaugurated March 6, 1955, and currently has a capacity of 67 000 places. The stadium hosts several football competitions at the national and international level.

Our company has been mandated to manage the operations of the complex. It works on renovating the equipments of the site and supervises its organizational logistics, namely during major soccer events: Security, accreditation, flow management.





## SPORTS INFRASTRUCTURES

**Casablanca Events et Animation** has also been mandated to upgrade several sports infrastructures and to manage their operations :



SOCCKER FIELD HABIB ZEMRANI – HAY HASSANI



SOCIO SPORTS COMPLEX DERB GHALEF – MAARIF – ANFA



OMNISPORTS AND BOX HALL – BEN M'SICK



SOCIO-SPORTS COMPLEX – SIDI BERNOUSSI



COVERED HALL OF BACHIR STADIUM – MOHAMMEDIA



## COMPLEXE AL AMAL : REHABILITATION INTO A LIVING LAB



The transformation of the Complex Al Amal is one of the projects that marks the **evolution of the metropolis into a Smart City**.

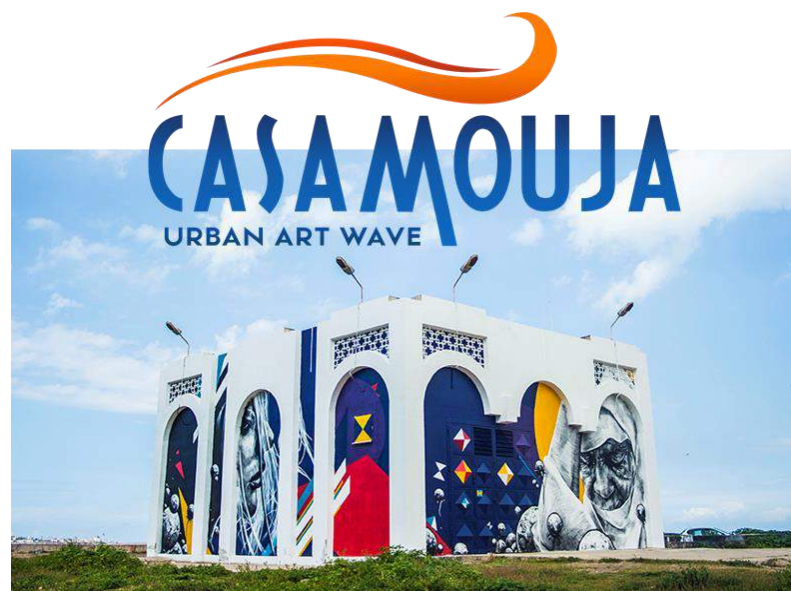
This latter is thought to **put youth forth** as a vector of development around **sports** and the **protection of the environment**.

This new complex will integrate in its rehabilitation **renewable energies** and an optimisation of **aquatic resources**.

The project will also promote **R&D** through the creation of a **Living Lab** in the service of scientific research and vocational training on renewable energies, energetic efficacy and environmental services.



## CULTURAL EVENTS FOR EVERYONE



The white city is currently undergoing many changes. Its aim is to become a connected and inclusive international financial hub, as well as an attractive place to live, prosper and find entertainment.

Casablanca Events et Animation organises the Casa Festival, the Youth day as well as many other cultural animations.

Additionally, we organize, in partnership with local cultural operators, several events like Jazzablanca, L'Boulard or the Festival International de Théâtre de Casablanca.

**CASAMOUJA** « Make Casablanca a somptuous open air gallery » This is the objectif initiated by **Casablanca Events et Animation** with "**CasaMouja**". A very rich program was set and will be deployed all year long





## CULTURAL EVENTS FOR EVERYONE

Reveal and illustrate Casablanca's cultural richness throughout the territory is the goal of the **Casa Festival**, organized by **Casablanca Events & Animation**, the event was held from July 6th to 15th, 2017. Through this event, the aim is to highlight the positioning of the city as a cultural melting pot, to enrich its cultural and leisure offerings and to federate audiences of all social categories.

**Casa Festival** is more than 10 days of festivities, 1 500 000 spectators; 56 concerts, 500 artists, 120 technicians, and 250 journalists.





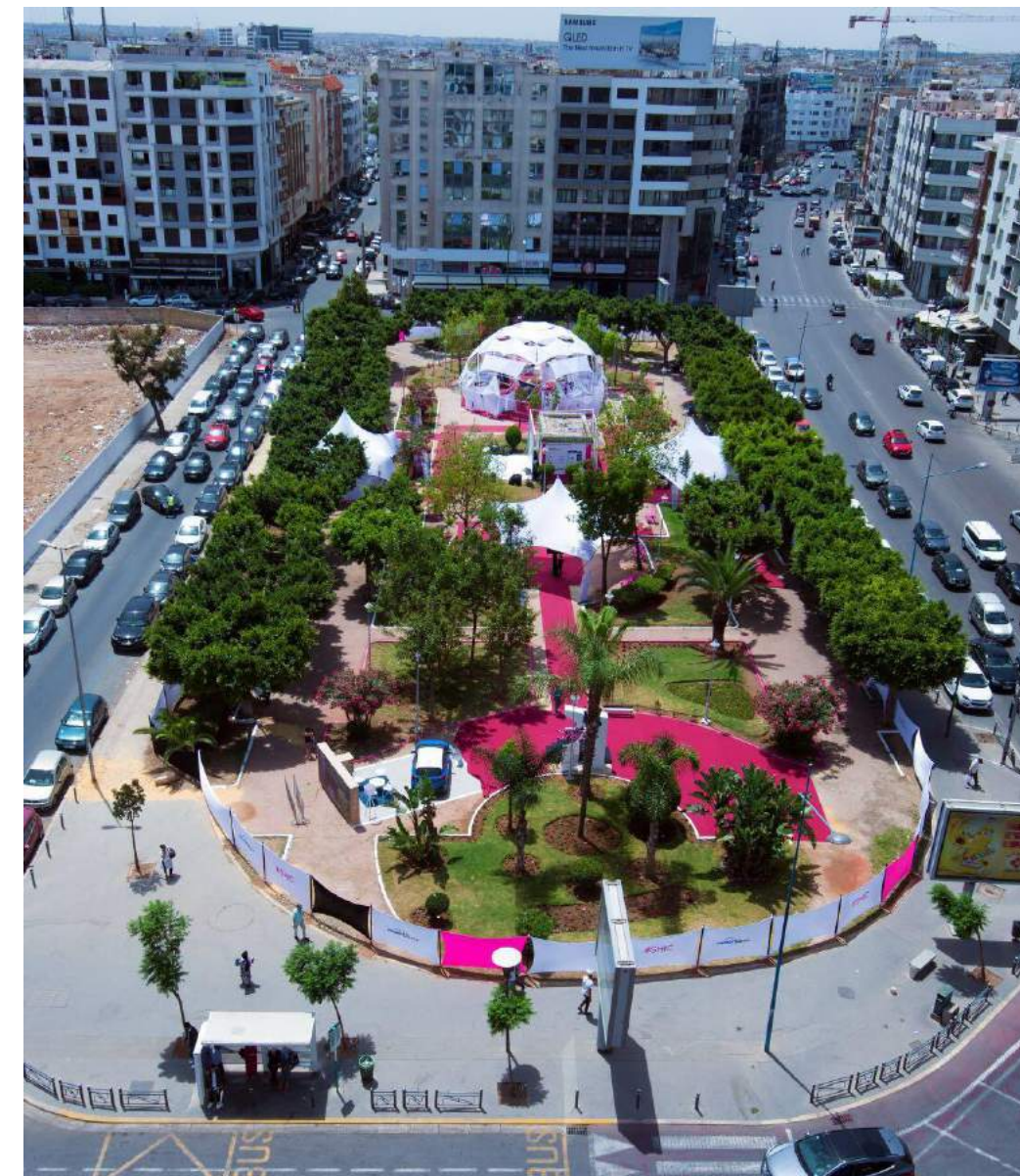
## CULTURAL EVENTS FOR EVERYONE

**Casablanca Events et Animation** shows its determination to promote shopping, essential characteristic of the city's identity by organizing, in partnership with the Wilaya of the Region of Casablanca- Settat, the very first Shopping festival of Casablanca, the event was held from July 5th to 16th, 2017.

As part of the action plan of **WECASABLANCA** the economical capital is hosting from the 6th until the 15th of july, the very first shopping festival of the city.

During 12 days, the festival has chosen to spotlight the metropolis and its shopping streets in order to promote Casablanca as a renowned and very appraised shopping destination.

**SHOP IN**  
**CASABLANCA**  
FESTIVAL DU SHOPPING DE CASABLANCA





# BUSINESS EVENTS THAT IMPACT THE CITY'S DEVELOPMENT

Casablanca **SMART CITY** aims at being a new model of frugal social and sustainable urban management and development, that is able to respond in an integral way for to needs of it's habitants and visitors in the fields of mobility, urban planning, governance, green economy, renewable energy and energy efficiency, environment, resilience, security, education and health; with a central concept of social innovation and technology driven by a collaborative society, inclusive green economy and citizens engagement.



Casablanca has been selected by the Smart City Expo World Congress as the host city and representative of the world renowned congress, in the North of Africa. Smart City Expo Casablanca in a networking event with major actors in the field of urban development..

This event was the result of a partnership between Fira de Barcelone and Casablanca Events et Animation. The second edition of the event took place in the Hyatt Regency hotel on May 17<sup>th</sup> and 18<sup>th</sup>.

With more than 10 000 Moroccans and foreign participants, the second edition brought together participants from more than 47 cities, 85 speakers, 112 journalists, 73 exhibitors and 160 foreign delegations were present,



Under the banner « **Cities by All** », « Smart City Casablanca Africa » is based on a concept of its own, consisting of a professional event “Smart City Expo” and a public event “**Smart City Connect** “. The aim of this latter is to demystify the concept of smart city through a set of free grassroots events in public spaces. « **Smart City Connect** » aims to honor the inhabitants of Casablanca, create social and cultural ties, make the city of Casablanca vibrate in an innovative and creative spirit, by the animation of several emblematic areas of the city.

**2018 EDITION : April 18th & 19th**





[WWW.CASAEVENTS.MA](http://WWW.CASAEVENTS.MA)

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