5th EDITION

REFRIGAIR EXPO

INTERNATIONAL EXHIBITION OF AIR CONDITIONING, VENTILATION, REFRIGERATION & HEATING

EXHIBITION & B2B MEETINGS

UNDER THE THEME

SUSTAINABLE CLIMATE SOLUTIONS FOR AFRICA AND THE MEDITERRANEAN

EXHIBITION | CONFERENCE | B2B | INNOVATION



02-04 JANUARY 2027

OFEC Casablanca

Co-Organizer

AMPF – Association Marocaine des Professionnels du Froid

Smart Expos & Events Morocco

Main Sponsor

Midea

Taqeef تكييف

Institutional Partners

Morocco Now – Investment and Export

AMDIE – Moroccan Investment and Export Development Agency

AHK



HIS MAJESTY KING MOHAMMED VI DELIVERS A SPEECH BEFORE PARLIAMENT ON THE OCCASION OF THE OPENING OF THE FIRST SESSION OF THE SECOND LEGISLATIVE YEAR OF THE 11TH LEGISLATURE, MOROCCO, 2022.

"Today, we are betting on productive investment as a key lever to revive the national economy and position Morocco in promising sectors. Indeed, these sectors offer employment opportunities for young people and serve as sources of funding for various social and development programs. In this regard, we hope that the new National Investment Charter will tangibly strengthen Morocco's attractiveness to private investment, both national and foreign. Since investment is the responsibility of all institutions and private sector actors, we insist that everyone remain mobilized and adopt a responsible attitude to promote this vital sector for our country's growth. The strategic objective sought is for the private sector to assume its rightful place in investment, as an effective driver of the national economy. Moreover, Moroccan companies and their national, regional, and sectoral organizations must fulfill their role as catalysts for investment and entrepreneurship."

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+250 Exposants



+10000 Visiteurs



+20 Conférences



LES TEMPS FORTS

Les thématiques majeures : durabilité, innovation, aquaculture, traçabilité et digitalisation, investissement et logistique.

+400 Rencontres B2B



+40 Panélists



- Un taux de satisfaction de 95 % parmi les participants
- Plus de 50 millions de dollars de chiffre d'affaires généré
- Un taux de reconduction et de participation de 100 %

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MESSAGE FROM THE ORGANIZING COMMITTEE

REFRIGAIR EXPO 2026 embodies the commitment of both institutional and private stakeholders to promoting a strategic sector. We extend our sincere thanks to the institutional partners, sponsors, and exhibitors for their continued support and engagement. This 5th edition aims to serve as a showcase for innovation, sustainability, and investment opportunities.

HISTORY OF PREVIOUS EDITIONS:

- **1st Edition (2018):** Launch of the concept — 80 exhibitors, 2,500 visitors.
- **2nd Edition (2019):** Strong growth — 120 exhibitors, 4,000 visitors.
- **3rd Edition (2022):** Post-Covid recovery — 150 exhibitors, 6,000 visitors.
- **4th Edition (2025):** International recognition — 200 exhibitors,



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THE STRATEGIC ROLE OF **MOROCCO**

Morocco is asserting itself as an African and Mediterranean hub thanks to its modern infrastructures (ports, logistics zones, OFEC Casablanca).

REFRIGAIR EXPO helps strengthen the Kingdom's image as a business and international cooperation platform in the refrigeration sector.

Cumulative Figures from the 4 Editions:

- **Over 550 exhibitors**
- **Over 20,000 visitors**
- **Over 40 conferences**
- **Over 600 B2B meetings**



Toward the **5th Edition – 2026** These results demonstrate the vitality and growing attractiveness of the event. The 5th edition aims to surpass these achievements and expand its international reach. With more than **250 exhibitors and 10,000 visitors** expected, **REFRIGAIR EXPO 2026** is set to be a must-attend event for innovation, investment, and sustainability.

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CONTEXT & CHALLENGES

The refrigeration sector lies at the heart of global economic and energy transitions. It supports strategic industries such as agri-food, healthcare, manufacturing, and logistics.

Key challenges include sustainability, competitiveness, and energy security.

Global Context The global refrigeration and air conditioning market exceeds USD 600 billion. Demand is booming, driven by:

- **Global population growth**
- **Rapid urbanization**
- **The need to reduce food losses**
- **Public health requirements (vaccines, hospitals, medicines)**



However, this sector is also responsible for a significant share of energy consumption and greenhouse gas emissions.

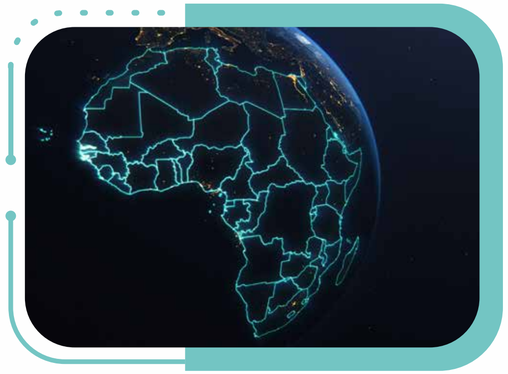
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CHALLENGES IN **AFRICA**

In Africa, nearly 40% of agricultural products perish due to the lack of an adequate cold chain. Developing the refrigeration sector is therefore a key lever for:

- **Food security**
- **Job creation**
- **Integration into global value chains**
- **Development of logistics and port infrastructures**



GLOBAL TRENDS AND AFRICAN OPPORTUNITIES :

Experiencing rapid global expansion, driven by urbanization, population growth, and increasing needs in agri-food, healthcare, and logistics.

In Africa, the opportunities are significant: modernizing the cold chain can reduce food waste, enhance health security, and stimulate economic growth.

Thanks to its strategic location and ambitious national policies, Morocco is positioning itself as a key hub connecting Europe and Africa and as a leading player in the transition toward sustainable refrigeration.

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EXHIBITORS & VISITORS

- **EXHIBITOR PROFILES:**
- **REFRIGAIR EXPO 2026 attracts a wide range of exhibitors representing the entire value chain of cooling, air conditioning, and energy efficiency:**

- Manufacturers and distributors of refrigeration, freezing, air conditioning equipment, heat pumps, and HVAC (heating, ventilation, and air conditioning) solutions
- Consulting and engineering firms specializing in energy efficiency, refrigeration system design, and maintenance
- Agri-food industries and processors of frozen and fresh products requiring advanced preservation solutions
- Startups and innovators offering software, connected sensors, Iot solutions, and artificial intelligence for energy optimization
- Professional associations and sector organizations, institutional partners, and industrial clusters

Each exhibitor benefits from international visibility, privileged access to African and Mediterranean decision-makers, and the opportunity to establish strategic partnerships.

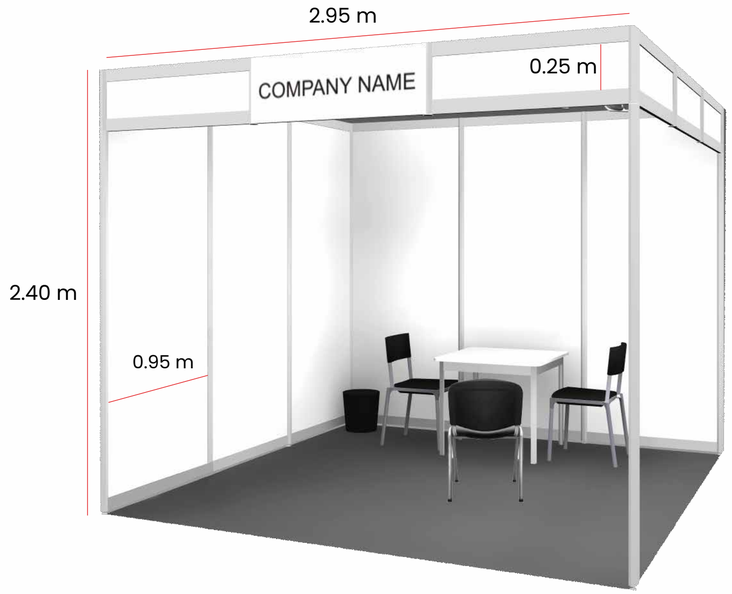
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MODULAR **STAND**

- **EQUIPMENT :**

  - Modular panel
  - 3 chairs
  - 1 table
  - Company sign
  - Carpet
  - Electrical box
  - Projector
  - Wastebasket



PRICES

INTERNATIONAL

		Prix Euro/USD m²
• **Bare Stand :**	Access to networking lounge & conferences for 2 people	360,00
• **Equipped Stand :**	Access to networking lounge & conferences for 2 people	380,00

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EXHIBITORS & VISITORS

- **VISITOR PROFILES:**
- **REFRIGAIR EXPO 2026 targets a high-level professional audience from key sectors that use cooling solutions:**

- Agri-food: producers, exporters, logistics providers, and distributors of perishable goods
- Pharmaceutical and healthcare: hospitals, laboratories, manufacturers of medicines and vaccines
- Automotive and aerospace: industries requiring controlled environments for production
- Construction and real estate: builders and architects integrating sustainable air conditioning solutions
- Banks, insurance companies, and investors: financiers of industrial and logistics projects
- Transport and logistics: maritime, air, and road freight companies specializing in the cold chain
- Emerging sectors: agriculture, plastics, electronics, and renewable energy
- Visitors are mainly decision-makers, buyers, engineers, technical directors, and investment managers, ensuring a high-quality B2B exchange.

IMPACT & PERSPECTIVES

ECONOMIC IMPACT OF PREVIOUS EDITIONS

Past editions of REFRIGAIR EXPO have generated measurable results:

- Over 200 million dirhams in contracts signed or initiated during B2B meetings
- A 30% increase in Moroccan exports in the cooling and air conditioning equipment sector
- Creation of hundreds of direct and indirect jobs in the refrigeration and logistics industries

These outcomes have strengthened Morocco's position as a key player in the sector in Africa.



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SOCIAL AND ENVIRONMENTAL IMPACT

Beyond economic benefits, the exhibition has enabled:

- Promoting food security by raising awareness of the agricultural cold chain
- Improving public health by highlighting the crucial role of cold technology for vaccines and medicines
- Encouraging energy efficiency and reducing greenhouse gas emissions, in line with Morocco's climate commitments.

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PRACTICAL **INFORMATION**

VENUE & ACCESS

- Venue: Casablanca Fair and Exhibition Office (OFEC)
- Date : February 2027
- Access :
  - Casa-Voyageurs Train Station (5 km)
  - Tramway network and taxis in the immediate vicinity of OFEC

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