



To



**His Excellency Mr. Commercial Attaché
Embassy of the Czech Republic
in the Kingdom of Morocco**

Subject : International Promotion of the International Exhibition of Amusement and Attractions Activities

Your Excellency,

In accordance with the strategic orientations of the Kingdom of Morocco aimed at strengthening its economic attractiveness, promoting productive investment, and consolidating international cooperation in high-potential growth sectors, I have the honour to inform you of the organisation, by our company **TLS Group**, of the **first edition of the International Exhibition of Amusement and Attractions Activities**, which will be held in **Rabat, Morocco**, during the period from **21/10/2026 to 24/10/2026**

This international professional event forms part of a national dynamic focused on **diversifying the tourism and leisure economy**, improving the business climate, and positioning the Kingdom as a **regional Africa–Mediterranean hub** in the fields of leisure, attractions, and entertainment.

General Presentation of the Event

The International Exhibition of Amusement and Attractions Activities is designed as a **professional B2B and B2G platform**, bringing together in particular:

- **manufacturers and suppliers of equipment** for theme parks, water parks, and indoor leisure facilities;
- **operators and managers of amusement and leisure attractions and facilities;**
- **investors, promoters, and developers of tourism and leisure projects;**
- **local and regional authorities and public institutions;**
- **engineering, design, consulting, training, and specialised technical service firms.**

The event will include a professional exhibition, a pavilion dedicated to **projects and investment opportunities**, an international forum comprising conferences and expert panels, as well as **scheduled B2B and B2G professional meetings**.

Strategic Interest for International Partners

This exhibition aims to promote:

- the development of **economic, industrial, and technological partnerships;**
- access to **new markets**, particularly in Africa and the Mediterranean region;
- **technology and know-how transfer;**

- the strengthening of **economic and tourism cooperation** between Morocco and partner countries.

As such, it represents a privileged opportunity for foreign companies and institutions wishing to engage in **structuring medium- and long-term projects** in the leisure and attractions sector.

Expected Contribution

In view of the essential role you play in promoting economic and commercial relations, we would be grateful for your support in the **dissemination and promotion of this event** among relevant stakeholders in your respective country, notably by:

- identifying and informing **companies, operators, investors, and professional associations** likely to be interested in participating;
- relaying information through appropriate **institutional and professional networks**;
- encouraging the participation of identified entities as **exhibitors, partners, or professional visitors**;
- facilitating, where appropriate, **initial contacts** between the event organisers and interested stakeholders.

Information and Coordination

The organisers of the exhibition will provide all necessary **information and communication materials**, as well as a **dedicated focal point** to respond to any additional enquiries.

Your support for this initiative will contribute significantly to ensuring the **international visibility and success** of this event, as well as to strengthening economic relations between the Kingdom of Morocco and your respective country.

Please accept, **Your Excellency**, the assurances of our **highest consideration**.

NB: For further information, the Organising Committee remains at your disposal.

Done in Rabat on March 10, 2026
Lahcen Nourani
Chief Executive Officer

Phone: 06 70 09 99 00





Africa Amusement & Attractions Expo

**LAUNCH OF THE
PREPARATIONS
FOR THE
INTERNATIONAL
EXHIBITION
OF AMUSEMENT
& ATTRACTION
ACTIVITIES**

**From 21 st
To 24 th
OCTOBER
2026**

**Morocco
Africa &
Mediterranean
Hub**

A Platform Dedicated to Professionals and Investors



The exhibition is positioned as a B2B and B2G meeting platform, bringing together:

- International operators and manufacturers
- Investors and project developers
- Local authorities and public institutions
- Tourism, real estate, and shopping center professionals

The objective is to create a space for networking, partnerships, and investment, fostering the emergence of structuring projects in the leisure and attractions sector, in Morocco and across the African continent.

A Rich and Structuring Program



The event will notably include:

- A professional exhibition showcasing equipment, technologies, and innovative solutions
- An investment and projects pavilion dedicated to “ready-to-invest” projects
- An international forum with conferences and expert panels
- Scheduled B2B and B2G meetings
- Dedicated spaces for training, professional development, and attraction safety

Ongoing Institutional and Professional Mobilization



The current preparation phase is marked by:

- The establishment of an organizing committee
- The mobilization of national and international institutional partners
- The launch of exhibitor and qualified buyer prospecting actions
- The structuring of the scientific and professional content of the event

The organizers are working in close collaboration with stakeholders to ensure a credible, useful, and results-oriented event.

FOR MORE INFORMATION

The Organizing Committee
is at your disposal.

Organizer: TLS Groupe

Email: contact@aaaexpo.ma

Phone: +212 670 099 900

Website: www.aaaexpo.ma

A Strategic Event for a Fast-Growing Sector



TLS Groupe has launched the preparations for the first edition of the International Exhibition dedicated to Amusement and Attraction Activities – Morocco 2026.

This international professional event will take place in **Rabat, Morocco**, from **October 21 to 24, 2026**, and aims to position the Kingdom as a leading regional platform for the development of leisure, attractions, and recreational, educational, and tourism entertainment.

The amusement and attractions sector (theme parks, water parks, indoor leisure, immersive experiences, cultural attractions) is experiencing sustained global growth, driven by evolving tourist expectations, the rise of experiential tourism, and increasing investments in leisure infrastructure.

In Morocco and across Africa, this sector represents strong potential for tourism diversification, job creation, and territorial attractiveness, within a context marked by:

- The continuous increase in tourist flows
- Major infrastructure projects
- International milestones on the horizon toward 2030

