



Kingdom of Morocco



Ministry of Tourism, Handicraft
Air Transport, and Social Economy
Maison de l'Artisan

GENERAL INFORMATION NATIONAL HANDICRAFT WEEK

12 - 26 January 2020

ESPLANADE BAB JDID Marrakech

At a glance:

Under the high patronage of His Majesty King Mohammed VI, may God assist him. The Ministry of Tourism, Handicrafts, Air Transport and Social Economy, through Maison de l'Artisan, organizes the 6th edition of the National Handicraft Week.

The National Handicraft Week is an important event to highlight the distinguished position of the handicraft sector in the national economy by creating wealth and social cohesion among operators, and offering many job opportunities and career development for young people, as well as its contribution to the improvement of living conditions and the Moroccan lifestyle art.

The National Handicraft Week aims at:

- *Building up a brand image of Moroccan handicrafts;*
- *Promoting Moroccan handicraft products;*
- *Making this event an essential meeting place for craftsmen who want to showcase their creations, know about trends, and find new outlets;*
- *Supporting the marketing of the product, and thereby, preserve and improve the incomes of craftsmen.*

The National Handicraft Week is considered an annual event to celebrate women and men of handicraft sector, to showcase their skills and highlight their know-how in the creation of a modern product adapted to the taste of the consumer without, however, prejudice to its authentic traditional character.

The exhibition and Side events :

In parallel with the exhibition of the National Handicraft Week, other side events are going to be organized as well, this includes seminars, conferences, training sessions for craftsmen, a space for children, organizing two carnivals, a daily raffle, and other activities.

Beneficiaries:

The National Handicraft Week event is dedicated to all operators in the field of handicraft such as individual craftsmen, cooperatives, and enterprises.

The new features of the 6th edition of the National Handicraft Week:

While maintaining the same formula as the previous edition, the 6th edition of the National Handicraft Week is based on a new thematic distribution by occupations rather than by region.

This edition will also have some additions:

- *Establishment of a special stand to preserve endangered crafts;*
- *Extension of the event's period from one to two weeks;*
- *Participation of several friendly countries as guests of honor: Tunisia, Mauritania, Chile, Indonesia, and India.*

Opening hours:

Daily From 10:00 am to 9:00 pm, except on Monday 13 January when the opening at 2:00 pm.