

Spotlight on Moroccan real estate as new show launches in Abu Dhabi

Posted on Sunday, 20 January 2013

Industry Sector Real Estate

Country United Arab Emirates

Press Release Content

Property investors based in the UAE who are looking to splurge on prime Moroccan real estate will be able to take advantage of a unique investment opportunity this week, when the capital hosts SMAP Expo Abu Dhabi for the first time.

Taking place from 24-26 January at Abu Dhabi National Exhibition Centre (ADNEC), SMAP Expo Abu Dhabi is the leading global Moroccan real estate and lifestyle exhibition, shining a spotlight on a full line-up of more than 35 major Moroccan developers showcasing their latest property developments in the popular North African tourism destination.

Several high profile developers will be using the three-day event in the UAE capital to launch their real estate projects, as investors look to take advantage of a rosy outlook for the Moroccan real estate market, which attracted a majority share of foreign direct investment in 2012 according to the Moroccan Exchange Authority.

Alliance Development, Bab Al Bahr, Casa Marina, Groupe Al Amane, Hivernage Garden Marakech, Holmarcom, Marchika, Marina D'or, Onapar, and Palm Real Estate will all showcase flagship projects in 25 Moroccan cities including Marrakesh, Agadir, Rabat, Casablanca, Tangier, Fez, Tetouan, Nador, and Saidia.

Samir El Chammah, CEO of SMAP Group, organisers of SMAP Expo Abu Dhabi, said: "Moroccan real estate has always been an attractive investment option for UAE investors due to the relatively low cost of living and favourable exchange rates."

"There is a large variety of quality properties available for any budget, from small apartments from US\$50,000, or large villas in the very popular Marrakech, starting from US\$200,000. There is also a wide selection of high end luxury properties with prices available upon request."

"Whether UAE buyers are looking to invest in a luxury tourism resort, in a rental apartment or villa, or commercial property, there are plenty of options, and these will all be made readily available at SMAP Expo Abu Dhabi."

SMAP Expo Abu Dhabi will be the first stop of a series of regular SMAP Expos across Europe in 2013 showcasing Moroccan real estate investment opportunities. Following its debut in the UAE capital, the showpiece event moves onto regular venues in France, Italy, Spain, Belgium, and the Netherlands.

Rabat, the capital of Morocco is the city of honour at the inaugural Abu Dhabi show, with a dedicated space on the exhibition floor reserved for the "Medina" – a showcase of Moroccan lifestyle and commercial activities that reflect the country's diversity, culture, and heritage. Tourism advice will be available for those interested in discovering the Moroccan world.

Meanwhile, a series of conferences will also highlight everything potential investors need to know about investing in Moroccan real estate, delivered by leading property lawyers and legal experts in the country's real estate sector. Visitors at the show will also be treated to

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a live concert every afternoon, celebrating the friendship of the Moroccan and Emirati people.

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SMAP Expo Abu Dhabi is a part of an expansion project that the SMAP Group is undertaking to explore new markets in the Middle East and Europe, which include the Kingdom of Saudi Arabia (SMAP Expo Jeddah), and the UK (SMAP Expo London). More information about SMAP Expo Abu Dhabi and the SMAP Group is available at www.smapgroup.com

Contact Details

Name Hanae Ouakrime
Telephone 971 4 4281502
Email hanae@totalcompr.ae

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