

## **PRESS RELEASE**

### **MIE Groups, organizer of China Trade Week Morocco & African Technology Show, picks local Casablancon PR agency Brand & Image**

**Dubai / Casablanca, May 26 2019** – International event organizer MIE Groups has chosen for Morocco's Brand & Image as the local agency to run the upcoming third edition of China Trade Week (CTW) Morocco and the inaugural African Technology Show (AFTS). Both shows run parallel at Foire Internationale de Casablanca (AMDIE), from 16 - 18<sup>th</sup> December 2019.

David Wang, Chairman of organizing committee for CTW & AFTS, was delighted to announce the partnership and noted that 'With Brand & Image as our new PR & media partner in Morocco, the international trade show and the international technology show will have a great team on the ground to ensure success.'

MIE Groups are successfully running CTW around Africa with the flagship event hosted in Kenya, and others in Ghana, Ethiopia, South Africa, Nigeria, Rwanda and Morocco. African Technology Show will launch in Morocco. AFTS will also be launched in 2020 in Kenya, Nigeria and South Africa.

Managing Director of Brand & Image, Rajaa Charifi said: 'We will work hard that our long-term experience and exposure to the global exhibitions and media scene will create real added value for MIE's plans to lift China Trade Week Morocco to the next level and to establish African Technology Show as the premier technology solutions and services show in the region.'

Brand & Image has ample experience working with international event organizers and has a successful portfolio of events to showcase.

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## About Brand & Image

Brand & Image is an agency specializing in consulting, strategic communication and public relations. It was born in 2015 by the desire of Rajaa Charifi to put her experience of more than 20 years in support of companies serving multiple entities. Brand & Image is characterized by the desire to merge into total partnerships and interaction with its customers. The agency cover all audiences (internal, external, shareholders, institutional, media) for a set of communication tools intended to reinforce the image, protect the reputation, e-mail reputation, create a capital of trust and sympathy and contribute to their development.

<http://brandimage.ma/>

**About China Trade Week** The successful industry leading China Trade Week (CTW) Portfolio connects local businesses with the most innovative Chinese firms, manufacturers, ICT providers and stakeholders. In support of China's Belt and Road Initiative (BRI), CTW organizer MIE Events DMCC, Dubai, provides a comprehensive framework for organising and managing multi-national economic development and trade platforms. MIE has been running CTW platforms since 2012 in the Middle East and Africa, including Ethiopia, Kenya, Ghana, South Africa, Nigeria, UAE and Morocco. The continuous support and commitment of public and private institutions for CTW, ensures that very best of Chinese Manufacturing, Infrastructure, Innovation and ICT sectors are represented throughout the CTW Portfolio.

MIE Events DMCC is a 20-year-old organisation and is part of Shanghai-based MIE Groups, a business to government consultancy, which operates 8 offices across China with the International Head Quarters based in Dubai, United Arab Emirates. In 2019, CTW will be expanding the portfolio and take it to the next level through expanding to Saudi Arabia, Rwanda and Algeria. MIE Groups global aim is to become the leading market intelligence platform in relation to BRI and China Global Trade.

<http://www.ctwmorocco.com/>

## About African Technology Show

African Technology Show (AFTS) bring together technology leaders & innovators, specialists in safety & security, infrastructure consultants, device manufacturers, investors & startups, smart city mayors, mobility players and students under one roof to showcase solutions and services and bring forth the digital innovations that disrupts Africa to its roots. The theme of 2019 is Accelerating Digital Transformation, and the features of the show include an 4000 sqm exhibition with international, regional and local IT solution providers, a 2 day highly engaging conference showcasing the four themes of the event: Smart cities, Industry 4.0, Fintech & consumer products and discussing how to accelerate the ongoing digital transformation through the latest innovations.

<http://africantechshow.com/>

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