

Time to Plug into Morocco's Telecom 2000

CASABLANCA — April 4-7, 2000 — The 1st International Telecommunications Trade Fair of Morocco — **Maroc Telecom 2000** — slated for the Casablanca International Fairgrounds, is organized by Fairtrade, the Germany-based professional organizer of top international telecommunication trade shows in the Middle East, North Africa, Europe and Central Asia.

To make sure that **Maroc Telecom 2000** will profit from all available local know-how, contacts and expertise, Fairtrade is co-operating with Forum 7, the leading Moroccan advertising agency experienced in organizing communication events in Morocco.

All original equipment manufacturers (OEMs) and service providers playing a vital role in the market are expected to exhibit at the show, including Alcatel, Arabsat, Arianespace, Ericsson, France Telecom, Iridium, Marconi, Motorola, PanAmSat, Philips, Portugal Telecom, Siemens, Sofrecom, Telecom Italia, and Spain's Telefónica.

Held in conjunction with the show will be the **Maroc Telecom Forum**, where exhibitors can present their newest products, technologies and services. It will also provide an ideal platform for dialogue between regional senior government officials and top international telecommunication project developers, specialists and advisers.

Vast potential

With a fast-growing communications industry, Morocco fills a gap between Europe and America because of its ideal "geostrategic" location linking Africa to the Arab world.

Morocco's national company, Maroc Telecom, has managed to connect that country to Europe and North America via submarine fibre-optic cables and satellite networks through Intelsat and Arabsat.

With one of the largest telecommunications networks in Africa, Morocco features a 5.5-per-cent tele-

density — a three-fold growth over the last six years. Maroc Telecom increased the number of fixed networks from only 250,000 fixed lines in 1982 to 1.5 million by mid-1999.

Mobile networks are also expected to increase dramatically now that the second GSM-license was awarded to Médi Telecom, a Consortium of Spain's Telefónica, Telecom Portugal, the second-largest Moroccan bank BCME, and Afriquia. The number of mobile lines are expected to increase rapidly from 116,000 last July and 200,000 early this year to 2.5 million by 2004 and 6 million by 2014.

In addition to heavy investments, Maroc Telecom is going to improve both quality and service. US\$700 million are being invested by Médi Telecom from 2000 to 2014, with half of that amount being spent in the first year alone of the 14-year licence contract.

International financing is also well under way. The National Office of Telecom Regulation (ANRT) is receiving ECU5 million from the European Commission and the World Bank reserves, a share of US\$100 million out of the global loan of US\$350 million for telecommunication purposes.

ANRT has also allocated a MAD450-million (about \$70 million) investment towards linking more than 80 per cent of the country's towns to the existing network.

These facts and figures support this international communications exhibition, which will serve as a platform for all local and international service providers, OEMs, the Moroccan business community and private telecom service end users.

For more information on the show, or how to participate, contact Asmae Amrouche, Commercial Officer, Canadian Embassy, Morocco, tel.: (011-212-7) 67 28 80, fax: (011-212-7) 67 21 87, e-mail: asmae.amrouche@dfait-maeci.gc.ca ✪

Momentum Building for CanAsia Buyer's Housing Forum

VANCOUVER — February 22-25, 2000 — Canadian building products and interior finishing suppliers and manufacturers have an excellent opportunity to meet with potential Asian buyers at **CanAsia Housing 2000**.

Canadian exhibitors and participants will be able to present their products and services to some 300 delegates from across Asia — including Japan, China, Korea and Taiwan — who will talk about the needs in their respective countries.

In addition to one-on-one meetings, the Forum — sponsors include Canada Mortgage and Housing Corporation (CMHC) and JETRO — will offer hands-on workshops and demonstrations on new technologies and the latest in architectural designs as well as tours of new projects and facilities.

For more information on the event, or how to participate, contact Forum organizers Trade Works International Ventures Ltd., tel.: (604) 844-1965, fax: (604) 844-1893, Internet: www.CanAsiaHousing.com, or Nellie Cheng, CMHC, tel.: (604) 666-8064, fax: (604) 666-3020, e-mail: ncheng@cmhc-schl.gc.ca ✪

