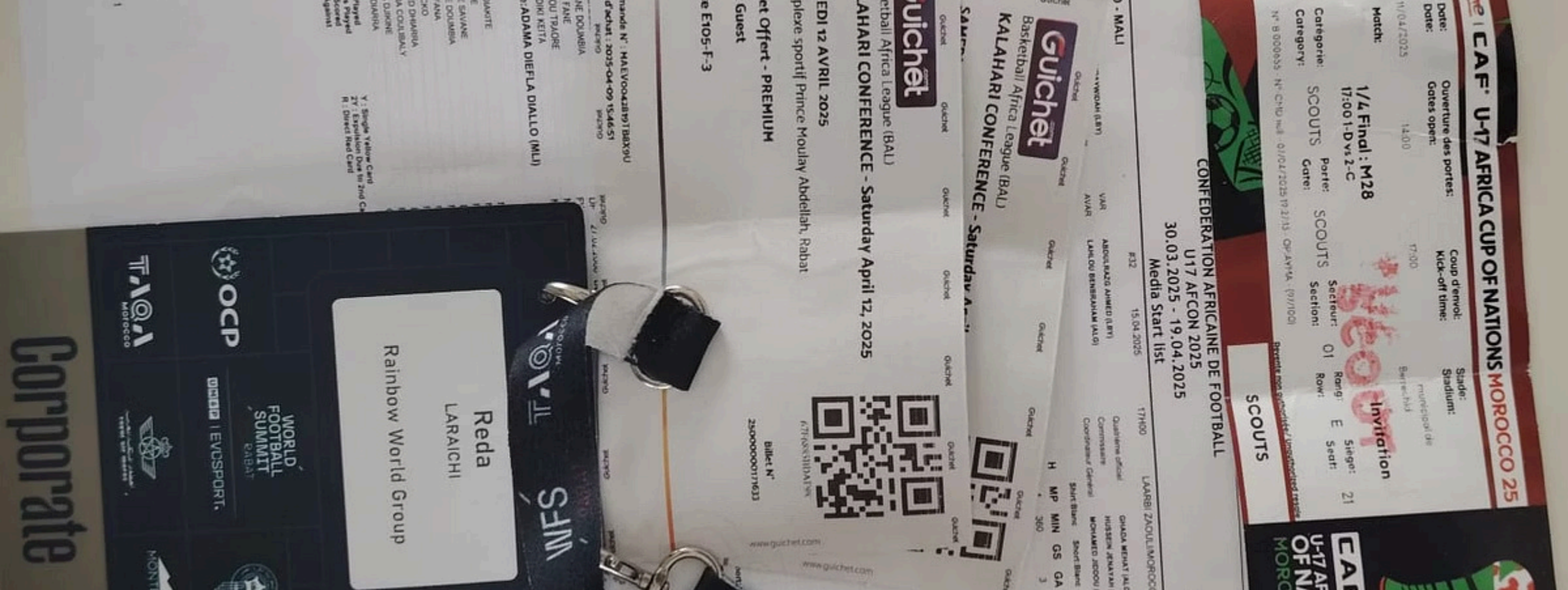




# Last 2 weeks in Morocco: A global stage for Sports performance & investment

From World Football Summit to Basketball Africa League, Morocco is redefining sports business in Africa—not only as a hub for elite sports performance but also as a magnet for global investment. These world-class events (AFCON, WFS, BAL, GITEX) positioned Morocco at the heart of the international sports industry. Swipe to see what happened on the ground.





# After "March Madness" in the US, Morocco lived its "April Madness"

Get ready for Morocco's continued rise!

Thank you, Morocco, for making these events an unforgettable experience for sports enthusiasts and professionals alike!

# FIFA



## Test runs for major upcoming events

1

WAFCON *(July 2025)*

Womens Africa Cup of Nations

2

U17 FIFA Women's World Cup *(October 2025)*

Organized 5 years in a row

3

AFCON *(December 2025)*

Africa's premier football tournament

4

FIFA Club World Cup 2029

Co-hosting FIFA football clubs' biggest event

5

FIFA World Cup 2030

Co-hosting FIFA football nations' biggest event





# Scouting showcase

AFCON U17 attracted **at least 200 international scouts** from all continents—from MLS to the Saudi Pro League—eager to discover the **next generation of African stars**.

Recruiters at the Basketball Africa League (BAL) were also on the hunt for the next Joel Embiid or Pascal Siakam, hoping to spot the **continent's future NBA greats**.





## AFCON U17 logistics challenges

### Main venue selection

Bachir stadium (10,000 seats) chosen for AFCON opening and final over Larbi Zaouli stadium (30,000 seats) despite anticipated crowds

### Crowd management

Overcrowding during Morocco vs Ivory Coast match

### Schedule changes

Final's kickoff time changed last minute from 8PM to 3PM

### Camera angles & Broadcast experience

Television broadcasts from Bachir Stadium often showed mainly the AFCON U17 banner, making the matches appear less exciting for viewers, potential sponsors, and dampening the fan experience.



# Room for improvement: Leveraging scouts presence during Youth AFCONs by proposing

- 1 Structured scouting program**  
Official platform with scout profiles and exclusive briefings.
- 2 Data monetization**  
Sell scouting packs and allow player ratings via app.
- 3 Content & commercials**  
Produce "Meet the Future Stars" videos and sponsor content.
- 4 Partnerships & value**  
Host scouting forum and facilitate scout relationships.
- 5 Talent protection**  
Educate on CAF regulatory framework and ethical oversight.
- 6 Education**  
Scouts propose scouting training for local/African scouts, leading to a CAF scouting certificate.





# Basketball's rising influence: The BAL

## NBA-Style experience

Full arena setup at Moulay Abdallah transformed basketball viewing

## Packed houses

Showing massive untapped demand beyond football

## Star power

Mark Tatum, Joachim Noah, El Grande Toto, .... appearances





# BAL's Fan experience: Lessons for local basketball, football and other sports



## Entertainment

Half-time concerts, DJ sets, T-shirt cannons, fan cams,



## Amenities

Merch zones, VIP lounges with catering, children's games



## Atmosphere

African diaspora turning up in numbers game after game





# Marketing that delivers

The BAL marketing team created massive impact with billboard campaigns between Rabat and Casablanca, plus mobilizing FUS Rabat's basketball sections to boost attendance.





 Public-Friendly ticketing:  
Accessible prices for all  
(starting from)

50 MAD

 BAL - Rabat  
(~€5)

10 MAD

 AFCON U17 - Morocco  
(~€1)

Accessible Rates

 GITEX & WFS

Student passes available; overall pricing significantly more affordable than  
similar editions elsewhere





## Strategic conversations

### World Football Summit

Deep dives into investment, governance, scouting, sport tech, and education

### GITEX Africa

Panels with Rafael Varane, Robert Pirès, Bafétimbi Gomis, and Will Mbiakop on athlete-led investment

### Visa Activation

Bringing the AFCON trophy to their GITEX stand

### Basketball Africa League (BAL)

Networking during VIP catering and a CEO diner in Casablanca

### AFCON U17

Informal discussions in and out of the stadiums; Recommendation to gather scouts and club representatives in a more formal networking area.





## Infrastructure ready for global stage



### 4 Strong Stadiums and training facilities

Hosting AFCON U17 matches in the Casablanca region



### World-Class Basketball Arena

Rabat's Moulay Abdallah facility delivering NBA-level experience for BAL



### UM6P Campus

Cutting-edge facilities for sports innovation, education and talent development





# Morocco: Attracting Global Sports Investment & Talent

Former pros, coaches, investors, agents, and diaspora leaders met during those events are exploring relocation or investment in Morocco, recognizing its stability, ambition, and infrastructure.

This ecosystem has notably attracted **FIFA** to open their FIFA Africa Headquarter in Rabat.



LA 3<sup>ème</sup> CONFÉRENCE AFRICAINE DES AGENTS DE FOOTBALL  
*CONSTRUISSONS ENSEMBLE  
L'AVENIR DU FOOTBALL*



*RABAT - MAROC  
28-30 AVRIL 2025*



FIFA



# What's next?

The upcoming **African Football Agent Confederation Conference** in partnership with FRMF will gather top agents and decision-makers from around the globe—another milestone in Morocco's rise as Africa's capital for sports business.





## Africa is rising, and Morocco is leading the way!

Morocco's ascent is fueled by the visionary leadership of **His Majesty the King Mohamed 6**, the strategic acumen of FRMF President **Faouzi Lekjaa**, and the invaluable contributions of **OCP** through its subsidiaries **UM6P** and **Evosports**, forging a new era for sports in the region.

From talent development to fan experience, Morocco is positioning itself as a true hub for talent development, sports innovation and business. Let's go Morocco !!

Yalla Vamos!!