


# *Wood Species Outbound Trade Mission to Morocco*

*Casablanca, Morocco*
*November 1-3, 2027*

**Morocco is a strategic gateway to the North African timber market and represents a significant opportunity for U.S. hardwood and softwood exporters.** With a well-established furniture, joinery, interior fit-out, flooring, and construction sector, the country relies heavily on imported timber due to its limited domestic forest resources. Morocco continues to be an important market for American hardwoods used in high-value manufacturing, while Red Oak accounted for 56% of all U.S. hardwood lumber exports to the MENA region, reflecting the strong demand for American hardwood species across North Africa.

This Trade Mission provides U.S. wood species suppliers with a unique opportunity to engage directly with Morocco's leading importers, distributors, manufacturers, architects, designers, and project specifiers through pre-arranged B2B meetings and industry site visits. Participants will gain valuable market insights, strengthen existing partnerships, develop new business relationships, and explore opportunities in Morocco's growing manufacturing and construction sectors while promoting American wood products for a wide range of value-added applications throughout Morocco and the broader North African region.

**Participation Fee:** $600; **Early Bird Special:** $400 (if you register and pay before July 1, 2027)

**Fee Includes:**

- Pre-arranged one-on-one meetings with importers and wood processing companies
- Factory/site visits based on company interests
- In-country transportation to meetings
- Interpreter services (must be requested in advance)
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder*
- Reimbursement of lodging within the Federal per diem rate for one company representative with the submittal of required supporting documentation

  *Fresh/frozen/chilled products may be subject to separate allowances

*Participants must participate in all mission activities to be eligible for lodging reimbursement*

**Registration Deadline:** September 1, 2027 (No refunds for cancellation after this date)

**Product Samples:** All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

**Industry Focus:** Forest products

**Product Description:** Wood species

**50% CostShare:** Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

**Activity Managers**

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**If you have a question about an event, feel free to contact us at events@susta.org**

SUSTA encourages you to enroll in the Smart Traveler Enrollment Program (state.gov) and monitor the Travel Advisories (state.gov) webpage before traveling.

**Southern U.S. Trade Association,** 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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