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Elevating the Game: The Strategic Importance of Royal Backing

Chasing the \$300 Billion Dream: Africa's Stake in the Global Gaming Market

Forging the Future: Landmark Agreements Signed at MGE 2026

THE 2026 MOROCCO GAMING EXPO IN RETROSPECT

Triumphs, Trials, and the Road Ahead

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By L'odj



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mais elle alerte
quand cela
en vaut la peine.

Tout ne mérite pas l'urgence.
Encore faut-il savoir ce qui compte.

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EDITO

The 2026 Morocco Gaming Expo in Retrospect: Triumphs, Trials, and the Road Ahead

As the curtains fall on the 3rd edition of the Morocco Gaming Expo (MGE) held in Rabat from May 20 to 24, 2026, it is time to take a step back and evaluate the true impact of this highly anticipated event. Themed around "Moroccan Talent," this year's expo was undeniably the most ambitious yet, but did it deliver on its towering promises?

Balancing the Glitz of Royal Endorsements with the Ground Reality of Local Developers

On the positive side, MGE 2026 marked a definitive turning point in political and institutional backing. The opening of the event by Crown Prince Moulay El Hassan sent a powerful message: gaming is no longer viewed merely as a subculture, but as a sovereign economic pillar. The launch of "GameEarly," Morocco's first dedicated gaming incubator, and the confirmation of the country's upcoming participation in Gamescom, are monumental victories. Furthermore, the tangible involvement of global tech giants like Huawei, providing hardware and mentorship, proved that the private sector is ready to invest in Moroccan youth.

However, an honest assessment requires us to look beyond the glittering announcements. While memorandums of understanding (MoUs) were signed in abundance, the local industry still faces structural bottlenecks. The gap between signing an agreement and deploying actual funding remains a source of anxiety for independent developers. Moreover, while the expo highlighted local talent, the "brain drain" of top-tier Moroccan developers to European and North American studios remains a critical issue that was only superficially addressed. Finally, the infrastructure required to support AAA game development, such as high-speed rendering farms and specialized legal frameworks for IP protection, is still in its infancy.

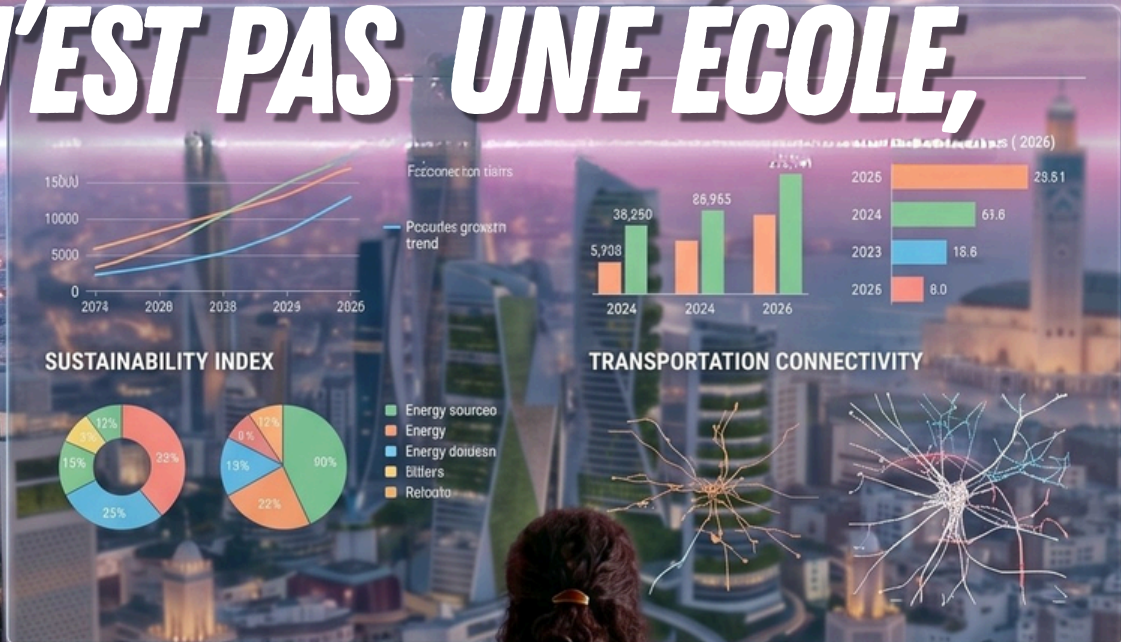
MGE 2026 was a resounding success in terms of visibility and strategic positioning. It successfully placed Morocco on the global gaming map. Yet, the real work begins now. The coming year will test whether the government and private stakeholders can transform these glossy MoUs into a sustainable, lucrative ecosystem that retains its brightest minds.

MAMOUNE
ACHARKI



By Lodj

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Mais elle vous apprend
à voir **plus loin.**

**INFORMER, CE N'EST PAS SEULEMENT RACONTER.
C'EST AUSSI AIDER À COMPRENDRE.**



ELEVATING THE GAME: THE STRATEGIC IMPORTANCE OF ROYAL BACKING

The inauguration of the Morocco Gaming Expo by Crown Prince Moulay El Hassan sent a definitive message to the global tech community. Gaming is no longer a niche subculture in Morocco; it is a central pillar of the Kingdom's future economic and cultural strategy.

How High-Level Support is Reshaping the National Tech Industry

The 3rd edition of the Morocco Gaming Expo was elevated to unprecedented heights this year, marked by the official opening ceremony presided over by Crown Prince Moulay El Hassan. This royal presence was not merely ceremonial; it underscored the strategic importance the Kingdom places on the digital and creative industries as drivers of future economic growth.

Held under the theme "Moroccan Talent," the expo aimed to shift the narrative from Morocco being a consumer of video games to becoming a formidable creator. The Minister of Youth, Culture, and Communication, Mehdi Bensaid, articulated this vision clearly during the opening sessions. He emphasized that the gaming industry is a crucial vector for youth employment and cultural diplomacy.

The royal inauguration set a serious, business-oriented tone for the five-day event. It signaled to international investors and local entrepreneurs alike that the Moroccan government is fully committed to removing bureaucratic hurdles and fostering a conducive environment for digital creation.



By placing Moroccan youth at the center of this initiative, the state is acknowledging that the next generation of digital leaders is already here—they simply need the right platform to shine. This high-level endorsement serves as a catalyst, urging both public and private sectors to align their efforts in building an infrastructure that can support world-class game development.

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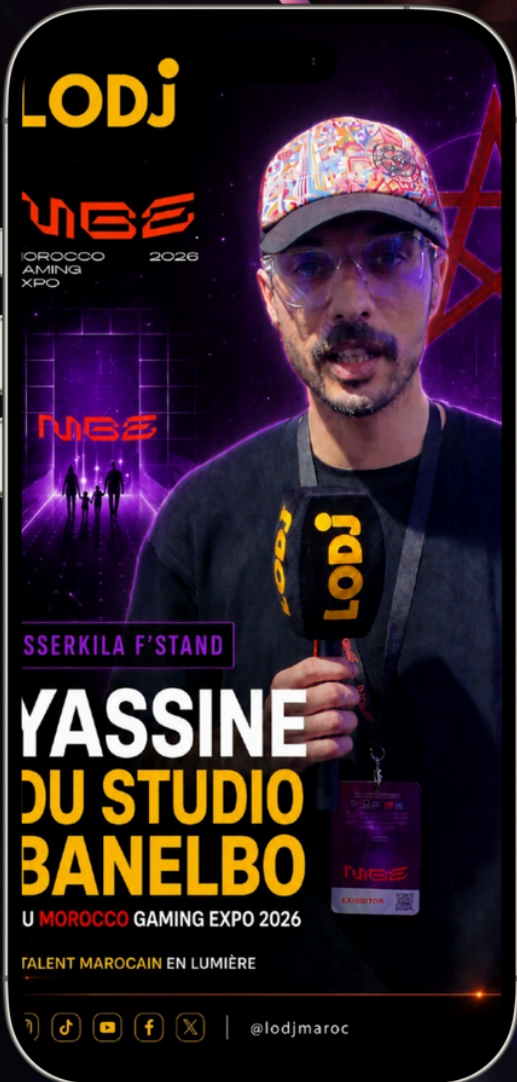
🎮 Tsserkila F'Stand | MGE 2026 :

مع جوج خوت ملهمين: حسين اشوخال و
ياسين اشوخال 🔥



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🎮 Tsserkila F'Stand avec Yassine
du Studio Banelbo au Morocco
Gaming Expo 2026 ! ✨





CHASING THE \$300 BILLION DREAM: AFRICA'S STAKE IN THE GLOBAL GAMING MARKET

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🎮 Tsserkila F'Stand | MGE 2026 stopped by for an exclusive exchange with Eldwin Pradipta from Garena Free Fire 🔥



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🎮 ⭐ Tsserkila F'Stand | MGE 2026 : ف تسركيلتنا Morocco Gaming Expo 2026، وصلات حتى لعالم التربية، التعلم، والابتكار الرقمي مع Zhor Elhamdouchi من Kiddo Education Studio. 🇲🇦 🎮



FORGING THE FUTURE: LANDMARK AGREEMENTS SIGNED AT MGE 2026

A vision without a structural framework is merely an illusion. Recognizing the urgent need for capital and infrastructure, the Ministry of Youth, Culture, and Communication utilized MGE 2026 to lock in pivotal agreements with global and local financial stakeholders.

How New Partnerships Will Support Local Independent Studios

A vision without a framework remains a mere illusion. Recognizing this, the Ministry of Youth, Culture, and Communication utilized MGE 2026 as a platform to sign a series of strategic agreements designed to structurally fortify the Moroccan video game industry.

These MoUs, signed with both international tech conglomerates and local financial institutions, target the most critical pain points of the local ecosystem:

funding, distribution, and infrastructure. One of the standout agreements focuses on creating dedicated investment funds for early-stage gaming startups, mitigating the financial risks that often stifle creativity.

Another key agreement was established with international educational institutions to standardize game design and programming curricula in Moroccan universities. This ensures a steady pipeline of qualified talent ready to integrate into both local and international studios.



While the exact financial figures of these agreements remain undisclosed, their scope indicates a comprehensive approach to ecosystem building. The challenge now lies in the rapid and transparent execution of these agreements to maintain the momentum generated during the expo. Developers are watching closely to see how quickly these institutional handshakes translate into accessible grants and operational support.

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🔥 Tsserkila F'Stand | MGE
2026 : تسرّكيتنا وصلات هاد المرة لعالم الإبداع :
مع Faouzi gaming art البصري وال
Bouyattar من Baaliart. 🇲🇦🌟



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🇲🇦 Tsserkila F'Stand | MGE 2026
Morocco Gaming Expo 2026، تسرّكيتنا
وصلات هاد المرة عند من Outcast Digital. 🌟



EMPOWERING THE NEXT GENERATION: HUAWEI'S CRUCIAL ROLE AT MGE 2026

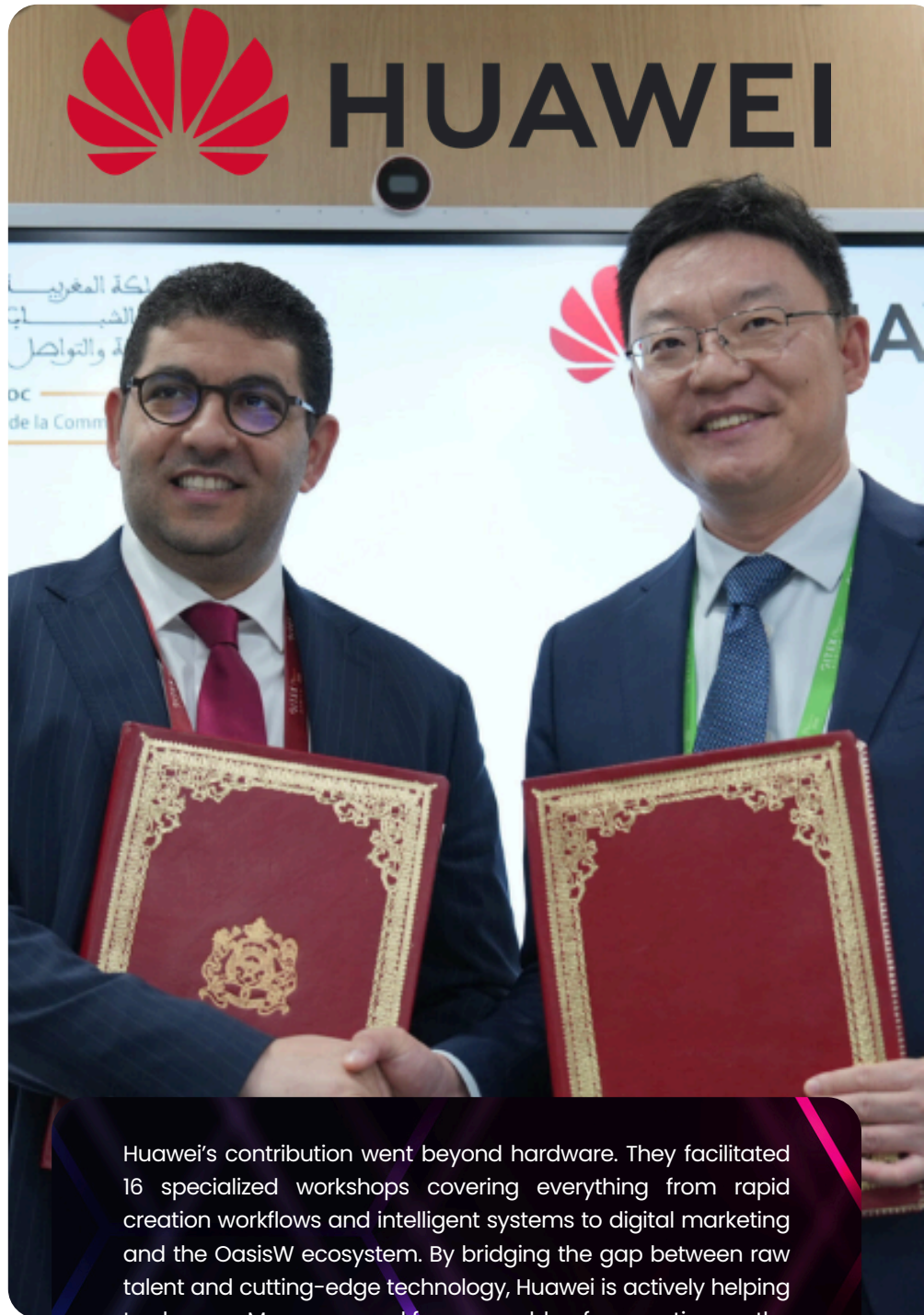
Building a robust gaming industry requires the active participation of global technology leaders. Huawei Morocco demonstrated its commitment at MGE 2026 by deploying high-performance infrastructure and leading intensive workshops to upskill local talent.

Beyond Entertainment: Technology, Creativity, and Entrepreneurship

Building a robust gaming ecosystem requires more than just government policy; it demands the active participation of global technology leaders. Huawei Morocco stepped up to this challenge at MGE 2026, cementing its commitment following an MoU signed earlier at GITEX Africa.

Huawei's presence was highly pragmatic. The tech giant deployed a dedicated stand and provided 30 high-performance gaming setups for the expo's workshop area. This infrastructure was vital for the hands-on training sessions aimed at students, developers, and startups.

Anis Liu, Vice President of Huawei Morocco, encapsulated the company's philosophy: "Gaming today is much more than entertainment. It is a complete industry at the crossroads of technology, creativity, and entrepreneurship."



Huawei's contribution went beyond hardware. They facilitated 16 specialized workshops covering everything from rapid creation workflows and intelligent systems to digital marketing and the OasisW ecosystem. By bridging the gap between raw talent and cutting-edge technology, Huawei is actively helping to shape a Moroccan workforce capable of competing on the global stage. This partnership highlights the necessity of private-sector involvement in transforming theoretical talent into market-ready professional skills.

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🔥🇲🇦 Tsserkila F'Stand فقلب
Morocco Gaming Expo 2026، تسرّكيلتنا
وصلات هاد المرة عند
من Hyperodys. 🇲🇦🌟



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Morocco فقلب Tsserkila F'Stand 🇲🇦🔥
Gaming Expo 2026، تسرّكيلتنا وقفات هاد المرة
مع Abdelkabir Nfaoui من Game Space
🌟Asset 🇲🇦



GAMEEARLY: MOROCCO'S FIRST GAMING INCUBATOR LAUNCHES IN RABAT

The launch of "GameEarly," Morocco's premier gaming incubator, marks a critical milestone for independent developers. By centralizing resources, legal counsel, and mentorship, the initiative aims to drastically reduce the failure rate of early-stage studios.

Bridging the Gap Between Prototype and Global Publishing

Perhaps the most tangible outcome for independent developers at MGE 2026 was the official launch of "GameEarly." Positioned as Morocco's premier gaming incubator, this initiative represents a lifeline for indie studios struggling to navigate the treacherous waters of game development and publishing.

Located in the heart of Rabat's emerging "Gaming City," GameEarly is designed to provide comprehensive support to selected startups. This includes access to state-of-the-art development kits, legal counseling for IP registration, and crucial mentorship from industry veterans.

The launch of GameEarly addresses a historical flaw in the Moroccan tech scene: the isolation of the developer. By centralizing resources and fostering a community of practice, the incubator aims to reduce the failure rate of early-stage studios.

During the expo, several indie teams pitched their prototypes, hoping to be part of the inaugural cohort. GameEarly is not just an office space;

It is a statement that Morocco is ready to invest in the risky, yet highly rewarding, business of original game creation. It provides the safety net required for young creators to take bold creative risks without the immediate threat of financial ruin.



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🔥🇲🇦 Tsserkila F'Stand فقلب
Morocco Gaming Expo 2026، تسزكيتنا
من Marwane Baaout وصلات هاد المرة عند
KELBOX Studio. 🇲🇦🌟



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Morocco فقلب Tsserkila F'Stand 🇲🇦🔥
Gaming Expo 2026، تسزكيتنا وصلات هاد المرة
عند Wassim Elkasri من 🇲🇦. 🌟TILILA Studio.





BLURRING THE LINES

EXPLORING SYNERGIES BETWEEN CINEMA AND GAMING

One of the most forward-thinking discussions at MGE 2026 explored the convergence of the film and video game industries. In collaboration with the Moroccan Cinematic Centre (CCM), experts highlighted how Morocco's rich filmmaking infrastructure can be repurposed for AAA game development.

Maximizing ROI Through Cross-Pollination of Digital Assets

One of the most fascinating panels at MGE 2026 was hosted in collaboration with the Moroccan Cinematic Centre (CCM). The discussion centered on the rapidly blurring lines between the film and video game industries—a convergence driven by real-time rendering technologies like Unreal Engine.

Morocco has a long and storied history as a premier destination for international film production. The CCM panel explored how the infrastructure and talent pool built for cinema could be leveraged for AAA game development. Skills such as 3D modeling, motion capture, narrative design, and sound engineering are highly transferable between the two mediums.

Experts argued that by fostering synergies between filmmakers and game developers, Morocco could create a unique competitive advantage. For instance, digital assets created for a movie shot in Ouarzazate could be repurposed



Huawei's contribution went beyond hardware. They facilitated 16 specialized workshops covering everything from rapid creation workflows and intelligent systems to digital marketing and the OasisW ecosystem. By bridging the gap between raw talent and cutting-edge technology, Huawei is actively helping to shape a Moroccan workforce capable of competing on the global stage. This partnership highlights the necessity of private-sector involvement in transforming theoretical talent into market-ready professional skills.

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🇲🇦🔥 Tsserkila F'Stand | MGE 2026 :
Morocco Gaming Expo 2026.
تسزكيتنا داتنا هاد المرة لعالم الفن الرقمي والإبداع
من Artistiy Digital مع Anass Chentoui البصري مع
Digital. 🇲🇦🌟



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MOROCCO GAMING EXPO 2026
Tsserkila F'Stand 🇲🇦🔥
تسزكيتنا وصلات هاد المرة
عند Alaoui Youssef من Kokoro Studio 🇲🇦



FROM GAMERS TO CREATORS: INSIDE THE MGE 2026 WORKSHOP ECOSYSTEM

While high-level panels dominated the main stage, the true engine of MGE 2026 was its interactive workshop area. Designed to transform passive consumers into active creators, these sessions provided invaluable, hands-on experience in both game design and digital marketing.

How Interactive Learning is Professionalizing Local Talent

While the main stage hosted ministers and CEOs, the beating heart of MGE 2026 was undoubtedly the workshop area. Designed as an interactive learning hub, this space transformed passive consumers into active creators.

Supported by partners like Huawei, the workshop program was rigorously structured. It catered to various skill levels, from children learning basic coding to advanced developers exploring complex combat balancing and weapon systems for commercial-level games.

A significant portion of the training focused on the business of gaming. Workshops on "mobilizing an audience" and "monetization strategies" highlighted a crucial reality: making a good game is only half the battle; selling it is the other. Sessions led by the Hiba Foundation also shed light on alternative funding and the integration of digital arts.

By providing these intensive, hands-on experiences, MGE 2026 ensured that attendees left with practical skills and actionable knowledge. This grassroots approach to education is vital.

It democratizes access to industry-standard tools and knowledge, directly contributing to the professionalization of the local talent pool and ensuring that the next generation of Moroccan developers is technically proficient and business-savvy.



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qui compte vraiment.



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TAKING THE GLOBAL STAGE: MOROCCO ANNOUNCES FIRST-EVER GAMESCOM PARTICIPATION

In a landmark announcement that electrified the local community, it was revealed that Morocco will officially participate in Gamescom for the first time. This historic milestone offers Moroccan studios unprecedented access to the global interactive entertainment market.

The Strategic Shift from Regional Hub to Global Competitor

In a landmark announcement that sent ripples of excitement through the local community, it was revealed at MGE 2026 that Morocco will officially participate in Gamescom for the very first time. Held annually in Cologne, Germany, Gamescom is the world's largest event for computer and video games.

This participation marks a graduation of sorts for the Moroccan gaming industry. A dedicated Moroccan pavilion will showcase the best local studios, giving them unprecedented access to international publishers, investors, and media.

The move is a strategic masterstroke by the Ministry of Culture and Communication. It transitions Morocco from hosting regional dialogues to competing in the global arena. For the studios selected to represent the Kingdom, this is an opportunity to secure publishing deals that could transform their businesses overnight.



The road to Cologne starts now, and the pressure is on Moroccan developers to polish their prototypes and prove that their talent can stand shoulder-to-shoulder with industry giants. This international exposure is the ultimate stress test for the local ecosystem, providing a clear benchmark for the quality and commercial viability of Moroccan-made video games.



THE DAY AFTER MGE: TRANSLATING EXPO PROMISES INTO CONCRETE ACTION

As the pavilions of MGE 2026 are dismantled, the focus shifts to execution. To transform the immense enthusiasm generated by the expo into a sustainable, lucrative industry, stakeholders must now prioritize talent retention and the rapid deployment of pledged funds.

How to Prevent the Brain Drain of Top Moroccan Developers

As the pavilions of MGE 2026 are dismantled, the focus shifts to the future. The expo successfully generated immense enthusiasm, but enthusiasm alone does not build an industry. The true measure of MGE 2026's success will be evaluated in the months and years to come.

To sustain this momentum, several critical steps must be taken. First, the MoUs signed during the event must be rapidly translated into actionable policies and disbursed funds. Second, the educational initiatives and incubators like GameEarly must be rigorously monitored to ensure they are producing market-ready studios.

Furthermore, Morocco must address the challenge of talent retention. The global demand for skilled developers is high, and local studios often struggle to match the salaries offered by European or North American competitors. By offering competitive environments, tax incentives for local studios, and clear pathways to profitability, the Kingdom can convince its brightest developers to build their empires at home rather than abroad.

MGE 2026 proved that the foundation is solid and the political will is present. Now, the ecosystem must execute its vision, transforming Rabat's "Gaming City" from a promising concept into a thriving reality that contributes significantly to the national GDP.

Document written by:

**MAMOUNE
ACHARKI**



By Lodj

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mais
elle
remet
le nord
dans
le débat.



Quand tout s'agite,
il faut encore savoir dans quelle direction penser.

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N° 51

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DEC
12/25

**Voici les 12
priorités
des Marocains
et Marocaines
pour 2026**

**Quand
la FIFA
met
la CAF
hors-jeu**

**Les parfums qui
ont marqué 2025
et ceux qui
feront sensation
en 2026**

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ETRANGERS
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