



# Contact List of the Livres Canada Books Trade Mission to Morocco

June 1–5, 2023



Livres  
Canada  
Books

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June 1–5, 2023

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# Introduction

**Our objective in organizing the trade mission to Morocco was to report on Morocco as a potential market for Canadian publishers in terms of rights sales and distribution.**

In view of the increasing interest in this market, 2023 presented an excellent opportunity for our organization and the Canadian publishing industry to seek trusted intelligence in this market. The Livres Canada Books delegation consisted of six Canadian publishers active in children's, trade, and scholarly publishing with an interest in or dealings with the Moroccan market.

Held at le [Salon International de l'Édition et du Livre](#) (SIEL) from June 1–5, 2023, the delegation met with relevant Moroccan publishers, distributors, associations, bookstore owners, and conducted visits to the National Library of the Kingdom of Morocco, les Éditions Bouregreg, and the Librairie Kalila wa Dimna in order to gain an understanding of the different facets of the Moroccan publishing market.

This contact list is a complement to the briefing webinar held in January 2024. The goal of the webinar was to share experiences learned with publishers who did not have the opportunity to take part in the mission.

# Contact List

## Publishing Houses

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## Bookstores

### Librairie Alfia

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# National Library

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