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WHY MOROCCO ?



الوكالة المغربية لتنمية الاستثمارات و الصادرات
MOROCCAN INVESTMENT AND EXPORT
DEVELOPMENT AGENCY



His Majesty King Mohamed VI

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So, where does Morocco stand today? What is our national economy's global ranking? Is Morocco competitive? Can it be classified among emerging nations?

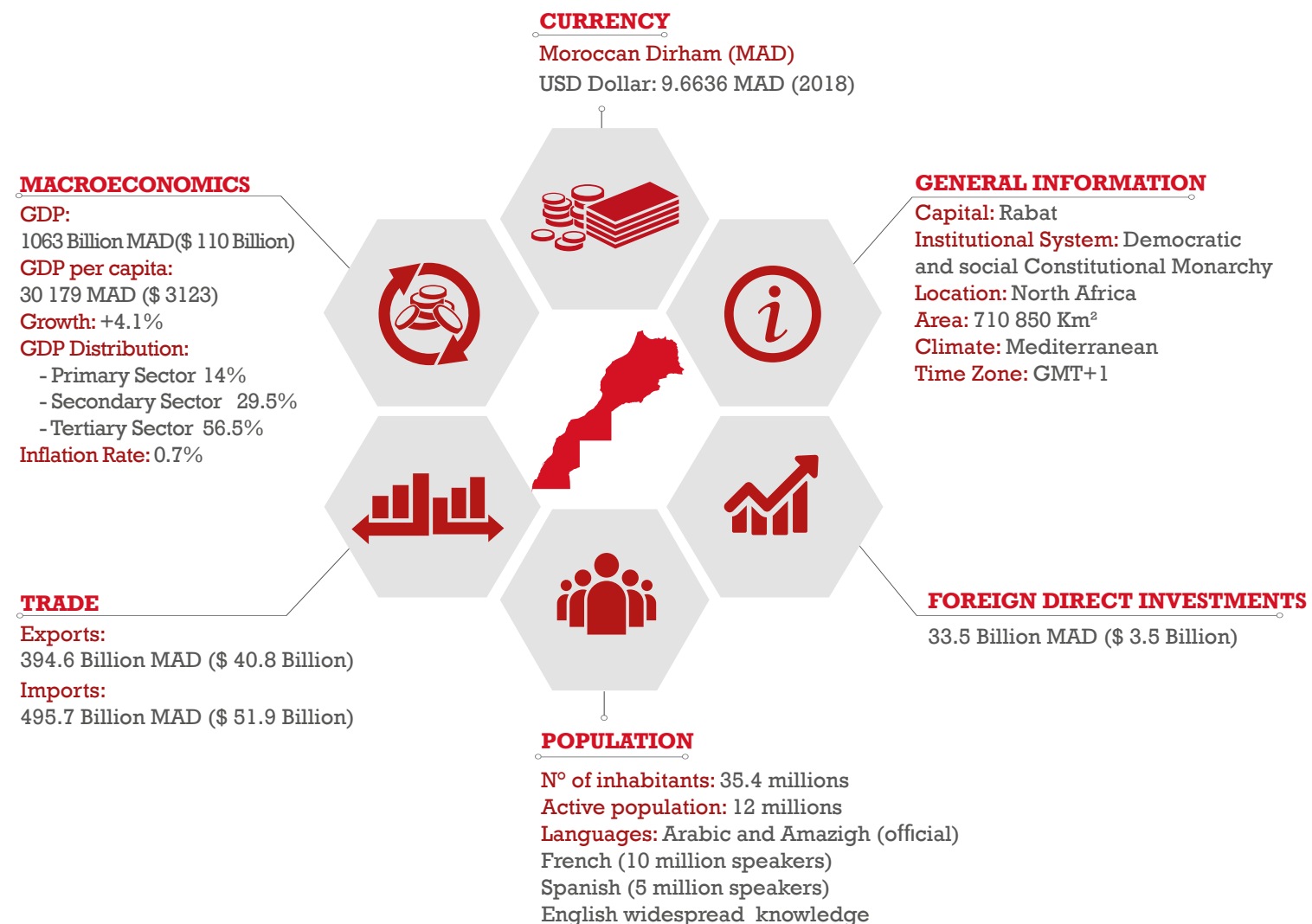
Needless to say, there is no single model of an emerging nation. Each country has its own development process, which based on its human, economic and natural resources, as well as on its cultural heritage. It is also contingent on the obstacles and difficulties each nation has to face.

However, there are standards and requirements to meet in order to join this category of nations, particularly in terms of democratic and institutional development, social and economic progress, and regional and international openness.

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*Excerpt from speech by his Majesty King Mohammed VI
On the occasion of the 61st Anniversary Of King And People's Revolution Day*

MOROCCO OVERVIEW



MORE BUSINESS

Morocco has modernized its economy to become a highly attractive platform and a truly regional hub for investors. With its solid macroeconomic fundamentals, unique set of free-trade agreements, competitive labor costs, world-class infrastructure, business-friendly environment and attractive set of incentives, Morocco has all ingredients to become a location of the future.

Thanks to its geostrategic location, Morocco is at the crossroads of the main international exchange routes, linking the United States, Europe, Africa and the Middle East. For this purpose, and in order to make its unique position more advantageous, Morocco has signed diverse free-trade agreements (FTA's), offering investors free duty access to a market of more than one billion consumers.

Preserving macroeconomic stability is a major concern for the Moroccan government: several actions have been undertaken to put the country on the path of strong and sustainable growth.

Morocco launched numerous strategic sector-based plans that ensure strong and sustainable economic growth. This reform momentum is marked by an innovative contracting approach and public-private partnership.

Morocco has also launched large-scale projects aimed at elevating its infrastructure to international standards : Tanger-Med Port, highway network, high speed train, international airports (the largest airport hub in the region).

Human resources constitute a key asset for investment competitiveness and value creation: education level, cultural openness, language skills, commitment to entrepreneurship, competitive labor costs...

Thanks to all the mentioned actions which give visibility and confidence to foreign investors, the country is today an ideal location in the region for the development of business opportunities, increased competitiveness and access to fast growing domestic and regional markets.

MORE ATTRACTIVENESS

To facilitate the investment process and attract large flows of private capital, Morocco has a modern legal and regulatory framework: it offers a lighter administrative burden regarding the payment of fees, taxes, and protection for investors.

Morocco protects investors through the establishment of many agreements against double taxation and many agreements for the protection of foreign investments. In addition, the Kingdom is a member of OECD’s Investment Committee, the International Centre for Settlement of Investment Disputes (ICSID) and the Multilateral Investment Guarantee Agency (MIGA).

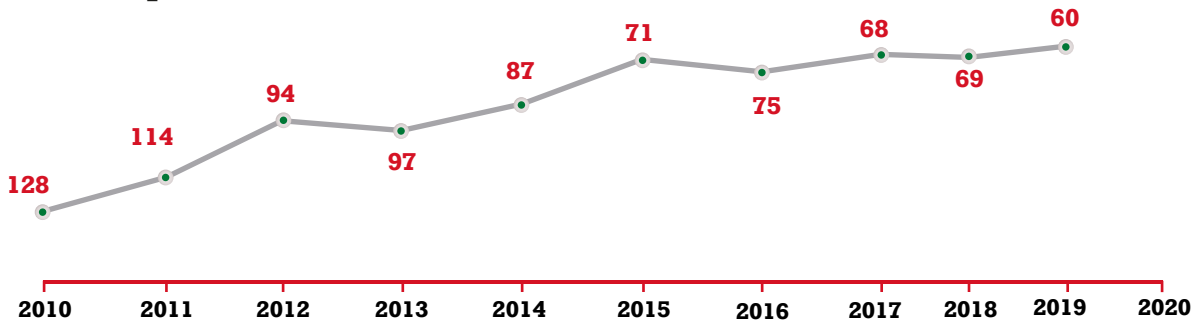
In order to strengthen, facilitate procedures and access to information, and also implement legal reforms, a National Committee for Environmental Affairs (CNEA) was created.

Morocco has also modernized employer’s rights, strengthened intellectual property protection, implemented new laws in the area of arbitration and mediation, established a new banking regulations system and promoted administrative simplification.

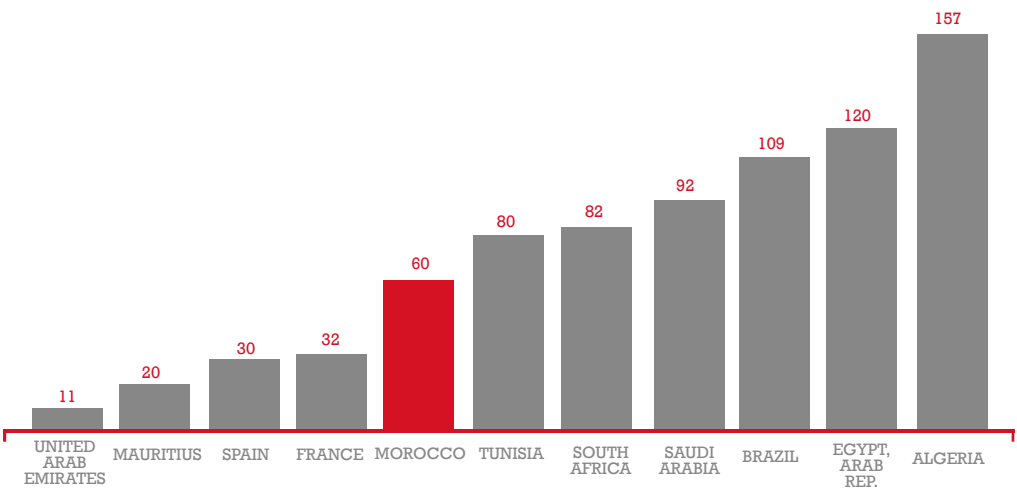
1st foreign direct investment (FDI) destinations in Africa

ERNEST & YOUNG AFRICA ATTRACTIVENESS SURVEY 2018

Morocco Jumps 68 Places in 9 years , Ranks 60th in World Bank ‘Doing Business’ Report in 2019



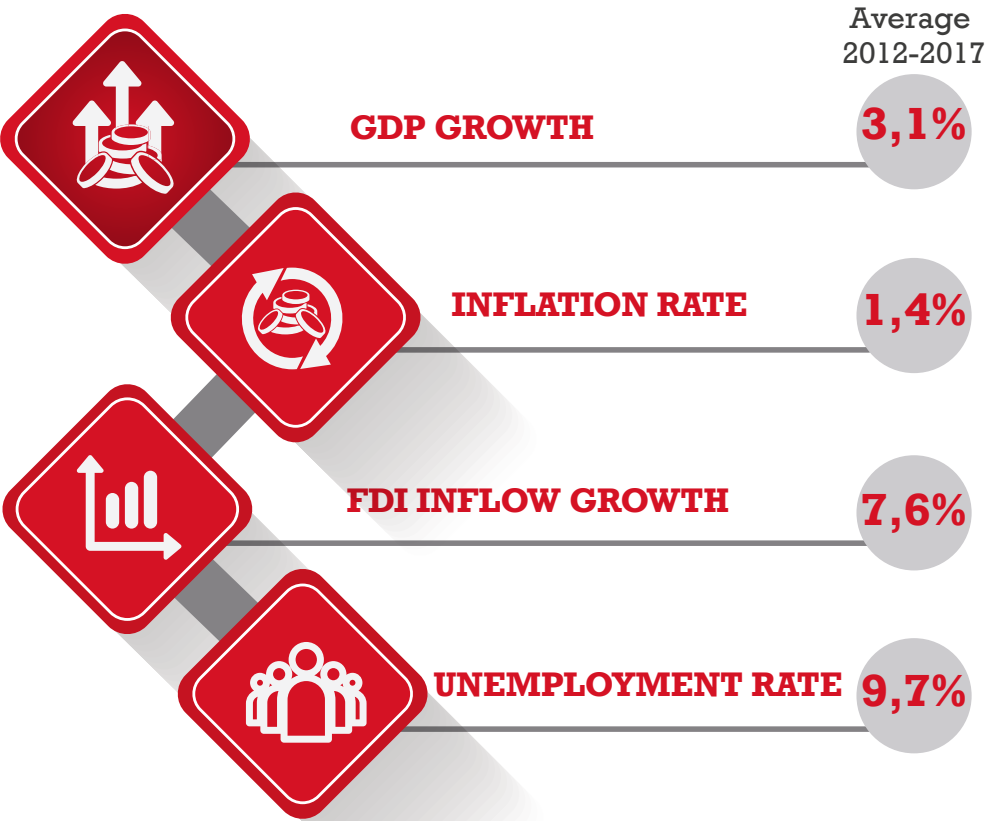
2nd best country for Doing Business in the MENA region



3rd in Africa World Bank ‘Doing Business’
REPORT 2019

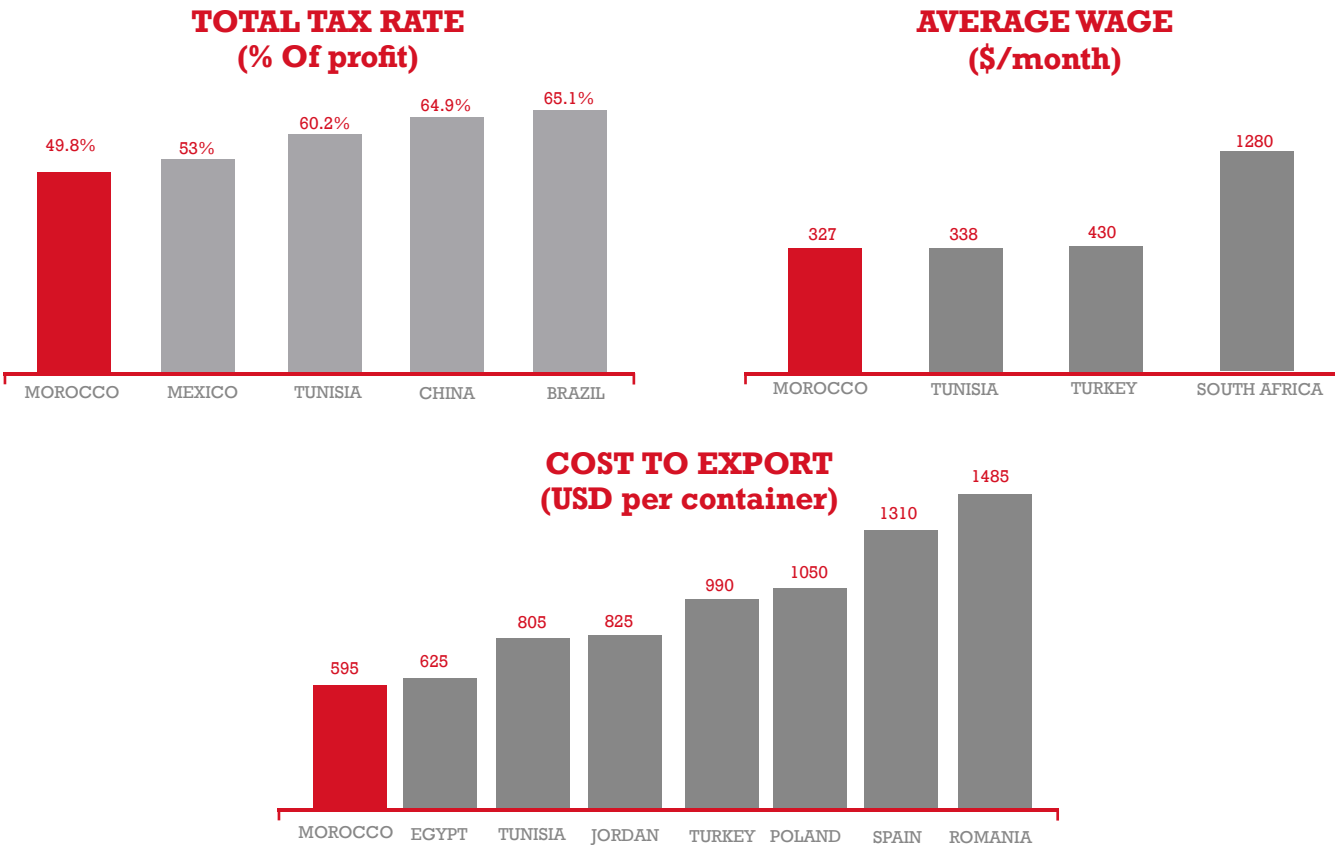
MORE COMPETITIVENESS

Morocco has shown resilience to the crisis, posted growth driven by internal demand and public investment, and controlled inflation.



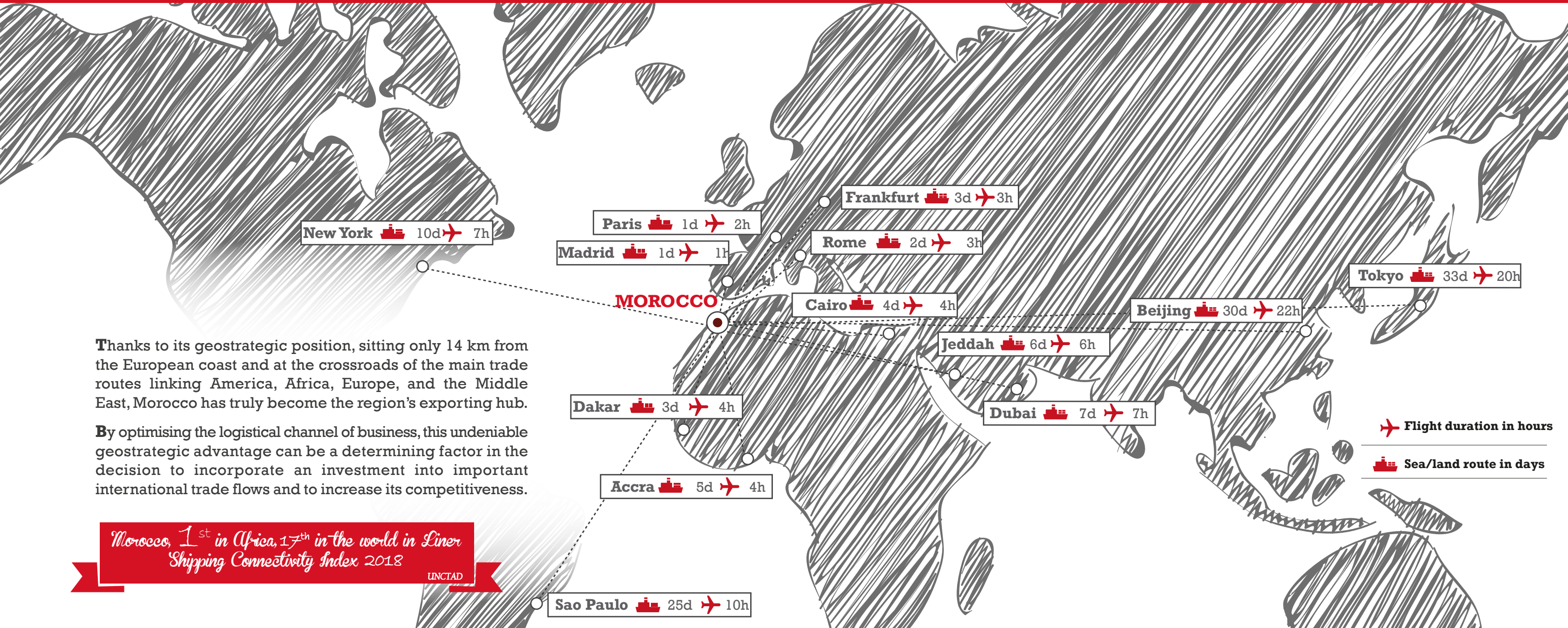
Morocco, 3rd best country for business in Africa region
FORBES 2019

Thanks to its qualified and competitive labour force, reduced tax rates, and attractive exporting costs, Morocco has become a competitive exporting platform.



Morocco, 4th country in terms of competitiveness in Africa
GLOBAL COMPETITIVENESS INDEX - WEF 2018

MORE
CONNECTIVITY



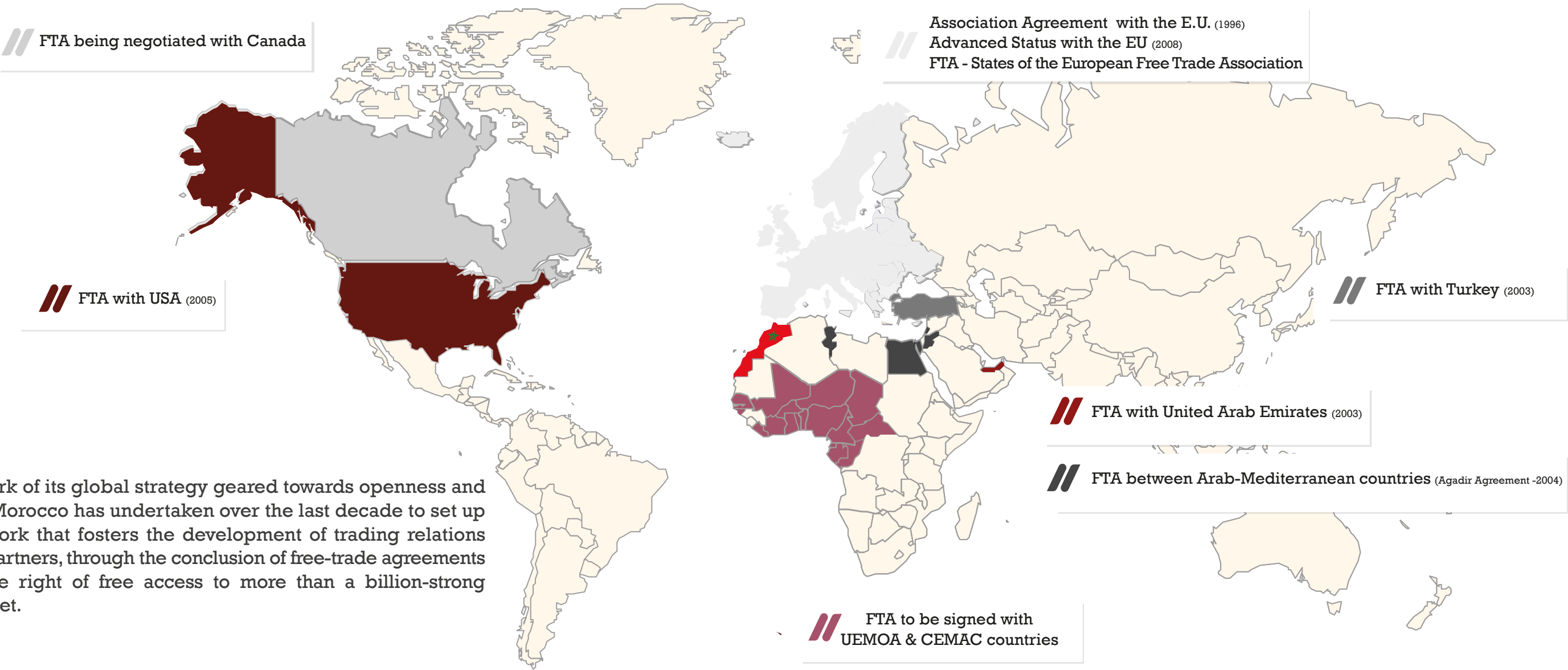
Thanks to its geostrategic position, sitting only 14 km from the European coast and at the crossroads of the main trade routes linking America, Africa, Europe, and the Middle East, Morocco has truly become the region's exporting hub.

By optimising the logistical channel of business, this undeniable geostrategic advantage can be a determining factor in the decision to incorporate an investment into important international trade flows and to increase its competitiveness.

Morocco, 1st in Africa, 17th in the world in Liner Shipping Connectivity Index 2018

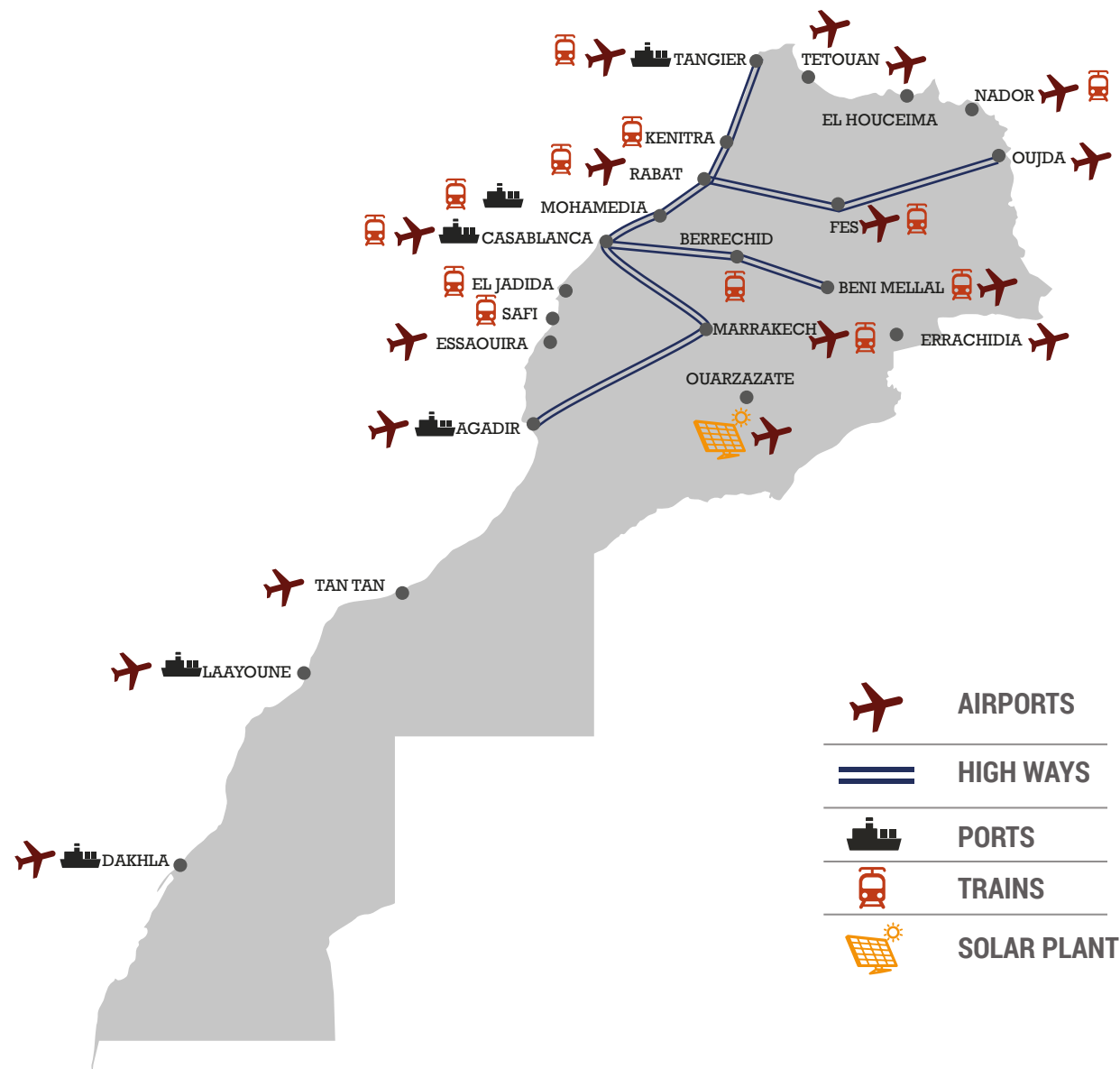
UNCTAD

MORE
MARKETS



In the framework of its global strategy geared towards openness and liberalization, Morocco has undertaken over the last decade to set up a legal framework that fosters the development of trading relations with potential partners, through the conclusion of free-trade agreements which grant the right of free access to more than a billion-strong consumer market.

MORE CONNECTED

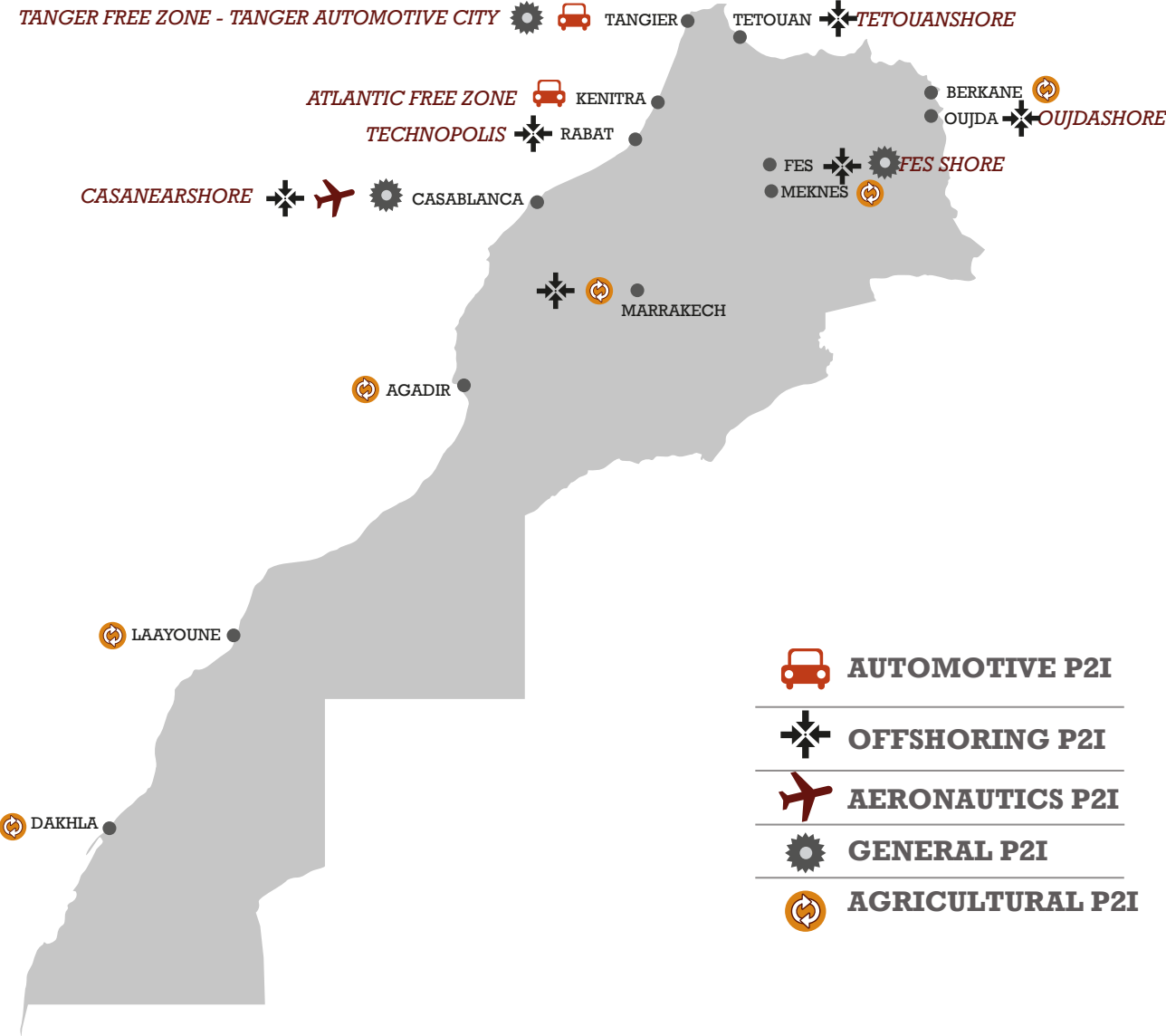


The country boasts the existence of world-class installations, which not only optimally and effectively interconnect the country's various regions but also connects the country with the rest of the world. All of this has been made possible thanks to an important and constantly expanding road, highway, rail, and airport networks.

- ❖ The Highway Network has grown exponentially to link the main Moroccan cities.
- ❖ Tanger-Med Port with a total capacity of 9 million containers, in addition to professional real estate of over 5000 hectares, complements the overall port infrastructure consisting of 38 (13 foreign trade) ports.
- ❖ Thanks to an Open Sky policy, the country has become the largest airport hub in the region with 18 airports (17 international), used by a multitude of international companies and connected to major cities and economic platforms of world affairs.
- ❖ The modernized and advanced rail sector allows the connection between the south (Marrakech) and the east (Oujda) and also with the rest of the national network serving cities such as Tangier, Safi, Oued Zem, El-Jadida, and Bouarfa.
- ❖ Thanks to the liberalization of its telecommunications industry, Morocco has made important progress in the implementation of new information technologies, for both individual and professional use. The sector's three major operators ensure that the country's telecommunications industry registers a continued intense activity.

1st in Africa, in terms of Infrastructure Quality
GLOBAL COMPETITIVENESS - WEF 2018

INTEGRATED INDUSTRIAL PARKS



A VARIED, FLEXIBLE REAL-ESTATE OFFER

P2Is offer a complete real-estate offer with different options for investors:

- Rent or purchase of serviced land
- Rent or purchase of readymade buildings
- Rent or purchase of customised buildings, built upon request

INTEGRATED LOGISTICS OFFER

It includes :

- Optimal connectivity of the area to major national transport (airports, ports, highways)
- Integrated logistics services to area

A VARIED AND CUSTOMIZED SERVICE OFFER

A complete service offer for investors and their employees:

- Operational services: infrastructure maintenance, security
- General services: telecommunications, food, health services, banking
- Business services: business centre, hiring support, travel agency
- Manufacturer-specific advanced services: industrial maintenance, engineering, recycling and logistics area

ONE-STOP-SHOP

This administrative one-stop-shop gathers various key State administrative departments in order to simplify procedures for investors. The main administrative services are:

- Regional Investment Centre (CRI): investor welcoming and orientation; single interface for the creation of a new business
- ANAPEC: recruitment support services; allocation of public training assistance; issuing of work permits
- Municipal services: document legalizations

AN INTEGRATED TRAINING OFFER

Training can be available on site; it is possible to set up, in the P2I, a specialised training institute or a public training centre (OFPPT)

FREE ZONES

The Kenitra, Nouaceur, Rabat, Tangier, and Oujda P2Is benefit from exportation free zone status

MORE TALENTS

In Morocco, human resources have all the ingredients to become the pivots of a competitive investment and value creator: education level, cultural openness, language skills and new technologies, commitment to entrepreneurship, adaptation capacity to change and competitive labor costs.



A YOUNG AND ACTIVE POPULATION

- Total population of 35,4 million inhabitants
- 64% of population aged under 34
- 6 million of young people aged 18 - 35
- Active population of 12 million



QUALIFIED HUMAN RESSOURCES

- More than 100 Universities and public schools
- 820 000 students in higher education
- 100 000 higher education graduates per year
- Training of 25 000 engineers per year by 2020



VOCATION TRAINING ADAPTED TO MARKET NEEDS

- 677 vocational training institutions
- Training of 342,000 students (2017 - 2018)

MORE CULTURE AND LEISURE

A Kingdom for more than 12 centuries, Morocco is a crossroad of civilizations combining a strong and unique identity with openness and modernity.

With a rich religious and cultural heritage, it is a country where the principles of tolerance and respect towards other spiritual and cultural communities prevail.



TOURISM

From camping sites, to five star hotels, and Ryads holiday cottages, Morocco is a destination for all tastes and all budgets : Seaside tourism, Cultural Tourism, Mountain Tourism and Eco-tourism...

A wide range of sports and open air activities: golf, surf, rally...



CULTURE

A significant number of worldwide renowned culture and music festivals take place in different Moroccan cities: Marrakech International Film Festival; Fez, Sacred Music Festival; Gnaoua Festival and Music of the World at Essaouira; Tanjazz Jazz Festival in Tangier; Mawazine Festival in Rabat; Tetuan's International Comics Festival...



GASTRONOMY

An ancestral mix between Arab, African and European influences, the kingdom's cuisine was ranked 2nd best culinary destination worldwide by "Food Lovers".

MORE VISION

To increase its visibility and attractiveness to investors and to ensure strong, durable economic growth, the Government has implemented a number of sectorial strategies through a public-private partnership.

THE MINING SECTOR DEVELOPMENT STRATEGY

The main poles of this strategy relate to the development of investments in research and prospection, the promotion of the market in order to enable it to attract national and international investors, the update of regulations, and the valorization of the mining estate.

The strategy provides for the implementation of several structural pillars affecting the entire chain of the mining business: exploration, research, operation, valorization, and the transformation of ores.



Key figures

- Turnover x3 -> US \$ 1.5 Bn
- Investments x 10 -> US \$ 0.4 Bn
- Jobs x2 -> 30,000

THE NATIONAL PLAN FOR THE DEVELOPMENT OF LIQUEFIED NATURAL GAS

This Plan aims at establishing the infrastructure necessary to the reception of liquefied natural gas, its re-gasification, transportation, and utilization in power production and industry.

It also aims to satisfy national electrical demand, to reduce energy dependency on the outside world and fossil combustible –through large-scale development of renewable energies and the valorization of local energy resources and to secure the supply of combined cycle power plants (CCGT) which operate on the basis of natural gas.



Key figures and objectives

- US\$ 4.6 billion worth of investments;
- A Gas terminal;
- 400 km of gas pipeline;
- Combined cycle power plant.

THE 2020 TOURISM VISION

Aimed to give a new impetus to tourism, this vision translates into a strategy premised on the regionalization of tourism, the improvement of quality, and the invigoration of sustainable development.

It has been especially designed to valorize each of the regions that make up Morocco, while preserving their respective natural resources, safeguarding their socio-cultural authenticity, and promoting the well-being of local populations.



Key figures

- 20 million tourists by 2020;
- 200,000 new beds;
- Increasing the tourism GDP from US\$ 6 billion in 2010 to US\$ 17 billion by 2020.

THE GREEN MOROCCO PLAN

The Green Morocco Plan is a political initiative aimed at boosting agriculture in Morocco, which is the main driver of growth in the national economy.

The plan aims to develop intensive and modern farming and to modernize farming projects, as well as to improve the income of small fellah (peasants).



Key figures

- US\$ 10 billion in additional GDP derived from agricultural activities
- US\$ 15 billion in public and private investments.

THE 2020 DIGITAL MOROCCO

Maroc Digital 2020 aims to develop the digital aspect necessary to positioning in the regional hub and to make of the digital technology a tool of economic and social transformation



Key figures and objectives

- Reduce the digital gap by 50%;
- Digitize a minimum of 50% of administrative procedures;
- Equip and connect 20% of small and medium-sized companies;
- Training 30,000 IT professionals.

THE 2030 ENERGY STRATEGY

This is an energy policy that is favorable to the development of renewable energies in order to secure energy supplies in a context marked by strong growth of demand on energy, to control future energy costs in comparison with upward trends in oil products prices, and to preserve the environment by mitigating greenhouse emissions.



Key figures

- Renewable energy will account for 52% of national energy production by 2030
- Capacity: 2,000 MW of solar power + 2,000 MW of wind power

INDUSTRIAL ACCELERATION PLAN

The Industrial acceleration plan is a new approach based on the implementation of efficient ecosystems aiming at the integration of the value chains and the consolidation of the local relations between big firms and SMEs.

The strategy, that will extend over the 2014-2020 period, is expected to generate half a million jobs in the sector and substantially increase the share of industry in GDP from the current 14% to 23 %.

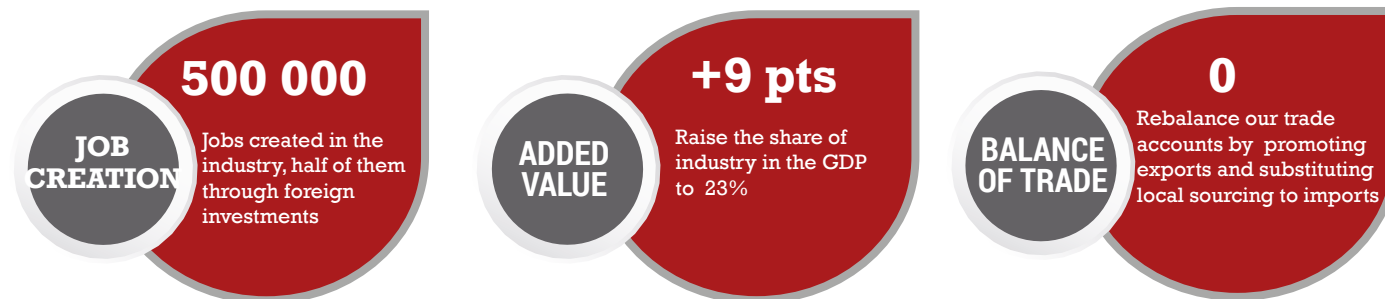
The changes to be introduced will help diversify and expand the industrial fabric and institute a better coordination and deeper partnership between large companies and SMEs.

It will therefore reinforce the Moroccan Industry as a major leverage for growth and job creation.

The new strategy provides for the creation of the “FDI”, a public industrial investment fund endowed with 2 billion euros. It also focuses on supporting the transition of the informal sector to the formal economy with a series of incentives and tax measures. Also, the plan grants utmost importance to human resources, the aim being to respond better to Moroccan and foreign enterprises’ requirements.

The plan provides for other measures to better exploit and optimizes industrial zones and makes them more accessible to operators through rental offers. On the other hand, the strategy calls on all Moroccan economic operators to have “the Africa reflex” to upgrade Morocco’s partnership with African countries in order to confirm the position of Morocco as a gateway for international investment in the continent.

SUCCEED IN BOOSTING OUR INDUSTRIALIZATION...



THE ECOSYSTEMS

