



# WHY MOROCCO ?

OCTOBER 2021



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## PRO-BUSINESS

Business-friendly environment with political stability, resilient economy and Government incentives



## COMPETITIVE

Advanced infrastructure, high qualified human resources and strategic position giving access to potential markets worldwide



## SUSTAINABLE

Strong Royal vision with ambitious energy transition plan to make Morocco among the greenest and lowest carbon platforms in the world





# PRO-BUSINESS STABILITY WITH ROYAL VISION



## A CONTINUING DRIVE FOR **OPENNESS** AND **DEMOCRACY**

*Release energies and restore confidence to accelerate  
the march towards progress and prosperity for all*

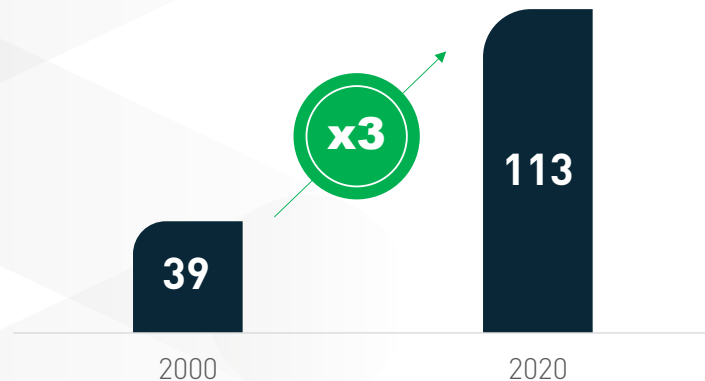
### The New Development Model launched by His Majesty King Mohammed VI

- *A productive and diversified economy that creates added value and quality jobs*
- *Human capital strengthened and better prepared for the future*
- *Opportunities for all and a consolidated social link*
- *Resilient territories, anchor points for development*

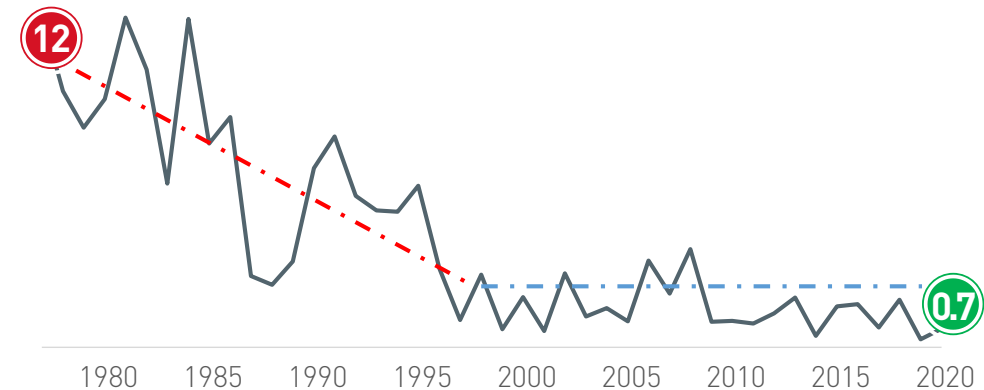
## STRONG MACRO-ECONOMIC FUNDAMENTALS

Ranked **1<sup>st</sup>\*** Among 141 countries  
in terms of inflation rate stability

**GDP has tripled in less than 20 years**  
(USD Billion)



**Stable inflation rate maintained under 2% since 2010**  
(annual inflation %)



Source : The World Bank / Global Competitiveness Report WEF 2019 [\* Among the countries ranked first]

# PRO-BUSINESS BUSINESS-FRIENDLY ENVIRONMENT

## EASINESS FOR BUSINESS TO GROWTH

MORE THAN 50 NON DOUBLE TAXATION AND  
INVESTMENT PROTECTION AGREEMENTS

NO RESTRICTIONS ON CAPITAL  
FOR NON-RESIDENTS

FREE REPATRIATION OF PROFIT AND  
CAPITAL FOR NON-RESIDENTS



Source : WEF / RMB





# PRO-BUSINESS GOVERNMENT INCENTIVES



## AN ATTRACTIVE INCENTIVE PACKAGE

### GOVERNMENT SUBSIDIES

- **Investment:** tailor-made offer for investors.
- **Recruitment & Training:** financial incentives to cover costs

### SPECIAL ECONOMIC ZONES

- **Land, office space, and industrial plants** in main economic zones
- **Financial support** for building and equipment

### GOVERNMENT SUPPORT

- **Support from** Moroccan Investment & Export Development Agency (AMDIE): end-to-end assistance



# COMPETITIVE STRATEGICALLY LOCATED

## TANGIER MED PORT, THE 1ST TRANSHIPMENT PLATFORM IN AFRICA

**186**

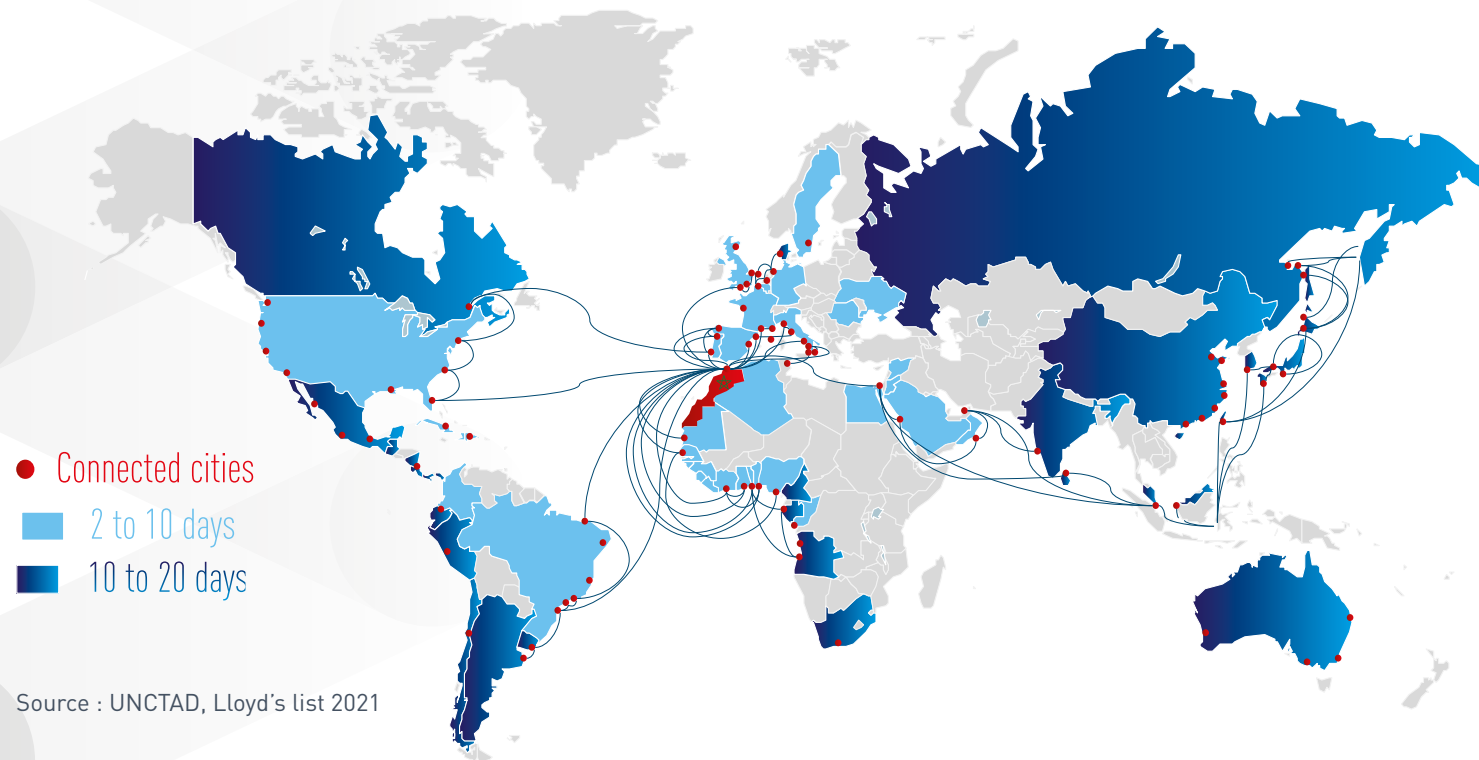
186 connections  
with 77 countries

**14 km**

14 km from Europe

**9M**

Treatment capacity for  
9 millions of containers per year



Source : UNCTAD, Lloyd's list 2021



# COMPETITIVE ACCESS TO MARKETS OF OPPORTUNITIES

MORE THAN 50 FTAS GIVING ACCESS TO 1.3 BILLION CONSUMERS

## EAFT (European Assoc. for Free Trade)

(Iceland, Liechtenstein, Norway Switzerland)



## FTA with United Kingdom



## FTA with the United States of America



## Arab Maghreb Union

(Algeria, Libya, Mauritania, Tunisia)



## African Continental Free Trade Area (AfCFTA)



## FTA with the European Union



## FTA with Turkey



## FTA with Jordan, Tunisia, Egypt



## Greater Arab Free Trade Agreement (GAFTA)

Bahrain, Jordan, Libya, Palestine, Sudan, UAE, Egypt, Kuwait, Qatar, Syria, Yemen, Iraq, Lebanon, Oman, Saudi Arabia, Tunisia



## FTA with the UAE





# COMPETITIVE WORLD-CLASS INFRASTRUCTURE

## 1ST IN AFRICA IN TERMS OF INFRASTRUCTURE & DIGITAL CONNECTIVITY

**1<sup>st</sup>**

**high speed train  
in Africa**  
Tangier-Casablanca



**18**  
**airports**

1<sup>st</sup> in Africa in terms of  
accredited airports

**1.808 km**  
of highways



**Bandwidth per  
internet user (kbit/s)**

**90,1**



**31,4**

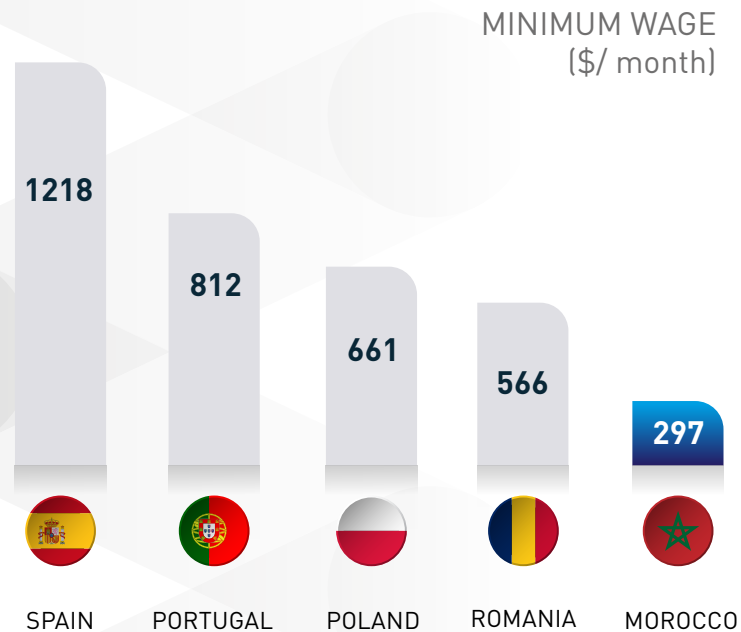


2020 Global ICT Regulatory Outlook benchmark  
across 193 countries worldwide

# COMPETITIVE DEMOGRAPHICS

## DYNAMIC, COMPETITIVE AND QUALIFIED LABOR FORCE

### COMPETITIVE LABOR FORCE



Source : Global Wage Report 2021/2020 / World Bank

### A TALENT POOL

- **A young and competitive** workforce
- **42%** population under **25 years**
- **< 5%** Turnover in Aerospace
- **Ad hoc training** centers jointly developed with investors
- **152.000 graduates** per year
- A growing number of **partnerships** with leading international universities





# COMPETITIVE AVAILABILITY OF INDUSTRIAL LAND

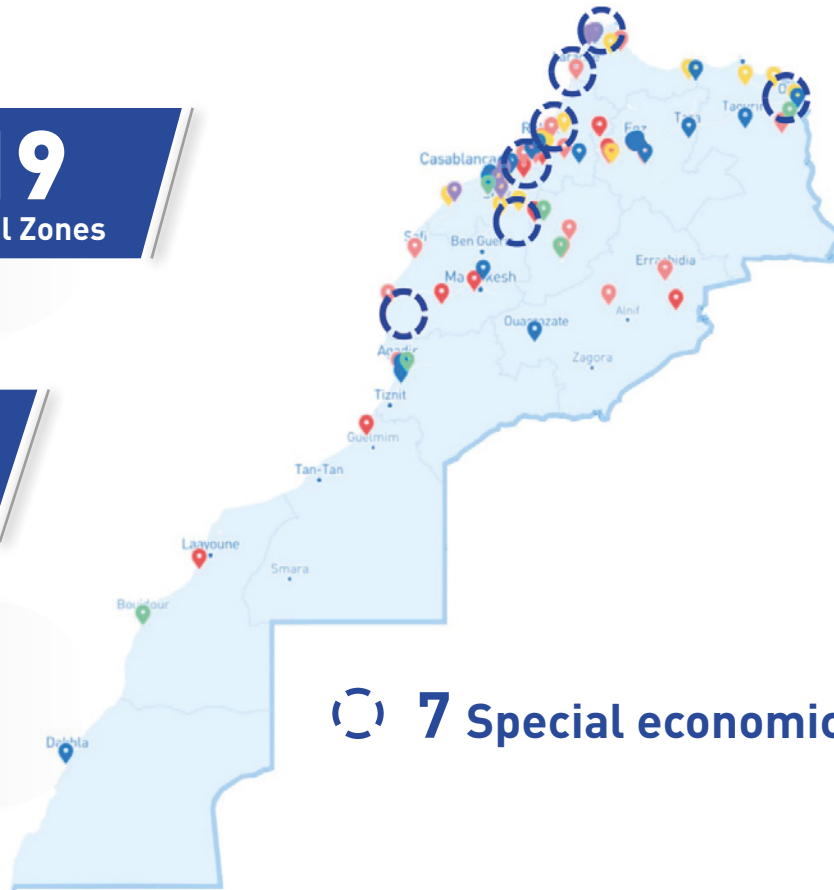
## STRATEGIC INDUSTRIAL ZONES ACROSS THE COUNTRY

**119**

Industrial Zones

**>10.000**

Industrial operators



**7** Special economic zones



# COMPETITIVE OUR LEADING GLOBALLY INDUSTRIES

## RICH AND DIVERSIFIED INDUSTRIES



### AUTOMOTIVE

1ST EXPORTING SECTOR  
60% LOCAL INTEGRATION RATE



### AERONAUTICS

+20% ANNUAL GROWTH  
+140 AERONAUTICAL OPERATORS



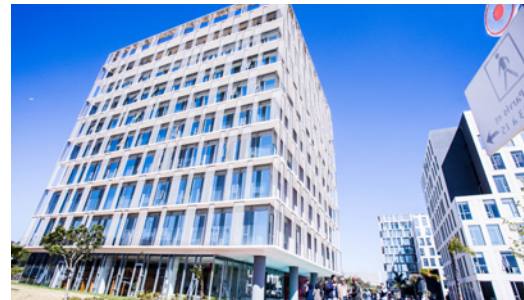
### TEXTILE

AMONG THE 1<sup>ST</sup> INDUSTRIAL EMPLOYER IN  
MOROCCO



### AGRO-INDUSTRY

1ST MANUFACTURING SECTOR IN MOROCCO



### OUTSOURCING

MOROCCO, A COMPETITIVE OUTSOURCING  
PLATFORM



### PHARMACEUTICAL

MOROCCO, AFRICAN PHARMACEUTICAL  
LABORATORY



### AND MORE ...

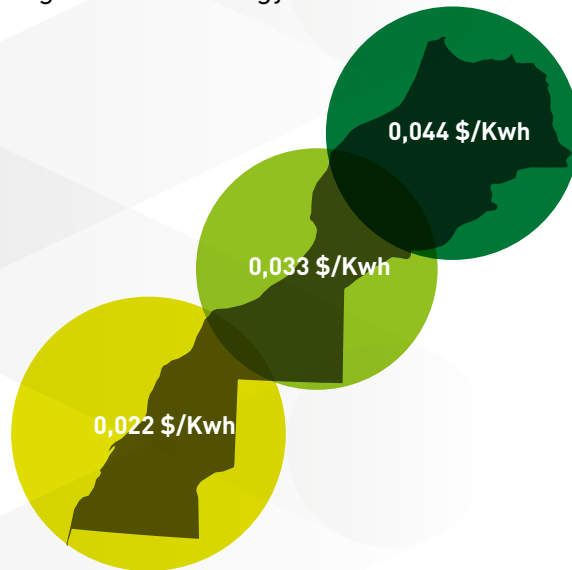
- ELECTRONICS
- MECHANICAL AND METALWORKING INDUSTRIES
- CHEMICAL INDUSTRY
- HEAVY TRUCKS
- PLASTIC PROCESSING
- LEATHER



# SUSTAINABLE GREEN ENERGY

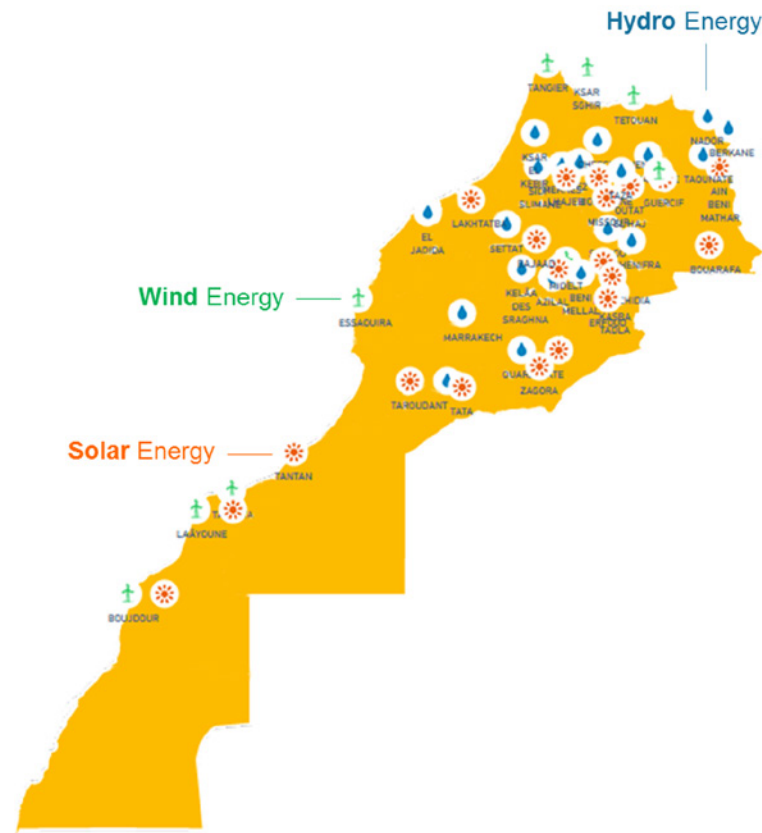
## 52% energy mix by 2030

Morocco will get 52% of its electricity from renewable energy sources by 2030, thanks to an ambitious plan with a strong Royal vision to increase the share of renewable energies in the energy mix



Source : ONEE / Moroccan Agency for Sustainable Energy

## Morocco's Renewable Energy Projects Map



The avant-garde renewable energy plan, position Morocco as one of the most competitive **low-carbon industries** in the World

## Stay connected

2 hours flight to Europe  
7 hours to North America  
7 hours to UAE



## Open to the World with multicultural education

Major international Schools  
across the country



# A GREAT PLACE TO LIVE

## AMONG THE MOST STUNNING COUNTRIES IN THE WORLD



## Art of living and cultural heritage

A multicultural country, recognized  
as World Heritage by UNESCO  
The 2nd Best gastronomy in the world



## A unique place to live

Thanks to a rich & diversified  
landscape including a serene  
coastline, the desert, the Atlas  
mountains and more





Agrobusiness



Aerospace



INVEST AND EXPORT



Textile



Automotive