

Centre Régional d'Investissement
Région de l'Oriental - Maroc

Emerging Morocco
A gate to opportunities

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Invest in Morocco

- 1. Morocco in figures**
- 2. Geostrategic position**
- 3. Moroccan economy in full expansion**
- 4. Social and economic reforms**
- 5. Investment opportunities**
- 6. Investment attractiveness Factors**

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Geography

MOROCCO IN FIGURES



Area	710 850 square kilometres
Position	North Africa, 14 km from Europe
Climate	Mediterranean
Time zone	GMT (GMT+1 in summer)
Capital	Rabat
Principal cities	Casablanca, Marrakech, Tangiers, Agadir, Fez, Oujda, Laayoune, Dakhla

Demography

MOROCCO IN FIGURES

Population	31 million inhabitants
Density	67,59 inhabitant/sq. kilometer
Active population	50,6 %
Urban population	50,9 %
Life expectancy	72 years
Official language	Arabic and Amazigh
Commonly used languages	French, Spanish, English

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Institutions And economy

MOROCCO IN FIGURES

Instructional System	Constitutional democratic and social monarchy
Administrative distribution	16 regions

Currency	Moroccan Dirham (1 MAD)
Exchange rate	1 US Dollar: 8,1 MAD 1 Euro : 11,3 MAD

GDP	730,5 MAD (about 63,5 billion €)
GDP/inhabitant	22 095 MAD (1 921 €)
Average growth	5 %
Rate of inflation	1 %

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GEOSTRATEGIC POSITION

Opening to a market of 1,3 billion consumers

Located 14 km from the shore of Europe, Morocco is washed by **two seas**, the Mediterranean in the North and the Atlantic all along the West coasts.

This has enabled it to place itself at the **crossroads** of the main international trade routes linking America, Africa, Europe and the Middle East.

Flying time from Casablanca airport

Madrid	1 hour and 35 mn
Paris	2 hours and 35 mn
Milan	2 hours and 45 mn
London	3 hours and 30 mn
New York	8 hours and 15 mn

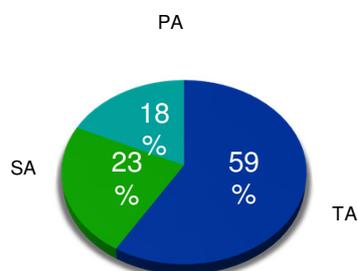
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MOROCCAN ECONOMY

As it has diversified, the Moroccan Economy has achieved a remarkable performance one the primary (agriculture, mining), secondary (industry) and tertiary (services, tourism, off shoring) sectors.



Similarly, Moroccan exports are more and more impressive and diversified : from an average of 8,2 billion € p.a for the 2000-2004 period, exports rose to 14,8 billion € p.a. For the 2005-2009 period, with in increase of 78%.

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SOCIAL AND ECONOMIC REFORMS

A kingdom more than 12 centuries old

Morocco is governed by principles of tolerance and respect for other spiritual and cultural communities.

Morocco on the move

- ☞ Consolidation of democracy with two parliamentary elections;
- ☞ Implementation of a new Family Law;
- ☞ Reform of the press cod and creation of the High Commission on Audio-visual Communication;
- ☞ Implementation of a new Education Charter;
- ☞ Launch of the National Initiative for Human Development (INDH);
- ☞ Human rights: Reorganisation of the Consultative Council Of Human Rights (CCDH) and establishment of the Equity and Reconciliation Board (IER).

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INVESTMENT OPPORTUNITIES

- 📁 Industry
- 📁 Renewables energies and energy efficiency
- 📁 Tourism
- 📁 Agriculture
- 📁 Fishing industry
- 📁 Logistics
- 📁 ICT
- 📁 Retail

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Industry

INVESTMENT OPPORTUNITIES

The Moroccan government has identified six industry paths which are to become the pillars of the kingdom's industrial development: food industry, textile and leather, offshoring, automotive, aeronautics and electronic.

For each of these morocco's world industry paths, a specific strategy approach has been created so as to offer private international operator opportunities for competitive and growing projects.

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RE & EE

INVESTMENT OPPORTUNITIES

Regulatory Framework:

The Renewable Energy Law (No. 13-09) aims to promote energy production from renewable resources, to market and to export by public entities or private. It also introduces the subjugation of facilities producing energy from renewable sources. Finally, it provides the right for an operator to produce electricity from renewable energy sources on behalf of a consumer or a group of consumers connected to the national grid of medium voltage (MV), high voltage (HV) and extra high voltage (EHV), under an agreement whereby they undertake to remove and consume the electricity produced exclusively for their own use.

Financing:

This strategy benefits from the resources mobilized under the pole of the Energy Development Fund. The year 2010 was highlighted by the establishment of the Energy Investment Corporation (EIS) with a capital of one billion dirhams endorsed by the state (71%) and the Hassan II Fund for Economic and Social Development (29%).

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Tourism

INVESTMENT OPPORTUNITIES

Sectoral incentives:

- Exemption of import duty preference for all capital equipment needed for the promotion and development of the project;
- VAT exemption for capital goods, machinery and equipment acquired in Morocco for a period of twenty four (24) months from the date of commencement of business of the company;
- Exemption from import VAT for a period of thirty six (36) months for capital goods, machinery and equipment acquired on importation;
- Total relief of the SI of turnover in foreign exchange business and hotel for a period of 5 years from the year in which the first accommodation was made in foreign currencies and a reduction of 17.5% over this period.
- ☞ Total exemption from IR to the amount of turnover in foreign currency by the hotel companies and for a period of 5 years and a reduction of 50% over this period.

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Agriculture

INVESTMENT OPPORTUNITIES

Morocco has adopted the green plan to modernise agriculture. The plan's objective is to facilitate the development of a modern and competitive agriculture. It is based on the following principals:

- to make agriculture the principal growth driver over the next 10-15 years;
- to adopt a clustering model for organising agriculture;
- to encourage private investment;
- to safeguard natural resources for sustainable agriculture.

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Fishing industry



INVESTMENT OPPORTUNITIES

Value proposition

- Promote a sustainable manner the fish wealth Moroccan
- Strengthen the sector's contribution to the national economy by nearly tripling the value-added fish to pass it by 8.3 billion dirhams in 2007 to 22 billion dirhams in 2020;
- Increase the number of work stations on land used by industry and aquaculture of 61 650-115 000 and the indirect employment of 488 500-510 200 for 2020
- Reduce by half the weight of the informal sector to reduce it to 15% of turnover in the sector
- Raise the value of exports of seafood products to more than 3.1 billion dollars against 1.2 billion dollars in 2007
- Raise the volume of fish production of 1.035 million tonnes currently to 1.6 million tonnes with a special effort to develop aquaculture
- To encourage domestic consumption of fish to carry 10 kg per capita per year on average currently 16/kg/an/habitant.

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ICT



INVESTMENT OPPORTUNITIES

Information Communication and Technology (ICT) usage is essential for the emergence of the knowledge society and can actively contribute to human development, improvement of social cohesion and national economy growth. The challenge for Morocco in the ICT sector for years to come is not only to sustain the progress already made, but also to allow the insertion of Morocco in the global knowledge economy, through amplified and widely distributed integration of ICT across all actors of society: government, governments, businesses and citizens.

Morocco Numeric Plan 2013 has been built around a clear vision and ambition for Morocco: position Morocco among the top emerging countries in the Information Technology and Communication.

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Retail



INVESTMENT OPPORTUNITIES

Value proposition

- Make Morocco a platform par excellence for shopping with an offer that meets the needs of all consumers
- Modernize the local shops (labeling, central purchasing, networking traders ...)
- Contribute to the emergence of national champions (assistance and support of national operators in the creation and development of commercial networks)
- Implementation of 600 supermarkets and hypermarkets in 2020, with more than 50 hypermarkets generating nearly 80,000 jobs
- Creation of 15 malls that can accommodate almost 3000 franchise stores and modern trade and generating nearly 21,000 jobs
- Creation of 15 outlets, discount stores and factory outlets generating 5,000 jobs
- Increase the current GDP of trade to 98 billion MAD
- Bring the contribution of trade to GDP at 12.5%
- Increase sector growth to 8% annually

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ATTRACTIVENESS FACTORS

- 📄 Stable political environment
- 📄 Qualified human resources
- 📄 Business friendly environment
- 📄 World class infrastructure
- 📄 One-stop-shop
- 📄 Investment zones
- 📄 Competitive financial sector
- 📄 Competitive production costs

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ATTRACTIVENESS FACTORS

Institutions to serve investors

Morocco has set up a framework of instructions in order to support investors projects:

- 📄 **The Moroccan Investment. Development Agency (AMDI)**
It offers a free professional public service to investors who could use a wide international network and a range of institutional partnerships with all Moroccan administrations and private operators.
- 📄 **Regional Investment Centres (CRI)**
CRIs have greatly improved and facilitated the investment process. Located in 16 regions, they aim at decentralising and simplifying procedures through providing a single local interlocutor at the regional level.

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