Momentum in Morocco

The gateway to Africa

A market of the African Union, Morocco is truly working closely with organizations across the continent. Investors are referring to Morocco as “the gateway to Africa” as the country is well-positioned to provide access to Africa’s 1.5 billion potential customers.

The government’s growth strategy has enabled Morocco to become a strong regional economic player. With numerous regions around the country, Morocco is home to the highest number of Japanese companies. The Japanese currently own a share of the country.

The automotive sector

“Japanese firms are attracted by the values which Moroccans hold dear in order for them to continue maintaining a close relationship with their business partners,” said Boudraa. “Japanese companies are no longer required to attract Japanese investors as they no longer simply relocate their businesses to reduce operating costs,” said Boudraa. “When translating a new market, Japanese investors need to see the value that the country’s society holds dear in order for them to continue maintaining a close relationship with their business partners.”

Morocco’s economic growth

“Moroccans are not the only ones benefiting from this partnership. Japanese companies benefit as well. Japanese firms are committed to ensuring that these visits will lead to genuine partnerships that will focus on further developing the country’s dynamic industrial activities,” said Boudraa. “We are moving forward with the expansion of the Moroccan economy.”

The agency is the result of the 2017 merger of Maroc Export, the Morocco Investment and Development Agency (AMIDE) and the Office des Fes des Expositions de Casablanca/CoastLine Exhibition Centre (OCFE). Operating out of Morocco’s capital, Rabat, AMDIE is driven to act as an ambassador and mediator for Morocco and its region throughout the world.

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Morocco and Japan – Working together to drive economic growth

Takumi Ishibashi, Managing director of the Japan External Trade Organization (JETRO) Morocco.

The agreement reached between Morocco and Japan, under the authority of King Mohammed VI, signed by His Majesty and the President of Japan, has led to a new era in economic and trade relations between the two countries. This agreement, which is part of the “South-South partnership,” is aimed at promoting economic and social development in the African continent.

The agreement is based on the principles of mutual respect, cooperation, and common interest. It is aimed at strengthening the economic cooperation between the two countries, particularly in the fields of investment, trade, and finance.

The agreement also includes provisions for the promotion of Japanese investment in Morocco, with the aim of creating new job opportunities and promoting the development of the domestic economy.

In addition, the agreement provides for the encouragement of trade relations between the two countries, with the aim of expanding the range of goods and services traded between them.

The agreement is also designed to promote the exchange of knowledge and skills between the two countries, with the aim of fostering scientific research and technological innovation.

The agreement is a testament to the strong bond of cooperation that exists between Morocco and Japan, and is a clear example of the commitment of both countries to the promotion of economic and social development in the African continent.