Under the visionary leadership of His Majesty King Mohammed VI, the Kingdom of Morocco has achieved a remarkable economic transformation. Today the country has successfully raised the number of partnerships with international and export platforms for investments in Africa. Furthermore, the country’s thriving aeronautics sector has 140 companies and is the leading car manufacturer in Africa.

Strategically situated on the Strait of Gibraltar, Morocco is only 15 kilometers from Europe. This location has enabled Morocco to play an important role as a regional trading hub for centuries.

The country currently has 94 free trade agreements (including with the European Union and the U.S.), giving investors privileged access to over 1 billion consumers. The Tangier Med Port, established in 2007, is the first transshipment platform in Africa. Capable of handling 9 million containers a year, the port provides 186 connections from Morocco to 77 different countries. With 18 airports and over 100 industrial zones, Morocco is leading the way in terms of world-class infrastructure and digital connectivity across the African continent.

Under Morocco’s “New Development Model,” the country is blazing its way toward a more diversified economy that will create more quality jobs by 2035. Despite the repercussions of the crisis, trust in our country and the vibrancy of our economy has remained unchanged, as illustrated by the increase — up to August of this year — in foreign direct investments, which have risen by 16%.

Under Morocco’s “New Development Model,” the country is blazing its way toward a more diversified economy that will create more quality jobs by 2035.

This is the right moment for Morocco to go a step further. From Expo 2020 Dubai to Times Square in New York, people around the world are experiencing “Morocco Now,” a brand unveiled by the Moroccan Agency for Investment and Export Development (AMDIE). The agency is aiming to promote Morocco as a leading “source of industrial and export platforms for foreign investment to capture opportunities in a changing world. Morocco Now is supported by four assets:

Well-Proven Now

Morocco has a successful track record of attracting foreign investment on the account of its business-friendly environment, political stability, resilient economy and effective government incentives. Attractive incentives include the development of world-class economic zones, government subsidies for investors, human capital and tailored assistance and support from AMDIE.

In 2020, projects and initiatives under the country’s automotive cluster of 250 companies, the world’s fastest-growing automotive cluster, and its aerospace sector with 140 companies and 20% average yearly growth.

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Competitive Now

Morocco has consistently ranked among the most attractive investment destinations in Africa. The country has become the leading gateway to more than 1 billion consumers and is supporting the development of world-class infrastructure and digital connectivity across the African continent.

Operated by ONCF (Office National des Chemins de Fer du Maroc), Al-Biar is the third-largest high-speed rail network in Africa — the first in Africa.

Agile Now

Resilience and adaptability are part of Morocco’s DNA. The country has been applauded for its response to the COVID-19 crisis. Swift reallocation of resources and transition toward decarbonized sources.

Under Morocco’s “New Development Model,” the country is blazing its way toward a more diversified economy that will create more quality jobs by 2035.

Sustainable Now

Sustainability is a cornerstone of the New Development Model. Morocco has one of the most competitive, low-carbon industrial sectors in the world and was the first producer of renewable energy in Africa.

In 2020, renewable energy accounted for 37% of Morocco’s energy installed capacity, and as of this year, renewable resources have provided 4 gigawatts of installed capacity. By 2030, Morocco plans for 52% of its electricity capacity to come from renewable resources.

Under Morocco’s “New Development Model,” the country is blazing its way toward a more diversified economy that will create more quality jobs by 2035.

The Morocco Now initiative offers a concrete response to global and economic challenges. By aiming to meet consumer expectations, comply with new regulations and transition toward decarbonized sources.

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Morocco: A country of economic opportunity

H.E. Ambassador Takahi Shimamura, ambassador of Japan to Morocco, spoke on the excellent relationship between the two countries.

Bridges: What notable economic or infrastructural projects have been realized in Japan to Morocco?

Shimamura: Our economic cooperation is relatively nascent in the sense of being established in the 1960s. Through $511.6 billion in loans, mainly through the New Development Bank and EXIM Bank, we have provided loan guarantees to finance infrastructure projects such as railway construction, electricity, and water projects. Our financial strategy for investment in Morocco is not to compete but to cooperate and assist local companies.

How can Japan and Morocco continue to strengthen their already close ties?

Under the leadership of His Majesty King Mohammed VI, Morocco has pursued a national energy strategy, Morocco: A country of economic opportunity.

The country aims to generate 40% of its energy from renewable sources by 2026, with a goal of producing 5,000 MW of electricity from renewable sources by 2020. The king's letter was a commitment and a proactive approach to sustainable development. We have the potential to build 400,000 people.

Bakouchi & Habachi-HB Law Firm LLP helps clients achieve success and cross the region

Excelling in energy efficiency

Director General of the Moroccan Agency for Energy Efficiency (AMEE), Said Mouline, discusses Morocco’s energy strategy and achievements.

Bridges: What is driving Morocco’s “green energy” revolution?

Mouline: Recognizing the impacts of climate change and environmental degradation, Morocco has been committed for several years to sustainable development. We know that the future is green and that green energy is the future. We need to combine expertise in transactional law, counseling and litigation to offer the most suitable advice for foreign investors and residents in Morocco.

How can Morocco’s various free trade agreements assist local, international and Japanese companies that want to achieve success in Morocco?

Morocco’s various free trade agreements have been accomplished especially with Japan and Morocco.

Japanese companies hope to be of particular interest to Japanese companies.

The firm has won many accolades, including Best Law Firm in North Africa by Lex DeoLeziers.

Morocco is leading the green revolution and is set to become a major player in the green energy market. Renewable energy resources account for over one-third of the kingdom’s energy and there is a huge potential for not only more wind and solar projects for the production of clean electricity, but also for the production of green hydrogen.

The firm is pleased to be working closely together with insights from other business leaders on Morocco’s energy strategy.

Morocco: A regional hub for sustainable energy solutions

MASEN has the half of Morocco’s electrical installed capacity will be from renewable sources by 2026, about four years ahead of the country’s target. The country aims to generate 40% of its energy from renewable sources. Shimamura, executive director in charge of development, Moroccan Agency for Sustainable Energy (MASEN), contributes to Morocco’s energy sector and leads development projects.

MASEN’s contribution to Morocco’s energy sector is to drive and increase clean electricity projects. MASEN’s mission is to assist the government, in consultation with the Moroccan Agency for Sustainable Energy (MASEN), in developing sustainable energy and ensuring the development of sustainable and reliable energy.

Takahi Shimamura, Ambassador of Japan to Morocco.

Morocco: A country of economic opportunity

With a strong institutional network, HB Law Firm is able to provide legal advice on Moroccan laws and help them expand across the region.

“Our commitment to our clients goes beyond providing advice on Moroccan laws,” Habachi said.

“One of the key advantages of doing business in Morocco is our efficient services. Habachi has led several restructuring projects and has assisted in the launch of several businesses across the region in the agricultural, automotive and manufacturing industries as well as real estate and tourism. The firm has won many accolades, including Best Law Firm in North Africa by Lex DeoLeziers.

Morocco’s various free trade agreements with Japan, the European Union, the United States, and several other countries provide opportunities and assist local, international and Japanese companies that want to achieve success in Morocco.

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The ratel road map aims to educate the next generation, especially in the fields of education, health, and energy.

Japan’s Don Bosco University has provided the excellent relationship on the energy sector. The firm’s letter was a commitment and a proactive approach to sustainable development.

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