

MOROCCO



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‘Morocco Now’

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 itself as a competitive industrial and exportation platform for investors in Africa. Furthermore, long-term investments in renewable energy and free trade are translating into distinctive assets in the post-COVID-19 context of the climate emergency and value chain reorganization.

“Despite the repercussions of the crisis, trust in our country and in 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%,” His Majesty King Mohammed VI said during his address for the opening of the Moroccan Parliament on Oct. 8 in Rabat, the capital.

His Majesty King Mohammed VI launched an initiative called the “New Development Model,” which defines the strategic direction of Morocco’s development for a productive and diversified economy that will create added value for the country and deliver 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 “future-proof” industrial and export platform for foreign investors to capture opportunities in a changing world. Morocco Now is supported by four assets:



Several international agreements have been signed to begin vaccine production in Morocco, adding to the country’s thriving pharmaceutical industry.



Morocco’s thriving aeronautics sector has 140 operators that are propelling it to annual growth rates of 20% on average.



Brimming with talent, Morocco now boasts a highly qualified, competitive workforce.

The iconic Mohammed VI Bridge, the longest cable-stayed bridge in Africa, is testament to Morocco’s world-class infrastructure.



ALL PHOTOS PROVIDED BY AMDIE

‘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 end-to-end assistance and support from AMDIE.

Morocco has also delivered megainvestment projects and created conditions for success as illustrated by the country’s automotive ecosystem of 250 companies, the world’s fastest-growing automotive cluster, and an aerospace sector with 140 companies and 20% average yearly growth.



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 PSA Group (Peugeot S.A.) is the second-largest car manufacturer in Europe. Present in 160 countries, PSA Group has 16 production sites across the world.

‘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 Africa’s rapid growth potential:

- 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 54 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.
- Operated by ONCF (Office National des Chemins de Fer du Maroc), Al-Boraq is a 323-kilometer high-speed rail service connecting Casablanca and Tangier — the first bullet train in Africa.
- Brimming with talent, 42% of the country’s population is under 25 years old. A growing number of partnerships with international universities are supporting the development and education aspirations of Morocco’s young and dynamic workforce.



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‘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.

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 production, Morocco is tackling the climate crisis head on.



The Noor Ouarzazate Solar Complex is the largest concentrated solar power plant in the world.

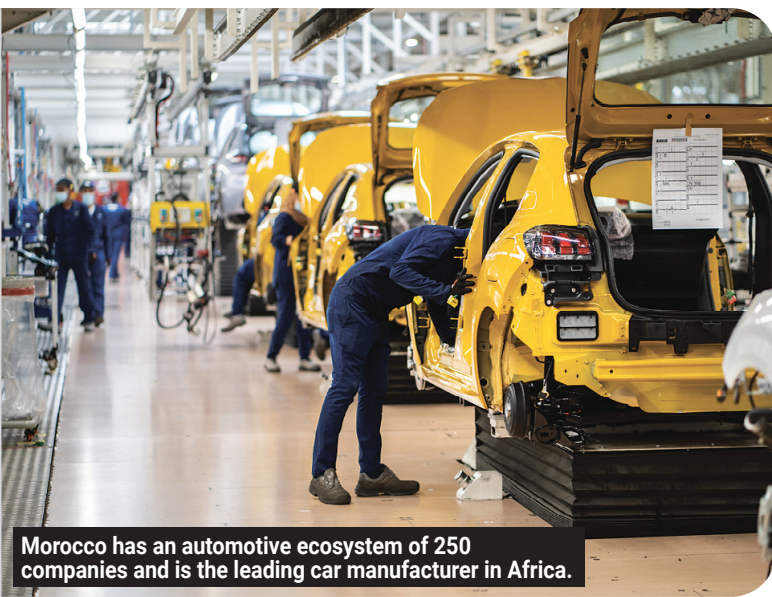
‘Agile Now’

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 industrial capacity toward health equipment and efficient vaccination roll-out programs have paved the way for Morocco’s rapid social and economic recovery.

“We guarantee concrete solutions to the challenges facing the global value chain today and a strong commitment to the success of all investment projects in Morocco,” shared Youssef El Bari, general manager of AMDIE.

“Morocco is a reliable destination with high investment and export potential. We invite foreign investors to be part of our successful and vibrant economy.”

www.morocconow.com



Morocco has an automotive ecosystem of 250 companies and is the leading car manufacturer in Africa.

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Morocco: A country of economic opportunity

H.E. Ambassador Takashi Shinozuka, ambassador of Japan to Morocco, speaks on the excellent relationship between Morocco and Japan.

Bridges: What notable economic contributions has Japan made to Morocco?

Shinozuka: Our economic cooperation (official development aid) started in the 1960s. Through ¥311.6 billion in loans, ¥37.1 billion in grants and ¥40.2 billion in technical cooperation, a great deal has been accomplished especially in the fields of education, health, infrastructure, water and energy. Recently, we have also cooperated in the area of sustainable energy.

In the last few years, our two countries have developed a win-win business partnership and Japanese firms have created about 40,000 jobs in Morocco. We are proud that the



Takashi Shinozuka, Ambassador of Japan to Morocco

largest foreign job-creation instance in Morocco was realized by a Japanese company.

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

Under the leadership of His Majesty King Mohammed VI, Morocco has pub-

lished a “New Development Model.” This road map aims to transform the country into a development hub within the region by 2035. Japan is very pleased to be working closely with Morocco to make this ambition a reality.

What does 2022 hold for this important bilateral relationship?

We are convinced that the Japan-Morocco relationship will continue to grow stronger next year. 2022 will mark the 90th anniversary since the opening of the Japanese Consulate in Casablanca. Morocco is a country of economic opportunity and we hope many Japanese companies will consider doing business here.

A Vision of Morocco

Masahide Honda, director, Japan External Trade Organi-

zation, Rabat: Manufacturers, especially in the fields of automobiles and electronics are expanding their businesses in Morocco. Much of their investments are focused on Morocco's various free trade zones which have also attracted companies from the service sectors.

Interest, initiatives and investments toward a greener Morocco are growing and the country aims to source more than 50% of its energy from renewable sources, particularly wind, water and solar, by 2030. Investments relating to the production of electric vehicles and related industries are also being made and will be of particular interest to Japanese companies.

Read the full interview together with insights from other business leaders on Morocco-Japan relations here: <https://bit.ly/MAJP-bridges>

Bakouchi & Habachi-HB Law Firm LLP helps clients achieve success in Morocco and across the region

Established in 2006, multidisciplinary Bakouchi & Habachi-HB Law Firm LLP offers business consulting, litigation and arbitration and high-quality legal services.

Founder Salima Bakouchi has extensive experience in key business areas including negotiations, joint venture agreements, intellectual property law and alternative dispute resolutions.

Bakouchi has conducted seminars in Morocco and internationally and has participated in institutional missions, in collaboration with international firms, to drive Moroccan business law reforms.

HB Law Firm became a private-professional partnership in 2012 when Kamal Habachi joined, bringing experience in mergers and acquisitions, corporate law, financing and initial public offerings.

“We are able to combine our expertise in transactional



Salima Bakouchi and Kamal Habachi, Founding Partners of HB Law Firm

law, counseling and litigation to offer the most suitable advice for foreign investors who want to feel comfortable doing business in Morocco,” Habachi shared.

Habachi has led several restructuring projects and has assisted in the launch of sev-

eral businesses across the region in the aeronautics, automobile and manufacturing industries as well as real estate and tourism.

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

With a strong international network, HB Law Firm is able to assist companies investing in Morocco and help them expand across the region.

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

“By providing insight and counsel on how laws and agreements could be interpreted by the local courts, we help our clients mitigate risk.”

“Our partners work closely with many international corporations in Morocco and provide services in English, Arabic, French and Spanish. As a firm we offer a wealth of experience and are here to assist local, international and Japanese clients who want to achieve success in Morocco and across the region.” ♦ www.hblaw.ma



Excelling in energy efficiency

Director General of the Moroccan Agency for Energy Efficiency (AMEE), Said Mouline.

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

Mouline: Recognizing the impact of climate change and its own energy requirements, Morocco has been committed for several years to sustainable development. We have the chance that, at the highest level of the state, there is a strong commitment and a proactive policy. The king’s letter was very clear in 2009 giving priorities to renewable energies and energy efficiency in our energy policy.

As part of its national energy strategy, Morocco aims to achieve 52% of renewable energies in the energy mix and 20% of energy efficiency by 2030. By pivoting toward green energy and promoting energy efficiency, we are significantly reducing our reliance on energy imports.

The transport, industry and



Said Mouline, Director General of the Moroccan Agency for Energy Efficiency (AMEE)

construction sectors are the most energy-intensive in the country. They currently represent the greatest potential for energy savings; as much as 24%, 17% and 14%, respectively.

How is AMEE supporting Morocco’s development of sustainable energy?

AMEE’s initiatives focus on the modernizing of processes, education and competence-building, Legal frameworks, technical and financial sup-

port are also in our program. Our energy-saving strategies include the promotion of sustainable mobility and building practices.

In the agriculture sector we implemented a national program to help farmers shift from gas and diesel to solar irrigation pumps through dedicated credit lines and training programs. In just a few years, over 40,000 solar pumps were installed by farmers. AMEE recently won the Energy Globe Award 2021 for its photovoltaic water-pumping system used for drip irrigation. This system supports Morocco’s policy for energy efficiency in agriculture and paves the way for a nationwide solar water-pumping program for agricultural irrigation.

Our national efforts also consist of assisting manufacturers to cut energy costs, increase competitiveness, reduce their environmental impacts and decarbonize their process.

What does the future hold for Morocco’s energy sector?

Morocco is leading the green revolution and is set to become an exporter of green energy in the near future.

Renewable resources already 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.

In light of this, AMEE created a Green Economy War Room whose sole purpose is to support over 150 different investment projects to maintain and boost Morocco’s pivot toward a model of a sustainable and green economy.

The war room will be the focal point for investors and stakeholders and will facilitate the flow of information and data exchange between all relevant parties. It is important to educate the next generation, deliver opportunities and create “green economy” jobs. ♦ www.amee.ma/en



A regional hub for sustainable energy solutions

“More than half of Morocco’s electrical installed capacity will be from renewable sources by 2026, about four years before the target date we originally set,” stated Tarik Hamane, executive director in charge of development at the Moroccan Agency for Sustainable Energy (MASEN).

MASEN contributes to Morocco’s competitive renewable energy sector and leads development programs designed to drive and increase clean electricity-generation capacity.

“We are committed to optimizing Morocco’s renewable assets and achieving the United Nation’s sustainable development goals by delivering affordable and reliable energy,” Hamane said.



Tarik Hamane, Executive Director in charge of development, Moroccan Agency for Sustainable Energy

“Morocco already generates four gigawatts of renewable energy and another four gigawatts are under construction or at a final stage of development to provide green, carbon-

free energy to power homes and industry.”

Solar: The Noor Solar Plant at Ouarzazate (the gateway to the Sahara Desert) is the world’s largest multitechnological solar power plant, including 510 megawatts of storage capacity (up to eight hours of storage, providing electricity even during the night). With a capacity of 580 MW, the plant supplies energy to approximately 2 million Moroccans.

Wind: The first phase of the Taza Wind Farm, constructed by EDF Renewables and Mitsui & Co., will begin operations in 2022. The farm is expected to generate 87 MW and deliver power to around 350,000 people.

Hydro: Morocco has 140

dams and more than 30 generate electricity with a combined capacity of over 1.7 GW. Sixty more dams are expected to be built by 2030.

MASEN is developing projects for green hydrogen to be commissioned starting from 2025.

“Morocco is working closely with more than 20 African countries to promote renewables across the continent,” Hamane said. “As a regional hub for renewable energy, we will continue to build capacity, provide power and drive progress.” ♦ www.masen.ma

