



# MOROCCO NOW

National Investment and Export  
Brand Launch



# THE RECENT GLOBAL CHALLENGES ARE GENERATING NEW REQUIREMENTS



- Growing pressure around climate change - consumers expectations and new regulations - require to move to **decarbonized production**
- Supply chain challenges during COVID crisis triggered **global value chains reorganization** towards less global dependency, more regional integration





# MOROCCO UP TO NOW

## STABILITY AND VISIONARY DECISIONS



His Majesty King Mohammed VI committed to national economic development and success of foreign investments.



Long lasting stability rooted in the monarchical pact

“

*Centuries old country, Morocco is a united nation, shaped by a common history.*

*It draws its strength from national cohesion and from unanimous support around its sacred symbols.*

”

His Majesty King Mohammed VI,  
Throne Speech, 31st July 2021

# MOROCCO UP TO NOW

## 20 YEARS OF DETERMINED TRANSFORMATION



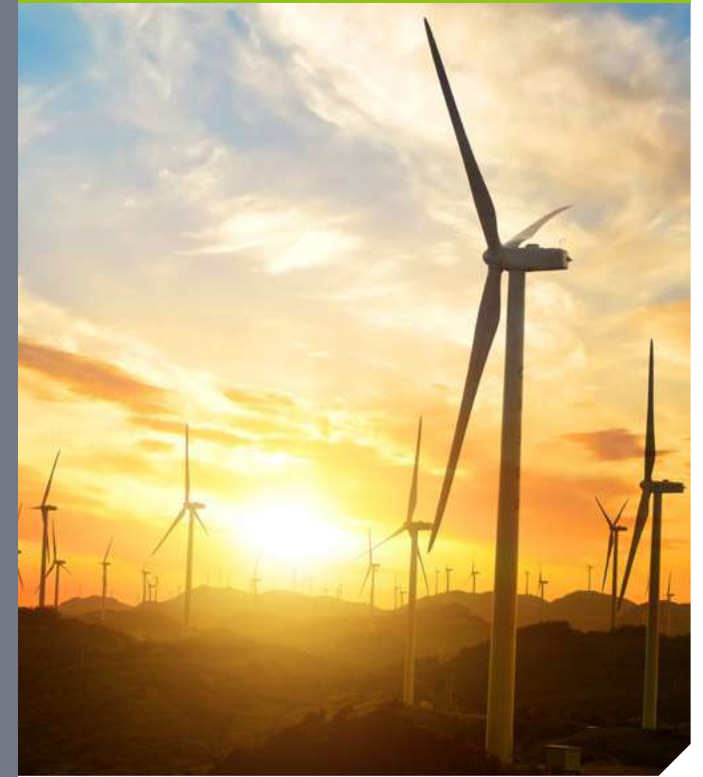
Early Decision To Go For  
Free Trade Agreements



Top Class Trade And Transports  
Infrastructures



Massive Investment In Renewable  
Energies Since 2009





# ... SHAPED A **LEADING** **INDUSTRIAL AND EXPORTING PLATFORM**



## WORLD FASTEST GROWING AUTOMOTIVE CLUSTER

**#1**  
producer in Africa

**700 K**  
vehicles production  
capacity

**27%**  
of total Moroccan exports  
in 2019, X 10 in 20 years



## FAST EMERGING AEROSPACE INDUSTRY

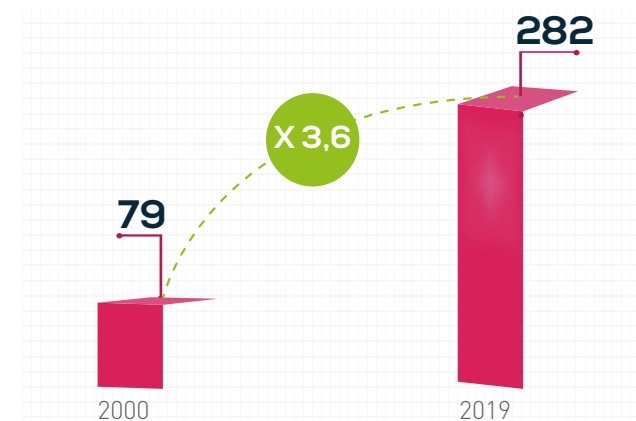
**20%**  
average growth

**#1**  
aerospace equipment  
exporter in Africa



## INCREASING EXPORTATIONS

Morocco in MAD billion





# Now Morocco

has the ambition to go a **step further** while  
being the **most attractive destination**  
**to invest in the region.**

This ambition will be supported by a new identity.

# MOROCCO



INVEST AND EXPORT



# MOROCCO NOW

**the future proof industrial platform to capture  
opportunities in a changing world**

relying on a successful track record of business transformation  
execution that make the destination a reliable place to invest



**NOW  
SUSTAINABLE**



**NOW  
WELL-PROVEN**



**NOW  
COMPETITIVE**



**NOW  
AGILE**



# NOW SUSTAINABLE



Renewable energies **represent 37%** of the energy mix in 2020

1st producer of renewable energies in Africa

Renewable energies **objective of 52%** by 2030

4GW of installed capacity in 2021, investment of \$ 6 billion

# NOW COMPETITIVE



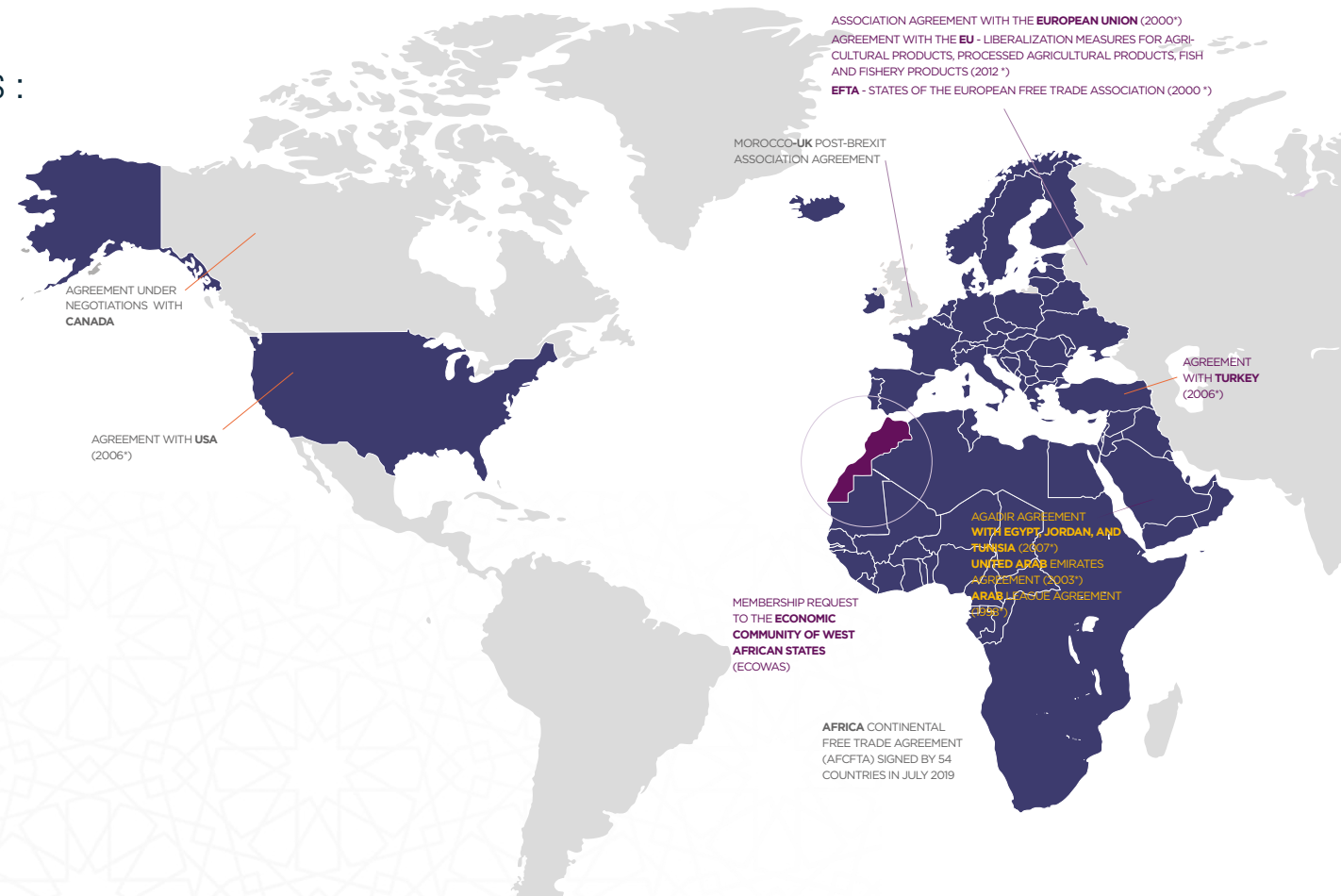
Best cost offer based on competitive production and export costs :

327 \$/month average labor cost

156 \$/container cost to export, the most competitive in the region

Privileged access to an international market of more than **1 billion consumers** thanks to **54 FTAs**

Gateway to be part of Africa's fast growth potential

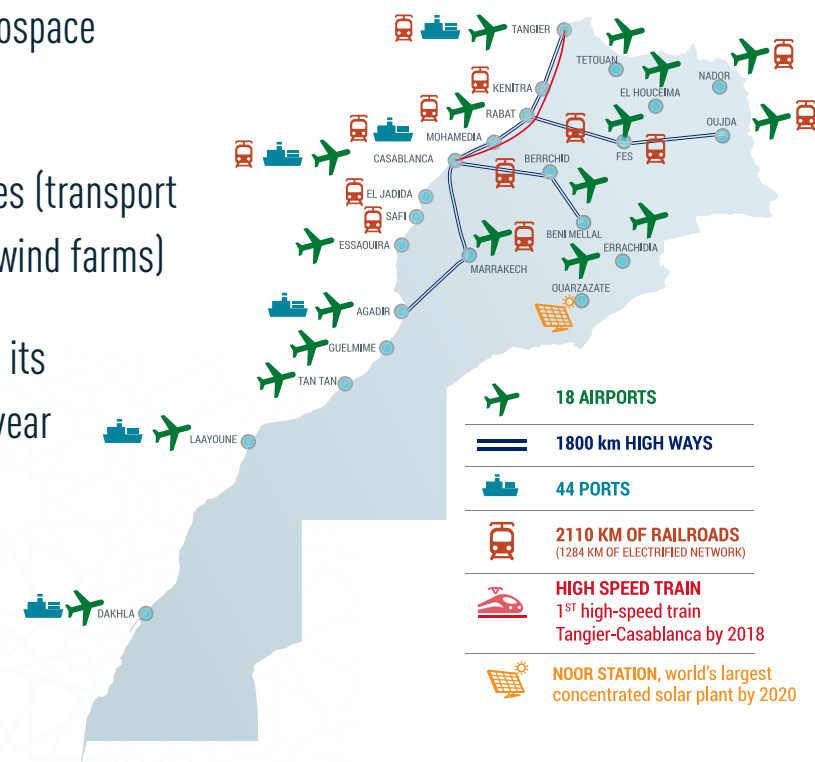




# NOW WELL-PROVEN

Strong track record in:

- Foreign investment: automotive and aerospace ecosystems, textile and agro-industry...
- Delivering mega projects : infrastructures (transport & logistics), renewable energy (solar & wind farms)
- Made possible by investing in educating its young population - 152 000 graduates/year







## Capacity to quickly adapt is part of Morocco DNA as illustrated recently during COVID

- Swift reallocation of industrial production capacity towards health equipment (e.g. masks, respirators), best in class vaccination roll out paving the way to a quick path to recovery



# MOROCCO



INVEST AND EXPORT

For further information

