



MOROCCO NOW

National Investment and Export
Brand Launch



Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.
Evrak sorgulaması https://odaborsacbys.tobb.org.tr/tso-kutahya-envision/Dogrula/Validate_Doc.aspx?eD=BSE64H7Z2&eS=1115 adresinden yapılabilir.

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



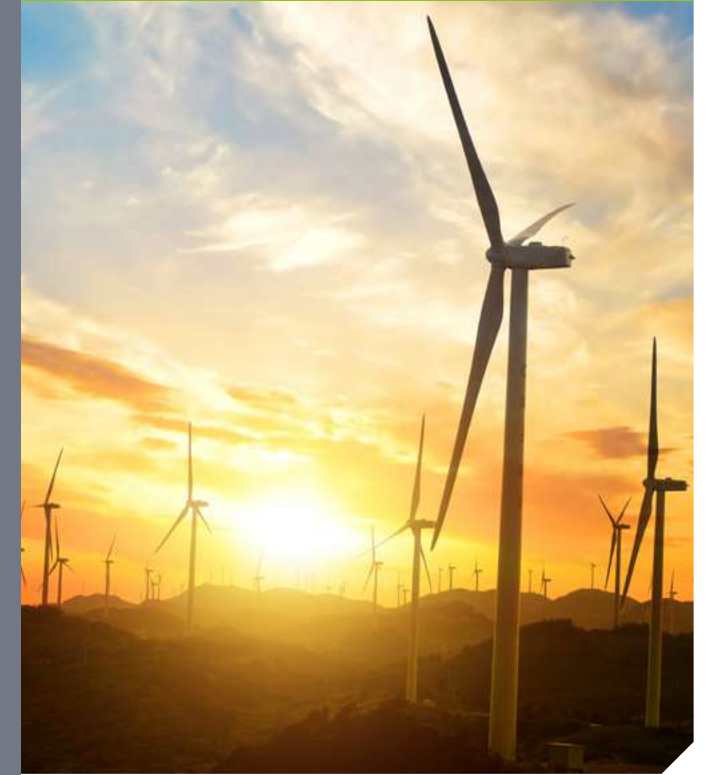
Early Decision To Go For Free Trade Agreements



Top Class Trade And Transports Infrastructures



Massive Investment In Renewable Energies Since 2009



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Evrak sorgulaması https://odaborsaebys.tobb.org.tr/so-lutahya-envision/Dogrula/Validate_Doc.aspx?eD=DSE6311772&eS=1115 adresinden yapılabilir.

... 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



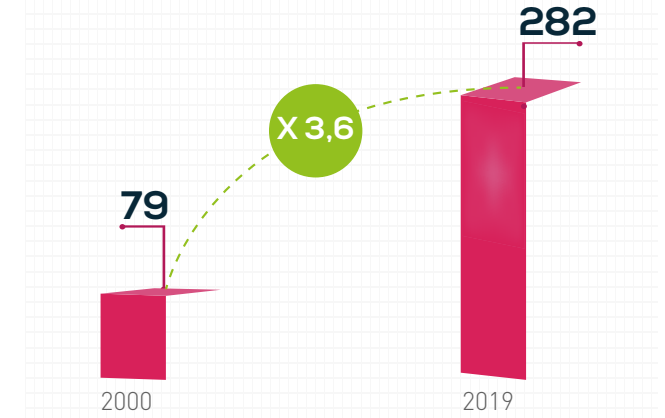
FAST EMERGING AEROSPACE INDUSTRY

20%
average growth

#1
aerospace equipment
exporter in Africa



INCREASING EXPORTATIONS Morocco in MAD billion



Bu belge, 5070 sayılı Elektronik İmza Kanunu'na göre güvenli elektronik imza ile imzalanmıştır.
Evrak sorgulaması https://odaborsaebys.mbb.org.tr/tsc/Rutab/Commission/Dogrula/Validate_Doc.aspx?eD=BSE64H7Z2&cS=1115 adresinden yapılabilir.



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

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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**

Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.
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NOW SUSTAINABLE



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

1st producer of renewable energies in Africa

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

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

NOW COMPETITIVE



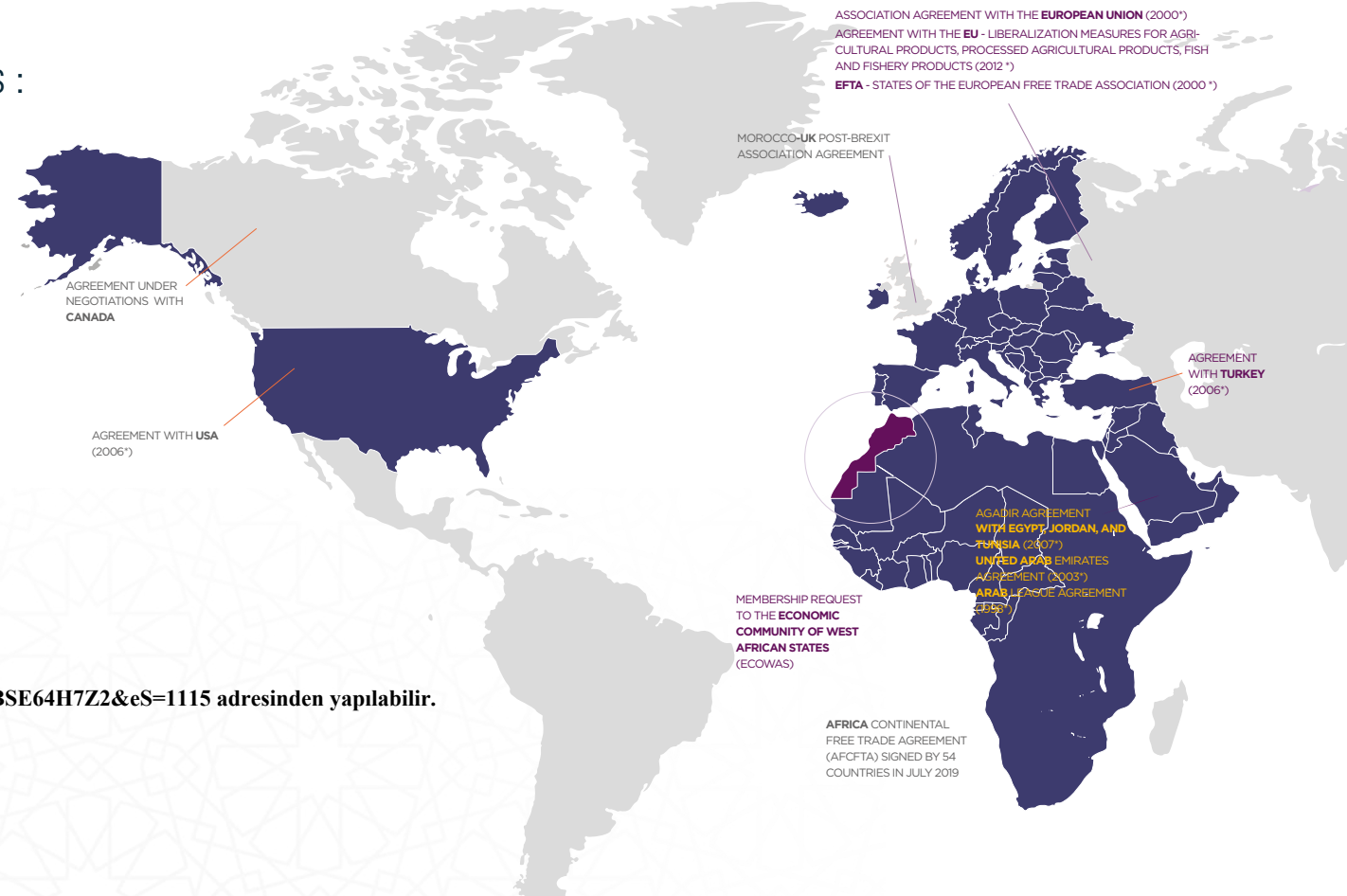
Best cost offer based on competitive production and export costs :

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



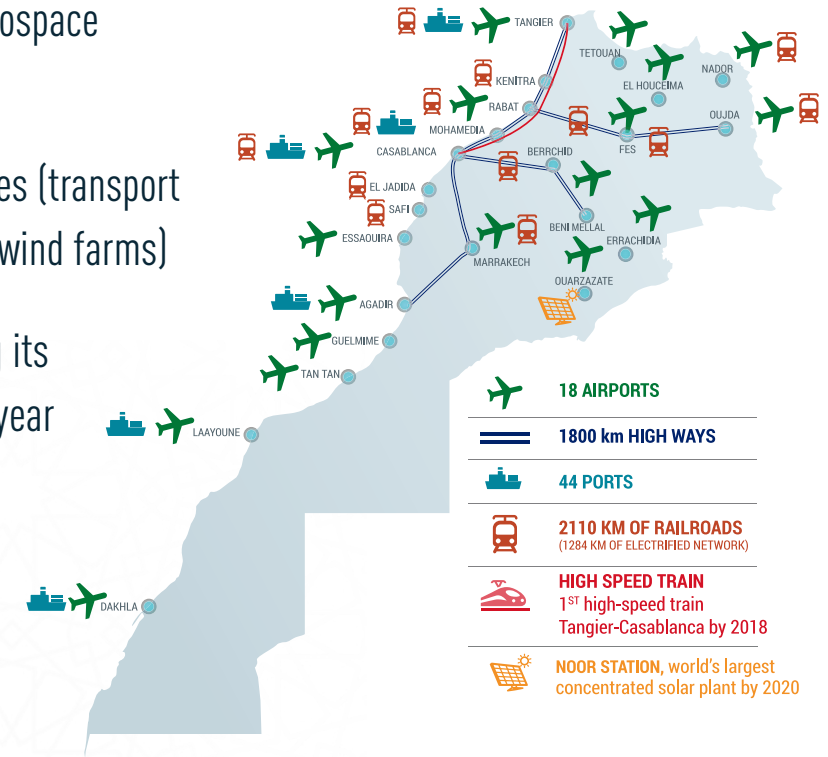
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NOW WELL-PROVEN

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



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NOW AGILE



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



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