



MOROCCO NOW

National Investment and Export
Brand Launch



15.3.2022 / 8966

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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



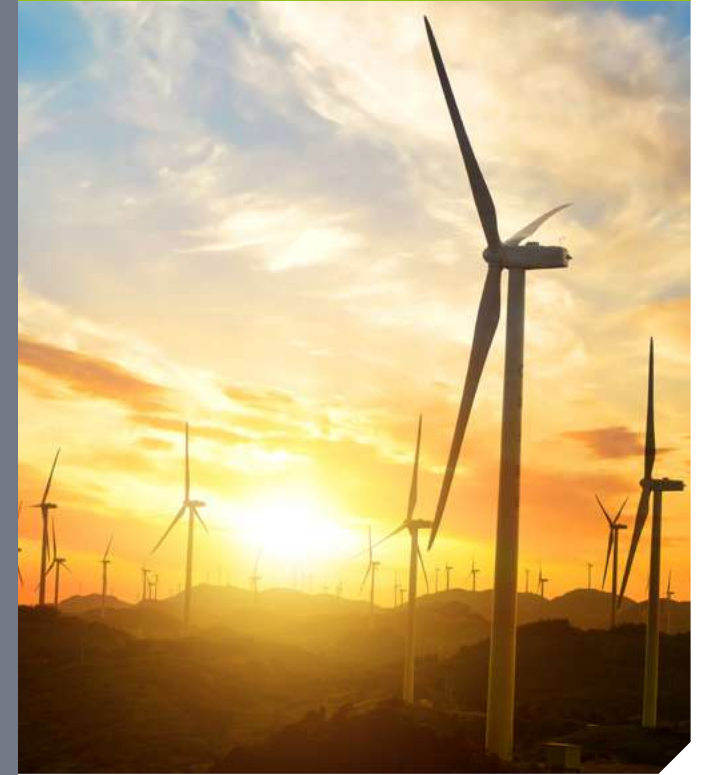
Early Decision To Go For Free Trade Agreements



Top Class Trade And Transports Infrastructures



Massive Investment In Renewable Energies Since 2009



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... 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



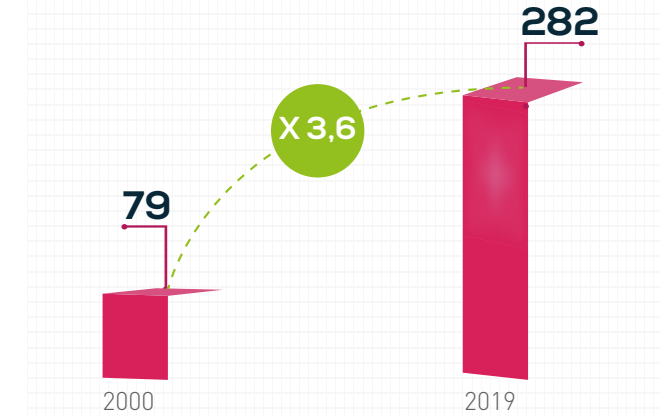
FAST EMERGING AEROSPACE INDUSTRY

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



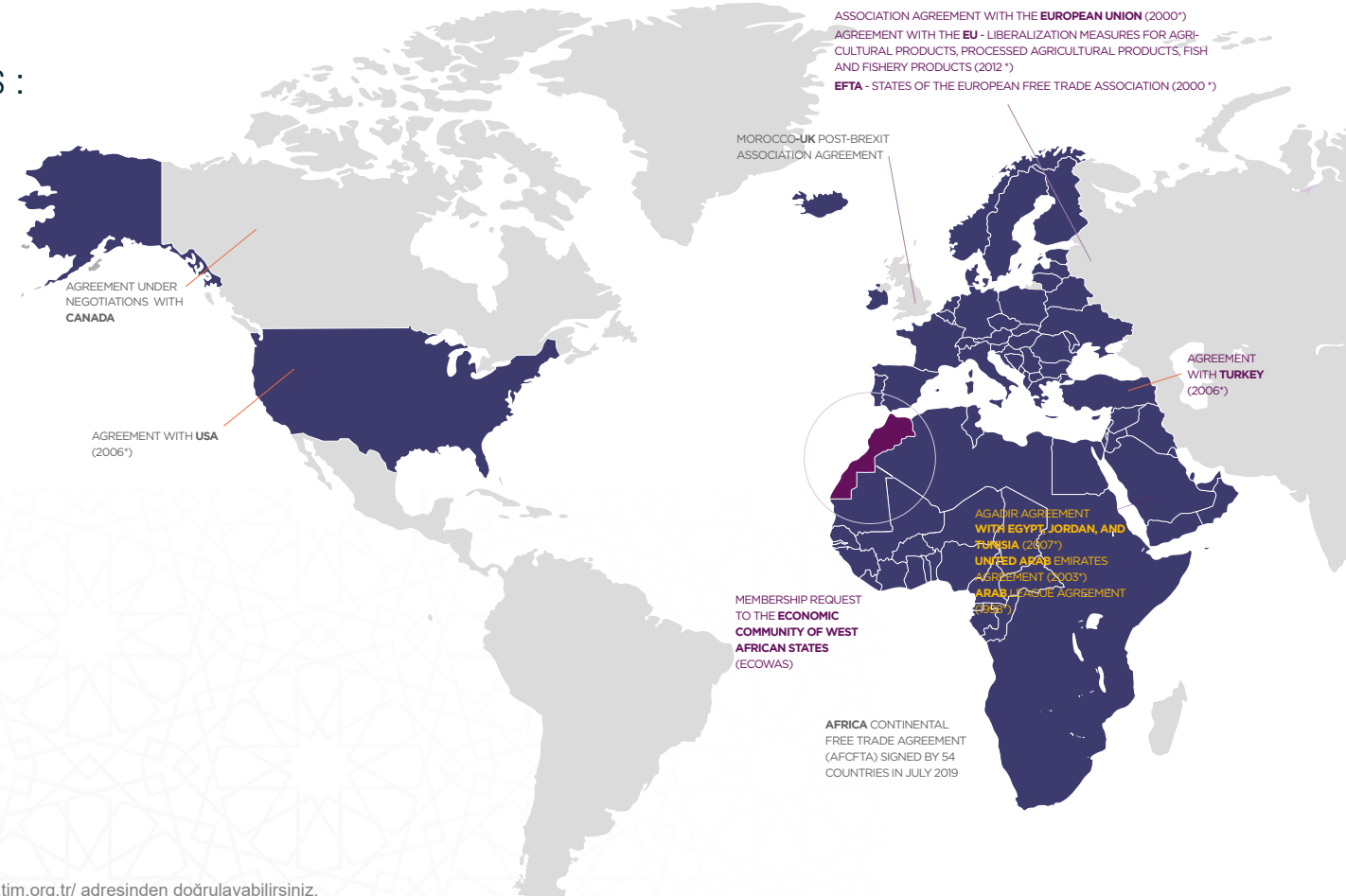
Best cost offer based on competitive production and export costs :

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

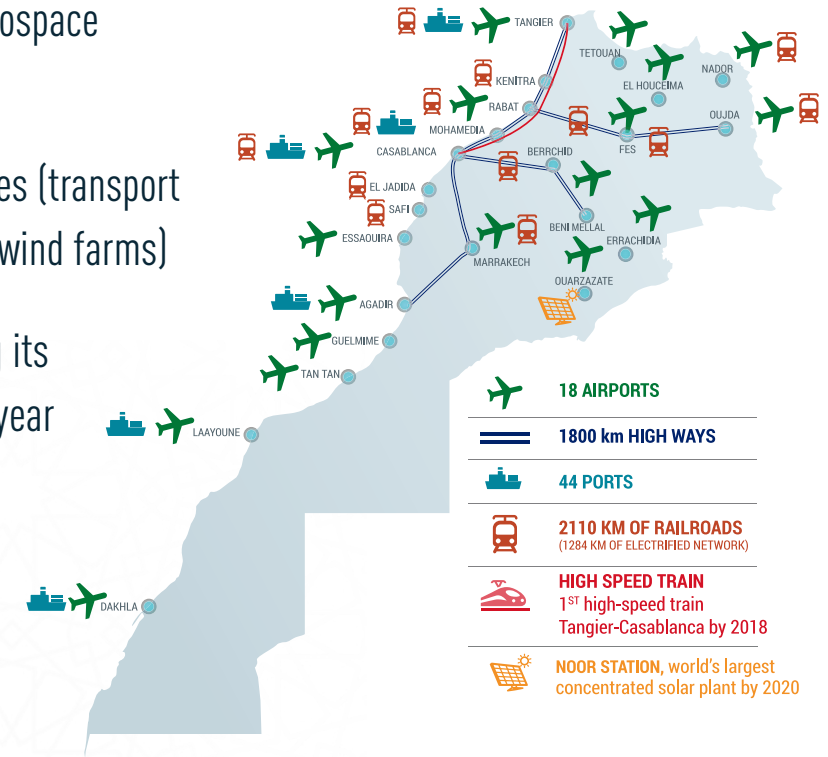




NOW WELL-PROVEN

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



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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