



WHY MOROCCO ?

FEBRUARY 2022



WHY MOROCCO ?

PRO-BUSINESS

Business-friendly environment with political stability, resilient economy and Government incentives



COMPETITIVE

Advanced infrastructure, high qualified human resources and strategic position giving access to potential markets worldwide



SUSTAINABLE

Strong Royal vision with ambitious energy transition plan to make Morocco among the greenest and lowest carbon platforms in the world





A CONTINUING DRIVE FOR **OPENNESS AND DEMOCRACY**

Release energies and restore confidence to accelerate the march towards progress and prosperity for all

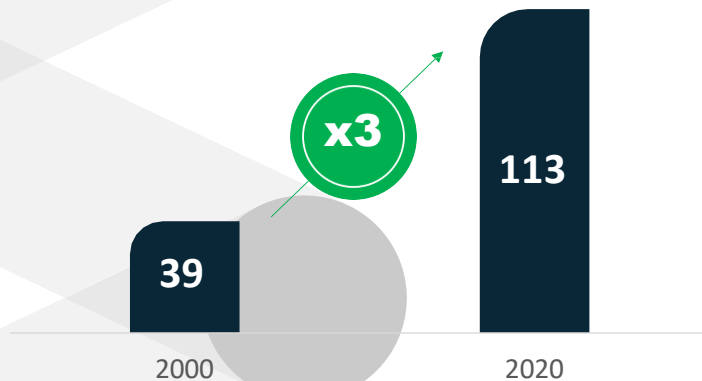
The New Development Model launched by His Majesty The King Mohammed VI

- *A productive and diversified economy that creates added value and quality jobs*
- *Human capital strengthened and better prepared for the future*
- *Opportunities for all and a consolidated social link*
- *Resilient territories, anchor points for development*

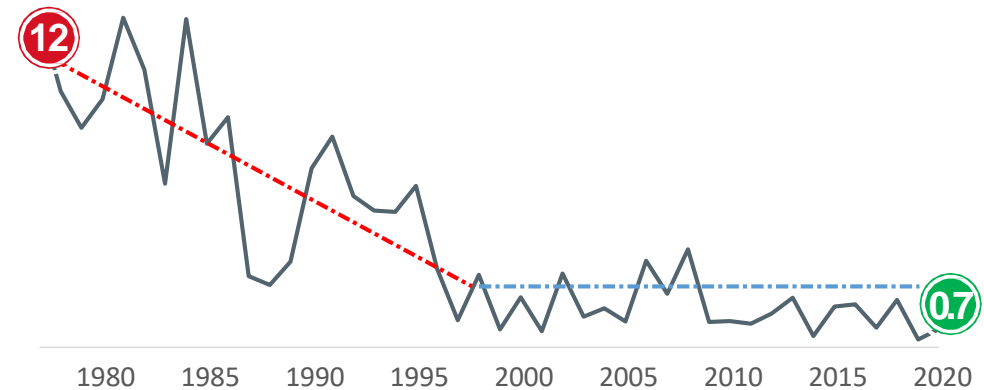
STRONG MACRO-ECONOMIC FUNDAMENTALS

Ranked **1st*** Among 141 countries
in terms of inflation rate stability

GDP has tripled in less than 20 years
(USD Billion)



Stable inflation rate maintained under 2% since 2010
(annual inflation %)



Source : The World Bank / Global Competitiveness Report WEF 2019 (* Among the countries ranked first)

PRO-BUSINESS

BUSINESS-FRIENDLY ENVIRONMENT



EASINESS FOR BUSINESS TO GROW

MORE THAN 50 NON DOUBLE TAXATION AND INVESTMENT PROTECTION AGREEMENTS

NO RESTRICTIONS ON CAPITAL FOR NON-RESIDENTS

FREE REPATRIATION OF PROFIT AND CAPITAL FOR NON-RESIDENTS



Source : WEF / RMB



AN ATTRACTIVE INCENTIVE PACKAGE

GOVERNMENT SUBSIDIES

- **Investment:** tailor-made offer for investors.
- **Recruitment & Training:** financial incentives to cover costs

WORLD-CLASS INDUSTRIAL ZONES

- **Land, office space, and industrial plants** in main zones
- **Financial support** for building and equipment

GOVERNMENT SUPPORT

- **Support from** Moroccan Investment & Export Development Agency (AMDIE): end-to-end assistance



COMPETITIVE STRATEGICALLY LOCATED

TANGIER MED PORT, THE 1ST TRANSSHIPMENT PLATFORM IN THE MEDITERRANEAN AND AFRICA

184

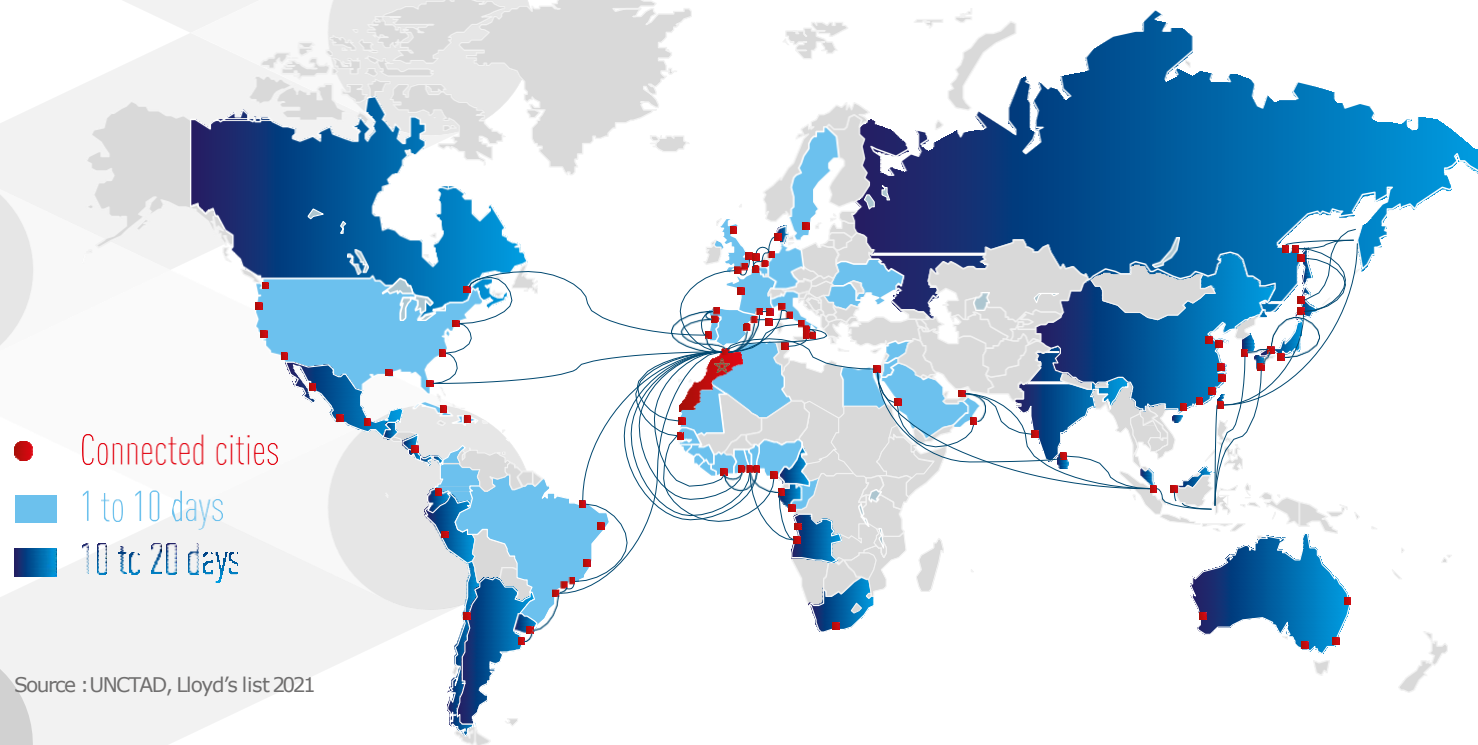
184 connections
with 71 countries

14 km

14 km from Europe

9M

Treatment capacity for
9 million of containers per year



Source : UNCTAD, Lloyd's list 2021



COMPETITIVE ACCESS TO MARKETS OF OPPORTUNITIES

SEVERAL **FTAs** GIVING ACCESS TO MORE THAN 50 COUNTRIES AND **1.3 BILLION CONSUMERS**

Eaft (European Assoc. for Free Trade)

(Iceland, Liechtenstein, Norway/Switzerland)



FTA with United Kingdom of Great Britain

and Northern Ireland
("Association Agreement")



FTA with the United States of America



Agadir Agreement

(Egypt, Jordan and Tunisia)



African Continental Free Trade Area

(AfCFTA)



FTA with the European Union



FTA with Turkey



FTAs with Jordan, Tunisia, Egypt



Greater Arab Free Trade Agreement (GAFTA)

Saudi Arabia, Bahrain, Egypt, United Arab Emirates, Iraq, Jordan, Kuwait, Lebanon, Libya, Palestine, Qatar, Sudan, Sultanate of Oman, Syria, Tunisia, Yemen



FTA with the UAE



COMPETITIVE WORLD-CLASS INFRASTRUCTURE

1ST IN NORTH AFRICA IN TERMS OF INFRASTRUCTURE & DIGITAL CONNECTIVITY

1st

**high speed train
in Africa**
Tangier-Casablanca

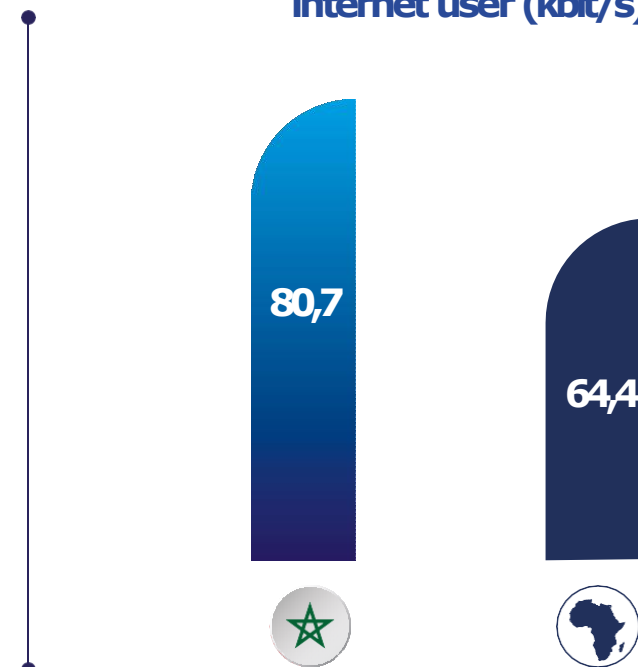


19
international airports
1st in Africa in terms of
health accredited airports

1.800 km
of highways



**International bandwidth per
internet user (kbit/s)**

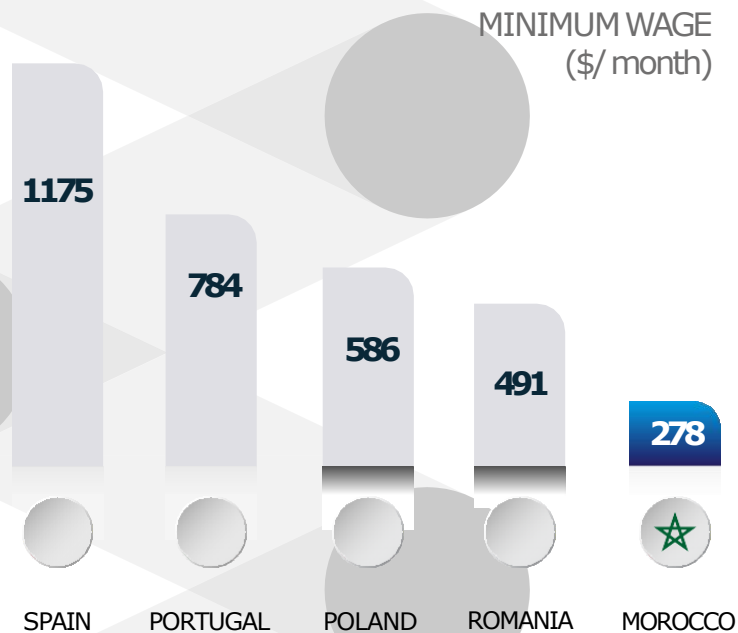


2020 Global ICT Regulatory Outlook benchmark
across 193 countries worldwide

COMPETITIVE DEMOGRAPHICS

DYNAMIC, COMPETITIVE AND QUALIFIED LABOR FORCE

COMPETITIVE LABOR FORCE



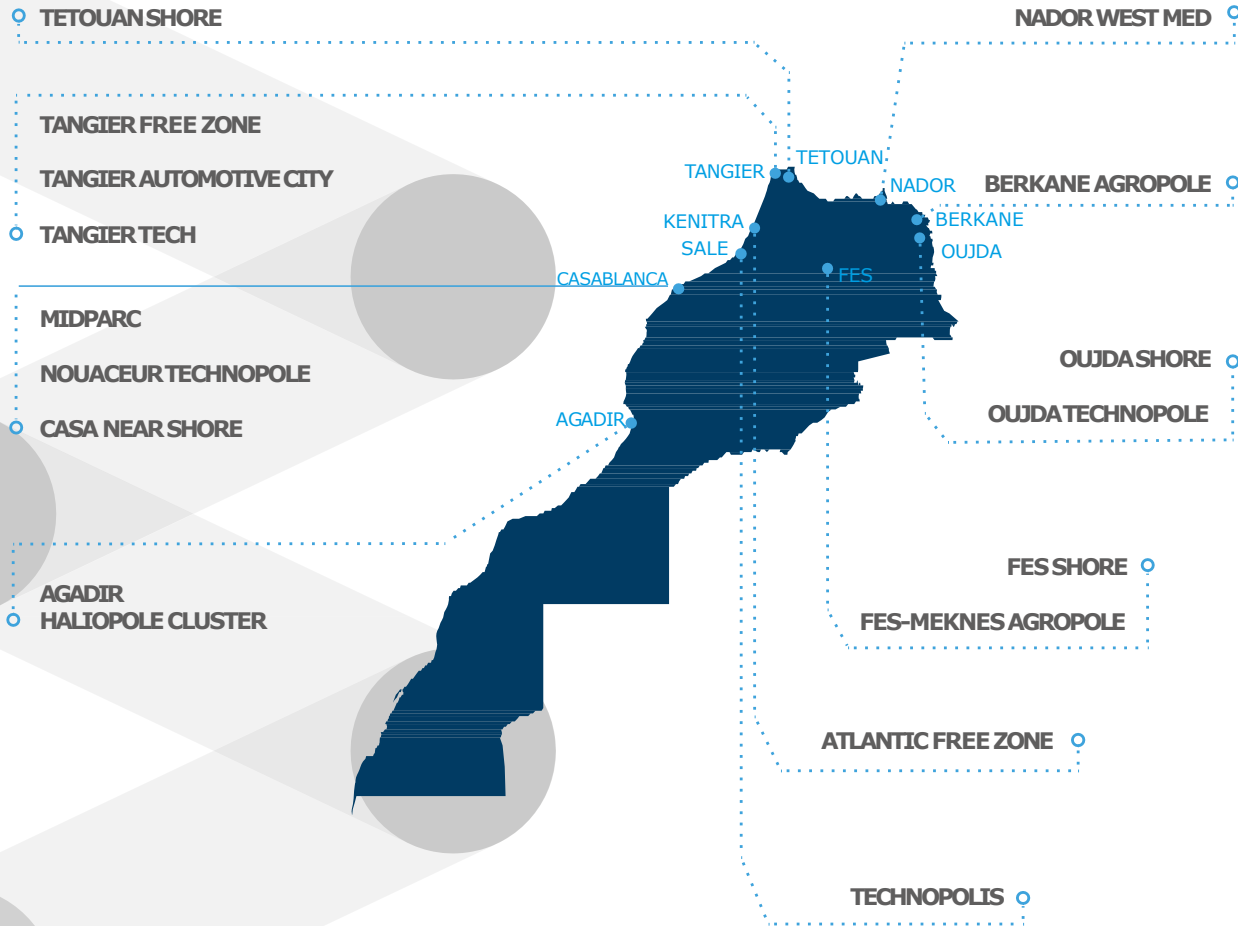
Source : Global Wage Report 2021/2020 / World Bank

A POOL OF TALENT

- **A young and competitive** workforce
- **39%** of the population between **20 and 45 years**
- **Ad hoc training** centers jointly developed with investors
- **152.000 graduates** per year
- A growing number of **partnerships** with leading international universities



COMPETITIVE AVAILABILITY OF INDUSTRIAL LAND



Modern industrial zones have been especially designed to host businesses. Several zones are dedicated to specific industries, facilitating local integration.



COMPETITIVE OUR LEADING GLOBAL INDUSTRIES

RICH AND DIVERSIFIED INDUSTRIES



AUTOMOTIVE

1ST EXPORTING SECTOR
60% LOCAL INTEGRATION RATE



AERONAUTICS

+20% ANNUAL GROWTH
+140 AERONAUTICAL OPERATORS



TEXTILE

AMONG THE TOP INDUSTRIAL EMPLOYERS
IN MOROCCO



AGRO-INDUSTRY

2100 COMPANIES
3.5 BN \$ EXPORT TURNOVER



OUTSOURCING

MOROCCO, A COMPETITIVE OUTSOURCING
PLATFORM



PHARMACEUTICAL

MOROCCO, AN AFRICAN PHARMACEUTICAL
LABORATORY



AND MORE ...

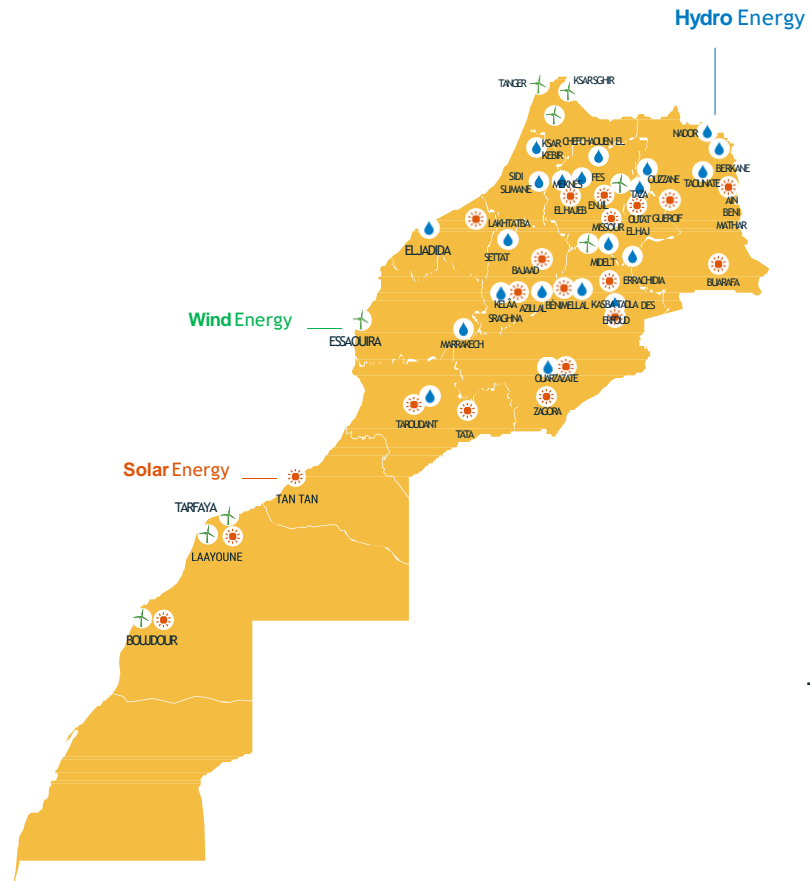
- ELECTRONICS
- MECHANICAL AND METALWORKING INDUSTRIES
- CHEMICAL INDUSTRY
- HEAVY TRUCKS
- PLASTIC PROCESSING
- LEATHER

SUSTAINABLE GREEN ENERGY

52%⁰ Energy mix by 2030

Morocco will get **52%⁰** of its electricity from renewable energy sources by 2030, thanks to an ambitious plan with a strong Royal vision to increase the share of renewable energies in the energy mix

Morocco's Renewable Energy Projects Map



The avant-garde renewable energy plan, position Morocco as one of the most competitive **low-carbon industries** in the World

Stay connected

2 hours flight to Europe
7 hours to North America
7 hours to UAE



Open to the World with multicultural education

Major international Schools across the country



A GREAT PLACE TO LIVE

AMONG THE MOST STUNNING COUNTRIES IN THE WORLD



Art of living and cultural heritage

A multicultural country, recognized as World Heritage by UNESCO



A unique location

Thanks to a rich & diversified landscape including a serene coastline, the desert, the Atlas mountains and more



AGRI-FOOD INDUSTRY

FEBRUARY 2022



MOROCCO: A PLATFORM TO SOURCE, TRANSFORM & EXPORT



DYNAMIC AND DIVERSIFIED AGRICULTURAL UPSTREAM...

- **Easy access to local sourcing** thanks to a well developed **agricultural upstream** and **Additional raw materials** at reach with short lead times
- **Innovative , Green & structured** upstream

...A TRANSFORMATION PLATFORM WITH UNIQUE **COMPETITIVE ADVANTAGES**

- **Agri-food industry: good overall performance** (2100 companies, High Added value,...), with **real investment & export opportunities**
- **Competitive platform** : best cost offer, modern infrastructure & Connectivity,..
- **Attractive set of Government incentives:** tailored government support, Agropoles









...ALLOWING TO ADDRESS **DYNAMIC LOCAL AND EXPORT MARKETS...**

- **Short Lead Times & FTA'S facilitate access to major food markets** : EU, UK , US , AU & GCC
- **Success stories:** MONDELZ, BEL, NESTLE



EASY ACCESS TO LOCAL SOURCING THANKS TO A WELL-DEVELOPED AGRICULTURE UPSTREAM

Annual prod. (2020-2021)

	Cereals	10 455 K Tons
	Sugar	3 187 K Tons
	Forage crops	15 324 K Tons
	Citrus	2 346 K Tons
	Olives	1 590 K Tons
	Fruits & Vegetables	10 397 K Tons
	Poultry	650 K Tons
	Red meat	600 K Tons
	Milk	2.45 Billion Liters



High **diversity** of soil and climates over the Moroccan territory



Over **4 200** species of aromatic & medicinal plants



Additional raw materials at reach with short lead times

Source: Ministry of Agriculture, Fisheries, Rural Development, water and Forest

A CONFIRMED POTENTIAL FOR FRUITS & VEGETABLES AND MEDICINAL & AROMATIC PLANTS

Riche & diversified F&V



+650 varieties of F&V with remarkable organoleptic properties

- 1st world producer of capers
- 3rd world producer of watermelons
- 4th world producer of figs
- 5th world producer of tomatoes
- 5th world producer of olives

Unlimited choices of F&V (K Tons)

- Potatoes	: 1 707
- Tomatoes	: 1 398
- Oignon	: 930
- Melon & WM	: 778
- Apples	: 504
- Grape	: 396
- Red fruits	: 201
- Carrot	: 403
- Sweet pepper	: 143
- Zucchini	: 154
- Almond	: 134
- Dates	: 143
- Apricot	: 93
- Caper	: 25

Riche & diversified MAP



400 classified as products for medicinal and/or aromatic use.

12th world exporter of MAP
+240 000 tons of plants
5,000 tons of oils

Unlimited choices of PAM (Tons) /247189 T

Carob	: 55 400
Rosemary	: 45 000
Mint	: 40 000
Thyme	: 35 000
Oregano	: 32 000
Argan	: 30 000
Saffron	: 5 000
Damask Rose:	3 600
Bay leaves	: 900
Lavender	: 150
Geranium	: 40
Verbena	: 40
Jasmine	: 25
Iris	: 20
Pennyroyal	: 14

THE AGRI-FOOD INDUSTRY: A GOOD OVERALL PERFORMANCE

THE AGRI-FOOD INDUSTRY IN 5 KEY FIGURES



> **161K**
JOBS



> **2100**
COMPANIES



3,5Bn\$
EXPORT
TURNOVER



4Bn\$
YEARLY ADDED
VALUE



17 Bn\$
ANNUAL
REVENUES

Source : Ministry of Industry and Trade

“ Proud to export La Vache qui rit to the US from our high performing plant in Tanger ”

CÉCILE BELIOT
CEO of the Group BEL



“ Morocco is of particular interest for Danone as it is stable, booming and features an economic environment conducive to investment. ”

FRANCK RIBOUD
Ex-CEO Of the Danone Group



THE AGRI-FOOD INDUSTRY: REAL INVESTMENT & EXPORT OPPORTUNITIES



PRIORITY SECTORS

INVESTMENT & EXPORT OPPORTUNITIES



Valorization of citrus and other fruits & vegetables

- Significant growth of Moroccan exports of **high quality and organic juices**



Fruit and vegetables processing

- Morocco **4th worldwide exporter** of canned vegetables and a mixture of vegetables
- Morocco **5th worldwide exporter** of frozen strawberry
- Morocco **7th worldwide exporter** of canned apricots



Dairy industry

- Morocco **1st supplier** of cheese to **Mauritania, 2nd to Benin, Ivory coast and Burkina Faso**
- Morocco **Growth local consumption** at 5%-7% annually



Pasta & couscous industry

- **Strong export potential:** Positive growth in exports to all continents



Biscuits, confectionery and chocolate industry

- World consumption growth of **8%**
- **Untapped export potential** in Middle-East and Africa



Olive Oil Industry

- **Input availability:** 140k tons of olive oil produced each year
- Morocco is a major **worldwide exporter** of olive oil



Processed meat industry

- **Local increasing market**
- **Strong potential export to halal market**

AN ATTRACTIVE SET OF GOVERNMENT INCENTIVES

GOVERNMENT SUBSIDIES

- **Development of new valorization capacities**, new technologies and new products **exports development**
- **Technical assistance to reach international standards**
- **Training and R&D**

INDUSTRIAL ACCELERATION ZONES

- **5 year tax exemption** ...Then **specific rate of 15% (Corporate Tax) or 20% (Income Tax)** in a uniform manner to the overall profit without distinction between the local turnover and the export turnover, and this, beyond the aforementioned five year exemption period

DEDICATED ZONES: AGROPOLES

- **Integrated offer of key services** : sanitary control, research labs, R&D, training, export control...
- Strong **connectivity** (air, road, rail)
- **Proximity** of raw material



SHORT LEAD TIMES & FTA'S FACILITATE ACCESS TO MAJOR FOOD MARKETS



- **1st** worldwide food market **300 bn \$** imports in 2020
- **2 days** transportation by land
- **2000** - Free Trade Agreement Morocco-UE



- **2nd** worldwide food market **100 bn \$** imports in 2020
- **10 days** transportation by sea
- **2006** - Free Trade Agreement Morocco-USA



- **4th** worldwide food market **49.5 bn \$** imports in 2020
- **6 to 10 days** transportation by sea
- **2019** - Africa Continental Free Trade Agreement (AfCFTA)



- **5th** worldwide food market **42.6 bn \$** imports in 2020
- **2,5 days** transportation by sea
- **2021** Morocco-UK Post-Brexit Association Agreement



- **7th** worldwide food market **30 bn \$** imports in 2020
- **6 to 7 days** transportation by sea
- **2003** - UAE Agreement
- **1998** - Arab League Agreement

Source : tradeMap

THEY HAVE ALREADY SUCCEEDED IN MOROCCO...

SUCCESS STORY 1#: MONDELEZ



- Established in the Moroccan market **since 2001**, the American **group has invested 11 million \$ in Morocco** in the largest Oreo biscuit factory in Africa
- Employ about **1000 people** and produces **900 million biscuits** per year



SUCCESS STORY 2#: BEL



- Established in the Kingdom in **1972**, Bel has become the leader in spreadable cheeses in Morocco
- More than **1,200 employees** and three major sites, Fromagerie Bel Maroc produces more than **500 products**



SUCCESS STORY 3#: MITSUI & CO



- **Japanese conglomerate** "MITSUI & CO" became, **in 2018**, a shareholder of the Moroccan company "ZALAGH Holding SA"
- Leader in the Moroccan poultry sector
- **Investment of 25 million \$**

LARGE INTERNATIONAL GROUPS OPTED FOR MOROCCO AS AN AGRO-INDUSTRIAL PLATFORM

DAIRY INDUSTRY



BISCUITS, CONFECTIONERY AND CHOCOLATE INDUSTRY



PASTA AND COUSCOUS INDUSTRY



FRUITS AND VEGETABLES PROCESSING



OLIVE OIL INDUSTRY



PROCESSED MEAT INDUSTRY



BEVERAGES & INGREDIENTS



A STRONG SECTOR TO BE ONE OF THE LEVERS OF FUTURE DEVELOPMENT OF MOROCCO

- **Food autonomy** : new production capacities, R&D
- **Competitiveness** : technological integration, digitalization, Biodegradable food packaging, optimization of distribution channels
- **Decarbonization** of production





Agrobusiness



Aerospace

MOROCCO



INVEST AND EXPORT



Textile



Automotive