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**EXECUTIVE FORUM ON  
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**EXPORT OF SERVICES: HYPE OF HIGH POTENTIAL?  
IMPLICATIONS FOR STRATEGY- MAKERS**

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**Issues and Commercial Realities Confronting Morocco's Efforts  
to Export Services – Strategic Options**

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## **ISSUES AND COMMERCIAL REALITIES CONFRONTING MOROCCO'S EFFORTS TO EXPORT SERVICES – STRATEGIC OPTIONS**

Services represent 52% of GDP in Morocco. My country faces several problems in the field of the export of services in spite of its exportable offer and its potentialities.

The major problem in the field of the services is the lack of regulation. Most of the services in Morocco are not regulated and not organized and even not represented by associations.

We can take the examples of services concerning handicraft, conferencing, restauration, translation, catering, security, building, and cleaning.

Morocco's export offer is very diversified. That is why Morocco recently notified an offer to the Members of the World Trade Organization.

Morocco also addressed requests for concessions to allow our suppliers to operate abroad via mode 4 (movement of the natural persons).

The second major problem of the export of services is exporting via mode 4 which is very limited because developed countries make obligatory constraining measures and conditions for the access to their market such as:

- Entry stay for the suppliers as natural persons,
- Qualifications,
- Diplomas.

As I know craftsmen, for instance are often illiterate and have never integrated school.

The third problem to be underlined is the lack of:

- Assistance,
- Trade associations,
- Financial assistance.

In my opinion, several strategic options could be used:

- Establishment of a SWOT diagnosis of the Moroccan offer of services,
- Implementation of a special business program for "export of services",
- Creation of an agency for promotion of export of services.

In 1997, Morocco tried to attribute the promotion of services to the Moroccan Centre for the Promotion of Exports, but unfortunately it did not work and new ways still have to be found to promote services exports.