

World Export Development Forum

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Maroc Export



Summary

I- Morocco's Sectoral development plans : engines of growth

II- What are our goals

III- Our services

Example: Caravan of Moroccan Exports in Africa

IV- Maroc Export Plus : main objectives

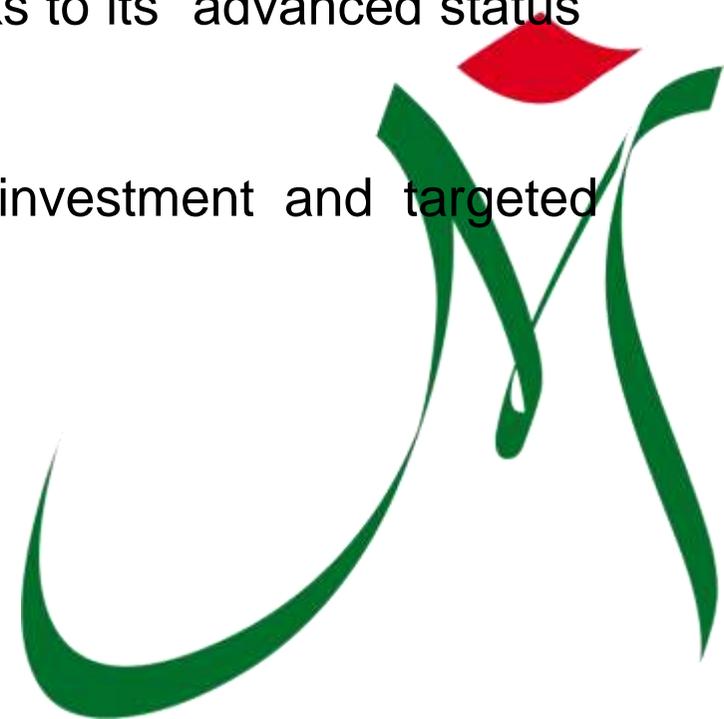
V- Morocco : Synergies and Opportunities

VI- Morocco : A hub for access to Africa





- Morocco has made important achievements and progress in the last decade under the leadership of His Majesty King Mohammed VI.
- Morocco is making inroads into global business thanks to its “advanced status” with the EU and a series of free trade agreements.
- The success rests on the intensive infrastructure investment and targeted sectoral plans.



Comprehensive reforms and sectoral strategies with targets and specific measures for medium and long term development :



Main objectives

- **Improving Moroccan economy's overall competitiveness ;**
- **Diversifying sources of income and reducing dependence on traditional sectors;**
- **Development of human resources & creating jobs ;**
- **Improving the business climate.**



I- Morocco's Sectoral development plans : engines of growth

- Emergence Plan for Industry: Sector-based targeting strategy aimed at exports
- Green Morocco: Make agriculture a lever for growth during the next 10 to 15 years
- Halieutis: Fisheries development plan
- Logistics development 2010-2015
- Maroc Numeric 2013 : IT development
- Energy Plan: To develop renewable energies
- Tourism's 2020 Vision plan



To achieve the objectives of these plans, Morocco has an institution for exports promotion.



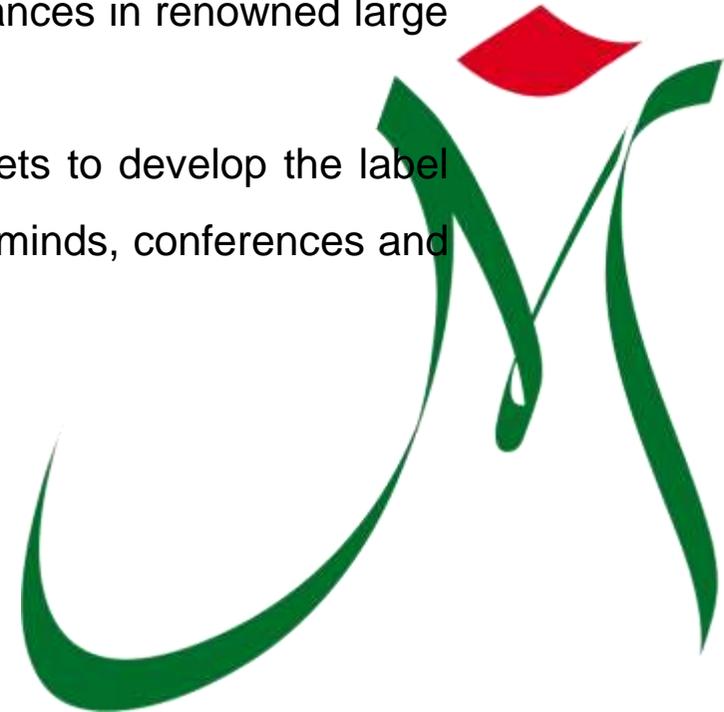
II- What are our goals?

- Providing support to companies at the international level;
- Consolidating the position of Moroccan exports in international markets;
- Consolidating the Moroccan position abroad;
- Strengthening the position of export companies in strategic traditional markets;
- Developing partnerships with foreign similar institutions and centers;
- Guiding and advising companies in search of new opportunities.



III- Our services

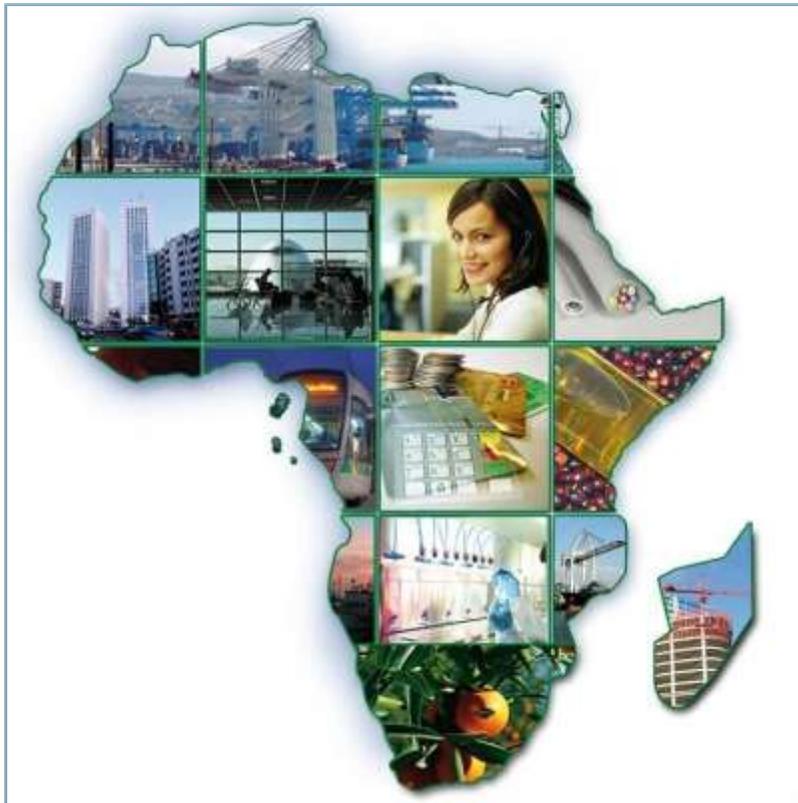
- **Executive Marketing:** A VIP missions conducted by his Excellency, Foreign Trade Minister, Mr. Abdellatif Maâzouz, to meet with the companies decision makers to convince them to buy Moroccan;
- **Fairs:** Moroccan participation in trade fairs for different sectors (agribusiness, textile, leather, automobile, electricity ...);
- **B toB missions:** Put in relation Moroccan businessmen and foreign ones to develop new opportunities;
- **B to C missions:** Make discover and appreciate the Moroccan products to the big public and the final consumer directly by organizing events such as appearances in renowned large stores and shopping malls around the world;
- **Communication events:** Advertising campaigns in strategic markets to develop the label “Morocco” and to memorize the Moroccan product in the consumers minds, conferences and industry workshops.



Example: Caravan of Moroccan Exports in Africa

Objectives

1. Inform: Economic Synergies between Morocco and other African countries
2. Communicate : Promote the Moroccan offer inside the target markets
3. Put in relation: Meetings between the economic operators

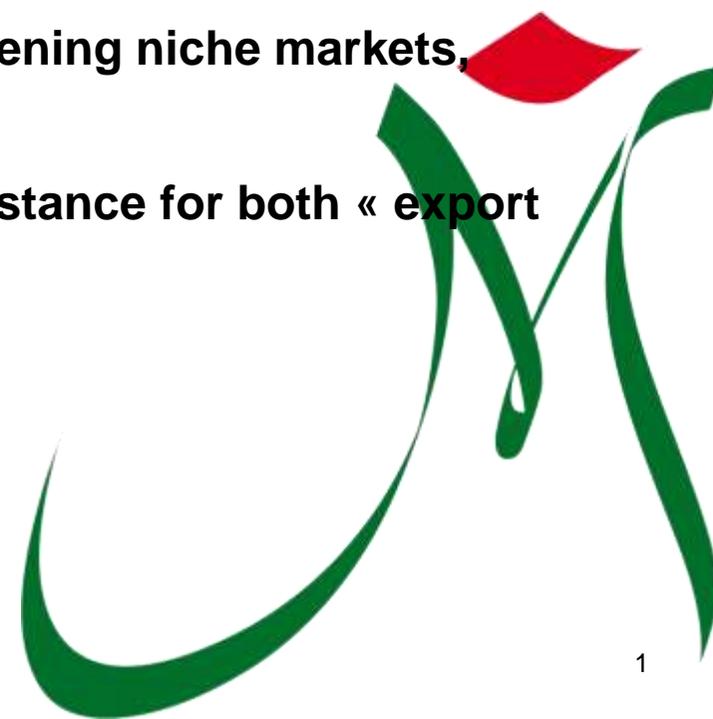


IV- Maroc Export Plus : main objectives

Triple Morocco's export revenue by 2018 while creating 200 new exporters per year

This goal will be achieved through a three-fold program of :

- 1 Promoting main existing export sectors and products such as Agribusiness, or textile and leathers,**
- 2 Market development : developing market share in traditional markets, exploiting opportunities in adjacent markets and opening niche markets,**
- 3 Supporting exporters with marketing and other assistance for both « export champions » and new exporters.**



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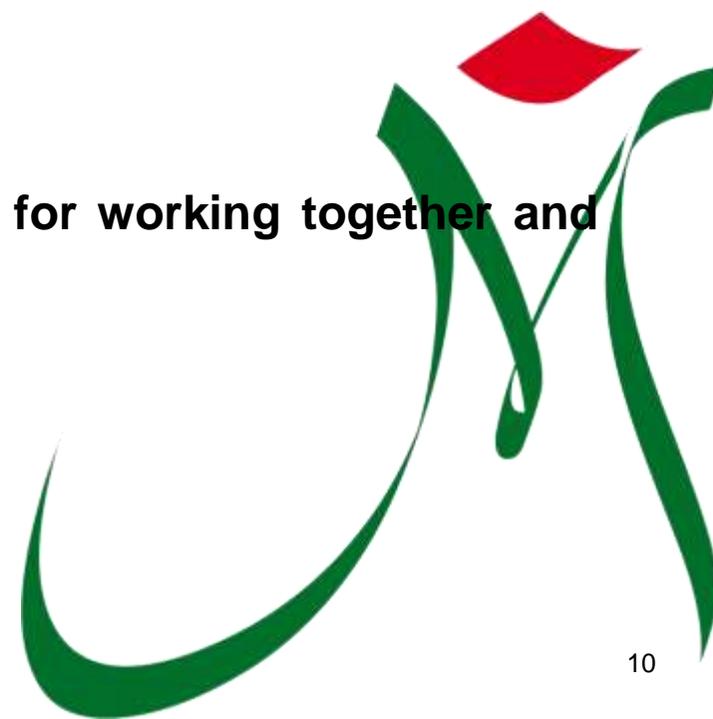
Morocco's dynamic economy gives you the opportunity to address over one billion consumers ;

2

Morocco is an appropriate platform to gain access to markets in Europe, USA, Arab & African countries by taking advantage of a wide network of Free Trade Agreements.

3

Maroc Export is keen to discuss opportunities for working together and boosting trade with TPO's all over the world ;



VI- Morocco is a hub for access to Africa

- Morocco has everything it needs to be a gateway to markets of the Maghreb and Francophone Africa.
- It offers a fertile field to develop exports to the African countries.
- Its economic and commercial potential are unexplored by investors;
- The main advantage of Morocco is its ability to meet quality standards for complicated products;
- Morocco becomes a platform for countries and companies looking for easier access to Africa.



Morocco targets countries and businesses looking for partnerships



Thank you for your attention

