

Export to Morocco



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1. General information

Political landscape

- Political Stability: Morocco has a stable political environment, with a constitutional monarchy and a multi-party system. The King holds significant power, and political decisions are often made with his involvement. This stability is crucial for businesses looking to invest in the country.
- Government Policies: The Moroccan government has implemented various policies to attract foreign investment, such as tax incentives, free trade agreements, and investment guarantees. These policies aim to create a favorable business environment for both local and international companies.
- Regional Tensions: Morocco's relations with neighboring countries, particularly Algeria, can impact the business environment. Ongoing tensions in the region may affect the ease of doing business and the stability of the investment climate.
- Legal Framework: Morocco has a robust legal framework for business operations, including laws on company formation, intellectual property, and labor. However, understanding and navigating the legal system can be challenging for foreign companies.
- Political Cronyism: Research has shown that political cronies have captured trade liberalization in Morocco, which may affect the fairness and transparency of the business environment.

Economy

- Economic Growth: Morocco has experienced steady economic growth in recent years, driven by sectors like mining, manufacturing, and utilities. This growth presents opportunities for businesses looking to invest in the country.
- Trade Agreements: Morocco has numerous trade agreements, including free trade agreements with the European Union and the United States. These agreements provide access to large markets and can benefit companies in various sectors.
- Infrastructure Development: The Moroccan government is investing in infrastructure, such as expressways and logistics hubs, to strengthen the country's position as a logistics hub and improve connectivity.
- Main industries in Morocco include:
 - Phosphate rock mining and processing: Morocco is the world's largest exporter of phosphate rock, which is a key ingredient in fertilizers and other products. The country possesses approximately two-thirds of the world's reserves of phosphates, making this industry a significant contributor to the economy.
 - Food processing: Food processing is an important industry in Morocco, with canning fish, fresh vegetables, and fruit being significant components. This industry also serves domestic needs, such as flour milling and sugar refining.
 - Leather goods and textiles: Morocco has a thriving textile industry, with the European Union being its top client for hosiery, basic textiles, and ready-to-wear clothing. The country is also known for its traditional Moroccan handicrafts, such as carpets and brass, copper, silver, and wood implements.
 - Construction: Morocco's construction industry has been growing, driven by investments in infrastructure, such as expressways, logistics hubs, and seaports. This growth is expected



to continue, with the government announcing initiatives to improve the investment climate and attract foreign direct investment.

- Tourism: Morocco's tourism industry is a significant contributor to the economy, with the country being a popular destination for its unique culture, history, and natural beauty. The Ministry of Tourism in Morocco was established in 1985 to oversee tourism activities and promote growth in this sector.
- Mining: Morocco has a diverse mining sector, with minerals such as iron ore, coal, barite, manganese, lead, and zinc being exported in small quantities. The country also has significant natural gas reserves, which are being exploited to meet domestic energy needs.
- Automotive: Morocco's automotive sector is a leading export sector and has made the country the leading car manufacturer in Africa. The government is encouraging Moroccan capital and joint ventures to further develop this industry.
- Agriculture: Morocco has vast arable land and a temperate Mediterranean climate, making agriculture an important industry. The country is self-sufficient in meat and can grow enough food to feed its population. However, challenges such as drought and competition from other nations like China and Turkey impact the sector's growth.
- Fishing: Morocco's fishing industry is vital for foreign exchange earnings and employment, with approximately 1,084,638 metric tons of fish caught in 2001. However, the industry faces challenges such as insufficient modern equipment, territorial disputes with Spain, and overfishing.
- Renewable Energy: Morocco aims to reduce energy consumption by 15% and reach 52% of renewables in its power capacity by 2030. The country has substantial hydroelectric potential and is tapping into this resource to meet its growing energy needs.

Tariff Liberalization and NTMs: While tariff liberalization has occurred in Morocco, there has been an increase in non-tariff measures (NTMs) that can shape both trade costs and market access. Understanding and complying with these NTMs is crucial for businesses operating in Morocco.



2. Additional indicators

Economic indicators

Find the main socio-economic indicators for this country, as well as its trade with Brussels and Belgium, in the publication "[Brussels and the world – Country statistics](#)" on analytics.brussels, hub.brussels' online data library.

The "[Brussels and the world - General statistics](#)" publication also provides data on trade between the Brussels-Capital Region and the rest of the world, by continent and by major world region. The same type of data is also available for the various regions of Belgium, as well as for Belgium as a whole.

Social and environmental indicators

If you'd like to know where your country stands in terms of social, environmental and economic issues, access a series of [composite indicators from the European Commission](#), structured according to the 17 United Nations Sustainable Development Goals¹ and the European Commission's 6 priority policy areas².

Free trade agreements

European agreements have a major impact on market accessibility and trade with certain countries. The links below, published by the European Commission, will provide you with all the information you need on free trade agreements and trade barriers. Existing agreements, those that have not yet been ratified and those that are expected to be ratified, can be consulted here:

- [Free trade agreements](#)
- [Trade barriers](#)

¹No poverty, Zero hunger, Good health and well-being, Quality education, Gender equality, Clean water and sanitation, Clean and affordable energy, Decent work and economic growth, Industry, innovation and infrastructure, Reduced inequalities, Sustainable cities and communities, Sustainable consumption and production, Measures to combat climate change, Water life, Land life, Peace, justice and effective institutions, Partnerships to achieve the goals.

² A green pact for Europe, An economy serving people, A Europe fit for the digital age, A stronger Europe on the world stage, Promoting our European way of life, A new impetus for European democracy.



3. On-site: a step-by-step guide

Market access and first contacts

1. Research Market Potential

- Analyze Moroccan market trends and demand for your product or service.
- Identify sectors experiencing growth or high demand.
 - ➔ The Moroccan market trends and demand show robust growth and opportunities in various sectors, including cosmetics, real estate, and consumer products. However, the market also faces challenges such as economic constraints, inflation, and regional disparities in development, which need to be addressed for sustained growth.



2. Understand Cultural Nuances

- Familiarize yourself with Moroccan business etiquette and cultural norms.
 - ➔ Decisions are not reached quickly and require several rounds of negotiations. Personal relationships play an important role in striking a deal with Moroccan business partners. Most prefer to get to know their foreign counterparts before they do business with them.
- Consider language preferences and communication styles.
 - ➔ French is used in a commercial context with Arabic for administration.

3. Identify Potential Partners

- Seek out reliable local distributors with knowledge of the market.
- Attend trade fairs or business networking events to meet potential partners.

4. Legal and Regulatory Compliance

- Understand Moroccan import regulations and customs procedures.
 - ➔ Morocco is a member of the following international economic organisations: IMF, Development (AFESD), ICC, Arab Maghreb Union (AMU), WTO, Arab Monetary Fund (AMF), G-77, Arab League, among others*
* <https://marocainsdumonde.gov.ma/en/multilateral-cooperation/>
- Ensure compliance with labeling, packaging, and product standards.
 - ➔ Morocco is a Member of the International Organisation for Standardisation (ISO)*



* <https://www.imanor.gov.ma/>

Exporting

Payment Methods

- Payment methods in Morocco include credit cards, cash on delivery, cash payment online, money transfers, and bank transfers.
 - ➔ Consider using letters of credit or bank guarantees for secure transactions.
- Be aware of currency exchange rates and fluctuations.

Company Types

- S.A.R.L. (private limited company):
Number of partners: 1 minimum and 50 maximum
Capital (max/min): 10,000 MAD
Shareholders and liability: Liability is limited to the amount of contributions.
- S.A. (public limited company):
Number of partners: 5 minimum with no maximum
Capital (max/min): 3,000,000 MAD to open a listed public limited companies and 300,000 MAD for a Public Liability company.
Shareholders and liability: Liability is limited to the amount of contributions.
- SNC (Partnership) :
Number of partners: 2 partners at the minimum
Capital (max/min): No minimum capital required.
Shareholders and liability: Liability is unlimited.
- Société en Commandite Simple, SCS (Limited Partnership) :
Number of partners: 2 partners at the minimum
Capital (max/min): No minimum capital required.
Shareholders and liability: Liability of the active partners is unlimited and limited to the amount of contributions for the silent partners.
- SCA (Partnership limited by shares):
Number of partners: 3 sleeping partners and one active partner.
Capital (max/min): no minimum capital.
Shareholders and liability: Liability of the active partners is unlimited and limited to the amount of contributions for the silent partners.

Support and Subsidies

- Explore available support programs or subsidies offered by Moroccan government agencies or international organizations.



- Leverage resources provided by institutions like the Moroccan Agency for Investment and Export Development (AMDIE).

Logistics and Distribution

- Plan efficient logistics for transporting goods to Morocco, considering transportation modes and routes.
- Ensure timely delivery and proper handling of products to maintain quality.

After-Sales Support

- Provide excellent customer service and after-sales support to maintain customer satisfaction.
- Address any issues promptly to foster long-term partnerships.

Interesting markets for a first export

For a first-time export, the top five markets in Morocco to consider from the exporting company's perspective are:

Construction / Infrastructures

Morocco continues to develop its infrastructure, especially in preparation for the 2030 World Cup (stadiums, transportation, hotels, accommodations, etc.).

ICC / Tourism

Morocco is relying on tourism and aims to enhance the quality of its offerings to increase the number of foreign tourists (museums, tourist services, attractions, cultural offerings, etc.).

Environment / Energy:

Morocco does not have fossil energy resources like its neighbors but has great potential in sustainable energies (solar, wind, hydrogen, etc.).

Digital

Morocco is undergoing significant digital development across various sectors and has implemented a national digital transition strategy called "Maroc Digital 2030".

Health

One of the largest ongoing projects in Morocco is in the field of healthcare, with the construction of new infrastructure, both public and private, and the development of e-health solutions.

Calendar of all Trade shows:

https://www.eventseye.com/fairs/c1_trade-shows_morocco.html

<https://www.tradefairdates.com/Fairs-Morocco-Z135-S1.html>



4. Business culture

Company culture:

In Morocco, it is largely based on recognition, with employees being valued for their appetite for risk and willingness to embrace change.

The labor market in Casablanca, the country's economic hub, can be challenging, with unemployment being higher among those with higher qualifications.



The corporate culture:

It is often influenced by the subsidiaries of multinational or international companies, and the dress code varies depending on the profession and customer exposure.

In terms of business culture, Morocco ranks high in power distance, indicating a strong hierarchical structure in organizations, and is considered averagely individualistic, balancing personal goals with collective values.

The country scores relatively low in uncertainty avoidance, suggesting a more flexible approach to time management and decision-making.

When doing business in Morocco, formal attire is expected, and appointments should be arranged in advance, avoiding prayer times.

Greetings may involve handshakes or kisses on the cheek, depending on the gender of the individuals involved, and it is advisable to bring an interpreter due to the country's Arabic-speaking Muslim culture.

Working hours:

The typical business hours in Morocco are generally from Monday to Friday, with a standard workweek of 44 hours or 8 hours per day.

The working hours usually start between 8:00 AM and 12:00 PM, with a break in the afternoon for lunch, and then resume until around 6:00 PM

On Fridays, most companies, shops, and institutions close from 11:00 AM to 3:00 PM for prayer time.

The work culture in Morocco may include a longer midday break, with some individuals taking a two-hour lunch break, especially during the hottest times of the year.

Additionally, there is flexibility in working hours, with some employees in the private sector working from 8:00 AM to 4:00 PM or 8:00 AM to 3:00 PM, followed by a lunch break.

In terms of holidays, there are 13 national public holidays in Morocco, four of which are Muslim holidays that do not have fixed dates.

Jan. 1st: New Year's Day

Jan. 11th: Anniversary of the Manifesto of Independence



May 1st: Labor Day

July 30th: Throne Day

Aug. 14th: Oued Ed--Dahab Day

Aug. 20th: Revolution of the King and People Day

Aug. 21st: Birthday of King Mohammed VI (Feast of Youth)

Nov. 6th: Feast of the Green March

Nov. 18th: Independence Day

Date Varies +/-: Islamic New Year

Date Varies +/-: Birthday of the Prophet

Date Varies +/-: Eid al -Fitr (the end of Ramadan)

Date Varies +/-: Eid al -Adha (Feast of Abraham's Sacrifice)

*<https://drh.ma/calendrier-des-jours-feries-2024/>

Communication:

- In Morocco communication is influenced by its cultural mix of Arabic, Berber, and French elements.
- Business etiquette is formal, with a high sense of hierarchy and close interpersonal relationships being essential.
- Decision-making is primarily top-down, and interpersonal skills play a significant role in forming business partnerships.

Meetings:

- Time management is more liberal than in Western countries, with punctuality being important for meetings but not always strictly adhered to.



5. What can we do for you?

Local contact points

The General Delegates and Local Representatives of the Region employed by hub.brussels are official representatives of the Brussels Government abroad, they support Brussels companies that want to export, and search and prospect for new investors.

They have the information, expertise and in-depth knowledge about the specifics of different foreign markets. Based on that knowledge, they help to refine and fine-tune your export plans, with advice on regulations, competition, market entry conditions, permits, etc. Furthermore, they can support you with your questions regarding exports, certain sectors within the jurisdiction, contacts with intermediaries, business culture, and much more.



François de Vrije

Morocco

Embassy of Belgium
Avenue Mohamed VI, Km 3.5, Essaada,
B5, Souissi
Rabat
Marocco

[+212 6 53 53 86 52](tel:+212653538652)

rabat@hub.brussels

Key addresses

Embassy of Belgium in Morocco:

Sise Angle Rue Mohammed Ben Hassan El Ouazzani et Rue Mejjat, Quartier Souissi, Rabat

Website: <https://morocco.diplomatie.belgium.be/fr>

Phone number: +212 5 37 26 80 60

E-mail : Rabat@diplobel.fed.be

Belgian-Luxembourg Chamber of Commerce in Morocco (CCBLM):

124, Avenue Moulay Hassan the 1st, Grand Casablanca 20100

Website: <https://ccblm.ma/>

Phone number: +212 5 22 20 00 61

E-mail: contact@ccblm.ma

Useful websites to delve into

Official website of Ministry Of Foreign Affairs African Cooperation And Moroccan Expatriates:

<https://diplomatie.ma/index.php/en/visiting-morocco>

Moroccan Investment and Export Agency:

<https://www.morocconow.com/>

National Open Data Portal of the Kingdom of Morocco:

<https://data.gov.ma/fr/>

National Portal for Administrative Procedures:

<https://idarati.ma/>

Moroccan Agency for International Cooperation:

<https://www.amci.ma/>

Moroccan public procurement portal :

<https://www.marchespublics.gov.ma/pmmp/?lang=fr>

National portal of local authorities:

<https://www.collectivites-territoriales.gov.ma/fr/centres-regionaux-dinvestissement>

Moroccan Agency for Investment and Export Development (AMDIE):

<https://www.amdie.gov.ma/>

Moroccan Ministry of Industry, Trade, and Green and Digital Economy:

<https://www.mcinet.gov.ma/>

The economic context of Morocco:

https://www.lloydsbanktrade.com/en/market-potential/morocco/economical-context?vider_sticky=oui

Maroc PME: National Agency for the Promotion of Small and Medium Enterprises

<https://marocpme.gov.ma/istitmar/istitmar-pme/>

