

Your investment project



If you want to start a business or start your own business, you will find in this part the answers on the business environment in Morocco and the steps that will help you to build your business.

► An attractive business environment

The promotion of investment is a national priority that is at the heart of major reform projects launched by Morocco (macroeconomic framework, institutional and legislative framework of business, sector strategies...).

The good performance in improving the business climate illustrates the efforts undertaken by Morocco in this framework.



Morocco is now a platform with great potential in terms of investment. The 7 key reasons why you should invest in this country¹² are:

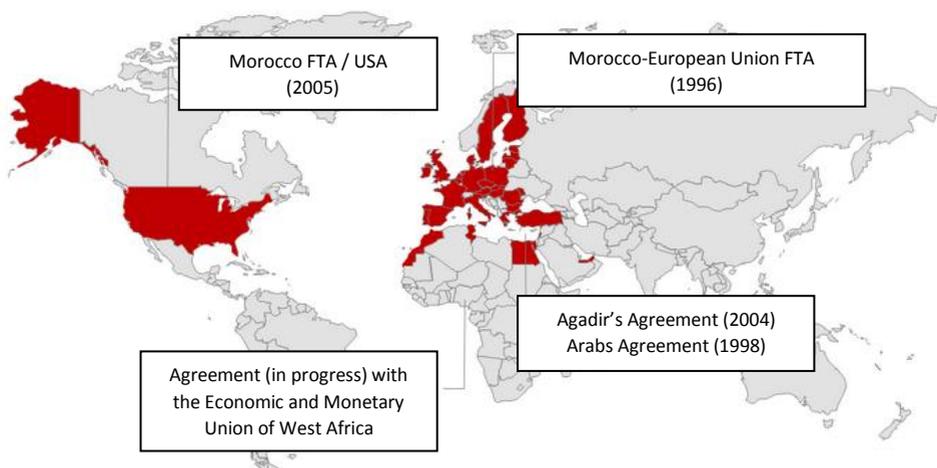
- **Cost competitiveness:** Morocco is positioned as a competitive platform for export, for several reasons:
 - Reduced labor costs: The average salary in Morocco is set at \$327/month (about ten times less than the average wage in Spain);
 - Competitive costs to export: \$ 577/container according to data from the World Bank (the sixth most competitive rate worldwide);
 - Reduced taxes: Total taxes paid by companies represent 42% of their profit.

- **Strong and stable economic fundamentals:** The preservation of macroeconomic stability is a major concern for public authorities.

¹² Source : Moroccan Agency for the Development of the Investment

Several actions and structural reforms have been undertaken in order to put the country on a path of strong and sustainable growth:

- Access to a new level of growth;
 - Resilience to the crisis;
 - Control over inflation;
 - Shrinking debts;
 - Growth driven by domestic demand and public investment.
- **Access to a market of over one billion consumers:** With multiple international agreements, Morocco offers investors a free trade access to a market of 55 countries representing one billion consumers and 60% of world GDP.



Source: Moroccan Agency for the development of the investment

- **Infrastructures with international standards:** For over a decade, Morocco has undertaken major projects to modernize its infrastructure and meet international standards (Port Tanger-Mediterranean, Development of the highway network, Open Sky Policy, Areas of Economic Activities, etc.).

- **A qualified and efficient human capital:** In Morocco, human resources are a major asset in the service of competitive investment and the creation of added value (level of education, cultural awareness, language skills and new technologies mastering, commitment to entrepreneurship, adaptability to changes in activities and competitive wage costs).
- **Ambitious sector strategies:** A series of sector plans have been implemented by the government. These plans aim to ensure high and sustainable economic growth which creates wealth. This development dynamic is characterized by an innovative approach of contracting and developing public-private partnership. This approach advocates for increased and coordinated participation of the private sector in the elaboration of strategies, sector policies and project financing, which repositions the role of the state as a regulatory and coordinating body.

These plans are part of a dual logic: On the one hand, they aim to modernize traditional sectors like agriculture, fisheries and mining; while on the other hand, they develop innovative sectors such as renewable energy, logistics, automotive, aerospace and high value-added services, where Morocco offers real competitive assets.

- **A favorable business environment:** In order to promote investment, particular attention is paid to improve the business climate. A set of approaches have been implemented in order to strengthen competition and transparency:
 - Simplification of administrative procedures for businesses;
 - Strengthening of the business law system (competition law and freedom of prices, law on economic interest groups, law on industrial and intellectual property ...);
 - Improvement of regulatory transparency;
 - Development and modernization of financial markets;
 - Creation of the National Committee of the Business Environment;

- Creation of the Central Authority for the Prevention of Corruption;
- Creation of the Moroccan Office of Intellectual and Commercial Property;
- Promotion on charter relative to the Social Responsibility of Corporations.



Morocco has moved up from 87th to 71th place in terms of business climate for 2015. Morocco has won 16 seats compared to the last edition of "Doing Business" from the World Bank.

► An advantageous regulatory framework

The investment in Morocco is governed by law No. 18-95 of 8 November 1955 which is the investment charter.

Any investment project is now subject to the same laws regardless of their industry and its settlement area and it enjoys the same benefits under the law without discrimination between domestic and foreign investors.

The investment charter has instituted a convertibility regime for foreign investors. This plan allows individual investors to freely pursue their investment operations in Morocco and transfer directly to the banking system the revenues generated by these investments as well as the proceeds of their sale or liquidation.



For more information on the law No. 18-95 which constitutes the Investment Charter, please visit: www.egov.ma

There are several actors and agencies that can support you in your investment project:

- Actors of development and investment promotion: Moroccan Agency for Investment Development (AMDI), Investment Department, Agricultural Development Agency (ADA), Moroccan Society of Touristic Engineering (SMIT), ...
- Actors of support and assistance: Chambers of Commerce and Industry, Regional Investment Centers ...
- Funding Actors: Credit institutions, investment funds, capital markets...

For further information about the investment opportunities in each region of Morocco, you can consult the websites of the Regional Investment Centers:



- CRI Tanger-Tétouan-Al Hoceïma : www.investangier.com
- CRI L'Oriental : www.orientalinvest.ma
- CRI Fès-Meknès : www.fesmeknesinvest.ma/
- CRI Rabat-Salé-Kénitra : www.rabatinvest.ma
- CRI Béni Mellal-Khénifra : www.coeurdumaroc.ma/cri/public/
- CRI Casablanca-Settat : www.casainvest.ma/
- CRI Marrakech-Safi : www.crimarrakech.ma
- CRI Drâa-Tafilalet : www.tadla-azilal.ma
- CRI Souss-Massa : www.cri-agadir.ma
- CRI Guelmim-Oued Noun : www.guelmiminvest.ma/
- CRI Laâyoune-Sakia El Hamra : www.laayouneinvest.ma
- CRI Dakhla-Oued Ed-Dahab : ww17.dakhla-invest.com/

In fact, you can invest wherever you want except for some sectors which involve strategic resources (for example phosphate mining for which Cherifian Office of Phosphates (OCP) holds monopoly). The acquisition of agricultural land also remains impossible.

To run lands, you should partner with a Moroccan owner or contract agricultural leases for a maximum of 99 years.



To learn more about how to invest in Morocco, please refer to the sections "Business" and "How to proceed if ..." in the website of the Moroccan Agency of Investment Development and in the website: www.service-public.ma

Note that Morocco has ratified international conventions relating to the guarantee and investment protection. Several agreements were signed with several countries to avoid double taxation with respect to income taxes. These agreements establish the list of concerned taxes and income, the rules of mutual administrative assistance and the principle of non-discrimination.

What you need to REMEMBER

Morocco has implemented several measures and approaches to improve its business climate. The continuous improvement of Morocco's ranking reflects the efforts made in this context.
For your investment projects, you can benefit from the support of several actors at different levels.

► Creating your business

The creation of your business goes through several stages (choice of the name of your company and obtaining the negative certificate, establishment of association, subscription to the business tax, affiliation to the CNSS ...).

These steps may vary slightly depending on the legal status of the company to create.



To learn more about the company's creation steps, visit the website: www.invest.gov.ma or refer to the sections "Business" and "How to proceed if ..." on: www.service-public.ma

► Support and assistance to business development in Morocco

As part of the National Pact for Industrial Emergence, ANPME has initiated programs to support and develop SMEs.

The programs "Imtiaz" and "Moussanada" are the two major programs that support SMEs:



- Moussanada program aims to improve productivity and enhance the competitiveness of companies being modernized, including through progress plans to improve their performance. The program facilitates access to new markets and accelerates their use of technology information thus strengthening their competitiveness factors by reducing costs and time and improving the quality of their products and services.
- The program Imtiaz allows holders of development projects to benefit from state assistance in the form of a bonus granted by the ANPME up to 20% of the total investment amount in the limit of 5 million Dhs. This program is dedicated to SMEs with high growth potential.



To learn more about Imtiaz and Moussanada programs, please visit the website of the National Agency for the Promotion of Small and Medium Companies- ANPME: www.anpme.ma.

What you need to **REMEMBER**

The Regional Investment Center is the essential partner for everyone seeking to create his own company.

You may contact directly the RIC from the area where you want to invest or visit their website for more information.