



**USAID**  
FROM THE AMERICAN PEOPLE

# MOROCCO MARKET SPOTLIGHT

## Investment Landscape

With a long history of growth and stability supported through a steady pace of economic reform and market liberalization, Morocco is an attractive environment for business and investment. Morocco is also widely known as a “Gateway to Africa” for global companies looking to gain market share across a continent with high demand in growing sectors such as automotive and aerospace manufacturing. Morocco also has great potential for investment in key emerging sectors such as renewable energy and information and communications technology (ICT) and innovation in mining, agriculture, and tourism. To establish and expand business operations, Morocco offers attractive investment incentives, robust business, communications and logistics infrastructure, free trade zones, and a tech savvy workforce. These advantages, a multitude of free trade agreements, and Morocco’s strategic location can be easily leveraged to access billions of consumers around the world.

## USAID’s Role

For over 60 years, the United States has been a trusted partner to Morocco, supporting its amazing story of development and economic growth. USAID/Morocco is essential to this long-standing partnership and collaborates with a wide range of companies and investors to achieve the mutual objective of sustained prosperity and growth.

Across nearly every sector and industry, USAID works with large multinational corporations, local Moroccan businesses, business associations, utility companies, technology firms, and investors. A strong on-the-ground presence, deep expertise, and close relationships with Moroccan ministries allows USAID to support businesses as they expand their operations and investments. This includes initiatives to 1) modernize their workforce, 2) foster innovation and entrepreneurship to improve productivity, and 3) enhance the resilience of their supply chains.

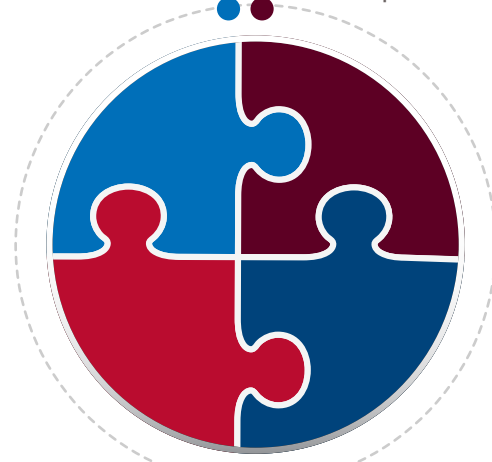
## Snapshot: How We Engage

### PROBLEM SOLVERS

USAID identifies and supports the development and integration of technology solutions for more resilient cities and supply chains.

### CONDUCTORS

USAID makes it easier for manufacturing, tourism, and other high growth industries to find high quality workers through its support for workforce development centers.



### MOTIVATORS

USAID manages large regional investment promotion facilities that can reduce the risks associated with an accelerated process of expansion across the region.

### CONVENERS

USAID supports the development of public private partnerships and sustainable growth strategies with long-term value propositions for companies looking to expand their investments in Morocco.

## TOP REASONS TO INVEST IN MOROCCO

- 1. Strategic Location:** Morocco is a multilingual trade and investment hub situated between the high growth markets of Sub-Saharan Africa, the Middle East, and Europe with free trade agreements (FTAs) spanning the globe including Africa’s only FTA with the United States.
- 2. Ease of Doing Business:** Ranked second highest in Africa for Ease of Doing Business, Morocco continues to rise globally with streamlined business processes and access to modern utilities and infrastructure. Morocco also has preferential tax incentives for export, tourism, mining, and agriculture companies.
- 3. Dynamic Industrial Ecosystem:** Morocco supports a dynamic operating environment with special economic zones and industrial parks that foster industrial cluster and workforce development.
- 4. Modern Infrastructure:** Morocco has modern communications, road, rail, airport, seaport, as well as water and energy infrastructures—including the world’s largest concentrated solar farm and seaport on the Mediterranean coast.
- 5. Technological Innovation:** Morocco is quickly becoming a top destination for technological innovation, including digitization of supply chains and government systems and tech hubs established in Casablanca, Rabat, and Marrakesh.

## How USAID Works with Businesses and Investors

USAID/Morocco works with companies and investors in many different ways. The Mission collaborates with companies and investors to define sustainable growth strategies, build cross-sector partnerships, align interests with public institutions, and co-create innovative solutions to unlock growth and economic opportunity.

Specifically, USAID/Morocco has served as a co-investor in workforce development programs; a convener of diverse stakeholders to drive effective policy reform; and a risk mitigator of products and programs to foster and scale innovation. In all of these roles, the team's extensive experience and reach were leveraged to help companies and investors navigate the market, expand business opportunities, and mitigate risk.

### Impact in Morocco



#### Fostered Innovation

USAID has co-invested millions of dollars with a diverse mix of companies to foster innovation. Specific impacts include improving productivity and maximizing efficient use of critical water resources in key sectors such as agriculture and manufacturing.



#### Aligned Human Capital

USAID has partnered with companies across a variety of sectors to modernize training facilities and the workforce capacity of hundreds of thousands of youths as the next generation of a modern Moroccan workforce.



#### Supported Socio-Economic Reform

USAID is a trusted partner of the Moroccan Government in supporting social and economic reforms that have strengthened communities and improved the Ease of Doing Business in Morocco.



#### Facilitated Trade and Investment

Morocco is a hub for Africa-wide trade and investment facilitation funded through USAID's Prosper Africa program and USAID/Morocco is streamlining trade and investment in high potential regions of Morocco, including two new regional development programs focused on the Marrakech-Safi and Beni Mellal-Khenifra regions.



### DRIVING CHANGE

USAID partnered with Eon Reality, a world leader in augmented and virtual reality (AVR) academic and industry training solutions to train the next generation of experts in the emerging field of AVR. The partnership provides technology-forward solutions for various vocational skills and professions, education providers, and industrial companies.

**This is one of the largest collaborations we've ever been a part of, and I am excited to share our AVR technology with Morocco. Making high-end AVR technology accessible for students, entrepreneurs, and governments all over the world has always been the goal of EON Reality, and this is a huge step in the right direction."**

**MATS JOHANSSON**  
President of EON Reality

If you are interested in doing business in Morocco, USAID can help you to connect, invest, and expand your business. Contact USAID today to schedule a meeting to explore the possibilities with partnership and subject matter experts at [skadiri@usaid.gov](mailto:skadiri@usaid.gov).