



Embassy of the Kingdom of Morocco

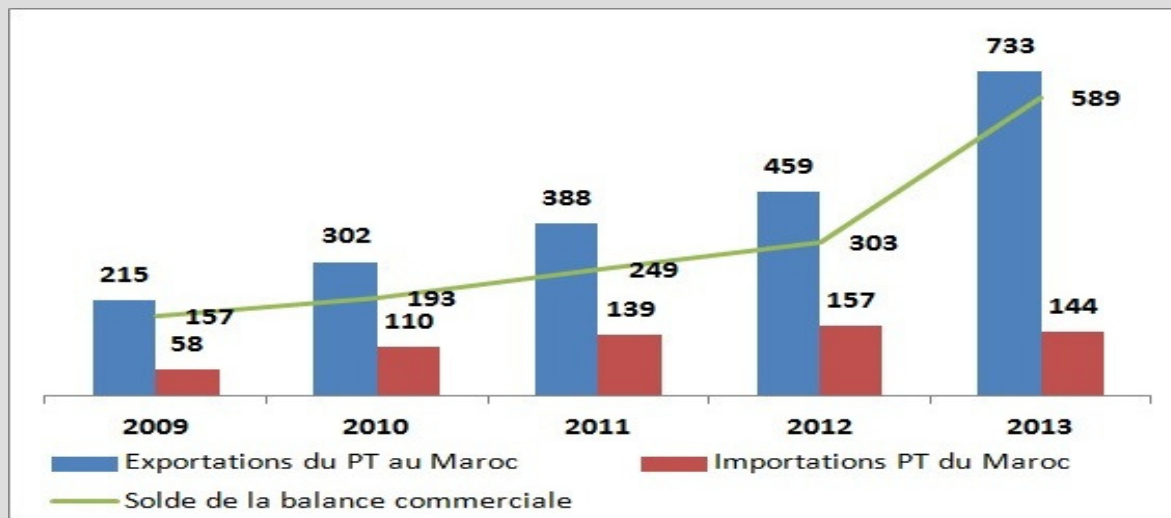
Morocco – Portugal:

**BUSINESS OPPORTUNITIES**



Lisbon, october 20th, 2015

## Export/Import

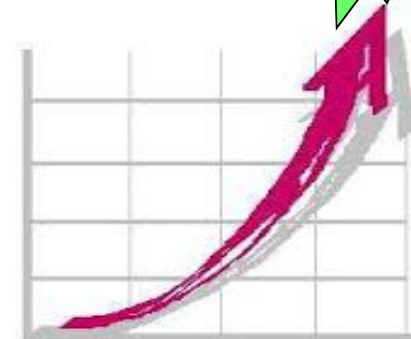


2015 E

In 2014 :

**X** : **592,3**

**I** : **136,5**



## Size of the market : Overview

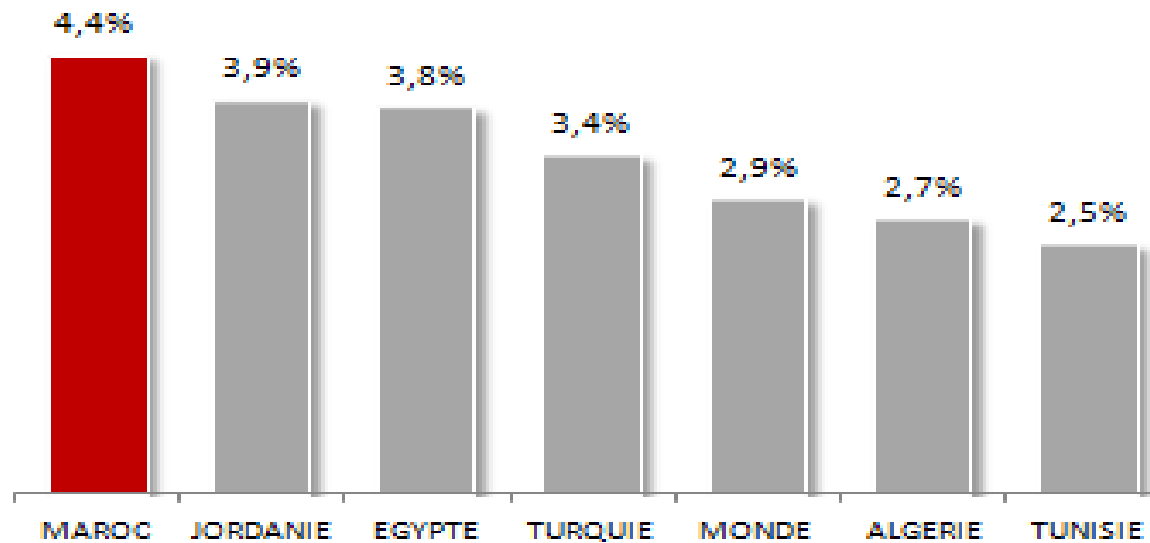
Growth : 4,5 pc

1.000.000.000 Consumers

Best practices in MENA/ Benchmarking



## Taux de croissance du PIB (moyenne 2008-2013)



Source: FMI, *World Economic Outlook*, Avril 2014

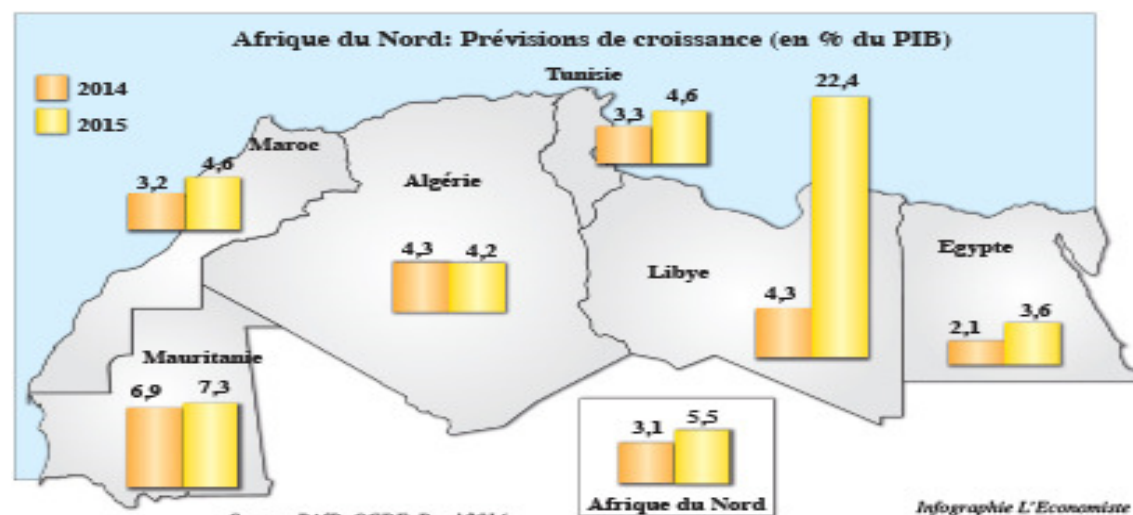


### Les prévisions de croissance du PIB pour la région Mena (en %)

	2014 <sup>(ré)</sup>	2015 <sup>(pr)</sup>	2016 <sup>(pr)</sup>	2017 <sup>(pr)</sup>
 Algérie	3	3,3	3,5	3,5
 Egypte	2,9	3,6	3,9	4
 Liban	1,5	2	3,4	3,6
 Libye	-21,8	4,3	4,4	6,5
 Maroc	3	4,6	4	4,5
 Tunisie	2,3	2,7	3,5	4

Source: Banque mondiale

ré: actualisés - (pr): prévisions



# 3 P

1. Political stability,

2. Proximity,

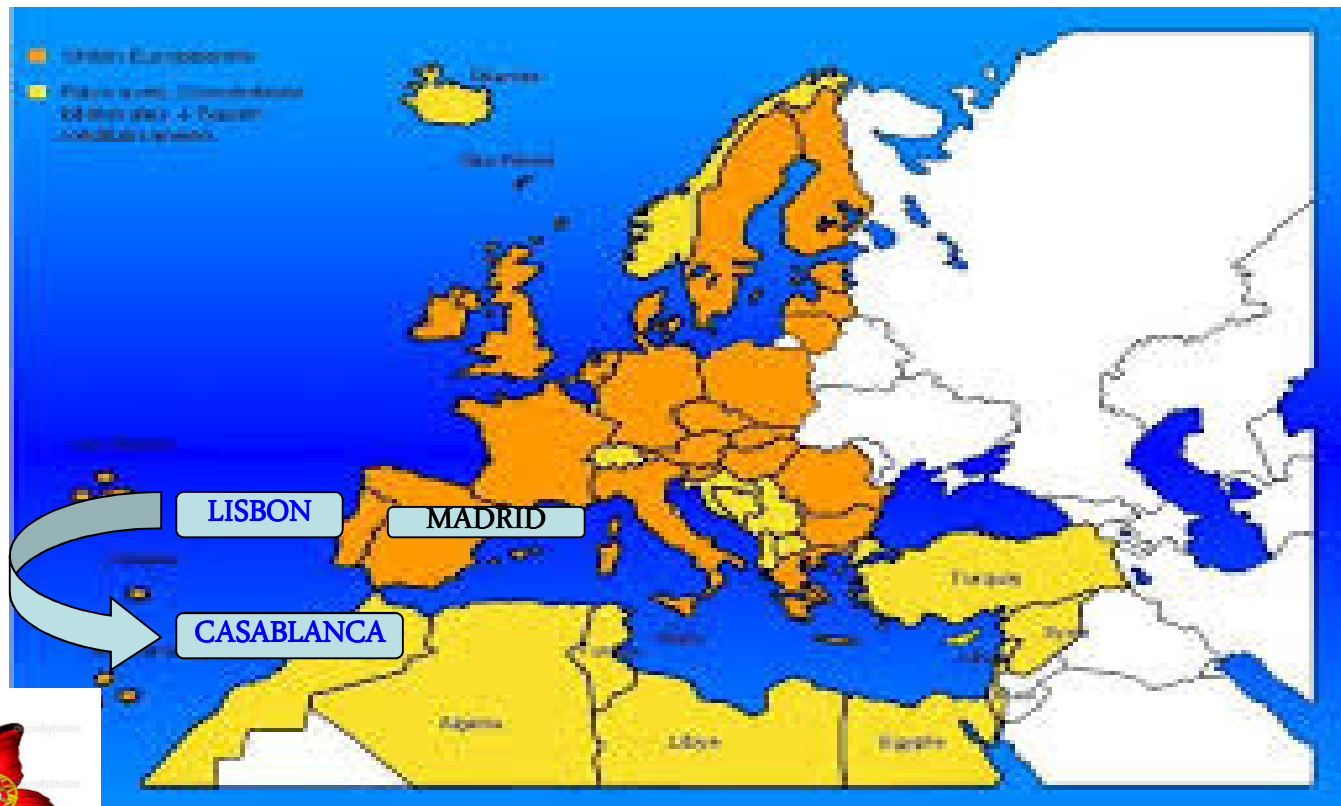
3. Performance.



## 1. Political stability,



## 2. Proximity,



# 3P Global Competitiveness Index

World Economic Forum

## Le top 10 de la compétitivité

Pays	GCI* 2014	CGI* 2013
Suisse	1	1
Etats-Unis	3	5
Emirats arabes unis	12	19
Canada	15	14
Qatar	16	13
Arabie saoudite	24	20
France	23	23
Chine	28	29
Espagne	35	35
Turquie	45	44
Afrique du Sud	56	53
Jordanie	64	68
Maroc	72	77
Botswana	74	74
Algérie	79	100
Iran	83	82
Tunisie	87	83
Gabon	105	112

(\*): Global Competitiveness Index



# Standard and Poor's

## Maroc-Afrique du Sud: Le face-à-face

	Maroc	Afrique du Sud
■ PIB par habitant (en dollars)	3.400	6.600
■ Taux de croissance annuel moyen (2004-2014) (en %)	2,92	1,42
■ Classement Doing business	71	43
■ Indice de liberté économique	89	72
■ Taux d'alphabétisation des adultes (%)	67	93
■ Taux de pauvreté (%)	2,6	9,4
■ Indice de développement humain	129	118
■ Note souveraine de crédit à long terme en devises étrangères	BBB-	BBB-
■ Note de crédit en monnaie locale	BBB-	BBB+

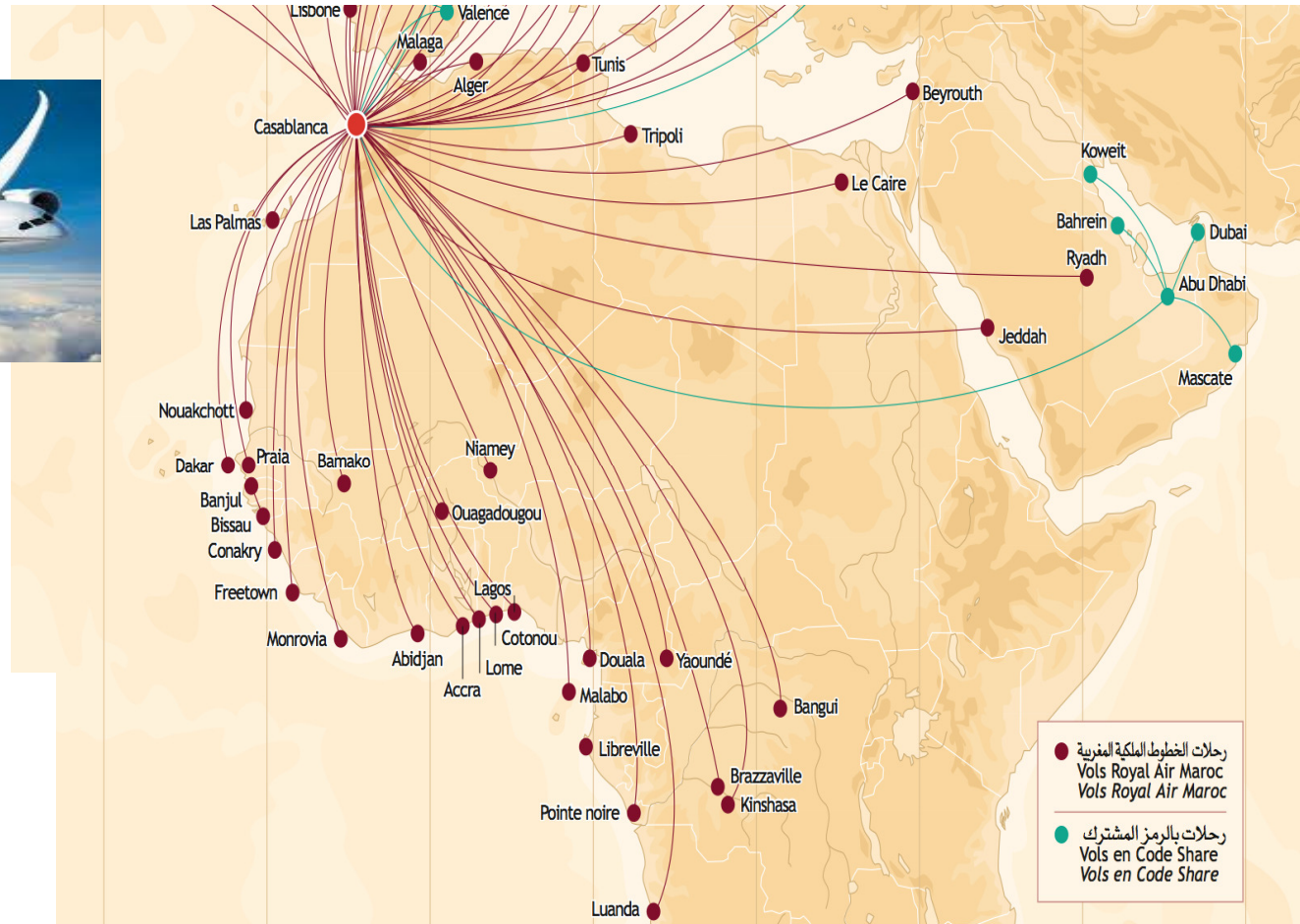
Source: Standard and Poor's



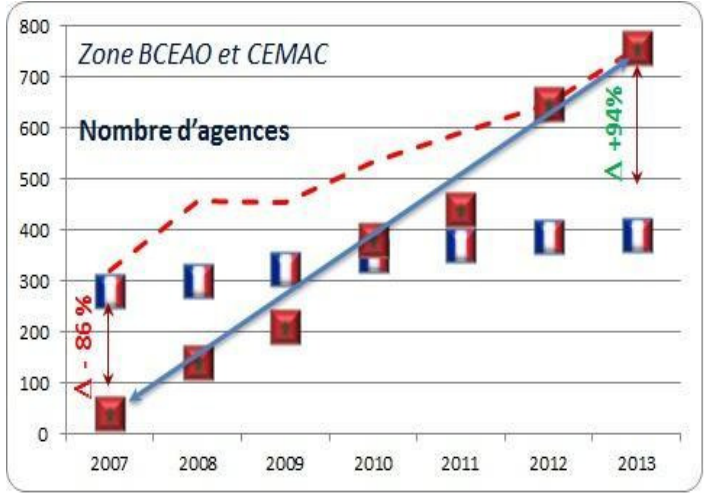
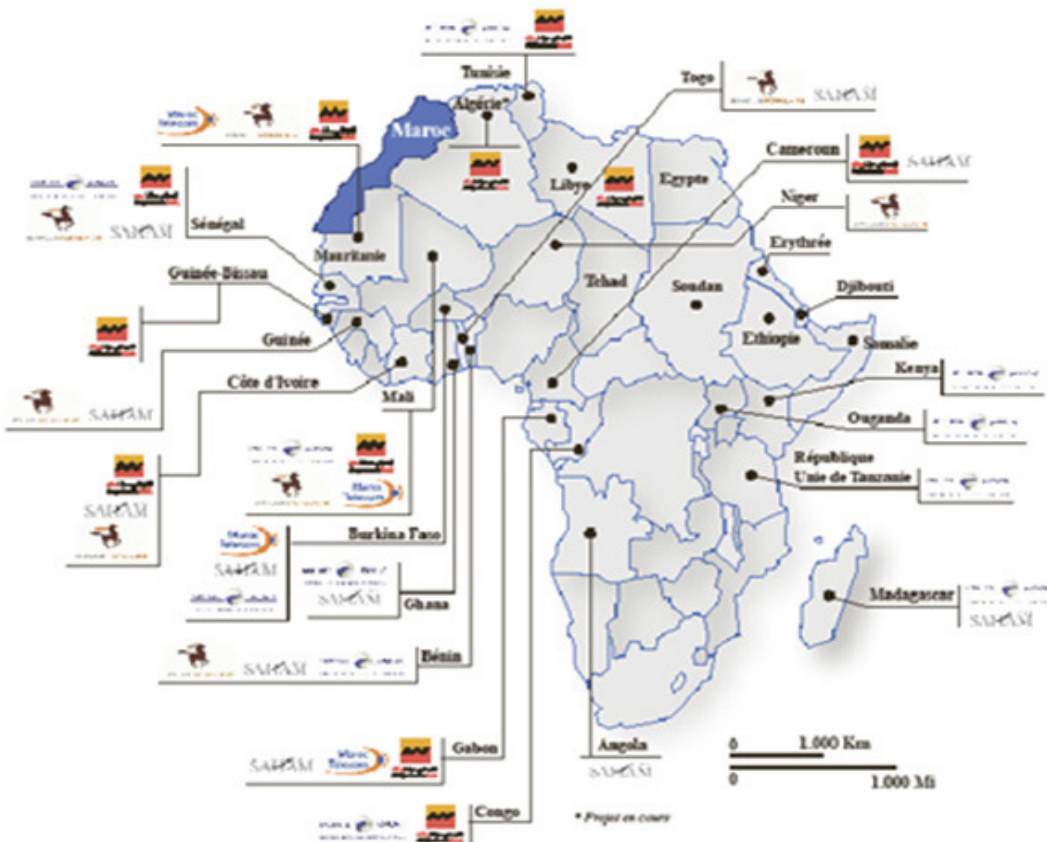
# 3P : Connection

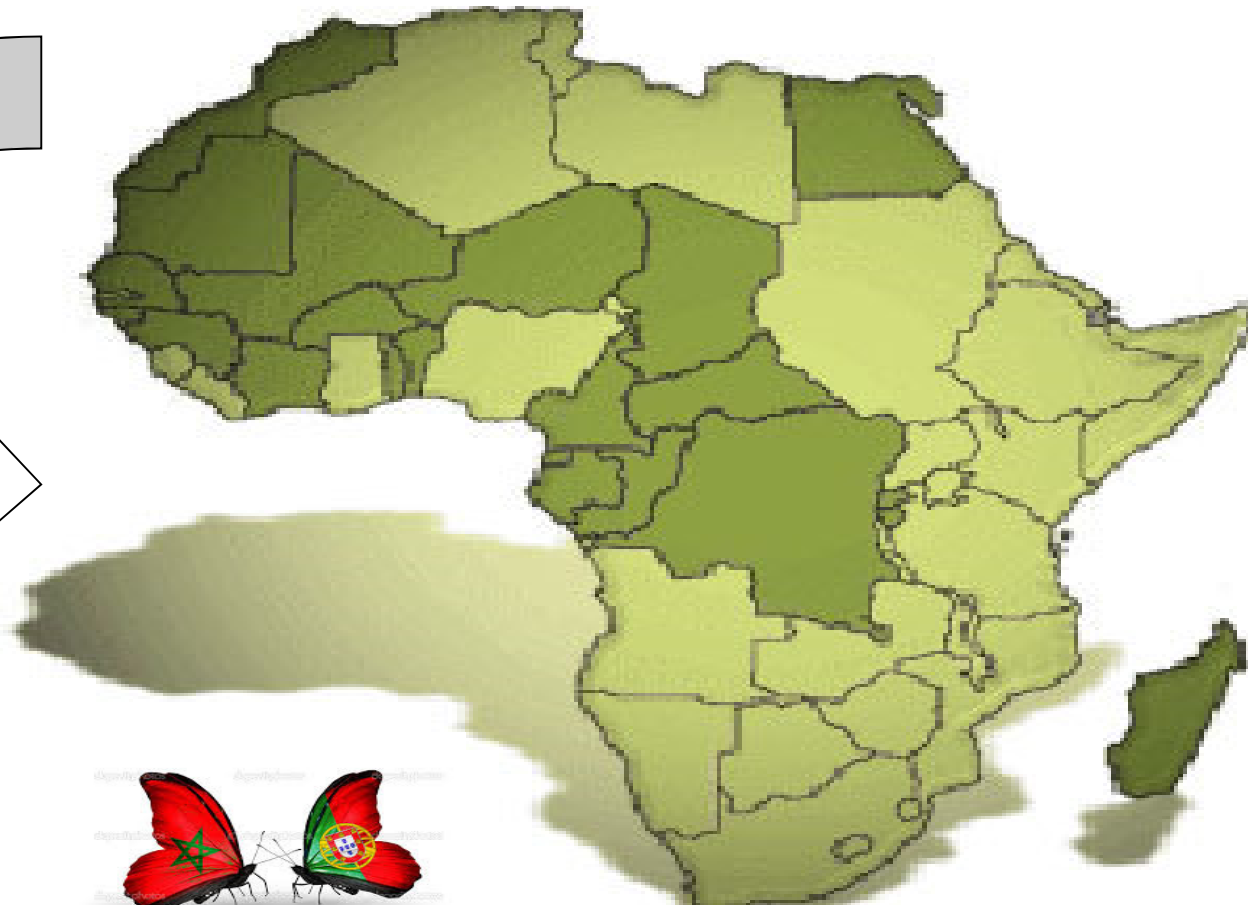
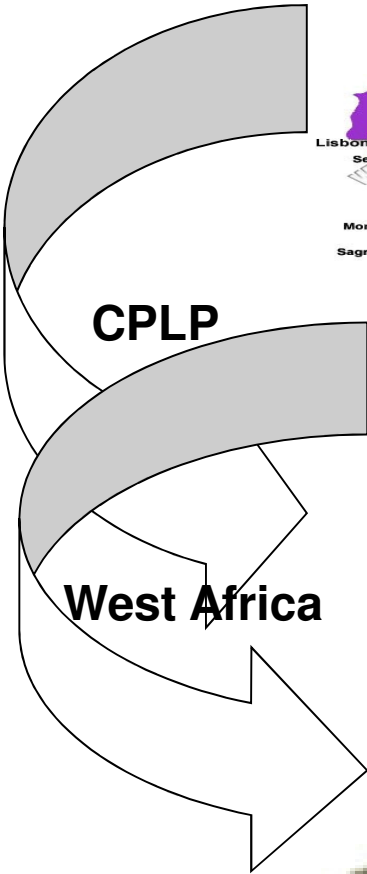


المخطوط الملكية المغربية  
royal air maroc



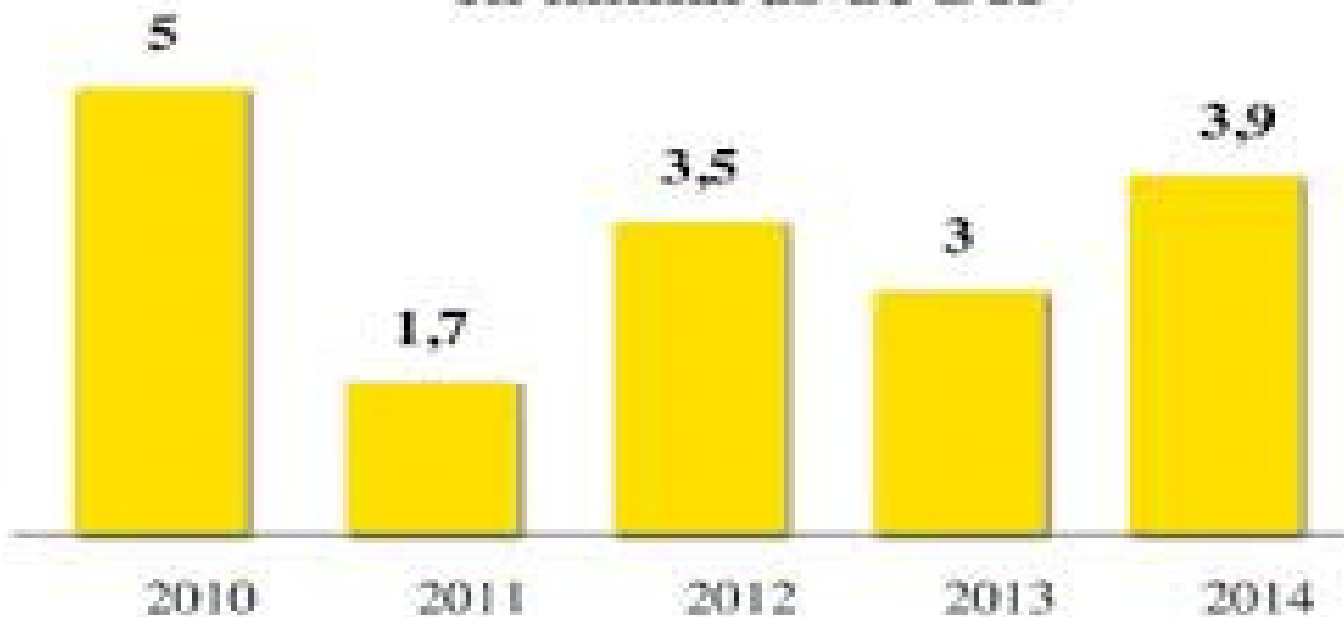
# 3P : Moroccan banking sector in Africa





3P

## Investissements directs marocains à l'étranger en milliards de DH

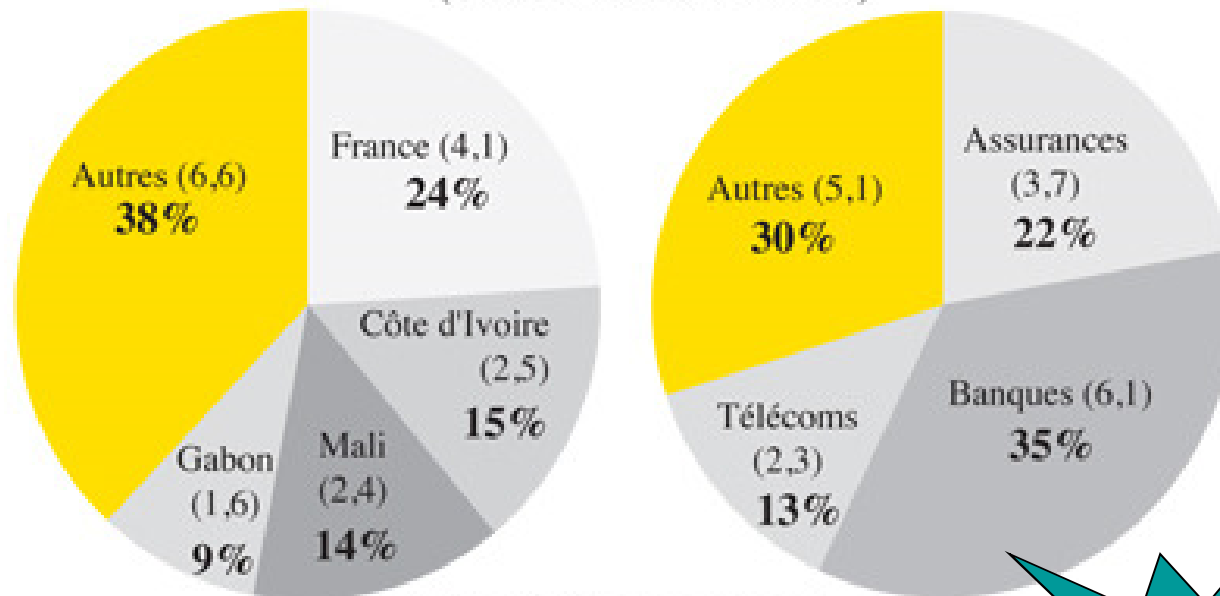


*Source: Office des changes*

3P

### Flux par pays et par secteur entre 2010 et 2014

(Chiffres en milliards de DH)



Source: Office des changes



# Casablanca Finance City CFC

## Le palmarès des places financières de par le monde

Centre	GFCI 17		GFCI 16		Evolution	
	Rang	Rating	Rang	Rating	Rang	Rating
New York	1	785	1	778	-	▲ 7
London	2	784	2	777	-	▲ 7
Hong Kong	3	758	3	756	-	▲ 2
Singapour	4	754	4	746	-	▲ 8
Tokyo	5	722	6	718	▲ 1	▲ 4
•	-	-	-	-	-	-
•	-	-	-	-	-	-
•	-	-	-	-	-	-
Casablanca	42	645	51	635	▲ 9	▲ 10
Sao Paulo	43	644	34	666	▼ 9	▼ 22
Istanbul	44	643	42	655	▼ 2	▼ 12
Gibraltar	45	642	53	633	▲ 8	▲ 9

Source: GFCI

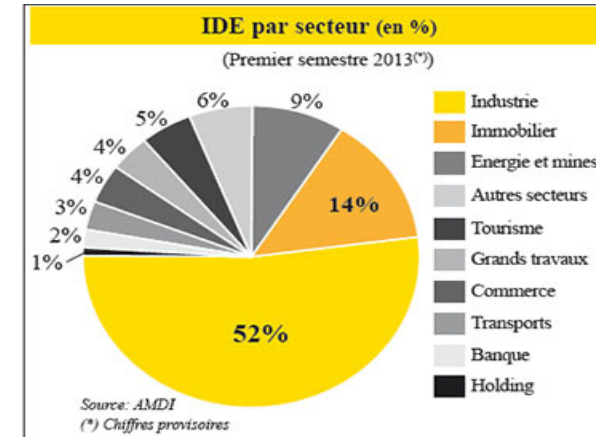
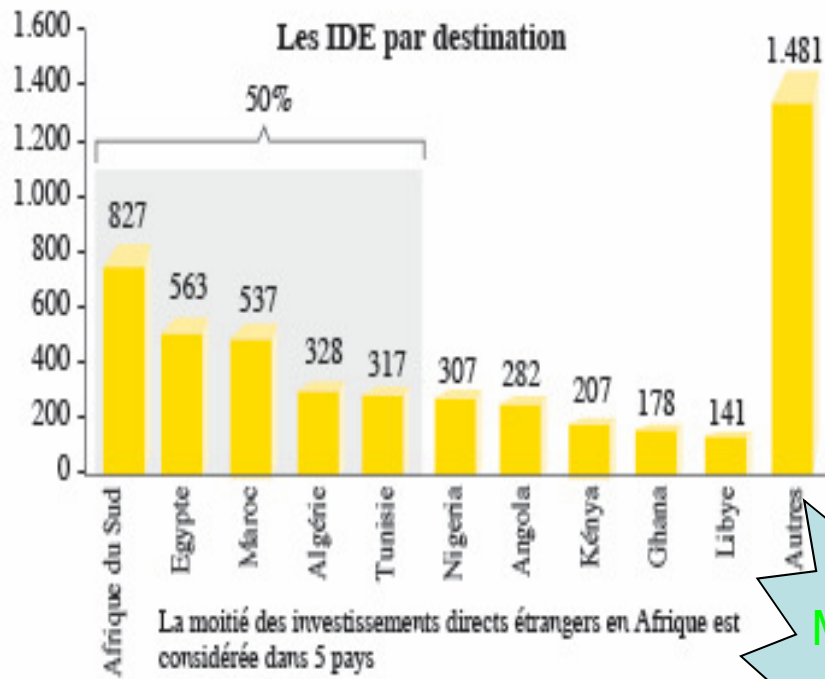


CASABLANCA FINANCE CITY  
القطب المالي للدار البيضاء

## CFC?

- Casablanca Finance City is created under law No. 44-10 enacted in December 2010, as amended and completed by law 68-12 enacted in June 2014. The law 44-10 creates the "CFC Status" and also entrusts Casablanca Finance City Authority with the overall management and institutional promotion of CFC. The enforcement decree of Law 44-10, passed in September 2011, enacts the creation of the «CFC Commission », the body responsible for the granting of the "CFC status" to eligible companies.
- The CFC status is a label that gives access to an attractive package of advantages. These advantages include tax incentives, exchange control facilitation measures as well as other benefits for doing business.

# 3P: FDI



**LE MAROC ET L'EGYPTE S'ACCAPARENT LA GRANDE PARTIE DES IDE EN AFRIQUE DU NORD**

MENA



# Banking system

Forbes  
.com



BMCE

BCP

ATTIJARI WAFABANK



***Thank you for your attention***

