



Association Marocaine pour l'industrie
et la construction automobile

<https://youtu.be/X2NrsCrcsy4?si=F36eV2O-pYq-Myvv>

Industrie Automobile au Maroc

Tous pour un secteur Automobile marocain compétitif, attractif et visible à l'international

Composition du nouveau bureau de l'AMICA



Président
M. Hakim ABDELMOUMEN
INDUVER S.A

1^{er} Vice président



M. Rachid MACHOU
Grupo ANTOLIN

Trésorière adjointe



Mme Nabila REGRAG
Kromberg schubert Morocco

2^{ème} Vice président



M. Youssef HEDDA
CLAYENS NP Morocco

Administrateur



M. Ayoub DAOUDI
TE Connectivity

Secrétaire Général



M. Ihssane SAOUD
Lear Automotive Morocco

Administrateur



M. Taoufik LAAMIRI
FAURECIA EQUIPEMENTS
AUTOMOBILES MAROC

Secrétaire Général Adjoint



M. Hicham ZERHOUNI
DENSO TS

Administrateur



M. Issam SAIED
Hirschmann Automotive

Trésorier



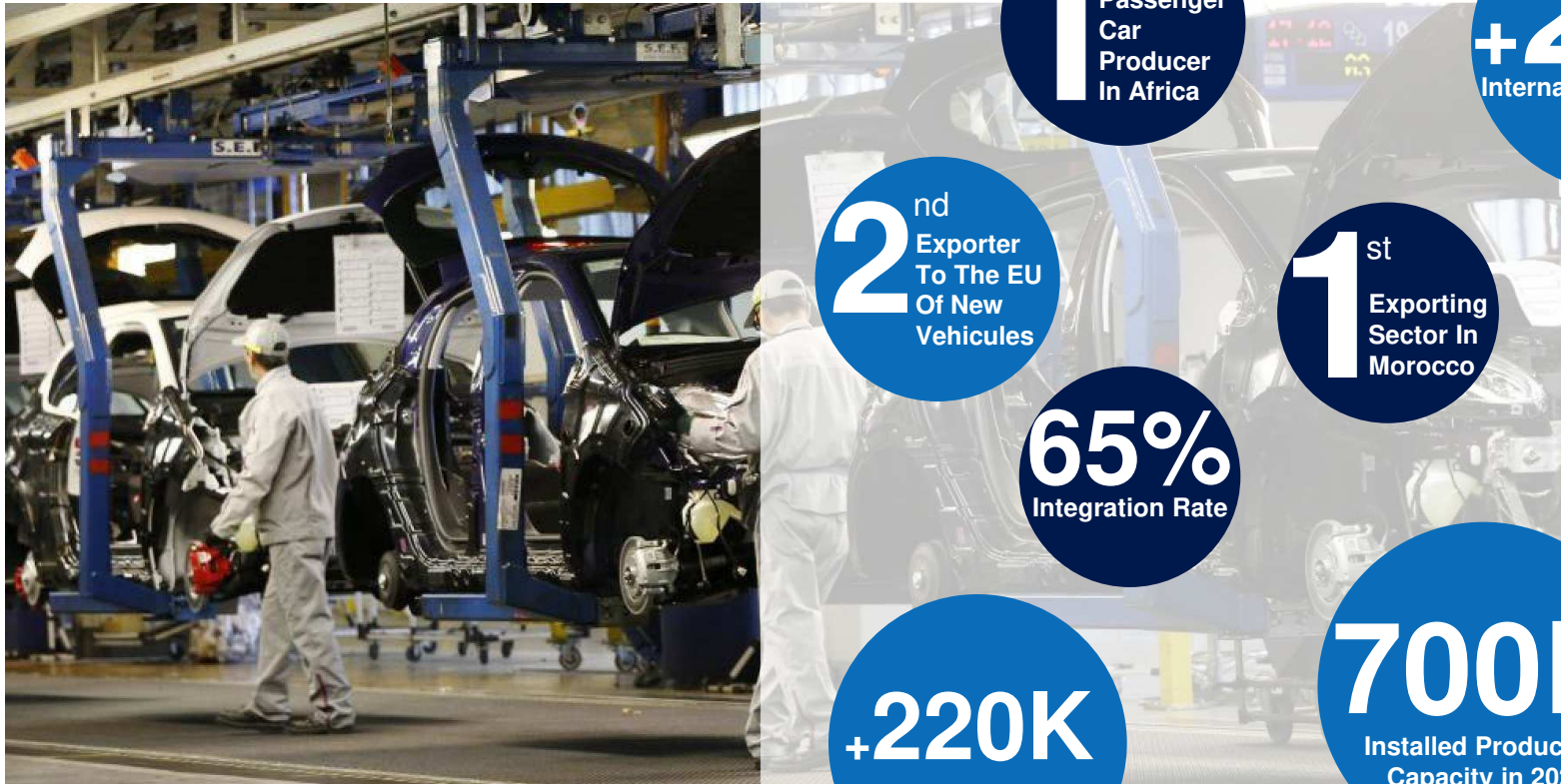
M. Saad AIOUCHE
Sigma Accessoires

Administrateur



M. Mohamed OUZIF
GAUPA

DEVELOPMENT OF THE AUTOMOTIVE SECTOR: A STRATEGIC CHOICE



1st
Passenger
Car
Producer
In Africa

+250
International Suppliers

2nd
OEM's

2nd
Exporter
To The EU
Of New
Vehicles

1st
Exporting
Sector In
Morocco

+4
Billion
Euro
Sourcing

65%
Integration Rate

+14
Billion Euro
Automotive
Exportations

+220K
Jobs In The Sector

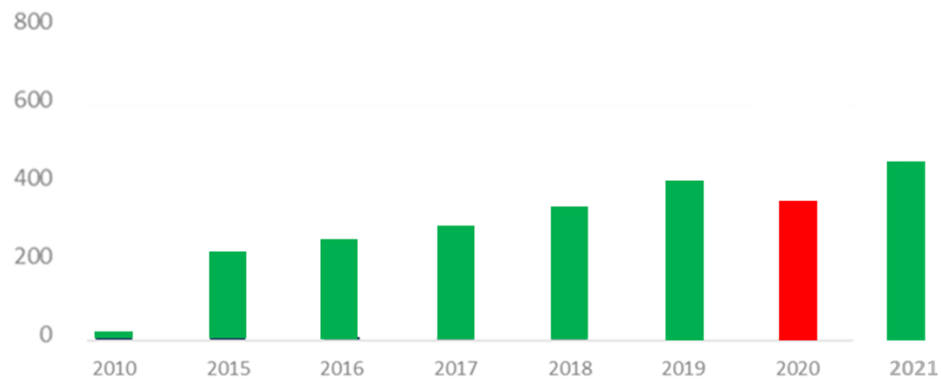
700K
Installed Production
Capacity in 2021

INDUSTRY EVOLUTION

OEM Engaged capacity (x1000)

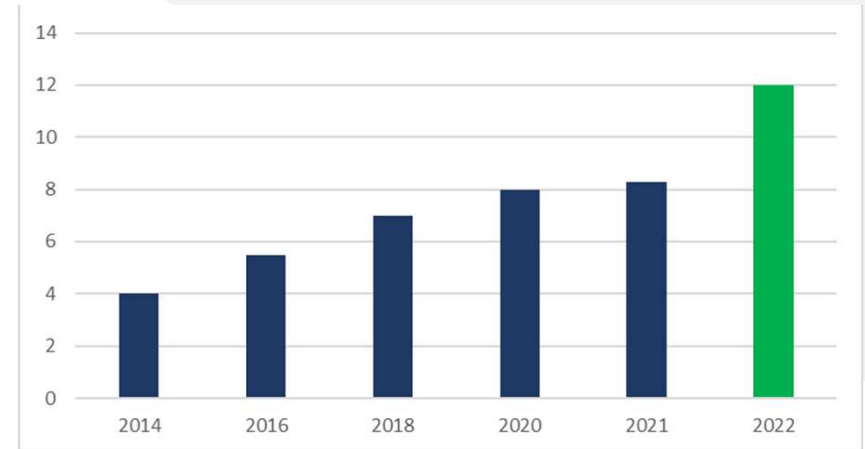


Vehicle production (x1000)



Source : OICA (Organisation internationale des constructeurs automobiles)

Export sales in Billion€



FREE ZONES AND CAR PRODUCTION IN MOROCCO



Tanger Automotive City (TAC)

Tanger Free Zone (TFZ)

Atlantic Free Zone (AFZ) (Kénitra)



**INDUSTRIAL COMMITMENTS
HORIZON 2020**



**STATE SUPPORT OFFER AT
HORIZON 2020**



JOBS

+ 66 500



TURNOVER

+ €3 billion



**SALES AT
EXPORT**

+ €2.2 billion



**LOCAL
INTEGRATION
RATE**

+ 21 pp



TRAINED PROFILES

~ 66500



**SUBSIDIES
INVEST IN IT**

170 M€



**ATTRACTIVELY
PRICED RENTAL
PROPERTY**

+ 110 Ha



**IMPROVEMENT OF
LOCAL
INTEGRATION**

8 measures

STRUCTURING INTO ECOSYSTEMS

WIRING
ECOSYSTEM

METAL - STAMPING
ECOSYSTEM

ENGINE AND
TRANSMISSION
ECOSYSTEM

INTERIOR VEHICLES -
SEATS
ECOSYSTEM

BATTERIES
ECOSYSTEM

EXTERNAL SYSTEMS
ECOSYSTEM

ENGINEERING
ECOSYSTEM

REPLACEMENT
ECOSYSTEM

ECOSYSTEM UNDER
DEVELOPMENT

FORD AND VOLKSWAGEN:
SOURCING-SPECIFIC
ECOSYSTEMS UNDER
DISCUSSION

Renault
Group

STELLANTIS



RENAULT GROUP ECOSYSTEM

Renault Group

1

500K

INSTALLED CAPACITY

4

2 sites

IN MOROCCO

ZERO

EMISSION FACTORY

2

€1,02 Bn/year

SOURCING FROM MOROCCO
AND NEW AGREEMENT TO RAISE IT
TO 2,5€ BN PER YEAR

3

65%

LOCAL INTEGRATION



STELLANTIS ECOSYSTEM



1

200K

VEHICLES AND ENGINES
PER YEAR

4

1 site
IN MOROCCO

1500

ENGINEERS AT THE
RESEARCH AND
DEVELOPMENT CENTRE

2

€1,2 Bn/year

SOURCING FROM MOROCCO
AND NEW AGREEMENT TO RAISE IT TO
3€ BN PER YEAR

3

60%

LOCAL INTEGRATION





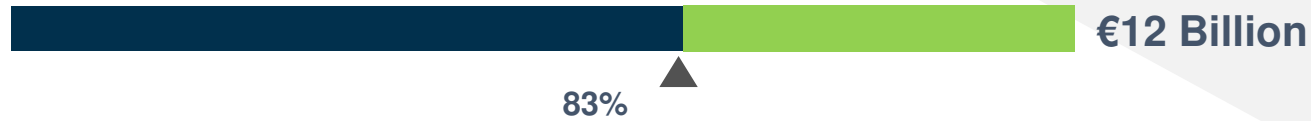
OBJECTIVES VS REALISATIONS



JOBS CREATED



TURNOVER AT EXPORT



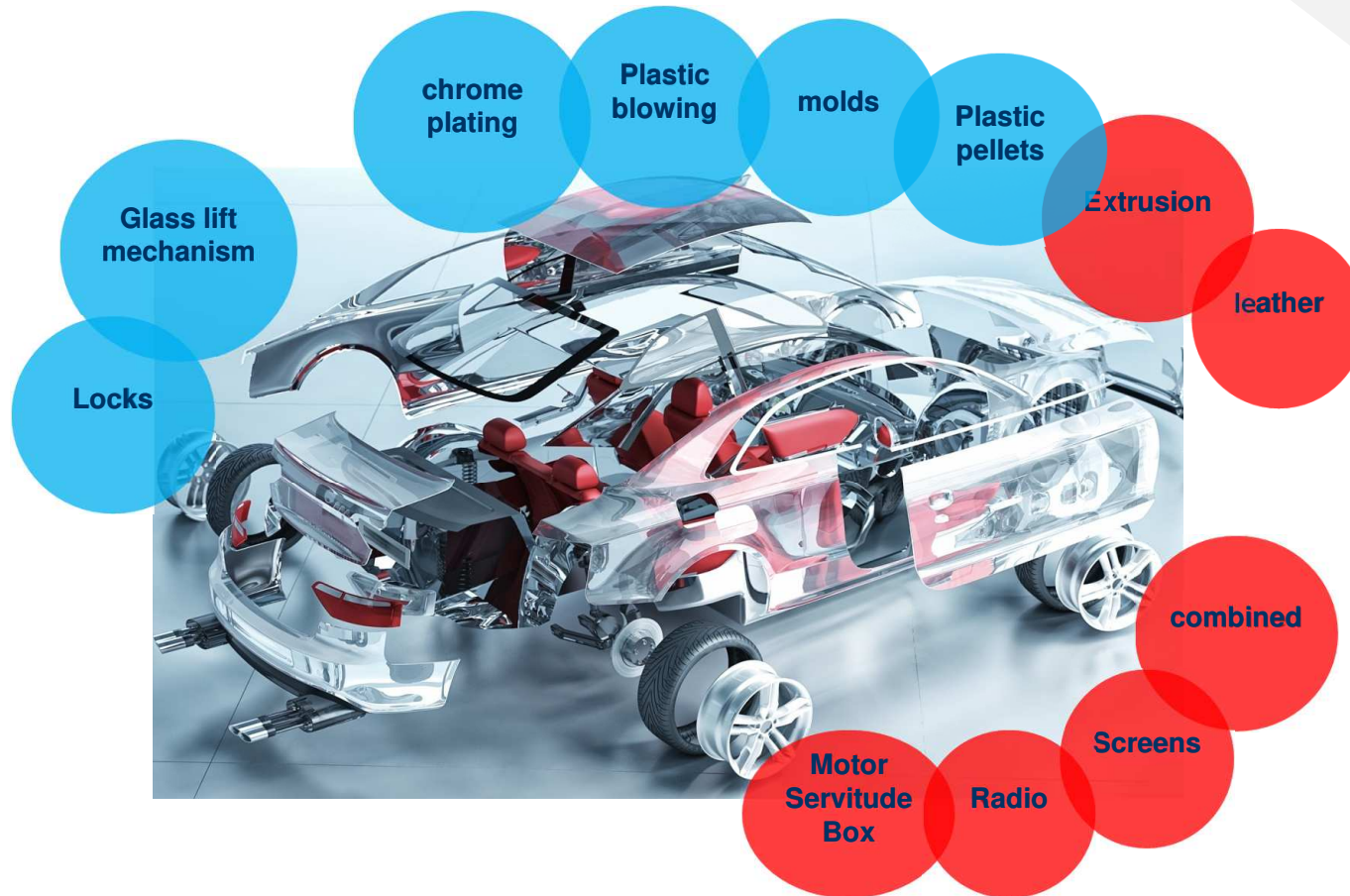
ILOCALE NTEGRATION



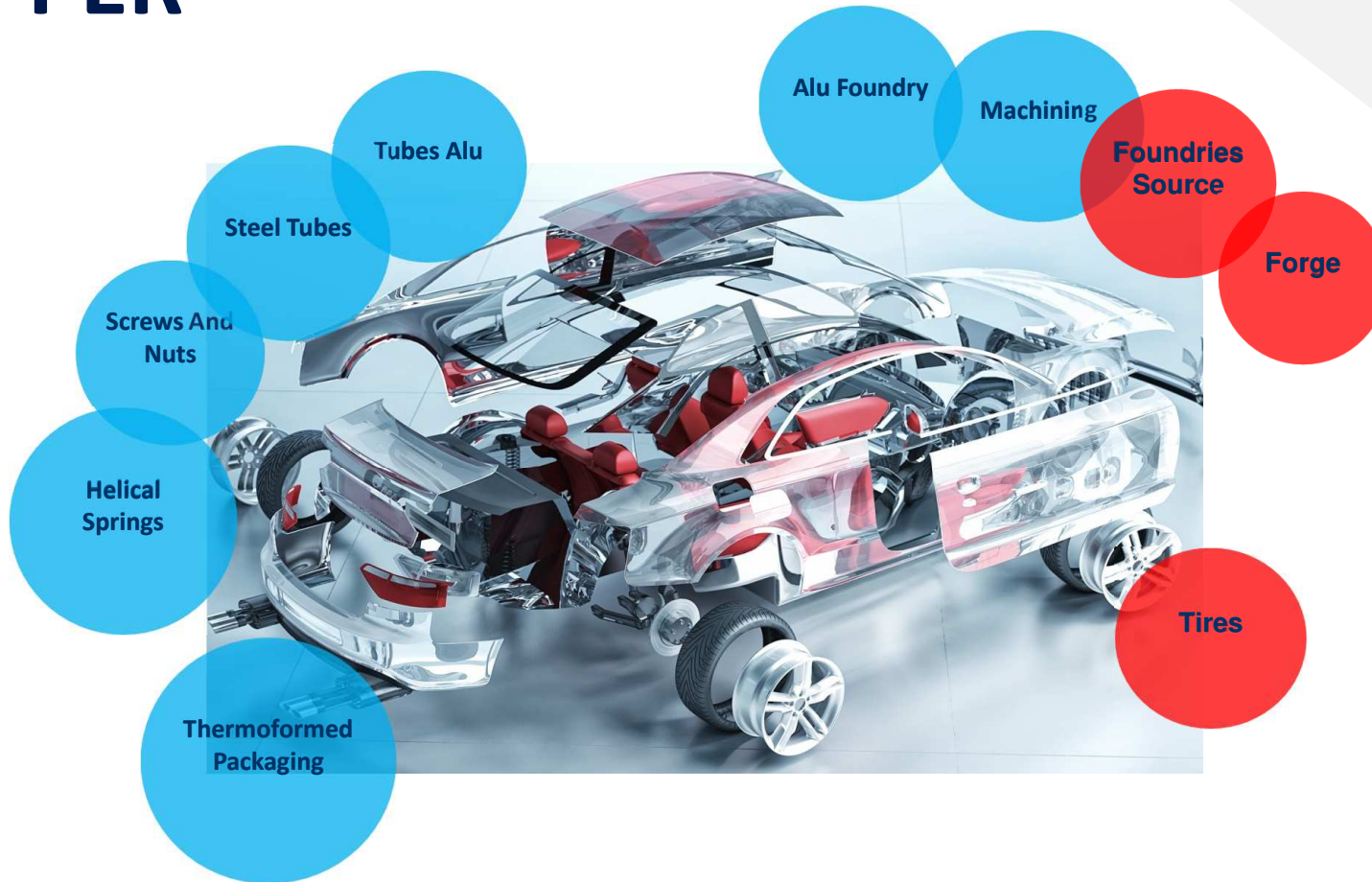
PRODUCTION CAPACITY



COMMODITIES AND PROCESSES TO DEVELOP



COMMODITES ET PROCESS A DEVELOPPER



AMICA DEVELOPMENT STRATEGY



MOROCCAN AUTOMOTIVE SECTOR COMPETITIVE, INTEGRATED, ATTRACTIVE AND VISIBLE INTERNATIONALLY:

STRENGTHENING THE ADDED VALUE OF THE INDUSTRIAL FABRIC

DEEP LOCAL INTEGRATION

**IDENTIFYING NEW INVESTMENT OPPORTUNITIES
(CURRENT AND FUTURE IZS)**

**SUPPORT FOR
ENGINEERING
DEVELOPMENT
(R-D / INNOVATION)**

AMICA AND ITS AUTHORITIES



"Technical Center of Vehicle Equipment Industries" under the management of AMICA

4 operational training centres dedicated to the profession and close to industrialists: 3 centres under the management of AMICA and one under the management of Renault

The Kenitra centre also provides training to technicians on PSA's production line

Working closely with the Office of Professional Training and Labour Promotion (OFPPT) to meet the needs of the profession

Participation in the development of the automotive industry by making test laboratories and business experts available to industrialists.

All the courses offered are developed in partnership with expert training engineering organizations and professionals in the Automotive Industry, ensuring an unmatched quality of training.



Created in 2005, total investment of 8700K

In order to improve the competitiveness of the automotive industry in Morocco, the Ministry responsible for industry, in collaboration with AMICA, created, in May 2005, the CETIEV (Technical Centre of Vehicle Equipment Industries), with financial support from the European Union (MEDA2 Programme).

CetIEV has two main missions:

- 1- To support industrialists in their technological development and to participate in the international recognition of the Moroccan automotive sector.
- 2- Protecting the Moroccan consumer through regulatory control of products put on the national market



CEED

Centre d'Études d'Essais et de Développement

- Centre being set up in Tangier
- Vocation essays, studies and development
- Equipment budget of 4M euros



CFMA

CENTRE DE FORMATION DANS LES MÉTIERS DE L'AUTOMOBILE

TRAINING CENTRE FOR THE AUTOMOTIVE INDUSTRY – KENITRA



OEMs

VEHICLES




RENAULT



STELLANTIS

**+ 22 SITES
D'ASSEMBLAGE
< 48H**

TIER 1

HEADRESSES AND SEATS - PAVILLION - SUN PARE - HVAC - CARPET - GEAR LEVER ...





















TIER 2
































SUBCONTRACTS

MAINTENANCE






ENGINEERING TOOLING







PACKAGING







TESTING CENTRE



LOGISTICS SERVICES







VEHICULE INTERIOR AND SEAT

TEXTILE , SEATS, HEAD REST , SEAT FRAME

faurecia **LEAR**
CORPORATION

tesca **MARTUR**
Automotive Seating Systems

ADIENT



SEAT FRAME

MAGNA

PROMAGHREB



MANUFACTURING BRAIDED ITEMS, PLASTIC INJECTION, GEAR LEVER, TUBE BENDING , WIRE BENDING

Polydesign

SOCAFIX

JOUBERT
MORE THAN TEXTILE



STEERING WHEEL AND SEAT BELT

JOYSON
SAFETY SYSTEMS



SUN VISOR AND CAR ROOF

GRUPO
ANTOLIN



THERMAL HVAC SYSTEMS

DENSO

Valeo



DOOR PANEL

eurostyle Systems



OEMs

VEHICLES



somaca صوماكا



RENAULT



STELLANTIS

+ 22 SITES
D'ASSEMBLAGE
< 48H

TIER 1

MAKING HARNESSES AND ELECTRICAL CABLES











TIER 2

COPPER WIRE - CONNECTICS - PROTECTION SYSTEM - FIXING ...





























SUBCONTRACTS

MAINTENANCE	ENGINEERING	PACKAGING	ASSEMBLING	SPECIAL MACHINES
  	  	    	  	   

WIRING

WIRING HARNESS

YAZAKI • APTIV •

Sumitomo LEAR.

Fujikura

LEONI

KROMBERG & SCHUBERT

PRETTL automotive **XR YURA**



CONNECTORS

DELPHI

TE connectivity



COPPER WIRE

20 years 1993-2013 **COFICAB**

ACOME



CABLE PROTECTION SYSTEMS RUBBER OR PLASTIC PARTS

SIA Schlemmer Industry & Building Parts

FEDERAL MOGUL

FRANKISCHE INDUSTRIAL PIPES

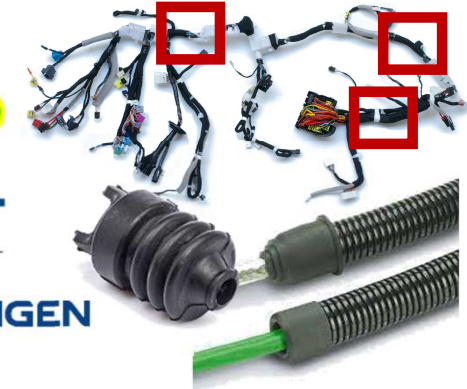
TEKNIA AUTOMOTIVE **SALRED**

GECAM Caoutchouc **ATG** italy rubber at its best

SIGIT INDEPLAS SISTEMAS SL

CLAYENS NP GROUP **ELASTOMER SOLUTIONS** Moulding the change

DELFINGEN



BATTERY

ELECTRA

ALMA BAT

MARIBAT LA MAROCAINE INDUSTRIELLE DES BATTERIES



OEMs
VEHICLES



SOMACA صوماكا

RENAULT

STELLANTIS

+ 22 SITES D'ASSEMBLAGE < 48H

TIER 1
METAL PARTS - SHOCK ABSORBERS - TUBE BENDING - WIRE BENDING- AUTOMATED AND MANUAL WELDING ...



RENAULT

MAGNA

MAGNETI MARELLI

BAMESA

srop

GMD

SOCAFIX

PROMAGHREB

BATIFER
TUBES, PROFILES & TOLES

TUYAUTO
EQUIPEMENTIER AUTOMOBILE

Gestamp

TIER 2
SMALL PARTS - SURFACE TREATMENT - METAL TRANSFORMATION – CUTTING ...



tools press

PROMAGHREB

MMB
GRUPO INDUSTRIAL Y COMERCIAL

AEROAUTO MAROC

LEMANS
FRANCO MAROCAINE DE TRAITEMENTS METALLURGIQUES
Catalytic Technology - Acier et alu

GalvanoPlast

MAGHREB STEEL

LEMAN INDUSTRIE

Restagraf

Yometal

kansaipoint

smom
GROUPE FSD

SUBCONTRACTORS

MAINTENANCE



Laser
LASER TOLERIE PLAS

MDS

EM ENERGIE
Groupe EM ENERGIE
L'ENERGIE SUR MESURE

ENGINEERING TOOLING



altran

S.I.T.E.S
Stamping & tooling
Tool Engineering & services

m mo
MOORE

AKKA
TECHNOLOGIES

smom
GROUPE FSD

PACKAGING



GPC
PAPIER ET CARTON

TECNICARTON
INGENIERIA DE EMBALAJE

OMEGA

SPECIAL MACHINES



ABB

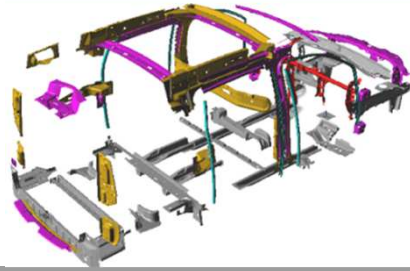
AIDA

SARA
Technologies
Training IT SARA

KUKA

METAL STAMPING

METAL PARTS



METAL TRANSFORMATION



TOOLS AND MOLDS



ENGINE AND TRANSMISSION ECOSYSTEM

Association Marocaine pour l'industrie et la construction automobile

OEMs

VEHICLES



somaca صوماكا



RENAULT



STELLANTIS

+ 22 SITES
D'ASSEMBLAGE
< 48H

TIER 1

METAL PARTS – WHEELS - SPRINGS AND DAMPERS - PIPE FUEL AND WATER PIPES - BLOW MOLDING – DIRECTION - ENGINE FILTERS ...
















TIER 2

THERMAL MANAGEMENT/ RADIATORS, OIL COOLERS MANUFACTURING - MOTOR PISTON ...














SUBCONTRACTORS

TESTING



Partenaire technologique de l'industrie Automobile

ENGINEERING



PACKAGING







SPECIAL MACHINES





ENGINE AND TRANSMISSION

LINERS AND PISTONS FOR ENGINES



POWERTRAIN PARTS & CHASSIS PARTS



FUEL TANK - PIPE FUEL AND WATER PIPES



TI Automotive



SHOCK ABSORBERS AND SPRINGS



EXHAUST SYSTEM



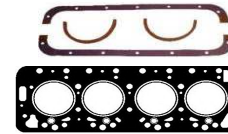
RADIATOR



STEERING SYSTEM



ENGINE FILTER



OEMs
VEHICLES



STELLANTIS

+ 22 SITES D'ASSEMBLAGE < 48H

TIER 1
GLAZING - LIGHTING - LOCK - ETANCHEITE ...



TIER 2
PAINTING - TREATMANET ...



SUBCONTRACTS

TESTING



EXTERNAL PARTS

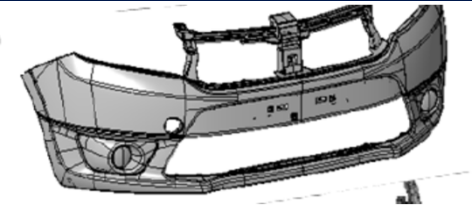
AUTOMOTIVE GLAZING



WIPER SYSTEMS



BUMPER



LIGHTING PARTS



CAR LOCK SYSTEM



MITSUI & CO.



REAR VIEW MIRRORS



FICOSA

MAGNA
MAGNA MIRRORS



CAR GASKETS



HUTCHINSON



STANDARD PROFIL



OEMs
VEHICLES



somaca صوماكا



RENAULT



STELLANTIS

**+ 22 SITES
 D'ASSEMBLAGE
 < 48H**

TIER 1
ASSEMBLING BATTERIES




MARIBAT
 LA MAROCAINE INDUSTRIELLE DES BATTERIES



ALMA BAT

TIER 2
BATTERY BOX ...



إفريقيقا بلاستيك
IFRIQUIA PLASTIC



SIGIT



الجمعية المغربية للمهندسين والعلوم التطبيقية
 SOCIÉTÉ MAROCAINE D'INGÉNIEURS ET DE PRODUITS CHIMIQUES



ACCUMALUX

SUBCONTRACTS

TESTING



LABORATOIRE PUBLIC D'ESSAIS ET D'ETUDES



cetiev
 Partenariat Technologique de l'Industrie Automobile



SOMASIC
 étrologie

SPECIAL MACHINES



CONSTRUCTION METALLIQUE
RIMET



Association Marocaine pour l'industrie
et la construction automobile

5th floor No 44, 20100, 625
Mohammed V Boulevard,
Casablanca - MAROC

Tél: +212 (0) 5 222 428 82
amica@amica.org.ma
www.amica.org.ma