



MINISTRY OF INDUSTRY  
AND TRADE

# AUTOMOTIVE INDUSTRY IN MOROCCO

OUTLOOK & OPPORTUNITIES



**ADDAHBI IDRIS**  
HEAD OF AUTOMOTIVE STRATEGY DIVISION  
MINISTRY OF INDUSTRY AND TRADE, MOROCCO



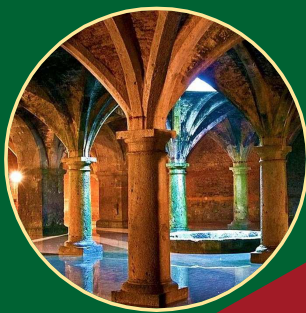
Porto, 18.04.2024

# MOROCCO - PORTUGAL

A COMMON PAST, A LINKED FUTURE



World Cup 2022  
1-0



El Jadida



Portugal

877 km



Mértola



World Cup 2018  
0-1



Morocco





## A ROYAL VISION

THE AUTOMOTIVE INDUSTRY, A ROYAL LONG-TERM STRATEGIC VISION



[...] This is how Morocco has become today an essential global destination in cutting-edge sectors **such as the automotive industry**, in which our country has become a continental leader[...]

*Message from His Majesty King Mohammed VI, may God assist him on the occasion of National Industry Day, March 29<sup>th</sup>, 2023*

”

# MOROCCO

A STRATEGIC CROSSROADS TO SERVE THE WORLD

**+100**  
FREE TRADE  
AGREEMENTS



POLITICAL &  
ECONOMICAL STABILITY



WORLD CLASS  
INFRASTRUCTURES



BUSINESS-FRIENDLY  
ENVIRONMENT



FREE ACCESS  
TO MARKETS



SKILLED  
HUMAN CAPITAL



COMPETITIVE  
PRODUCTION PLATFORM

**+2.3B**  
CONSUMERS

# THE AUTOMOTIVE INDUSTRY

SPEARHEAD OF THE MOROCCAN ECONOMY



1<sup>st</sup>

AFRICAN CAR  
PRODUCER



1<sup>st</sup>

EXPORTING SECTOR  
IN MOROCCO



960k

CAR PRODUCTION  
CAPACITY BY 2025



+220k

JOBS



+250

AUTOMOTIVE  
SUPPLIERS



+14B€

OF EXPORTS  
IN 2023



+69%

LOCAL  
INTEGRATION

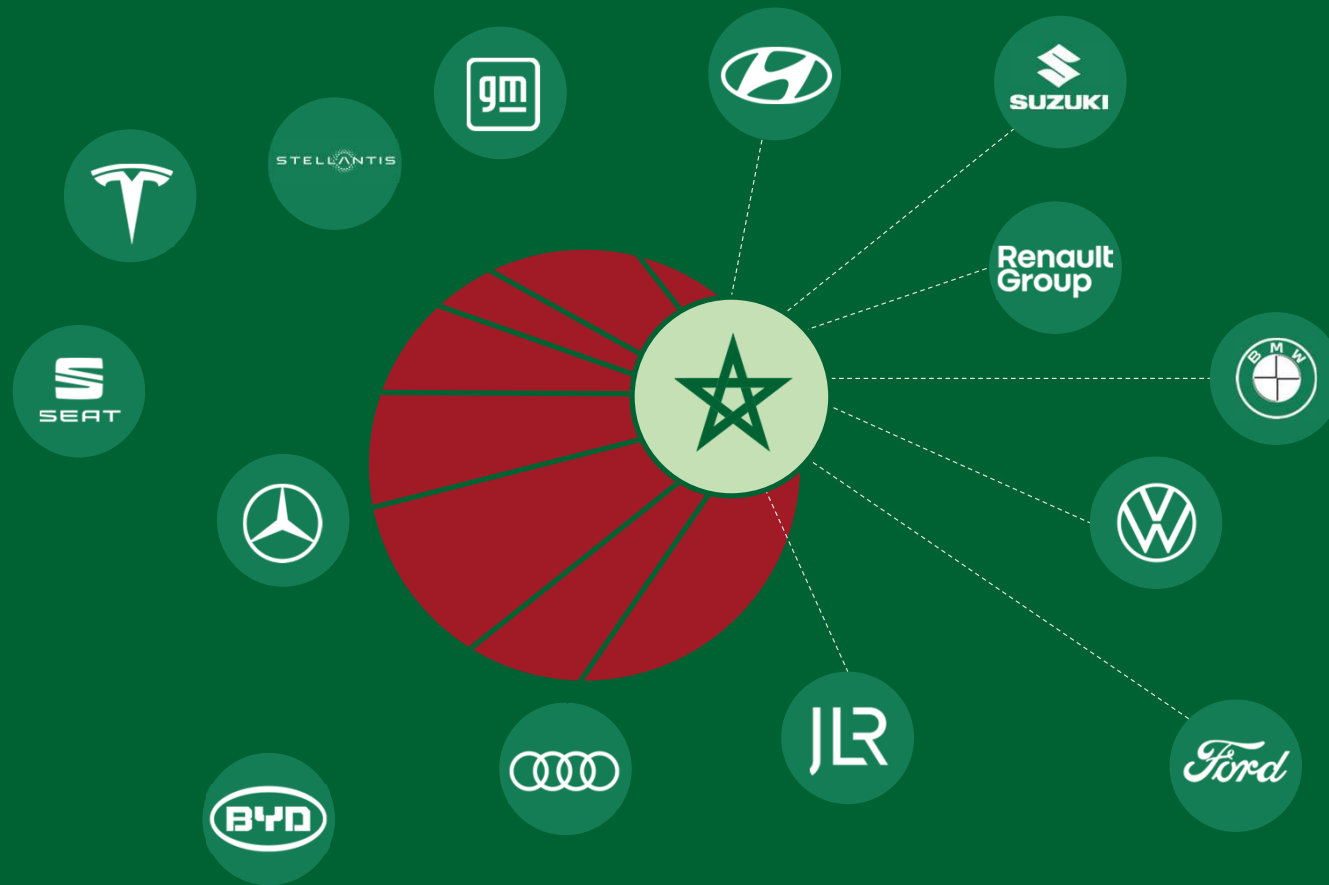


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MAJOR  
OEMS

# AND A COMPETITIVE SOURCING

PLATFORM FOR MAJOR OEMs



STELLANTIS

Renault  
Group

**6B€**

SOURCING CONTRACTS  
WITH STELLANTIS  
AND RENAULT

**7B€**

SOURCING OF PARTS  
FROM MOROCCO IN 2023

*\*Non exhaustive*

# WITH A RANGE OF CARS

PRODUCED INCLUDING EVs



Fiat Topolino



Dacia Jogger



Renault Taliant



Renault Kardian



Neo Motors



Citroën Ami



Opel Rocks-e



Renault Mobilize



Dacia Sandero



Peugeot 208



Dacia Logan



Renault Express Van



Renault Express



Dacia Sandero Stepway

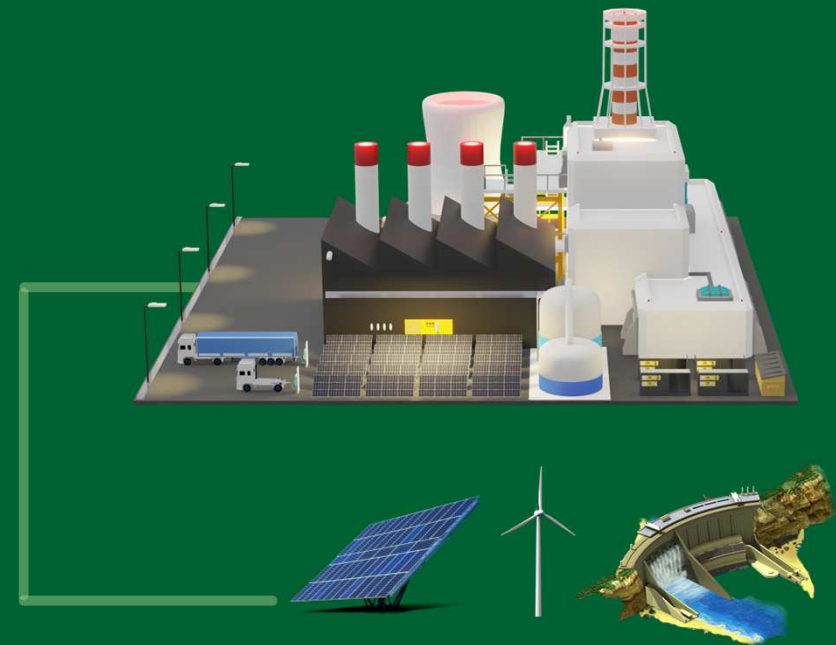
# TOWARDS DEFINED OBJECTIVES OF COMPETITIVENESS AND DECARBONIZATION

## DEVELOPING LOCAL INTEGRATION

Local integration in depth down to the raw material



## CONNECTING FACTORIES TO RES



\*RES: Renewable Energy Sources



# TO BECOME A STRONG EMOBILITY ECOSYTEM

THANKS TO SEVERAL SOLID ASSETS

MOROCCO IS A PLATFORM OFFERING ALL THE NECESSARY PREREQUISITES  
FOR AN E-MOBILITY ECOSYSTEM



**1** ABILITY TO PRODUCE  
ELECTRIC VEHICLES/PARTS



**2** STRONG MINERAL  
RESOURCES INCLUDING  
PHOSPHATE



**3** SIGNIFICANT STATIONARY  
STORAGE NEEDS



**4** AMBITIOUS ENERGY  
STRATEGY BASED ON  
RENEWABLE ENERGIES

# POSITIONNED ACROSS THE ENTIRE EV VALUE CHAIN

TO BE AS COMPETITIVE AS POSSIBLE

MOROCCO AIMS TO POSITION ITSELF ACROSS THE ENTIRE ELECTRIC MOBILITY VALUE CHAIN  
WITH PLAYERS ALREADY IDENTIFIED AND SEVERAL AGREEMENTS SIGNED.



RAW  
MATERIALS



CELL  
COMPONENTS



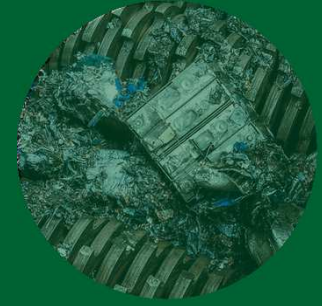
CELLS



BATTERIES



ELECTRIC  
CARS



RECYCLING

# VERY ENCOURAGING GOVERNMENT SUPPORT

AN ARSENAL OF INCENTIVES AVAILABLE TO INVESTORS

**INVESTMENT  
CHARTER**

**FISCAL  
STATUS**

**TRAINING  
SUPPORT**

# VERY ENCOURAGING GOVERNMENT SUPPORT

## INVESTMENT CHARTER

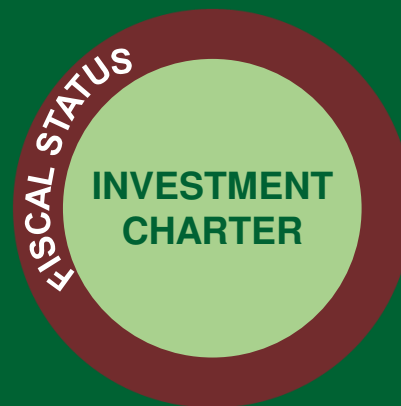
Subsidy up to **30%**  
of investment CAPEX

INVESTMENT  
CHARTER

- + RATIO EMPLOYMENT/CAPEX : >1 and <1,5 → 3%  
>1,5 and <3 → 5%  
>3 → 7%
- + GENDER RATIO IN EMPLOYMENT : 3%
- + RISING AND UP-MARKETS BUSINESSES : 3%
- + SUSTAINABLE DEVELOPMENT : 3%
- + LOCAL INTEGRATION : 3%
- + TERRITORIAL BONUS : 0% or 10% or 15%
- + SECTOR BONUS : 5%

# VERY ENCOURAGING GOVERNMENT SUPPORT

## FISCAL STATUS



### ACCELERATION ZONE STATUS

CORPORATE TAX : 0-5 years : **0%**  
> 6 years : **20%**

CUSTOM FEE : **0%**

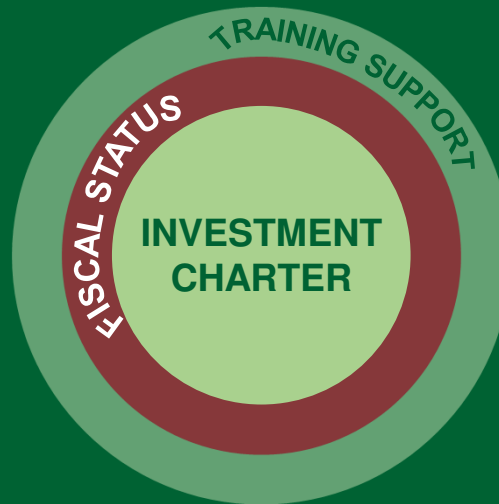
VAT : **0%**

TAX ON DIVIDEND: **0%**

- ✓ **Free repatriation** of profits and capital
- ✓ **Non-double taxation treaties** with +60 countries

# VERY ENCOURAGING GOVERNMENT SUPPORT

## TRAINING SUPPORT

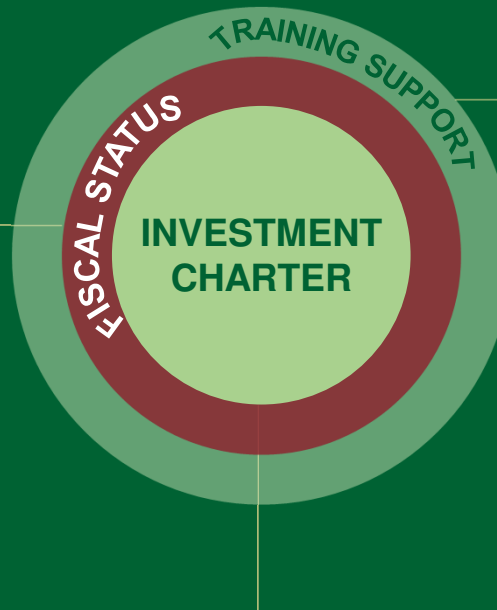


- TRAINING SUBSIDIES
- ENGINEERS : 6000 €
  - TECHNICIANS : 4500 €
  - OPERATORS : 2000 €

# VERY ENCOURAGING GOVERNMENT SUPPORT

AN ARSENAL OF INCENTIVES AVAILABLE TO INVESTORS

Industrial Acceleration  
Zones with **0%** VAT and  
**0%** custom duties



Subsidy up to **6000 €**  
for HR incl. engineers,  
technicians & operators

Subsidy up to **30%**  
of investment CAPEX

# THEY TRUSTED MOROCCO





**IT'S YOUR TURN NOW**  
**YALLA, VAMOS**



**THANK YOU,**  
**شكراً**  
**OBRIGADO**