

Choose Marrakech-Safi



المركز الجهوي للاستثمار - مراكش أسفي
ⵎⵓⵔ ⵏ ⵉⵎⵓⵔ ⵏ ⵎⵓⵔ ⵏ ⵎⵓⵔ ⵏ ⵎⵓⵔ
Centre Régional d'Investissement - Marrakech Safi



مُحَمَّدُ بْنُ عَبْدِ اللَّهِ الْمَلِكُ مُحَمَّدُ السَّيَّادِي نَصْرُهُ اللَّهُ

Royal Vision

Growth and Development

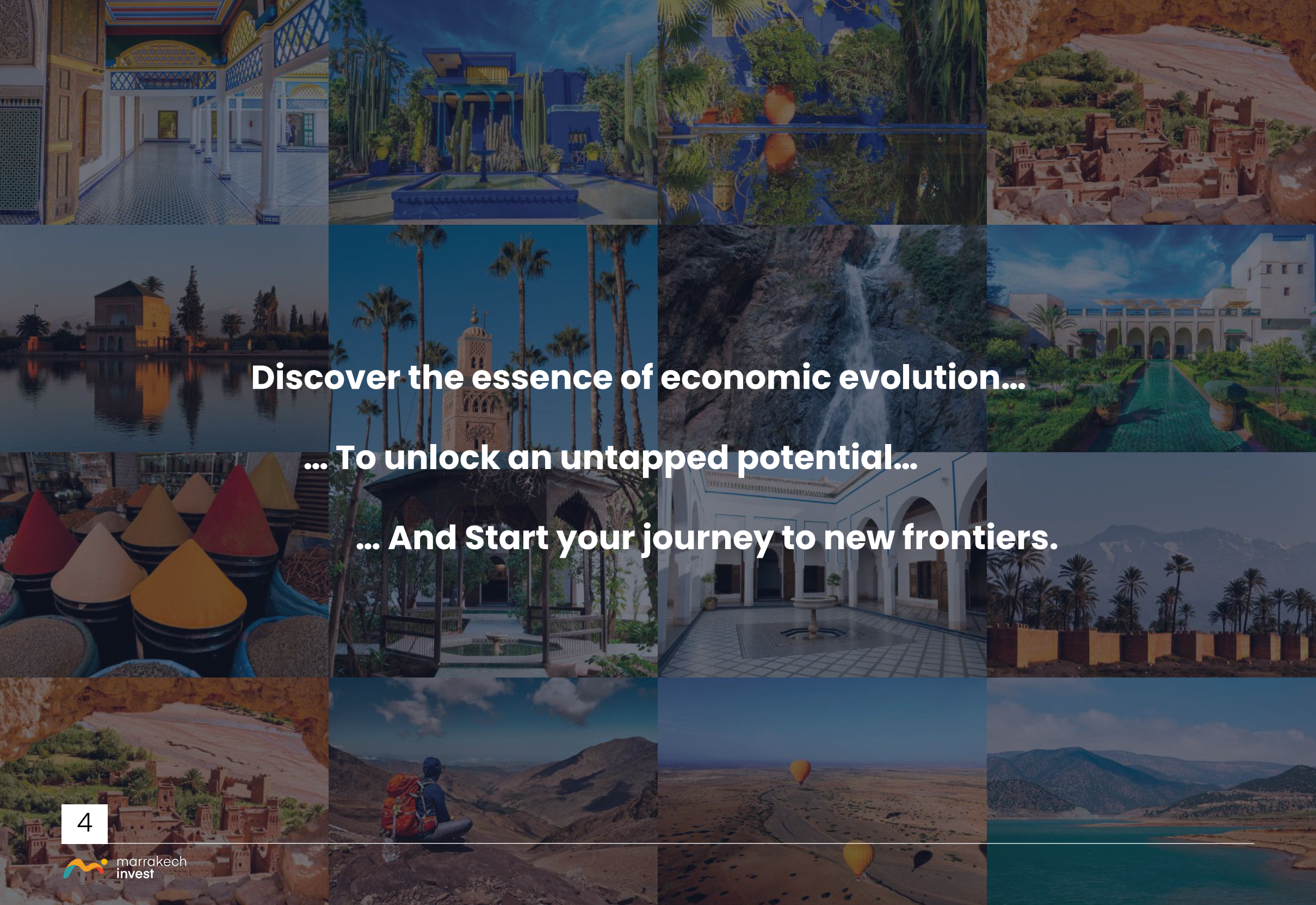
"Today, we are witnessing the dawn of a new revolution – one in which we seek to rise to the challenge of completing the construction of modern Morocco; a revolution through which we aim to give Moroccans the place they deserve in life, especially our young people, whom I have always regarded as the country's true wealth."

Excerpts from the Speech of His Majesty The King Mohammed VI, May God Assist Him, on the 65th Anniversary of the Revolution of the King and the People

"Today, we are counting on productive investment as a lever for boosting our economy and making sure our country engages in the promising sectors.

We expect the new investment charter to significantly enhance Morocco's attractiveness as far as both domestic and foreign investment is concerned."

Excerpts from the Speech of His Majesty The King Mohammed VI, May God Assist Him, to Parliament on the occasion of the opening of the 1st session of the 2nd legislative year of the 11th legislature



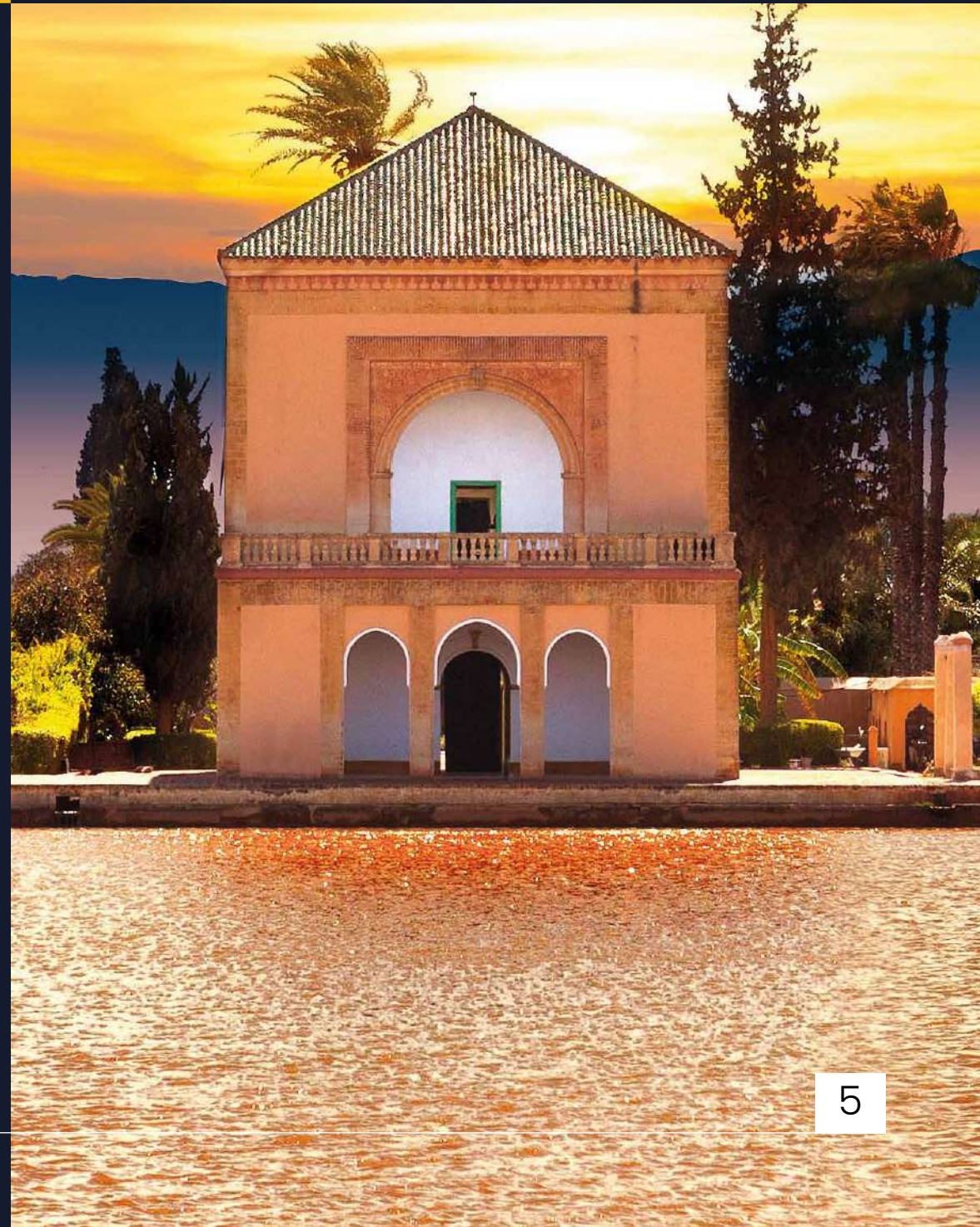
Discover the essence of economic evolution...

... To unlock an untapped potential...

... And Start your journey to new frontiers.

There is more to Marrakech-Safi than what meets the eye. Most people around the world know the magical place that is Marrakech, that steals away the heart of every visitor who discovers a world of wonders where authenticity meets the future. But what most people don't know is the multiple assets and business opportunities that go beyond history and culture. Did you know for instance that this region is home to the world's largest phosphate reserve... or that the origin of humanity can be traced back here with the discovery of fossils of the first Homo Sapiens on earth ?

Marrakech-Safi is also a hub for sustainability as illustrated by the multiple projects of wind and solar farms or the birth of the first Moroccan made EV charging station. This destination is also a hub of innovation and creative industries and this is shown by the inventions and talents from here such as the humanoid robot or the membership of Essaouira in the UNESCO's Creative Cities Network. In addition to that and thanks to its top-notch health and education infrastructure, beautiful nature, rich cultural life and culinary arts, Marrakech-Safi is one of the best places to live in.



OVERVIEW



DISCOVER THE ESSENCE OF ECONOMIC EVOLUTION

A region where it feels good to live and good to invest thanks to an exceptional climate and unmatched diversity



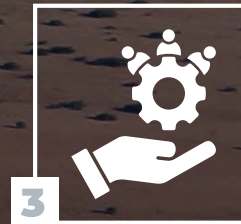
DIVERSITY OF LANDSCAPES

between land and sea, mountain and desert, urban and rural



DIVERSITY OF RESOURCES

phosphate, gypsum, PAM, fish, sun, wind



DIVERSITY OF SECTORS

Tourism, industry, logistics, services, blue economy, agribusiness, pharmaceuticals, creative industries, green mobility, renewable energy, building materials.



MULTIPLE CENTERS OF ATTRACTION AND COMPETITIVENESS

Marrakech, Al Haouz, Rhamna, Kelâa des Sraghna, Chichaoua, Youssoufia, Safi and, Essaouira.

World Class Infrastructure

With a strategic location, the region boasts a high-quality infrastructure that facilitates the movement of people and goods, including two international airports, 3 ports and no less than 6 300 km of road network.

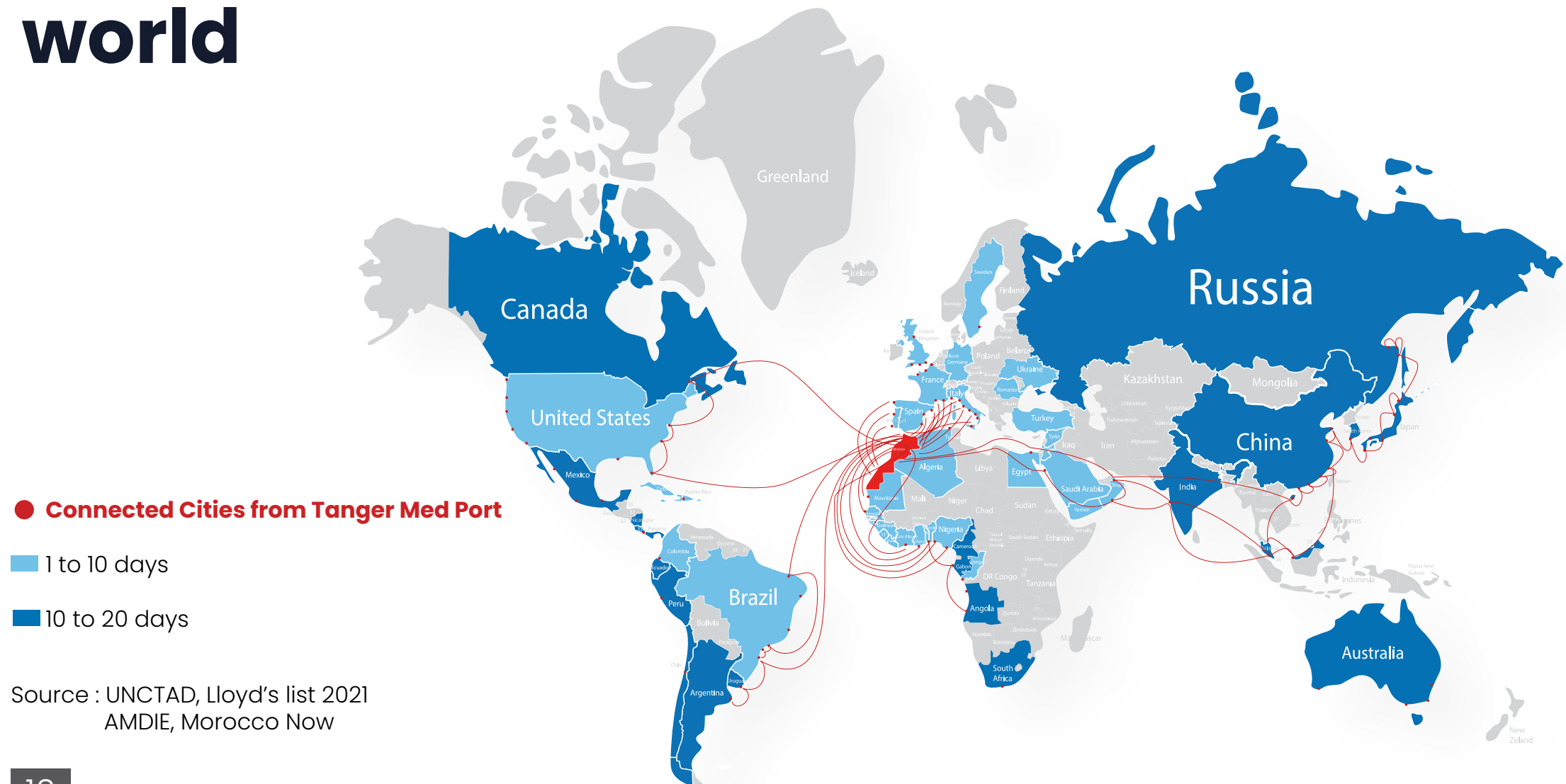
-  Highway
-  National Road
-  Railway network
-  Airport
-  Port



Creating a land of business opportunities...

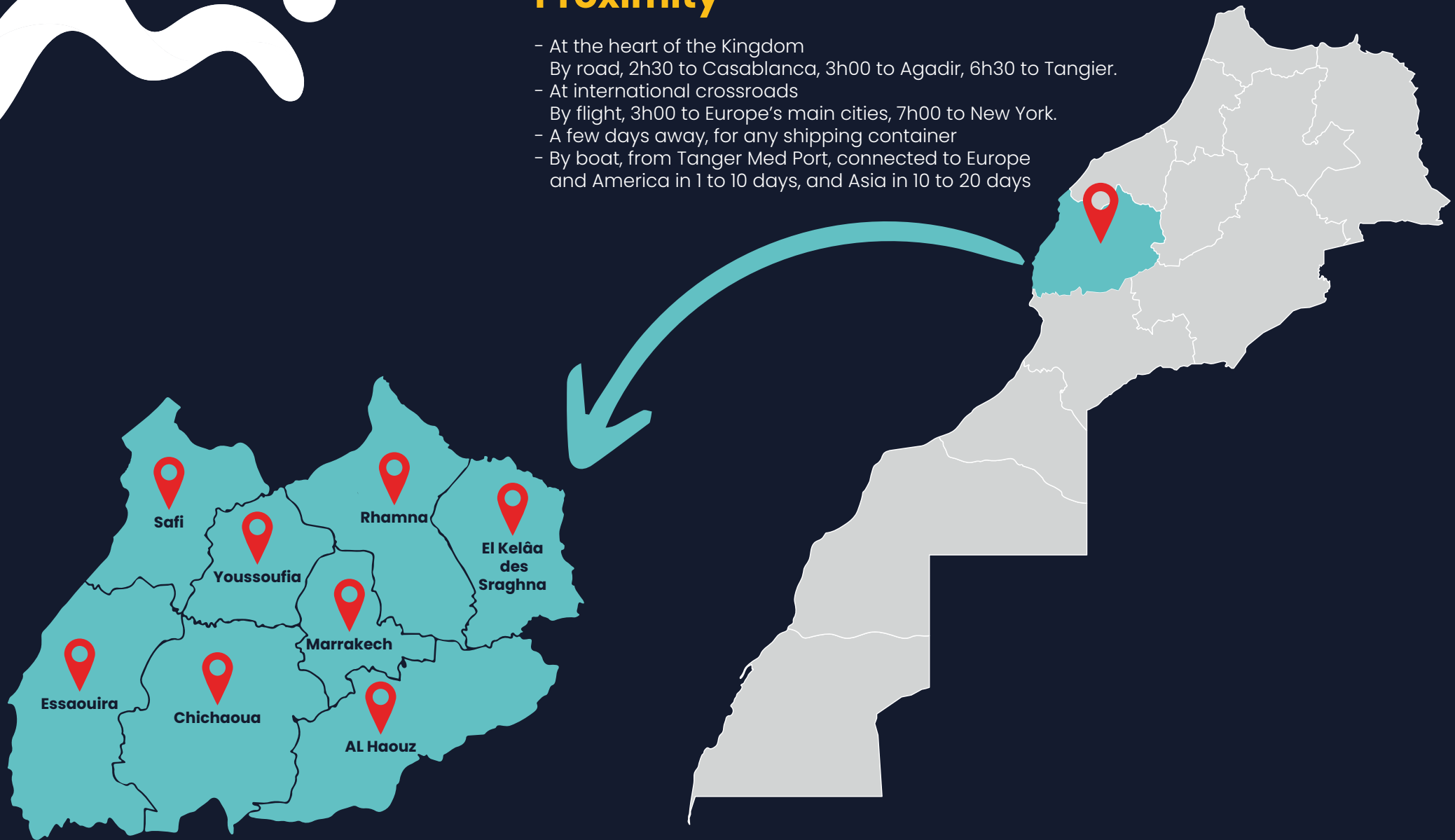


For a globalised world



Proximity

- At the heart of the Kingdom
By road, 2h30 to Casablanca, 3h00 to Agadir, 6h30 to Tangier.
- At international crossroads
By flight, 3h00 to Europe's main cities, 7h00 to New York.
- A few days away, for any shipping container
- By boat, from Tanger Med Port, connected to Europe and America in 1 to 10 days, and Asia in 10 to 20 days



DISCOVER THE ESSENCE OF ECONOMIC EVOLUTION

Gateway to Africa's Potential

A bridge between international markets

Marrakech-Safi serves as a crucial connection that links Africa to Europe. Its blend of trade and culture combines African potential with European demand, making it an appealing investment spot for those who seek access to both markets.

Leverage Marrakech-Safi's strong economic assets

DISCOVER THE ESSENCE OF ECONOMIC EVOLUTION

An ideal platform to produce from



A solid manufacturing platform, with over 700 industrial plants employing a workforce of over 32 000 people



The industrial sector weights 16% on the overall Regional added value (average over 2015-2018)



A talented workforce, multilingual and dedicated. 30% of the region's population is under 15 years old



Rich in natural resources, with the Region contributing to 20% of national mining production

Located one step away from the world's main markets



Free trade agreements with over 50 countries and preferential agreements with more than 20 other countries.



Privileged access to an international market of more than 1 billion consumers thanks to the FTAs



Reach your European market in a 3 hours flight, American in a 6 hours African in a 4 to 5 hours



A gateway to the African market and notably the world's largest free trade zone ZECLAF, who aims at creating a potential pool of 1,2 Billion consumers

And being home as well to a growing pool of local consumers



Marrakech, 1st touristic destination in Africa, 9th worldwide by Trip Advisor, welcoming every year 9 Millions visitors



Highly digitalized with a smartphone penetration rate of more than 80% in Morocco



Highly digitalized with a smartphone penetration rate of more than 80%*



Browse a rich, pioneering, and diversified economy

Many leading sectors and ecosystems



Agri-Food

2 Million Ha of utilized agricultural land, with niche products such as capers.
134 food processing plants.



Pharmaceuticals and cosmetics

2nd region for exports of aromatic and medicinal plants, with 21.2 KT.



Renewable energies

Optimum wind speed in Safi and Essaouira, 1 wind farm operational and several planned



Tourism & Hospitality

8 best city Travelers' Choice 2023, and a destination with a total of +9Million overnight stays per year (2019)



Cultural & Creative Industries

Essaouira is part of UNESCO's Creative Cities Network, and the region is Morocco's No. 1 export hub for handicrafts.



Green Mobility

An industry with more than 10 players in green mobility, an industry in the making.



Building materials

4 000 new buildings received planning permission in 2019. High demand for professional buildings.



Transport & Logistics

In the heart of the Kingdom - 2h30 from Casablanca; Excellent export platform to other African countries



Blue economy

A 270KM coastline and a region renowned for its canning factories (29) and the quality of its fish.



Marrakech-Safi

More than a region

Marrakech-Safi is a pearl polished by history, with a taste for hospitality, and a real knowhow in welcoming guests.

Marrakech-Safi is more than just landmarks, it's a blend of cultural heritage and economic adaptability. Ancient trade stories mirror today's active commerce, and traditional wisdom influences modern strategies. The region is a hub where history fuels the economy. Investors here will find a place, where culture boosts business growth.

Investment Friendly Policies

Marrakech-Safi is a hub for business growth in Morocco.

As the country aims to expand its economic reach, Marrakech-Safi Region offers a supportive environment for businesses. Here, regulations actively support and boost enterprises, allowing them to thrive and innovate. With attractive incentives for investors, and a new national Investment Charter, Morocco showcases what's possible when vision meets potential. For businesses seeking growth, Marrakech-Safi provides a dynamic ecosystem that promotes success. Invest here for a supportive and prosperous business environment.

The New Investment Charter





KEY INVESTMENT DRIVERS





Skilled Workforce

Marrakech-Safi's true unique competitive advantage is its people

We believe in our talents and human capital. We have a culture of excellence, dedication, and passion for work. With a young population, the region provides businesses with a dynamic and agile talent pool, ready for innovation. Investing here means partnering with a future-ready workforce eager to meet industry needs.

Choose Marrakech-Safi for a skilled, talented, and youthful team.



A competitive workforce

- Active working population of 1,55 M
- ~30% of the Region's population is 15 years old and less
- Multilingual : Arabic, French, English, Spanish, Portuguese, German and more



Qualified and skilled

- 100 000 students per year
- A university, ranked 1st among all Moroccan Universities in Times Higher Education 2021
- A mega campus, dedicated to education, research, and 4.0 industries.

Dynamic and qualified workforce



With innovation at heart

- 1 Cité de l'Innovation
- An ecosystem dedicated to innovation (Green Energy Parc, DataCenter, 1337, ...)
- Startgate, 1st African start-ups incubator and accelerator.



With a learning culture

- 214 vocational schools, with over 49 000 students benefiting from hyper focused training each year
- Joint programs with leading universities worldwide, MIT, HEC Paris, Columbia, McGill University, etc.



A vibrant region to live and explore...

Experience the Best of Both Worlds in Marrakech-Safi

The region offers a mix of tradition and modern living. Explore the vast Toubkal National Park, home to North Africa's highest peak. Enjoy world-class cuisine from Michelin star chefs. Experience the cultural heartbeat in Essaouira, attracting hundreds of thousands yearly, and explore over 30 museums rich in history and art.

For adventure seekers, there's a top-ranked surfing spot at Ras Lafaa, balloon rides, and paragliding. Unique city tours on side cars and exhibition parks add to the experience.

Marrakech-Safi is not just for business, it's a vibrant place to live and explore.



...that attracts more and more business gatherings...

The Region is a favored host for international trade expos, seminars, and conferences, drawing industry leaders and visionaries from across the globe. A few notable highlights were the prestigious COP 22 summit, hosted in Marrakech in 2016, the GITEX Africa, the Bloomberg New Economy Gateway Africa, or currently the World Bank's and the International Monetary Fund's Annual Meetings. Events that bring together decisions makers and world leaders around key topics of utmost importance for the international community. With the business tourism sector's global worth estimated at a staggering one trillion USD, Marrakech's share of this pie stands at a significant \$1,000 MD USD, marking a commanding presence in 21.4% of the world's travel and hospitality domain, and confirming the MICE positioning of the location.

KEY INVESTMENT DRIVERS

...enjoy a mosaic of experiences

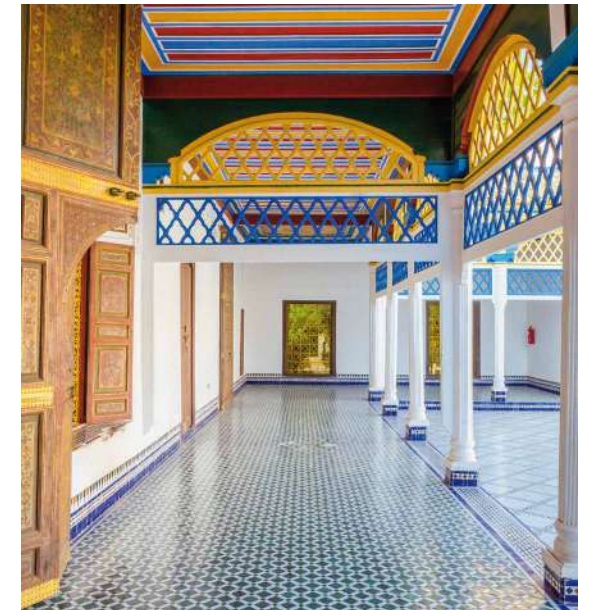
Marrakech-Safi

offers diverse experiences. From moon-like deserts to snowy peaks and surfing waves, there's something for every adventurer.

Marrakech-Safi

is alive with its world's recognized Medinas and monuments. Part of the UNESCO's network of Creative Cities, Essaouira, stands as a regional nest for artists and art lovers alike. The Region is also a center of literature, culture and future oriented research, with Marrakech and Benguerir being in the network of learning cities.

Its people – known for their warm hospitality –, the local cuisine – qualified as memorable –, and its unique signature that brings together nature, history, and culture – make the Region a must see of any bucket list.



Natural Highlights

Surfer's Paradise

A sprawling 270 km coastline, studded with globally recognized surf and kitesurfing locales, boasts the world's seventh most exquisite wave.

Mountain Beauty

Spanning 300 km, the Region is home to North Africa's highest summit, and Toubkal National Park.

Emerging Tourism Niches

Beyond its established allure for leisure travelers, Marrakech-Safi is rapidly carving its niche in specialized tourism segments, most notably ecotourism, business and medical tourism.

A Pinnacle of Global Hospitality

Marrakech-Safi

is a global hub for tourism, known for its exceptional hospitality. As Morocco's tourism centerpiece, it's celebrated for its beauty, leisure, and unforgettable experiences. Choose the Region for a world-class travel and stay.

Foremost in Africa

Marrakech claims its position as the premier tourist destination on the African continent.

Global Footfall Annually

The city welcomes an impressive near -10 Million visitors.

Lodging Landscape

With more than 2000 rated hotels and accommodations, the region shoulders nearly half of Morocco's hospitality offerings.



YOUR JOURNEY BEGINS HERE...

**Plant your ambitions in Marrakech-Safi
and watch them flourish in the heart of Morocco.**

#CRI missions

Your regional investment one stop shop

Promotion

- Research
- Planning
- Development

Territorial promotion and Investment impulse

Contribute in building regional development strategies for an augmented territorial attractiveness.

Facilitation

- Single Point of Contact
- E-Gov
- From 12 steps to 1

End-to-End Single Point of Contact

Assist investors in the process of business creation and support them through administrative procedures and in the obtention of all required authorizations.

Aftercare

- SME/Entrepreneurs
- Sustain the activity
- Conflicts resolution

Optimized decision-making process.

Support companies from end to end. Assist enterprises in conflict resolution as well as expansion, scaling up, partnering and networking.





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