

2017 Edition

Morocco in Focus

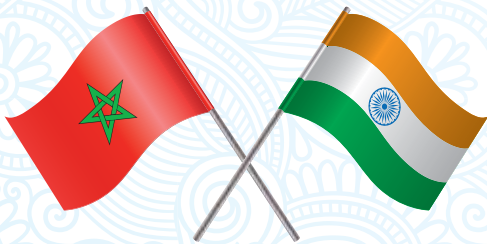


Celebration of
60 YEARS
of Diplomatic Ties

A Publication of the Embassy of the Kingdom of Morocco in New Delhi (India)

On the occasion of
Morocco National Day
the 18th Anniversary of the
Enthronement of His Majesty Mohammed VI,
King of Morocco,
we extend our heartiest
congratulations to the King and His people.

Together, we will continue to strengthen our ties
for the mutual benefit of our nations.



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Morocco under the Reign of His Majesty Mohammed VI: 18 Years of Leadership in Promoting Reform

I. REFORMS AND HUMAN RIGHTS

Reforms and Human Rights Overview

Morocco has been on a steady path of reform for decades. Since ascending the throne in 1999, King Mohammed VI has consolidated, accelerated, and broadened democratic reforms begun during the reign of his father, King Hassan II, in an effort to empower individual citizens and the institutions that represent them. King Mohammed VI is committed to this democratization, noting in 2003 that Morocco's, "strength lies in the democratic system we have opted for as an irreversible choice which, coupled with a proactive, committed diplomacy, involving parliament, political parties, trade unions and

civil society, will help us in the defence of our just cause."

Toward this end, King Mohammed VI has developed initiatives to promote citizen participation in politics and decentralization, human rights, gender equality, and equitable human development. Under King Mohammed VI, Morocco has had a series of free and fair parliamentary and local elections. Morocco is in the initial stage of a new regionalization process to devolve power to local and regional elected officials, bringing decision-making closer to local communities. The Equity and Reconciliation Commission (IER) was created to identify and redress past human rights abuses. An autonomous human rights council with increased investigative and monitoring powers National Council of

Human Rights (CNDH) has been established to protect civil and human rights. Morocco's family code has been reformed to give women equal standing with men. Mandatory quotas have been set for the inclusion of women in national and local elections. The National Human Development Initiative (INDH) was established to build sustainable futures for Morocco's most disadvantaged communities. And sustained efforts are ongoing to fight illiteracy in order to promote economic and political progress.

Moroccan Constitution

Decades of reform were officially consolidated when Moroccans voted overwhelmingly in favour of a new constitution establishing a constitutional monarchy with separation of powers, enhanced responsibilities for local and regional governments, and clear support for the multicultural, multi-religious character of Moroccan society.

The 2011 Constitution:

- Establishes that the Head of Government will be appointed from the party that wins the most seats in the Parliament in the upcoming elections.
- Expands the powers of the Head of Government and the Parliament, giving them broad legislative powers.
- Empowers Moroccans with more control and leadership at the local government level-making local and regional officials directly accountable to voters.





- Establishes independent agencies to guarantee civil and human rights protections.
- Establishes an independent judiciary with a newly mandated Constitutional Court.
- Includes recognition of Morocco's cultural identity of diverse ethnicities, religions, languages, and traditions.

Political Reform

Since ascending to the throne in 1999, King Mohammed VI has remained committed to creating a new relationship between the state and its citizens through an ongoing process to empower Moroccans and the institutions that represent them.

The Constitutional reform of 2011, overwhelmingly approved by referendum, enshrined several key changes to Morocco's political system. It strengthened the principle of separation of powers and solidified the rule of law by broadening the legislative powers of Parliament and mandating an independent Judiciary.

Morocco now has the most advanced political party and parliamentary system in the Arab World.

judicial independence is upheld, the Constitution authorizes judges to refer any infringements on their independence to the Superior Council of Judicial Power, which is responsible for judicial oversight.

The Constitution also establishes a Constitutional Court authorized to rule on the constitutionality of legislation. The Constitution requires that organic laws be submitted to the Constitutional Court by the Parliament prior to implementation and also authorizes cases to be brought

from among the sitting Court members. In October 2013, King Mohammed VI chaired a Ministers' Council meeting that adopted a draft organizational law for the Court, which outlined its organization, composition, length of members' mandate, and rules and procedures for its work and administrative organization.

Morocco also recently announced a Justice Reform Charter to consolidate the independence of the courts, raise ethical standards within the justice system, and strengthen protections for human rights and freedoms. Upon adoption by the Parliament, the Charter will serve as a roadmap with clear objectives and mechanisms for implementation of the judicial reforms outlined in the 2011 Constitution.



His Majesty Mohammed VI, King of Morocco

Human Rights

Morocco is a leader in the Arab world on human rights, women's rights, and religious freedom. For more than 20 years, the country has undertaken substantial initiatives to promote and protect citizens' rights.

Civil liberties, including freedom of speech, the press, assembly, and association, are enshrined

in Morocco's Constitution. Gender equality is likewise guaranteed under the law. The right to freedom of worship is protected; wives in Morocco share responsibility for family with their husbands and have equal rights to property in divorce; past human rights violations are publicly investigated, and victims and their families compensated.

In 2011, Morocco replaced the existing human rights agency with National Human Rights Council (CNDH), enshrined in the

Judicial Reform

The 2011 Constitution guarantees the independence of the judiciary and establishes several mechanisms to ensure the separation of powers. The Constitution mandates that the Judicial branch be independent of both the Executive and Legislative branches, explicitly stating that a "judge may not receive injunction or instruction, nor be submitted to any pressure whatsoever." To ensure that

directly to the Court when issues of unconstitutionality are raised in the course of judicial proceedings.

The Constitutional Court is made up of twelve members serving nine-year terms. Six members are designated by the King, three members are elected by the Chamber of Representatives, and three members are elected by the Chamber of Councillors. The President of the Constitutional Court is appointed by the King





Constitution as a fully autonomous body with increased investigative and monitoring powers. Since March 2011, the CNDH has been active in monitoring human rights at the local, regional, and national levels. CNDH, Morocco's active civil society, and reform-minded government have worked together to address ongoing human rights challenges through both judicial and legislative mechanisms. In the past year alone, Morocco has made significant advances in its human rights policies in the areas of migration, women's rights, and the court system.

development initiatives and promote economic growth in the private sector, the Kingdom has launched strategic development plans for green energy, small and large agricultural holdings, seaside tourism development, off-shoring/call centres/ITC, seven key industrial sectors ranging from aeronautics and automobile parts manufacturing to textiles, low-cost housing, and urban redevelopment.

At the core of these efforts is the goal of raising human development and economic growth and ensure

Morocco continues to successfully fight against terrorism within its borders, and cooperates closely on counter-terrorism efforts with the United States (US), the European Union (EU), and countries in the Sahel, the Maghreb, and sub-Saharan Africa.

Morocco works with its neighbours to peacefully resolve issues that stand in the way of the full cooperation necessary to advance regional economic success and political development. Toward this end, in 2007, Morocco proposed a compromise solution to the three-decade-old Moroccan Southern Provinces conflict that has been welcomed by three US administrations, the US Congress, and most of the international community.

In 2011, Moroccans voted overwhelmingly in favour of a new Constitution that will maintain and enhance Morocco's reformist path by establishing a constitutional monarchy

Development Initiatives

Morocco has undertaken a multi-year strategy to promote human development and greater economic growth. In 2005, an analysis of the first 50 years of Morocco's development was conducted to assess achievements and next steps. In 2006, the multibillion dollar National Initiative for Human Development (INDH) was launched to reduce poverty, increase social and health services to marginalized communities, and create sustainable economic development projects.

The Kingdom has also committed to achieving the 2015 Millennium Development Goals, which focus on reducing extreme poverty, providing potable water to all parts of the country, promoting maternal and child health, and achieving universal primary education and gender equality. It is currently on track to meet these goals.

To complement its human

better access to quality education and job opportunities.

II. POLICY

Policy overview

Morocco plays a leading role in the international community and maintains a strong commitment to promoting stability and security, human development, economic growth, and democracy throughout the Middle East and Africa.

Morocco has been a staunch ally of the United States for more than two hundred years. Today, that friendship and cooperation continues in many fields, highlighted by a common commitment to peace, democracy, combating terrorism, and advancing regional security and development. The US-Morocco friendship was further solidified in September 2012 with the launch of a Strategic Dialogue.

Morocco- US Bilateral Relationships

Morocco and the US have had a special relationship since 1777, when Morocco was the first country to recognize the newly independent United States. In 1786, the US signed its first treaty of commerce and friendship with Morocco – the longest-standing such treaty with any nation. Morocco aligned with the Allied forces in World War I and aided American and British forces in World War II.

Under the leadership of King Mohammed VI and the last three US Administrations, the Morocco-US relationship has advanced on economic, political, social, and security fronts, highlighted by a common commitment to combating terrorism, the 2004 Free Trade Agreement, the designation of Morocco as a non-NATO Ally, and the signing of a \$697.5 million Compact with the Millennium Challenge Corporation to reduce poverty and increase economic growth.

In recognition of this strong alliance, on September 13, 2012,



The Kingdom of Morocco... a Developmental Vision for the Future



Morocco and the United States launched a Strategic Dialogue—one of about two-dozen such agreements in existence.

Morocco Southern Provinces

Since 1975, when Spain withdrew from its nearly century-long colonial domination of the region, then called “Spanish Sahara,” the Moroccan Sahara has been an area of conflict between Morocco and the Algerian-backed Polisario Front. In 1991, a ceasefire was declared, and a UN peacekeeping mission, the United Nations Missions for the Referendum in Moroccan Sahara (MINURSO), was established to bring an end to the conflict. Although the ceasefire has held, subsequent attempts to negotiate peace have not succeeded, and a humanitarian crisis created by the conflict continues to this day. Tens of thousands of Sahrawi refugees have remained trapped in desperate conditions in Polisario-run camps in Algeria for more than 30 years.

In an effort to break the political impasse, address the humanitarian crisis, and respond to the UN abandoning the idea of a referendum in favour of a negotiated political solution, Morocco unveiled a compromise political solution for its southern

parts in 2007. The Moroccan autonomy plan, based on autonomy for the territory under Moroccan sovereignty, has been supported by three consecutive US administrations, beginning with Bill Clinton, and endorsed by bipartisan majorities of the US House and Senate.

In addition to offering a compromise political solution to the artificial conflict, Morocco has invested billions of dollars in the development of region, where Sahrawis enjoy the rights, privileges, and responsibilities of Moroccan citizenship. Morocco’s latest initiative the Autonomous Plan for the Southern Provinces, the Economic, Social, and Environmental Council Regional Development project aims to promote further development and empower local and regional officials to develop local solutions to human rights and economic and development challenges in the south of Morocco.

Achieving a lasting political solution to the Moroccan Sahara conflict is increasingly urgent, as the conflict contributes significantly to instability in North Africa and the Sahel, which is currently plagued by turmoil that threatens the region and beyond. This conflict stands in the way of economic and security

cooperation essential to fighting the dangerous expansion of terrorist activity in the region, as well as promoting much-needed regional development.

The Truth about the Polisario

The Polisario Front (Polisario), the self-proclaimed “leader” of Sahrawis fighting for independence for the Moroccan Sahara, is in reality a one-party dictatorship that does not represent the Sahrawi people and does not promote their best interests in pursuing a peaceful solution to the Moroccan Sahara conflict. The Polisario has been controlled by the same authoritarian leader, late Mohammed Abdelaziz, for more than 30 years and allows no real democratic process.

The Polisario routinely violates the human rights of tens of thousands of Sahrawi refugees who have remained trapped in desperate conditions in camps near Tindouf, Algeria for more than three decades. In the camps, there is no freedom of speech, association, or movement; no independent civil society; and no independent judiciary or political parties. Access to the camps by outside human rights monitors is limited and subject to strict visa requirements. The Polisario has





consistently refused to allow the United Nations (UN) to conduct a census that would help it better provide relief assistance to the refugees. Instead, eyewitnesses report that the Polisario routinely diverts food aid intended for the camp populations, selling it on the black market.

The Polisario has abrogated its international responsibilities to negotiate a political solution to the conflict, consistently threatening to return to armed struggle and refusing to compromise in UN-led negotiations. This strategy has serious consequences not only for the refugees, but also for the region more broadly.

What is currently a humanitarian crisis is quickly becoming a security crisis, to which the Polisario is contributing by failing to provide economic opportunities for the refugees or allow them to seek such opportunities outside the camps. As a result, there is overwhelming evidence that members from the Polisario-run camps near Tindouf, Algeria fought alongside al-Qaeda in

the Islamic Maghreb (AQIM) and the Movement for Unity and Jihad (MUJAO) in northern Mali; have high-level links with al-Qaeda leaders who operated in Mali; with the bloody terrorist group Boko Haram in Nigeria and neighbouring countries and continue to engage in smuggling drugs and arms in the Sahara/Sahel. In addition, reports confirm that the camps have become a recruiting ground for terrorists and traffickers operating in the region, and a potential refuge for jihadists forced out of northern Mali by the actions of French and African forces.

The reality of Polisario malfeasance, in the camps and outside them, greatly increases the urgency of negotiating a solution to the dispute over this part of Morocco and promoting durable solutions to the refugee crisis.

Regional Security

As a stable country in a region afflicted by political turmoil and increasing terrorist activity, Morocco is committed to

promoting regional security and cooperates closely on counter-terrorism and other security efforts with the US, the European Union, and its neighbours in the Maghreb, Sahel, and sub-Saharan Africa. Select efforts include:

- Joining the Trans-Saharan Counter-terrorism Partnership Initiative;
- Dismantling terror cells and foiling attempts to establish terrorist training camps in Morocco;
- Conducting joint military exercises with the United States through the Africa Lion program;
- Contributing troops, military observers, and policy to UN Peacekeeping Missions in Africa;
- Providing access to Moroccan bases to France, Spain, and Portugal during the Mali crisis;
- Strengthening ties with African neighbours, including Senegal, Chad, and Cote d'Ivoire.

Morocco has also instituted successful counter-terrorism measures at home, using a variety





of both hard and soft power. In addition to the anti-terrorist activities of its security forces, Morocco works to block terrorists' access to financial resources, reduce the attraction of terrorism by combating economic and political marginalization, and promote moderate Islam in its mosques and relations with other religions.

Regional Political and Economic Development

Morocco participates in the Maghreb Arab Union as part of its commitment to regional integration and recognition of the long-standing cultural bonds among the people of the Maghreb. The country also plays a key role in socio-economic development in North and sub-Saharan Africa. In 2013, Morocco strengthened its ongoing ties with African neighbours including Senegal, Gabon, Cote d'Ivoire, Nigeria, Rwanda and Ethiopia through the signing of numerous bilateral agreements on economic cooperation.

Recognizing that building human capacity is critical to the development of economic and political success in the region, Morocco also fosters education and provides training that contributes to the formation of a viable civil service capable of promoting real socioeconomic development and democratic change. Currently, 10,000 students from sub-Saharan Africa are enrolled in Moroccan universities.

III. BUSINESS

Business Overview

Morocco has many assets that make it a highly attractive place for foreign investment: a strategic geographic location with easy access to Europe, the Middle East, and Africa; trade agreements with the US, the European Union, and Middle East and African

countries; social and political stability; a skilled labour pool; and rising gross domestic product.

In addition, over several decades, Morocco has become a preferred regional business centre by implementing improvements to its economic laws and incentives, including a simplified tax code and customs regulations, and the establishment of regional investment centres to assist companies located in major cities throughout the country.

Morocco Business Profile

Since King Mohammed VI ascended to the throne in 1999, Morocco's economy has seen steady growth, falling

Morocco's push for infrastructure and economic revitalization. The deepwater port includes a commercial and industrial free-trade zone, cementing Northern Morocco as an important logistics route connecting Asia, Europe, and the Americas. The project has had a significant impact on the local economy, creating an estimated 140,000 jobs and improving the competitiveness of Moroccan businesses through improved access to foreign markets.

Morocco is also a regional leader in technology adoption. Morocco has set a goal of expanding its renewable energy capacity to 42% of total electricity output by 2020, and according to the CIA

Morocco strengthened its ongoing ties with African neighbours including Senegal, Gabon, Cote d'Ivoire, Nigeria, Rwanda and Ethiopia through the signing of numerous bilateral agreements on economic cooperation.

unemployment, improved access to education and health services, and low inflation. Under the King's leadership, Morocco has implemented several significant economic development strategies and massive infrastructure projects to improve Morocco's competitiveness both regionally and globally. Additionally, to boost exports, Morocco entered into a bilateral Free Trade Agreement with the United States that came into force in 2006 and an Advanced Status agreement with the European Union in 2008, which was given enhanced status in 2013.

Tanger-Med, one of the largest ports on the Mediterranean and in Africa, is an example of

World Factbook, Morocco ranks 29 and 31 globally in terms of Internet access and mobile phone ownership rates, respectively.

Doing Business in Morocco

At the core of Morocco's effort to encourage foreign business is the 1995 Investment Charter Law, which simplified the tax code and offered tax incentives for foreign investment. Incentives include a 2.5 percent discounted tax rate for land acquisitions intended for housing developments; a 0.5 percent tax on any company contributing to capital formation or capital increase; and an exemption from registration fees when purchasing land intended for capital investment.





The Charter also shields foreign investors from paying value added tax (VAT) on imported equipment, materials, and goods, and exempts start-up firms from license fees, corporate taxes, and general income taxes for five years.

As additional incentives, Morocco has simplified its customs schedule and is improving its labour pool by investing in appropriate vocational training.

IV. CULTURE

Culture Overview

For centuries, Morocco has been enriched by a variety of ethnicities and religions: Berber, Arab, African; Muslim, Jewish,

winning literature, film, and popular music. Film, music, and art festivals celebrating Morocco's cultural diversity take place throughout the country, in Marrakesh, Fez, Essaouira, Casablanca, and Dakhla, among other locales.

Moroccan cuisine is also a diverse blend of Berber, Andalusian, Arab, and Mediterranean cooking. But its most famous dishes, from Couscous to Tagine to Harira, are Berber in origin.

Morocco Cultural Profile

Morocco's rich historical past is reflected in its modern-day culture. Foods, languages, art, and landmarks in Morocco are a

colours of the leather tanneries, are a sanctuary for writers, painters, and filmmakers. In other places, artists use the landscape as the art itself, for instance, Jean Verame constructed the striking "Pierres Bleues" in Tafrout as a statement of his love to his wife. Marrakesh is home to the great International Film Festival, showcasing films from all corners of the earth—adding to Marrakesh's already diverse atmosphere. And people from all over Morocco and the world gather in Essaouira yearly to celebrate the legacy of ancient music fused with a modern day melting pot of jazz, pop, rock, and contemporary world music at the Gnaoua World Music Festival.

Like Moroccan art, Moroccan cuisine draws on a globally-inspired palate. Anywhere from the northernmost tip of Tangier to the southernmost point of Dakhla, one will find a diverse blend of Andalusian, Arab, and Mediterranean flavours. But its most famous dishes, from Couscous to Tagine and Harira, are Berber in origin. Moroccan culture is a melting pot of its history and its people, but no matter where you go, a glass of mint tea is always ready and waiting—a mark of Moroccan hospitality and perseverance of Moroccan tradition.

Morocco is also a regional leader in technology adoption. Morocco has set a goal of expanding its renewable energy capacity to 42% of total electricity output by 2020, and according to the CIA World Factbook, Morocco ranks 29 and 31 globally in terms of Internet access and mobile phone ownership rates, respectively.

Christian. Today, while Arabic is the chief language, the Berber language Tamazight is now also an official language; and French, English and Spanish are used alongside Arabic in business, government, and diplomacy. Morocco has made it a top priority to preserve this diverse heritage.

Because of its rich cultural tradition, Morocco has always been a favourite refuge for artists from abroad; and the country also boasts a thriving artistic sector of its own, including prize-

fusion of the various ethnicities, religions, and nationalities that have made their mark in Moroccan culture. In an ordinary caf in the busiest cities of Casablanca, Marrakesh, or Rabat, one might hear Arabic, Berber, French, Spanish, or even English being spoken by Moroccan nationals and tourists.

Morocco's fair weather and grand landscape have been a source of great inspiration for artists from abroad. Places like Fez, with its ancient architecture and vibrant

Religion

A sovereign Muslim State, attached to its national unity and to its territorial integrity, the Kingdom of Morocco intends to preserve, in its plentitude and its diversity, its one and indivisible national identity. Its unity is forged by the convergence of its Arab-Islamist, Berber [amazighe] and Saharan-Hassanic [saharo-hassanie] components, nourished and enriched by its African, Andalusian, Hebraic and Mediterranean influences. ■





"Africa is My Continent, and My Home" - King Mohammed VI

Full Speech of HM the King at 28th African Union Summit



His Majesty Mohammed VI, King of Morocco addressing the 28th African Union Summit on 31st January 2017. The Summit was held in Addis Ababa.

"Praise be to God May peace and blessings be upon the Prophet, His Kith and Kin. His Excellency President Alpha Condé, Chairman of the 28th AU Summit Distinguished Heads of State and Government, Honourable Chairperson of the Commission, Your Excellencies, Ladies and Gentlemen,

It is so good to be back home, after having been away for too long! It is a good day when you can show your affection for your beloved home! Africa is my continent, and my home.

I am home at last and happily reunited with you. I have missed you all. That is why, My Dear Brothers, Heads of State, I wanted to make this trip and to address you, without waiting for the protocol and legal procedure for the Kingdom to take its place again within the Organization to be finalized.

The massive, outspoken support Morocco has received is proof of the solid bonds that unite us. It was necessary to withdraw from the OAU; it has enabled Morocco's action to be refocused in Africa to show how indispensable

Africa is to Morocco and how indispensable Morocco is to Africa.

We have thought it through carefully and it is now so obvious! It is time to return home; at a time when the Kingdom is among the most developed African nations and when a majority of Member States looks forward to our return, we have decided to join our family again. A family we had not really left! In fact, despite having been absent from the AU institutions for so many years, our links, which have never been severed, have remained strong and African sister





nations have always been able to rely on us.

Strong bilateral relations have thus been significantly developed. Since 2000, Morocco has signed nearly a thousand agreements with African countries, in various fields of cooperation. By way of comparison, do you know that between 1956 and 1999, 515 agreements were signed, whereas 949 agreements have been signed since 2000 – in other words, almost twice as many! During this period I, personally, was keen to give fresh impetus to this action, by making more visits to various African sub-regions.

On each of the 46 visits I paid to 25 African countries, numerous agreements were signed involving the public as well as the private sector. My action has been particularly geared towards the field of training, which is at the heart of my country's cooperation with sister nations. This has enabled a number of African students to continue their higher education in Morocco, thanks to the thousands of scholarships given to them.

Furthermore, major strategic projects were set up during my visits to these countries:

Firstly, I had the pleasure of launching the Africa Atlantic Gas Pipeline project with my brother, His Excellency Mr. Muhammadu Buhari, President of the Federal Republic of Nigeria. This project will of course allow natural gas to be transported from gas-producing countries to Europe. But more than that, it will benefit the whole of West Africa.

It will, indeed, contribute to creating a regional electricity market and be a substantial source of energy which will help develop industry, improve economic competitiveness and speed up social development. The project will thus create wealth

for neighboring countries and populations, generating crucial momentum that will stimulate the emergence and the development of parallel projects. Moreover, it will help build more peaceful bilateral and multilateral relations and thus create an environment conducive to development and growth.

Secondly, as part of projects aimed at improving agricultural productivity and promoting food security and rural development, fertilizer production plants have been set up with both Ethiopia and Nigeria. These projects will benefit the continent as a whole. As we know, basic food needs cannot be met with gas or oil. But is not food security the major challenge facing Africa?

This is the objective of the initiative for the Adaptation of African Agriculture, or Triple A Initiative, which we promoted during the COP22. It is an innovative and extremely concrete response to the common challenges posed by climate change. As soon as it was launched, the initiative was backed by some thirty African countries. The "Triple A Initiative" is aimed at providing more significant funding for the Adaptation of small-scale African Agriculture; it will also support the structuring and acceleration of agricultural projects in Africa through four programs: Rational management of soils; Sustainable management of agricultural water; Climate-related risk management; and Solidarity-based funding for promoters of small projects.

The initiative was also one of the main axes of the Africa Action Summit, which I had the privilege of chairing last November in Marrakesh.

Finally, our ties have also remained strong as far as security and peace are concerned. Do we need to point out that we have always been present when the stability

of the Continent is at stake? Since its independence, Morocco has contributed to six UN peace-keeping missions in Africa, engaging thousands of troops in various theaters of operation. Moroccan forces are still present today in CAR and DRC. Morocco has also conducted a number of mediations which helped achieve substantial progress towards peace, namely in Libya and the Mano River region.

My vision of South-South cooperation is clear and constant: my country shares what it has, without ostentation. Within the framework of a clear-sighted collaboration, Morocco – which is a major economic player in Africa – will become a catalyst for shared expansion. In my country, sub-Saharan citizens are received according to the conditions previously announced: several regularization operations have been launched; more than 25000 people benefited from the first phase.

The second phase was successfully launched just a few weeks ago, in the same spirit of solidarity and humanism. We are proud of these actions. They were necessary, vital for these men and women who have suffered too long due to their life in hiding. We are acting to stop these people from living on the fringes of society, with no work, no healthcare, nowhere to live and no access to education. We are acting so couples, particularly those from mixed marriages – between Moroccans and sub-Saharanans – will not be parted.

All this constructive action to help migrants has bolstered Morocco's image and strengthened the bonds we had already forged. Some say that, through this commitment, Morocco is seeking to gain leadership in Africa. I tell them that it is to Africa that the Kingdom is seeking to give the leadership.





We know that we do not have unanimous backing from this prestigious assembly. Far be it from us to spark off a sterile debate! We have absolutely no intention of causing division, as some would like to insinuate! You will see: as soon as the Kingdom becomes a member and is able to contribute to the agenda of activities, its action will, on the contrary, help bring about unity and progress.

We participated in the creation of this beautiful pan-African edifice and we naturally look forward to regaining the place that is ours within it. During all these years and without natural resources, Morocco became an emerging economy, with acknowledged expertise; today it is one of the most prosperous nations in Africa.

Morocco has always considered that its strength comes primarily from the integration of the Maghreb sub-region. It is however clear that the flame of the Arab Maghreb Union has faded, because faith in a common interest has vanished! The mobilizing momentum of the Maghreb ideal, advocated by the pioneers in the 1950s, has been betrayed.

Today, we regret to see that the Maghreb Union is the least integrated region in the African continent, if not in the whole world. Intra-regional trade has reached 10% between ECOWAS countries and 19% between SADC countries, while it is still stagnating at less than 3% between Maghreb countries. Similarly, while West African Economic Community countries are moving forward in ambitious integration projects and ECOWAS is offering a reliable space for free movement of persons, goods and capital, economic cooperation between Maghreb countries is at a low level.

Our fellow citizens in the Maghreb find this situation hard

to understand. If we do not act, by following the example of neighboring African sub-regions, the Maghreb Union will crumble in its chronic incapacity to live up to the ambitions of the Marrakesh Treaty, which gave birth to it 28 years ago.

All this confirms that Morocco is right to choose Africa. By doing so, my country has opted to share and transfer its know-how; in concrete terms, it is offering to build a safe, solidarity-based future. We are proud to see history has proved us right. Morocco is not returning to the African Union through the back door, but by the main gate.

This is shown by the warm welcome extended to us today by our African brothers. We enthusiastically invite African nations to join our country's dynamism and to give new impetus to the whole of our continent.

It is time for Africa to benefit from Africa's wealth. We must work to enable our land, after decades of looting, to enter an era of prosperity. Admittedly, colonialism is not the sole cause of Africa's problems. However, its negative impact persists. For a long time, we have looked elsewhere to seek help in making a decision, a commitment.

Is it not time for this tropism to be stopped? Is it not time to look towards our continent? To consider its cultural wealth, its human potential? Africa should be proud of its resources, its cultural heritage, its spiritual values, and the future should strongly support this natural pride. Africa can and must validate, on its own, its elections and thus endorse its citizens' free choice. It has regulatory tools and legal institutions, such as Constitutional Councils and Supreme Courts, which can settle electoral disputes and appeals.

These institutions could be reinforced, if need be. But they exist! They are operational! Otherwise, what is the use of having them? Africa is governed today by a new generation of uninhibited leaders. They are working for the stability, political openness, economic development and social progress of their peoples. They are working with determination, resolve and conviction, without caring about being "graded" or assessed by the West.

For several decades, the growth rates achieved in some countries in the North have not exceeded those in some African countries. The failure of their opinion polls shows the extent to which they have lost their capacity to understand their peoples' aspirations. And yet, these countries with an ailing economy, a poor social situation and a weakening leadership, assume the right to impose their development model on us!

I repeat: I consider the notion of Third-worldism to be outdated! Such practices bear signs of economic opportunism: the respect and benevolence shown to a country should no longer depend on its natural resources and the profit expected! Your Excellencies, Ladies and Gentlemen, This is the path to solidarity, peace and union chosen by my country. We reaffirm our commitment to the development and prosperity of African citizens. We, peoples of Africa, have the means and the genius; together, we can fulfill the aspirations of our peoples. Thank you for your kind attention." ■

Source: Morocco World News





King Mohammed VI launches multi-billion dollar development projects in Southern Provinces

Morocco Sahara: Economic Development

By Harun Riaz

Socio-Economic Development in Morocco's Sahara

The southern provinces are home to 1,028, 806 inhabitants, or 3.2% of the Kingdom's population. The urbanization rate in the southern provinces is higher than in the rest of the country (74% against a national average rate of 60%). These provinces are among the driest deserts in the world.

As the largest investor and first provider of employment in the southern provinces, the Kingdom of Morocco State has played a pivotal role in the development of infrastructure, in the citizens' effective access to basic services and in the fight against poverty. Education, health and poverty reduction indicators are now above

the national average, pointing to some early achievements in the Kingdom's efforts to effectively rid the southern provinces of the stigma of colonialism since its recovery by the Glorious Green March launched by His Majesty Late Hassan - II in 1975. Public policy achievements are real and, in several respects, invaluable. The uniformity of national institutions, the territorial continuity, the application of ordinary law, the security of goods and people and the exercise of individual and collective freedoms in the same conditions and with the same constitutional guarantees as in the rest of the country clearly attest to the common destiny these provinces have historically shared with the rest of the Kingdom.

The New Development Model for the Southern Provinces

In his address to the nation on the occasion of the 40th anniversary of the Green March, on the 6th of November 2015, His Majesty King Mohammed VI has launched the new development model for the southern provinces. At the heart of this model are the respect for and promotion of basic human rights in the broadest sense – including the economic, social, cultural and environmental rights. Through the development of guidelines for an integrated, sustainable development project based on the actual participation of citizens in the management of their own local affairs, the aim is to contribute to the collective effort required to rise





to the challenge of achieving social cohesion, prosperity and equitable benefit from the resources of the southern provinces.

The new model is based on the key provinces enshrined in the Constitution, on the international conventions ratified by Morocco as well as on the objectives set forth in the Social Charter developed by the Economic, Social and Environmental Council (ESEC). Four principles are the heart of the model;

- i) Inclusive, sustainable human development;
- ii) Participation of representative stakeholders and of local populations in all phases of policy development and implementation relating to the region's development programmes;
- iii) Compliance with and effectiveness of the citizens' basic human rights; and
- iv) Consolidation of the role of the State as regulator and guarantor of law enforcement.

It is an integrated programme that comprises development, economic, social and environmental projects. It includes 600 projects in the three regions of the south of Morocco, with an investment of 77 billion dirhams over the period from 2016 to 2025. Some of these projects have already been finalized, as is the case for the Guelmim airport and other agriculture and fisheries' projects. This programme will allow for the creation of 1,20,000 jobs.

Advanced Regionalization

This announcement has been accompanied by the implementation of the advanced regionalization which is to create prospects for modernization as well as chances for closer relations between the citizens and decision-making authorities.

This decentralization will rely on regional councils elected by direct universal suffrage in each southern region. They will draw up regional planning and development plans, together with contracts between the State and the regions, setting targets and committing resources. Regional councils will also be in charge of boosting the region's economy and improving its attractiveness.

Human Rights in Morocco

"...huge changes had been undertaken in the direction of human rights in Morocco. New questions were emerging in the area of human rights, including on the elderly, business and human rights, legal empowerment of poor people and the justiciability of human rights. Between 2008 and 2016, Morocco had started a dialogue with the Treaty Bodies. That displayed the country's continuous dedication to the human rights principles.

Since 2011, Morocco had strengthened its openness to Special Procedures, welcoming thus far nine procedures, including the Working Group on arbitrary detention and the Working Group on enforced or involuntary disappearances. Morocco was party to nine international instruments, as well as the optional protocols relating to them, including the Optional Protocol to the Convention against Torture.

Since 2006, it had recognized competence of some Treaty Bodies regarding individual complaints. Morocco had gone through profound changes since its last meeting with the Committee, including on building democracy, individual and collective freedoms and the rule of law.

National Human Rights Council (from www.sahara.gov.ma)

The creation of the National Human Rights Council (CNDH) came to materialize Morocco's commitment to protect and safeguard the rights and freedoms of citizens and affirm the country's commitment to respect its international commitments to protect and promote human rights. Legitimate child of the Advisory Council on Human Rights (CCDH), an institution created on the eve of the political alternation in 1998, CNDH enshrines a process aimed at consolidating the rule of law and institutions. Indeed, it comes to substitute CCDH which was one of the major institutions of the democratic transition in Morocco, particularly with regard to settling the past serious human rights abuses after the first reform in 2002. Considering the positive achievements of the Advisory Council on Human Rights in promoting rights and freedoms, settling the past serious human rights violations and achieving strategic objectives of the Moroccan experience in transitional justice, and in a bid to reinforce its actions and promote its professionalism and independence, and guarantee that it contributes in the momentum of advanced regionalization, the National human Rights Council was created as a National institution in charge of safeguarding and promoting of human rights and freedoms in Morocco in accordance with the Paris principles governing national human rights institutions. CNDH is endowed with wider powers and prerogatives, nationally and regionally, that grant it more independence and impact in safeguarding and promoting human rights.





Morocco-India Strategic Ties



H.E. Mr. Mohamed MALIKI
Ambassador of His Majesty the King of Morocco
to India (Bhutan, Maldives, Nepal & Sri Lanka)

Photo: The Dollar Business Magazine

revitalisation and diversification, are not new but date back to the 14th century, when the Moroccan great traveller Ibn Battuta visited India and wrote extensively about his appreciations and personal views on the rich, multifaceted and multi-ethnic nation of this sub-continent.

The year 2017 marks the Diamond Jubilee in Morocco-India diplomatic relations established as back as 1957. This is an auspicious occasion, not only to commemorate long standing bilateral relations, which have stood difficult times, but also to take stock with satisfaction of the level they have reached so far, the profound changes they are undergoing, and to outline the shape of their promising future as well, in a mutually beneficial partnership.

His Majesty King Mohammed VI, on several occasions, has envisioned “strategic ties” between Morocco and India. And I am happy to inform that both countries continue to explore, discuss and implement programmes and policies to achieve this ambitious goal. The recent meetings held in Rabat, Casablanca and Delhi are clear examples of this firm willingness to reach the planned objective. “Morocco-India Business Forum”, with enthusiastic participation from Indian business community followed by Ministerial level Joint Commission meeting and announcement of several projects, are testimonies of the two

countries’ common will to reinforce their bilateral relations.

Following the presentation of my Credentials to President Pranab Mukherjee in February 2017, I have been meeting and reaching out to stakeholders in India, to galvanise and speed up the process of enhanced business, as well as people-to-people contacts. I am glad to inform that Morocco is the focus country at the ongoing Jagran Film Festival and 12 Moroccan films are being screened to a large Indian audience, as the Festival travels all over India.

The magazine “Morocco in Focus”, with its 2017 edition is completing 10 years, provides information on investment opportunities, talks about progress and growth in Moroccan Sahara, showcases the Kingdom as a fast growing tourist destination, and also explains the popularity of Bollywood movies in my country. ■

I wish our readers a happy reading!

Dear Readers,

As the Moroccan people celebrates this year the 18th anniversary of the Accession to the Throne of His Majesty King Mohammed VI, it gives me a great pleasure to address the magazine readers of “Morocco in Focus”, with which the Embassy has had an association of more than 10 years, to update them with what is happening in the Kingdom of Morocco, be it at the economy, people or cultural levels as well as on the Moroccan ties with the Republic of India and the countries of this part of the world, mainly Nepal.

There exist excellent relations between Morocco and India; relations which draw their strength from sharing the common values of peace and tolerance, the principles of sovereignty and territorial integrity of States. Both countries enjoy rich cultural heritage and share similarities and historical connections.

Morocco’s ties with India, which are now geared towards a prosperous future, in a spirit of a continuous



Some bonds grow stronger with time



For over 60 years, India and Morocco have been nurturing a growing relationship. The role of His Majesty Mohammed VI in taking this forward has been truly complementing. As the largest exporter of rock phosphate and phos acid to India, Morocco has enhanced India's agri-businesses significantly. Adventz Group is proud to reinforce this association further by partnering with leading Moroccan companies like OCP and Maroc Phosphore S.A.



Moroccan, Indian Businesses Called Upon to 'Fully' Explore Africa's Potential



Photo: PIB, India

The Minister of State for Commerce & Industry, India, Mrs. Nirmala Sitharaman and the Minister of Industry, Investment, Trade, and Digital Economy, Morocco, Mr. Moulay Hafid Elalamy signing the Minutes of the 5th Morocco-India Joint Commission Meeting, in Rabat, Morocco on May 26, 2017

Moroccan and Indian businesses, both state and private ones, can join their efforts to “fully” explore the investment and development potential of Africa, said by Moroccan Minister of Industry, Trade, Investment and Digital Economy, Moulay Hafid Elalamy on 26th May 2017 in Rabat.

Speaking at the 5th session of the Moroccan-Indian Joint Commission, Elalamy said that “only enhanced South-South cooperation with responsible and supportive partnerships” is in a position to achieve this goal.

In fact, Morocco aims to become a regional hub for co-development in several key areas, namely industry, agribusiness, infrastructure, financial inclusion and renewable energies, he said, adding that India, a global economic power and a key player in Africa’s development, needs partners to consolidate this advantage.

Elalamy also reiterated the

“unwavering” will of the Kingdom to establish cooperation with India which could serve as a model for all the countries of the South.

Noting the downward trend (-3.5%) in trade between the two countries during the period 2011-2016, which decreased from \$2 billion in 2011 to \$1.4 billion in 2016, the minister said that the potential of the Moroccan-Indian partnership is “far from being fully exploited.”

Moroccan imports from India increased by an average of 9% during the same period, (from \$596 million in 2011 to \$631 million in 2016), he noted, adding that the imports include energy and textile products, medicines and other pharmaceutical products.

For her part, India’s Trade and Industry Minister, Nirmala Sitharaman, who co-chaired the Joint Commission, highlighted the success of the Joint Venture

in the phosphate sector, thanks to investments in fertilizers.

She voiced hope to see more Moroccan companies invest in India to serve the common interests of the two countries, noting that the Indian FDI in Morocco reached a total of 138 million dollars in 2016.

Recalling the “excellent” relations that bind the two countries, Sitharaman stressed that this joint meeting will give new impetus to bilateral economic and development relations.

On the sidelines of the meeting, a Memorandum of Understanding was signed between the National Broadcasting and Television Company (SNRT) and its Indian counterpart, Prasar Bharti, on the promotion of cultural and civilizational cooperation between Morocco and India, particularly in the field of media dissemination.

The meeting was marked by the signing of the Minutes of the 5th Moroccan-Indian Joint Commission. ■

Source: MAP, Rabat





Morocco, India Discuss Means to Strengthen Cooperation in Transport



Photo: MAP, Rabat

Morocco's Minister of Equipment, Transport, Logistics and Water, Mr. Abdelkader Amara held talks on 25th May 2017 in Rabat with India's Trade and Industry Minister, Mrs. Nirmala Sitharaman, on means to strengthen cooperation in the field of transport

The meeting stressed the importance of developing economic relations in order to boost bilateral trade, notably in rail transport.

Amara told MAP news agency that the talks were marked by a presentation on the projects carried out in Morocco, particularly in rail transport.

The discussions also tackled several issues related to cooperation in the field of transport, he said, stressing that India had considerable experience in this sector.

Amara also stressed the need for tripartite cooperation between India, Morocco and sub-Saharan Africa, noting that the Kingdom has a great deal of experience in several fields and a rather special knowledge of the African continent.

For her part, Sitharaman described the meeting as "fruitful", calling for the expansion of trade relations between India and Morocco, through training and capacity building programs and technical support for the rehabilitation and modernization of Morocco's railways. ■

Amara told MAP news agency that the talks were marked by a presentation on the projects carried out in Morocco, particularly in rail transport.





Casablanca: India's Commerce and Industry Minister Calls for Economic Complementarity with Morocco



Photo: MAP, Rabat

The Minister of State for Commerce & Industry, Mrs. Nirmala Sitharaman and the Minister of Industry, Investment, Trade, and Digital Economy, Morocco, Mr. Moulay Hafid Elalamy speaking to the media on May 26, 2017. On the left is Ambassador of India to Morocco, H.E. Dr. Kheya Bhattacharya.

India's Minister of State for Commerce and Industry, Nirmala Sitharaman, called, on 26th May 2017 in Casablanca, for the establishment of economic complementarity between her country and Morocco in several fields.

Speaking at the first annual business meeting for the Moroccan industry "Industry Meeting Day," held by 'Industrie du Maroc' magazine under the aegis of the Ministry of Industry, Trade, Investment and Digital Economy, Sitharaman invited Moroccan economic operators to visit India in order to discover

the opportunities for cooperation in order to develop partnerships between the two countries.

Sitharaman also said that India with a growth rate of 7.6 per cent has achieved major breakthroughs in the field of public administration, management of investment cases and administrative procedure, noting that her country, which production rate exceeds consumption, has shifted from a financial to a digital economy.

For his part, Moroccan Minister of Industry, Investment, Trade and Digital Economy, Moulay Hafid Elalamy, expressed his

satisfaction with the provisional outcome of the Industrial Acceleration Plan (2014-2020), which exceeded the forecasts.

He added that the studies carried out beforehand to define the deficiencies of the national economy has enabled to multiply efforts in order to promote this sector and strengthen its international competitiveness, noting that actions have been focused on job creation, increasing the industrial share in GDP and the added value of several productive sectors. ■

Source: MAP, Rabat





Morocco, India Discuss Means to Boost Trade

Head of Government, Saad-Eddine El Othmani, held talks in Rabat on 26th May 2017 with Indian Minister of State for Commerce and Industry Nirmala Sitharaman.

Talks focused on the means to increase trade between the two countries and to develop partnerships in several fields, including technology and renewable energies, a statement by the head of government's department said.

The two sides also examined the means to support investment initiatives between Moroccan and Indian economic actors, the source added.

El Othmani and Sitharaman, who is visiting Morocco in the framework of her participation in the Morocco-India Joint Commission meeting, praised the current status of relations and the strong diplomatic ties between the two countries.

The two sides also praised the level of coordination between the two countries at the international level. ■

Source: MAP, Rabat

Photo: MAP, Rabat



Head of Government, Mr. Saad-Eddine El Othmani, held talks in Rabat on 26th May 2017 with India's Minister of State for Commerce and Industry, Mrs. Nirmala Sitharaman

Photo: PIB, India



The Ambassador of Morocco to India, H.E. Mr. Mohamed Maliki meeting the Minister of State for Commerce & Industry, Mrs. Nirmala Sitharaman, in New Delhi on May 15, 2017





‘India will Protect the Interests and Strongly Present the Viewpoint of Developing Countries at Cop 22 in Morocco’: Environment Minister

India has said that it will protect the interests and strongly present the viewpoint of the developing countries at the upcoming COP 22 at Marrakesh, Morocco. In his opening remarks at an interaction with the media on various issues related to Climate Change here today, Minister of State for Environment, Forest and Climate Change, Late Mr. Anil Madhav Dave, said that India will put across its views based on Indian,

Following will be the key priorities:

- (i) Enhancing ambition and promoting action between 2016-2020: Paris Agreement is for post-2020 period. Currently, we are operating under the pre-2020 action framework and must not wait any further to take action. The developed countries should ratify the second commitment

has not been met. At Morocco, India will insist for a concrete roadmap from developed countries. USD 10.3 billion committed to the Green Climate Fund does not match the enormous finance and technology requirements indicated by developing countries in their INDCs. On the technology and capacity-building front also, not much headway has been made. The new Technology Framework under the Paris Agreement should help to remove barriers to technology access and provide finance for meeting higher technological costs.

- (iii) Furthering the cause of Adaption and loss and damage: India is highly vulnerable to the impacts of climate change. The first review of the loss and damage mechanism at COP 22 is an opportunity for India to ensure that this mechanism provides tangible and concrete solutions. Most important of these would be to ensure that there are tools to address adaptation, financial risk management and finance needs for dealing with extreme and slow onset events.

- (iv) Detailing rule and modalities under Paris Agreement: Paris Agreement has laid a broad framework, but guidelines and rules need to be detailed for the Agreement to be operational. Pending task such as modalities for market mechanism, transparency arrangements, features of NDCs, facilitative dialogue, must be expedited, starting from Morocco COP. Several new bodies such as the Paris Committee on capacity-building, the Technology Framework etc must also be ready before 2020.

- (v) Furthering the agenda on sustainable



Photo: PIB, India

The Minister of State for Environment, Forest and Climate Change, Late Mr. Anil Madhav Dave signing the framework agreement on International Solar Alliance, in Marrakesh, Morocco on November 15, 2016.

or Gandhian lifestyle in Morocco. The Environment Minister said that issues related to raising finance under Green Climate Fund (GCF) and technology transfer will also be raised at COP 22. Late Mr. Dave said that a Pavilion was set up at Marrakesh to showcase the steps taken by India on climate change.

The negotiations at COP 22 were very crucial to advance on key issues.

period of the Kyoto Protocol. At Morocco, we must agree to set up an action roadmap for 2016-2020 for raising ambition and achieving pre-2020 goals.

- (ii) Mobilising means of implementation i.e finance, technology and capacity-building support before and after 2020: USD 11 billion per year climate finance goal





Photo: PIB, India

The representatives of the Signatory countries with the Minister of State for Environment, Forest and Climate Change Late Mr. Anil Madhav Dave, after the signing ceremony of the framework agreement on International Solar Alliance, in Marrakesh, Morocco on November 15, 2016.

lifestyles and climate justice: it is important that apart from emission cuts, we also focus on measures that involve broader participation. People in developed countries live extravagant lifestyles with high carbon footprint. Simple everyday changes in lifestyles, when practiced by a large number of people around the globe, collectively will make a huge impact. The power of choices that each one of us makes every day like the food we eat, the way we travel, the things we buy etc are not realised. When choices that 7 billion world citizens make are put together, it impacts our planet in a major way. Therefore, each choice counts. India has made a commitment in its INDC, on sustainable lifestyles and will continue to push this agenda forward in Morocco.

India is strongly committed to fight climate change and assures that it will make every possible effort within its capacity to achieve a significant outcome in Marrakesh, Morocco. India will set up an exclusive Pavilion at COP 22, hosting various sessions in the form of panel discussions, presentations and documentaries. These will showcase India's actions on climate change and will be an opportunity for a global audience and invited experts to engage in discussion and generate new solutions.

India ratified the Paris Agreement (on Climate Change) on October 2,

2016, the day of Gandhi Jayanti. Ratification by India will help generate the political momentum necessary to bring the Amendment in force.

India's decision to ratify the Paris agreement has come after ensuring compliance of domestic legal requirements, internal discussions and after obtaining clarity from UNFCCC with regard to transparency and participation of Parties in the future processes. Countries have been assured by UNFCCC that other Parties will be given sufficient time to ratify the Paris Agreement, at least till 2018, so that future decision-making is as inclusive as possible. India through its participation in the Paris Agreement, under the UNFCCC process, will articulate the interests of the poor and vulnerable groups.

India led from the front at COP 21 last year, to ensure the inclusion of climate justice and sustainable lifestyles in the Paris Agreement and launched the International Solar Alliance. India will continue to champion such action-oriented initiatives and Joint Ventures.

Cabinet approves International Solar Alliance (ISA): Signing of the Framework Agreement

The Indian Cabinet, chaired by the Prime Minister, Mr.

Narendra Modi has given its ex-post facto approval to the proposal of Ministry of New & Renewable Energy (MNRE) for ratification of ISA's Framework Agreement by India. ISA was launched jointly by the Prime Minister of India and the President of France, Francois Hollande on 30th November, 2015 at Paris on the side-lines of the 21st CoP meeting of the United Nations Framework Convention on Climate Change.

The ISA will strive to bring together more than 121 solar resource rich nations for coordinated research, low cost financing and rapid deployment. The foundation stone of the ISA Headquarters was laid at Gwal Pahari, Guragaon in Haryana. India has already committed the required support of operationalization of ISA. ISA will put India globally in a leadership role in climate and renewable energy issues. It will also give a platform to showcase its solar programmes.

The Agreement was opened for signature on the sidelines of 22nd CoP meeting at Marrakesh, Morocco. The Agreement invokes the Paris Declaration on ISA and encapsulates the vision of the prospective member nations. UNDP and World Bank have already announced their partnership with the ISA. Till now, 25 nations have signed the Framework Agreement. ■

Source: PIB, India





“Morocco’s Bollywood Connection is 50 to 60 Years Old” - Sarim Fassi-Fihri

Morocco's veteran expert on cinema the Director of *Centre Cinematographique Marocain*, Mr. Sarim Fassi-Fihri in an interview at his Rabat office talks about Moroccan films, the Marrakesh Film Festival and fascination for Bollywood films.



The Director of *Centre Cinematographique Marocain*, Mr. Sarim Fassi-Fihri

compared to the other film festivals?

.....
Firstly Marrakesh is a completely international film festival, open to Asia, America and Africa. The only condition is to have good films but it's worldwide, it's not Mediterranean, it's not Arab. We try also to have some exclusivities like all the good and big festivals to have the first screening for some films, which we quite succeed on that, but sometimes it's hard to have first film in Marrakesh when you compete with some big major festivals.

Secondly you have everything in Marrakesh. It's not only the competition, it's also the quality of our guests, the quality of the master class, they all had even Oscars or Golden Palm or being awarded in Berlin or Venice. So, it's very important because we try to stay on a certain level of cinema in Marrakesh.

Photo: Harun Riaz

My first question is obviously about the Marrakesh International Film Festival. What makes it special? It is also one of the popular film festival and then subsequent question will be that why it has taken so long for the film festival directorate to engage Bollywood?

.....
We have Bollywood every time, almost every year. Of course Bollywood today is like Hollywood. It's not always easy to get Bollywood stars because they could be busy and shooting

or travelling. But we have all the opportunities in Marrakesh to invite professionals and stars from Bollywood because it's not only their names, their value as famous artists but also because they were known. The audience and the public may have seen some on airtime, some screenings there with thousands of people and the most popular films were with Indian actors. So, we would be happy to have Indian stars every year in Marrakesh.

What are main characteristics of Marrakesh Film Festival

Now coming to the status of the cinema industry in Morocco, how it is in terms of production of new movies, actors and production facilities?

.....
Compared to Bollywood, Morocco has small productions because we are producing about 25 feature films per year and 100 short films. This looks very small compared to Bollywood, but in the meantime we are in the third rank in Africa and Asia in terms of production. Not talking about Nigeria, which produces about 2000 films in video which have small budgets. Today we can talk





about important production in Egypt and Morocco.

And do you have dedicated professional institutions within Morocco which teach acting and production?

.....
Absolutely. We have two institutions, one for acting which is quite good. Lot of actors came from this school who are 40 years now because the school was created at the end of the 80s. We have also, since 2012, film school and audio-visual school and then last year we had the first promotion which was graduated from the school. This is a public school, then we have another important film school which is private in Marrakesh. We also have some universities which teach some particular fields in the cinema such as scripts or the direction and then we have other private film schools but not as, you know, high level. You don't need to have the high school level to be in this kind of school. So, in total I will say that we have about 15 institutions, private and public teach film and audio-visual films.

And is the interest among young Moroccan generation growing towards this field?

.....
Oh yes.

Can they make a career out of it?

.....
I can tell you for the public schools providing this education we receive something around 3000 to 4000 applications. And then there is an exam to get into this course. Only 60 out of these are selected. You see because a lot of young people want to become actors, it's not like in the 60s or 70s where there were very few families who would accept that their kids work in the cinema industry or in theater or acting or singing. Today it's something quite normal.

Why Hollywood has dominated the cinema, at least the popular cinema as an industry worldwide? What should be done so that we have the other cinemas including the Moroccan which will be seen worldwide?

.....
That's a very good question. I always say that Hollywood took all the market and they are generous enough to leave small part of this market to the local cinema and there's nothing left for the other cinemas. I always take the example in Europe where European people don't see anymore European films which if you go to Germany, they don't see French films, they see German films and of course Hollywood

to 30%, last year the audience for Moroccan film was 18%. It's exactly the audience in the second rank just after US films, the Moroccan films then comes the other countries. So, we have an audience for the Moroccan films.

Now one or two questions about Bollywood, obviously the first question any journalist will ask you is why Bollywood movies are part of the popular imagination in Morocco among the audience?

.....
It's historical, it's from the 50s and 60s. You know, and the first thing I must remind you that in the 50s and 60s cinema was very popular here. We had about 250 theaters while today we have 26, which

“.....
Of course, it's a very good country to shoot movies because it's beautiful, there's a big variety of landscapes and locations.
.....”

films. If you go to Italy, they don't see Italian or Spanish, very, very few, and if you go to France, it's the same story, they see the French film and American film, they don't see German.

The Hollywood cinema has just dominated the market and there is no room for other cinema in each country and in each country they leave room only for the national films. This is it, nothing else.

Okay, but in Morocco do we have a dedicated audience for good cinema including Moroccan cinema and is it being made?

.....
We have an audience for the Moroccan cinema first. This audience arrived in certain years you have very, very famous film or, you know, so it arrives to 28

is nothing. At that time there was only one TV channel so people went to cinema three/four times a week and since then there was a big attraction for Bollywood films with dancing, with colours, with actors even for those who don't read just the titles. It was not to understand what we're talking about, but yeah the history between Morocco and Bollywood is about 50 to 60 years now.

Research is required and a book should be written or a documentary made on this subject?

.....
Yeah, you know, because at that time until the 80s there were many theaters, we sold in 80s, 42 million tickets.

While last year, we sold 1.6 million, so that gives you an idea





Leading Bollywood personalities regularly participate in Marrakesh International Film Festival

how many people go and at that time in the 80s when it was 42, we were about 15 million inhabitants.

Are you worried that this audience is going to decline further?

.....
Definitely yes. If we don't find investors for the new kind of cinema, it will decline as it has in other countries, you know, there's theaters like they were in the 50s, 60s, 70s has changed in some countries and in the countries where they didn't change, the cinema disappeared.

I think there are 12 theaters in Tunisia, there are no more theaters in Nigeria. The old theaters in Cairo disappeared but now they have multiplexes and that works.

Are you thinking of getting investment for multiplexes in Morocco?

.....
That's the only way to save cinema.

Is Morocco a good destination to shoot movies? Has Hollywood been shooting movies here and how many Bollywood movies have been shot here so far?

.....
Of course, it's a very good country to shoot movies because it's

beautiful, there's a big variety of landscapes and locations. When you drive a car just for six hours you find many landscapes and locations between north and south, between east and west, between the coast and the mountains, everywhere. We have an average I would say 6 to 10 films or video music or television who ask for film permit every year.

From Hollywood and Bollywood and others?

.....
Compare to Bollywood we receive more proposals from Hollywood. Hollywood considers it as the only eastern location. In Morocco you find all the locations as if the movies are shot in Somalia, Iraq, Egypt or all the Middle East are used here.

We have deserts, we have mountains, you know, 20 years ago, there was film called about the last emperor, about China, the whole movie was shot here including Tibet.

Including Tiananmen Square, when you see the movie nobody think that the Tiananmen Square was shot in Casablanca.

Is Bollywood asking for subsidy to shoot movies here? Are you providing that?

.....
We are not yet providing subsidies.

However, we have introduced a new law in 2016 about subsidies. Hopefully by September we shall be able to provide some cash rebates to those who want to shoot here including Bollywood.

Is it because of the Film Directorate or the Government of Morocco who invite Shahrukh Khan and he has practically become the brand ambassador for Morocco as far as Bollywood is concerned?

.....
It's right, Shahrukh Khan, today, is everywhere in the world because of his popularity. So, we are delighted to have him here at any time of course. And last year, he came here for video music.

I can't remember the name. The shoot was related to a music video. He shot this in the beginning of 2016. So, we gave him the film permit very quickly. We helped as much as we can because he's here like everyone and he is a star.

If you go on our website, you can find all the films. You can find the five years of activities of the centre. We keep on the website all the 16, 15, 14, 13, 12 are on the website and you have all the foreign productions shot here including Indian of course with all the names. ■

Interview by Harun Riaz





"India now is Part of our National Programme to International Markets"

Visiting journalist **Harun Riaz** interviewed the General Manager of Maroc Export, **Ms. Zahra Maafiri** at her Casablanca office.



Photo: Maroc Export

Ms. Zahra Maafiri, General Manager, Maroc Export

The main focus of HM the King Mohammed VI visiting New Delhi in October 2015 and prior to that also Morocco has shown its interest and willingness to establish a strategic partnership with India and you were also part of the delegation and addressed the Indian businesses and I notice here that the focus is on joint collaboration, Joint Ventures. So, what has been the outcome so far?

.....
So far we as Moroccan agency for promotion for international business in Morocco, we established action plan to address markets of India and how shall we work with Indian partners to strengthen our bilateral relations

and also to work within the framework of India-Morocco-Africa.

Yes and since then we participated in two fairs in India and we organized this incoming mission also to Morocco and in July 2017, we are going to B2B meetings for IT to India. So, India now is a part of our national programme to international markets. Didn't exist before but now as strategic agency for development of international business in Morocco, we are focusing on India and also we have objectives, objectives to bridge the business communities for bilateral interests. Also we have the project to develop triangular cooperation with Indian companies towards Africa.

What has been the response from Indian companies about this trilateral cooperation?

.....
Excellent. The proof is the presence of big companies or this delegation that we organized with the cooperation with the Ministry of External Affairs in India. They were told you are coming to Morocco for bilateral and for triangular and they said, yes, and major companies which were part of this delegation discussed with engineering, automotive, pharmaceuticals, Information Technology and the healthcare. This entire exercise was on the basis of India-Morocco-Africa triangular co-operation.

Because India is present in the eastern part of Africa and English spoken countries and Morocco is one of the first investor in sub-Saharan countries, French speaking countries and there is room of cooperation between Morocco and India to work together in these huge markets for India to benefit is how to access the French speaking countries, the sub-Saharan, western parts and also Morocco now is working on the eastern part of Africa.

The one example two months ago we were in as Moroccan Agency for Promotion for Exports, in Tanzania, in Rwanda, and in Madagascar for a company in more than also 100 companies and we are starting good business and also we are starting to raise awareness about the cooperation between the western part of Africa and the eastern part. And Morocco can be a bridge between





Photo: Maroc Export

M. Mustapha Amhal, President of the Federation of the Moroccan Chambers of Commerce, Industry and Services addressing the delegates at the first Morocco-India Business Forum held in Casablanca on April 20-21, 2017

the two and also how to create value add for the made in Africa.

If I know what are the export figures from Morocco to India in the last three years, have they been increasing and what is the contribution of the non-phosphate in these Moroccan exports?

.....
I think at this stage better not to talk about figures because all our exchanges are about phosphates and so on. But most important thing is the tendency and these were strong will of the two countries to work together. So, we are building something for the future. Thanks to these figures they exist, it means there are routes of commerce and partnership between our two countries. These routes are based on one of the strongest products of Morocco, it's chemicals and fertilizers and phosphate. It's good because it's strategic and phosphate is strategic for Morocco

and it's also strategic for India because you have a huge stress for the foods and so on because India is one of the most demographic countries in the world. So, it's strategic for both. So, it means we have the spaces to build something else and according to His Majesty the King of Morocco and His Excellency, the President of India and this huge strategic orientation to get people to work together, also the signals to agencies in charge of promotion of business, international business to work together. We have signed several MoUs with Federation of Importers, Federation of Big Industries, Federation of Exporters and also our Confederation of Employees signed with its counterparts. So, India and Morocco are now more clear on the maps of the world so and they know they have to build up something more strong, stronger and more diversified. India is a huge market for us and Morocco belonging to Africa and

it's belonging now it's stronger because we are back to our family, to home, to African Union since 31st of January 2017.

Whenever you are addressing the Indian business community, in terms of potential partnership or attracting investment here, what are the main characteristics of Moroccan -- Morocco in terms of setting up business you are telling them that okay, this is beneficial and this is the advantage Morocco has?

.....
Moroccan companies have been dealing since 70s in very open market. They know where is competition, they know how to compete with the European companies, they know how to compete with American companies. We have 55 free trade agreements and everybody can access to Moroccan companies, to Moroccan market. So, one entrepreneur in Morocco when





he opens his company, he knows that he has all this competition surrounding him. So, he knows how to deal with this and he knows how to focus on fruitful business, that's very important. And even this Moroccan company can give access to its partner one billion of consumers in the world because we have these 55 free trade agreement. The Moroccan company belongs to very stable country. We have constitutional monarchy since 12 centuries, very stable, one of the most stable countries in the region. We belong to a country with a lot of natural advantages. Thankfully to our geographic position close to Europe belonging to Africa and we say that we are the heart of the world.

It has recently been discovered that the most ancient person in the world was Moroccan. So, even you, you are Moroccan now, 300,000 years and so the Moroccan company enjoy logistics advantage. Yes, we have 15 international airports, we have

almost the same number of seaports.

And we have Tanger-Med. Tanger-Med is a port which handled eight billions of trans shipments of containers and transships. It started 10 years ago and its construction now changed to seaports routes in the world. So, the map has changed. Even containers coming from China, which use to take 60 days, now it's 20 days.

And we have also the Airport of Casablanca. It's a hub for Africa related to more than 36 cities in Africa. So, it gives this characteristic of hub and also they have access to very qualified manpower.

We have mini schools of engineering and also vocational training with specific institutions that help companies to have qualified manpower to their needs like we did last time. They train people for the profile required by the company.

So, our company's strong vision of the development of industry in Morocco, it was signed in 2014 and it aims in 2020 to create 500,000 jobs and to increase the share of industry in our GDP by 9% and also to balance our international trade exchange and this is only for industry but we have all our companies, they are enjoying strong visions for agriculture, for tourism, renewable energy, for logistics and so on. So, they are working within very strong framework of the government and from the state to develop their business within ambitious strategy that's very important.

Okay and in your last speech in New Delhi, you had mentioned about Tata and Ranbaxy that they have already invested?

.....
This investment from both companies (Tatas and Ranbaxy is for the production of pharmaceutical products. Many other Indian business houses are actively looking at Morocco for investment opportunities. ■



Photo: Maroc Export

Business to Business meetings at the first Morocco-India Business Forum held in Casablanca on April 20-21, 2017





Rabat-New Delhi Explore New Business Opportunities during Morocco-India Forum

By Wadie El Mouden (*Translated from French*)

Morocco is well positioned to become the gate of entrance for the Indian enterprises to West Africa markets. More than 100 B2B meetings were organized on Thursday 20th April 2017 by Morocco Export on the occasion of Morocco-Indian Business Forum. The main sectors are renewable energy, infrastructures, pharmaceutical industry, automobile, water and sanitation and cinematographic production.

Mainly oriented phosphates and derivatives, Morocco-Indian

economic relations are called upon to expand and diversify. The frequency of Delegations' visits are, markedly, accelerated since the Royal Visit to New Delhi, October 2015, on the sidelines of the 3rd India-Africa Summit. On Thursday 20th April 2017 in Casablanca, it was the turn of Morocco to welcome a strong Indian Delegation coming to seek new opportunities of business.

At the initiative of Maroc Export, Morocco-India Business Forum has witnessed the participation of more than 200 enterprises and was marked by holding no less

than 100 B2B meetings, covering many sectors of activity, from automobile to information and communication technologies (ICT) passing by banks, infrastructures, renewable energy, water and sanitation, etc.

The Indian delegation was presided by the Joint Secretary in charge of economic diplomacy at the Ministry of External Affairs, Mr. K. Nagaraj Naidu. Also present were representatives of certain organizations in charge of exports and directors of about fifty big Indian enterprises: Tata Motors, Mahindra & Mahindra,





Micromax (tenth global player in mobile telephony), Suzlon, Llioyd Electric & Engineering Limited, to cite.

Win-win

“We aspire to reinforce the cooperation between our two countries and build together a win-win partnership”, highlighted Zahra Maafiri, General Manager of Maroc Export, at the opening of the Forum. She has invited the members of the Indian Delegation to think about complementarities that may enrich the partnership, especially in Africa, recalling at the same time the 55 Free Trade Agreements (FTA) concluded by the Kingdom, as well as the recent return of Morocco to the African Union and the proposed adhesion to the ECOWAS. “India is strongly present in South Africa. Morocco is in North and West Africa. Casablanca is, therefore, well positioned to play the role of a



Moroccan and Indian delegates at the first Morocco-India Business Forum held in Casablanca on April 20-21, 2017

South-East (Singapore, Thailand, Malaysia), regardless those still on negotiations with Australia and the European Union. With a growth rate of more than 7% in 2016, India is the fourth global

public at the beginning of the week. Better, India is classified at the first rank with reference to Profitability Index (40 cents won against each dollar invested). In the country of Ghandi, the need for a dwelling unit is estimated at 14 million for the coming 15 years. This means that the Indian market is of benefit to the Moroccan enterprises.

Among the sectors, of high potential, listed by the Joint Secretary at the Ministry of External Affairs, K. Nagaraj Naidu, amongst NTIC (more than 420 million internet users and more than 5 million daily phone recharge transactions). Of the same, for the renewable energy sector (need for an additional capacity of 200 GW from solar), or on the side of pharmaceutical sector (70 % of vaccines are manufactured in India). Synergies -see JV- may, also, be developed in the field of cinematographic production between the directors and producers of the two countries. “I invite you to come and invest in the action plan taking into consideration the specificities of 29 States in the country”. The Indian State Secretary addressed the Moroccan enterprises. ■

All photos: Maroc Export



Head of the Indian delegation the Joint Secretary (Economic Diplomacy), at the Ministry of External Affairs, Mr. K. Nagaraj Naidu addressing the delegates

bridge between Morocco and India”, underlined Monceph Belkhatat who expressed under the helmet of Vice-President of Casablanca-Settat Regional Council. Conversely, the Moroccan enterprises were invited to discover the opportunities of the Indian market, linked, also by FTA, with Asian countries of the

economic power, after the United States, Germany and Japan. Strong by its population that borders 1.2 billion of which 550 million of youth between 25 and 48 years old, India is classified eighth in Confidence Index of foreign direct investments (FDI Confidence Index), made





Morocco-India Bilateral Engagements



H.E. Mr. Mohamed Ali Lazreq, Ambassador Secretary General, Ministry of Foreign Affairs & International Cooperation accompanied by Director, Asia Division, Mr. Munir Balayachi and the Ambassador of Morocco to India, H.E. Mr. Mohamed Maliki meeting the Minister of State for Culture and Tourism, Dr. Mahesh Sharma, in New Delhi on April 24, 2017. The Secretary, Ministry of Culture, Mr. N.K. Sinha is also seen



Courtesy calls by H.E. Mr. Mohamed Ali Lazreq, Ambassador Secretary General, Ministry of Foreign Affairs & International Cooperation on India's Minister of State for External Affairs, Mr. M.J. Akbar, during the Foreign Office Consultations between India and Morocco on 24-25 April, 2017



Signing of MoU between Indian Council of World Affairs (ICWA) and The Royal Institute for Strategic Studies (IRES) in New Delhi (April 25, 2017)



Foreign Office Consultations between India and Morocco led by H.E. Mr. Mohamed Ali Lazreq, Ambassador Secretary General, Ministry of Foreign Affairs & International Cooperation and India's Secretary (Economic Relations), Mr. Amar Sinha on 24-25 April, 2017

All photos: MEA, India





Ambassador's Credentials to India and Nepal



Photo: PIB, India



The Ambassador of Morocco, H.E. Mr. Mohamed Maliki presenting his Credentials to the President of India, Mr. Pranab Mukherjee, at President House, New Delhi on February 15, 2017



Photo: PIB, India



The Ambassador of Morocco, H.E. Mr. Mohamed Maliki presenting his Credentials to the President of Nepal, Mrs. Bidhya Devi Bhandari, on June 5, 2017 at Kathmandu



Photo: PIB, India



The Ambassador of Morocco to India, H.E. Mr. Mohamed Maliki calling on the Vice President, Mr. M. Hamid Ansari, in New Delhi on April 19, 2017





"Our Largest Production Facility Outside India is Located in Morocco" – Ravi Jaipuria

An interview with Chairman of Varun Beverages,
Mr. Ravi Kant Jaipuria by *Morocco in Focus Magazine*

Could you throw some light on your business model and relationship with PepsiCo?

Varun Beverages Limited (VBL) is a key player in the beverage industry with presence across 5 countries, 3 in Asia (India, Sri Lanka, Nepal) contributing ~ 90% to revenues, while 2 in Africa (Morocco and Zambia) contributing ~ 10%. Our Company enjoys a strong, symbiotic and long standing relationship with PepsiCo spanning over 25 years. VBL manufactures, sells and distributes products under trademarks and brands owned by PepsiCo which includes carbonated soft drinks (CSD's), non-carbonated beverages (NCB's) - and packaged bottled water, through its extensive manufacturing facilities and well-entrenched distribution network. We have a unique business model with end-to-end execution capabilities and presence across the entire value chain – from investments in manufacturing facilities, distribution and warehousing, customer management and in-market execution, to managing cash flows and future growth. Other than the concentrate for beverages and the consumer marketing provided by PepsiCo along with its brands, we charter our own success with complete control over the manufacturing and supply chain process, driving market share gains, cost efficiencies and through judicious capital allocation strategies.

What has changed for the company after the public listing of Varun Beverages Limited (VBL)? How have the funds been utilized?

We have successfully completed our Initial Public Offering in October 2016 which received a very good response, helping us to raise Rs.11,125 million, which also included an offer for sale of Rs. 4,450 million. Our balance sheet has been significantly strengthened post the IPO. The net worth of the company stands at Rs.18,939 million as on 31st December 2016. The IPO proceeds of Rs. 6,675 million have been used to repay debt and to cover issue expenses.

We have started a new chapter in our journey and are excited about the business prospects going forward. We look forward to the future with even greater enthusiasm and promise and are confident of creating long-term sustainable value for all our stakeholders.

Mr. Ravi Kant Jaipuria
Chairman of Varun Beverages

Since how many years have you been in business in Morocco? What have been the investments made here till

date? How have you contributed to the socio-economic development? Could you throw some light on your business prospects going forward in Morocco?

VBL started its operation in Casablanca, Morocco in December 2010 by setting up a subsidiary Varun Beverages Morocco SA (VBM), taking over an existing PepsiCo operation. VBM is involved in the business of manufacturing and distribution of PepsiCo beverages in Morocco. Since then we have invested around \$



One of the world's largest franchisees of PepsiCo*

Present in India, Morocco, Zambia, Nepal & Sri Lanka

Accounts for 45% of PepsiCo's beverage sales volume in India*

Sold over 1,500 Million litres of PepsiCo beverages in 2016

THIS IS OUR JOURNEY SO FAR
JUST IMAGINE THE ROAD AHEAD



(a PepsiCo franchisee)

VARUN BEVERAGES LIMITED

www.varunpepsi.com





100 MN to expand manufacturing capacities and infrastructure in our Morocco operations, resulting in the creation of 800 direct jobs throughout the country, in addition to 200 jobs created through our distributors. Our largest production facility outside India is located in Morocco. VBM trains its Moroccan staff on the international standards of PepsiCo in diverse matters like Food Safety, production, quality assurance, safety & hygiene and sales & marketing management.

We are amongst the top MNC's in Morocco, operating in 30 different regions and covering almost all territories. We have a well-entrenched distribution reach through which we service 60,000 outlets directly every week, reaching even remote rural areas.

We have launched a program in 2016 called Hub & Spoke where we helped 100 entrepreneurs to become small distributors in their home town. The Company financed a brand new truck for each of them and subsidized half of the cost, so they can own the truck after 4 years. This program is generating an income of an average of \$1,000 per month, resulting in aggregate income of \$1.2 MN for these entrepreneurs. We have also supported them with high quality training in sales techniques. VBM was the first company in Morocco to start such ambitious program.

Morocco is one of the fastest growing beverage markets in the world. VBM is using Morocco as an economic hub for its North and West Africa operations. We have recently started exporting to these regions from the Casablanca facility. In the future, we would also look to extend other categories that are part of the core business of RJ Corp to Morocco.

While Varun Beverages has consolidated into Zambian market, it has downsized its operations in Mozambique.

What is the rationale behind this decision, because you wanted to expand into African markets?

.....
We have been successfully running the Zambia operations since its acquisition in 2008. The stake increase in our Zambia subsidiary to 90% from 60% earlier, is in line with our philosophy of consolidating our presence in fast growing emerging markets beyond India. This reflects the Company's confidence in the future growth prospects of the subsidiary which will be an effective catalyst to drive further business growth.

We have recorded healthy growth in our operations and are highly profitable with strong free cash

and tax regulations? Further, people worldwide are becoming health conscious and consuming less and less sugar. What are the various safeguards taken by the Company against this?

.....
We work proactively with PepsiCo, governments and regulatory authorities to ensure 100% compliance. VBL adheres to good manufacturing practices and takes the issues of sustainability relating to packaging and waste recovery very seriously. It works closely and constantly engages with stakeholders, including NGOs and the communities in which we operate, to develop sustainable strategies focused



.....
VBM is using Morocco as an economic hub for its North and West Africa operations
.....



flow generation. We are confident of our ability to drive sales and profitability higher in the future. Zambia continues to be an under-penetrated market and offers significant upside potential. We are well-positioned to capitalize on the enormous opportunities on the back of our solid end-to-end execution capabilities, strong distribution reach, diversified portfolio and innovations.

As far as our Mozambique is concerned, we have divested 41% stake in our Mozambique subsidiary, Varun Beverages Mozambique Limitada, in view of limited opportunity to scale-up operations to turn around the loss making subsidiary. The subsidiary contributed only 0.6% to the net revenues from operations in 2016.

How do you mitigate risks associated with environment

on protecting the environment. VBL's sales team works closely with PepsiCo to ascertain the changing consumer habits and constantly focuses on product innovation and expanding range of products so as to remain in the path of relevance to the consumer.

PepsiCo has laid down ambitious plan based on the guidelines from the World Health Organization and other organizations to make at least two-thirds of its global beverage portfolio to have 100 calories or fewer from added sugar per 12 oz serving. This year, we have launched Pepsi Black, a zero-calorie carbonated beverage in line with PepsiCo's plan to intensify focus on health and nutrition. As per PepsiCo India's own statement, they plan to roll out more variants of existing products in zero calories and no-sugar categories every 2-3 months. ■





Morocco's Human Rights Situation is Progressive and Reform Oriented - Mohammed Essabbar

The Interview by Harun Riaz

Can you describe the role of the Human Rights Council in Morocco?

.....
Through the reform we have a broad mandate. So, in addition to the classical roads and mandates of National Human Rights Institutions, in terms of the protection and the promotion of human rights, so the National Human Rights Council can visit the places of the tensions. Places of the tensions include prisons, child protection centers, psychiatric institutions, and also centers where illegal migrants are kept. We are obliged to publish an annual report on the situation of human rights in the country and this report is submitted to both Chambers of the Parliament.

We also establish or prepare thematic or issue specific reports and since the reform of the Constitution in 2011, we have established or we have developed many thematic reports. So, the thematic reports that we have established include a report on the situation or present conditions. So, in this report we found that the situation in prisons raises some concerns in terms of human rights and this is due mainly to the phenomenon of overcrowding in prisons. And we have around 76,000 prisoners now in Morocco, which is more than the prisoners in France, taking into consideration that there is a difference in terms of the population size between France and Morocco. The phenomenon of overcrowding is the primary conclusion of the primary finding and this

Photo: Harun Riaz



The Secretary General of National Human Rights Council, Mr. Mohammed Essabbar at his Rabat office

phenomenon has some impacts on stay conditions. So, it also affects the right to good nutrition and also access to medical care and also it has some effects on the policy of reintegration of prisoners in general.

We have also found some cases of ill treatment and torture which were not systematic. So, we have found that 45% of prisoners who wait in trial and this is due to the slowness in judicial procedures. We have found that there is a high rate of rearrests. The reason is when for example a prisoner is released and then he commits a crime and then was brought again to prison. We have found

that there is a number like 7000 prisoners who are sentenced to terms less than seven months and this is like promotes debate on the necessity to establish alternative sentences. There was another report on the situation in psychiatric institutions and it was the first report of its kind that is established in Morocco since the independence of the country in 1956. Taking into consideration that the law, government psychiatric institutions is very old fashioned because it dates back to 1958 and it's become like an obsolete law. However, the main finding in psychiatric institutions is that there is a lack of medical supervision because





like 76% of specialized doctors are located or they settled between Casablanca and Kenitra, which is the center of the country. We have found also that there are some discriminatory practices in psychiatric institutions.

We found also or we have established also a report on the situation of child protection centers and these kind of centers how are children in conflict with the law or abandoned children. So, it was found also that there is a lack of supervision in the centers and it was observed that the institutions and the public prosecutor institutions place children in conflict with law in an automatic manner while the law stipulates that referral to this

is still going on and those whose application was rejected are entitled to challenge their decision to a challenge committee which is chaired by our institution.

Of course, we also have contributed to the debate concerning the implementation of the constitution, the Moroccan constitution and we have submitted advisory opinions and memorandums in this regard. So, there was a memorandum on the higher council for judicial power and there is a memorandum on the statute of judges and there is a memorandum on the constitutional court and another memorandum on the exception of constitutionality of laws. There was also a memorandum on an authority or a commission that

representing the association of lawyers, another one representing the union of university professors and the third one representing the union of doctors and the fourth one representing the union of journalists. There are also 11 members who are representative of society and there is also a representative of the association of judges and a representative of the council of Muslim scholars and a representative of the Jewish community in Morocco.

And we have active and good relations with international organizations and governmental and non-governmental organizations and also inter-governmental organizations. We have also relationships with some political regional alliance mainly the European Union and the Council of Europe and in addition to our relations of course with the mechanisms of the United Nations. This is a brief description and overview on the National Human Rights Council.

// We have active and good relations with international organizations //

institution should be exceptional. It should not be the rule.

We also developed a report on migration and the situation of refugees. Of course, Morocco since two decades was a country of transit. Due to the tight measures taken by the European Union in combatting illegal migration, we have become a country of residence and a country of destination. Of course, this report makes a recommendation in order to regularize the situation of illegal migrants here in Morocco which is like resident experience in the continent and a resident experience in the regionals here. So, more or like 96% of the applications that were submitted for regularization were given a positive reply or a positive opinion. This is a first phase in the regularization process and then there was a second phase in the regularization and this phase

was established the authority for the fight against all forms of discrimination and other memorandum on the youth and the civil society action.

We have also submitted proposals in order to amend the military law or the military court. So, civilians cannot be brought before military court when there is a clash or something between the two.

In terms of the membership here in the council. Eight members are appointed who are known personalities, known for their commitments to human rights and the first the speaker of the first chamber also proposes for members including two as members of the Parliament and two as Moroccan international experts in terms of human rights. Also the speaker of the second chamber of the Parliament proposes four members, one

Why the Moroccan Human Rights Council is depending so much on the human rights experience or institutions from Europe, why not borrow from Asian, Arab?

.....
Of course, we consider that the European experience is exemplary and in addition to the historic relations that we have with some countries in Europe, in addition to the strategic position of Morocco close to Europe. So, we are the closest country to Europe as compared to other Islamic and Arab countries and other African countries. Of course the council, we have or we have work in on the enforcing relations with some African countries, especially after the return of Morocco to the African Union and we share experience and expertise especially in terms of transition and justice with many African





countries including Togo, Mali, Mauritania and other countries.

From the time the Moroccan Human Rights Council has come into existence, how many recommendations have been accepted and implemented by the government?

.....
It's a bit difficult to give some figures and some statistics in this regard but we can say that there is a positive interaction from the government, but this interaction differs from one department to another. So, we always seek to encourage the state to interact with their foundations of the National Human Rights Council and to interact positively with the final observations addressed to our country.

Of course, workers in the private, in the public sectors, have the right to establish unions and we have very historic customs in terms of the union actions in Morocco. When Morocco was under the French protectorate, there was the French consideration of workers and this consideration, the French consideration of workers has a branch in Morocco that turns into the Moroccan Union of Labor when Morocco got its independence. Of course, in Morocco there is also pluralism in terms of unions.

What about the media? Are they allowed to have unions, can they protest like less wages or working conditions or harassment by the police?

.....

May be there is a ranking in terms of the freedom of the press and also there is a ranking in terms of the freedom of expression and there are indexes and indicators in terms of human development.

Okay, last question, the America based, US based private organization, the Human Rights Watch, it seems to dominate international issues if there is a war, if there is a conflict. So, it is the Human Rights Watch which is given prominence all over the world, so why this prominent council cannot become more proactive and also gives report to the media and why let Human Rights Watch dominate?

.....
First of all, we are a National Human Rights Institution and we are also state owned or a public institution, an official state and so we are not part of the executive branch and we are also not part of the legislative or the judicial branch. This kind of institutions, they are called mediation institutions or the governance institutions. Of course, they have a special character and they have special methods of work contrary to Human Rights Watch or other NGOs. So, first of all, we have national mandate, so our mandate is limited to Morocco. Sometimes we have also a say on the right of the migrant, of the Moroccan communities established abroad. We also publish reports and I have mentioned some reports that we publish and that the media can access and we also publish memorandums and we publish guides on human rights. All the publications of the National Human Rights Council are available in four languages, Spanish, French, Arabic, and English. So, you can have an idea about our publications in general. ■

All the publications of the National Human Rights Council are available in four languages, Spanish, French, Arabic, and English

And how Moroccan media has given coverage to the issues related to human rights so far?

.....
First of all, I'd like to mention that Morocco has an experience regarding human rights since early 90s. So, this was like a political openness in the 90s. The Moroccan media has played a major role and the key role, especially written press and in recent years the electronic press in support of the big human rights issues in our country. And also they played a role in advocating and raising awareness of the human rights among Moroccan citizens.

Do the workers in Morocco from the government sector or especially private sector, have a right to form a union?

.....

Of course there are some journalists who are organized in unions. At least there are two unions. There is the National Union of Moroccan press which is an independent union and there is another union of the press which is part of the Moroccan Union of Labor. In these unions they defend the material and moral interests of journalists of major professionals broadly. Also these unions submit opinions on various national issues including legislation's relating to the professional exercise of the professional journalism.

In United Nations Human Rights ranking, what is the ranking of Morocco?

.....
First of all there is no classification, no ranking in terms of human rights that is done by the United Nations.





OCP Foundation Funding Agriculture Research in India

The OCP Foundation under its corporate social responsibility initiative continues to fund agriculture research in India resulting in direct benefit to 50,000 farmers.

Within the framework of the food security program promoted by OCP Group and its Indian partners, several Indian farmers are benefiting, since 2010, from different agricultural development and research projects in nine States of the Indian subcontinent, thereby strengthening the Indian-Moroccan bilateral ties.

In 2012, OCP Foundation, which carries out the social and societal commitment of OCP in Morocco and in Southern countries, launched the India-Morocco Food Legumes Initiative. This project is undertaken in collaboration with M.S. Swaminathan Research Foundation (MSSRF), International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), International Center for Agricultural Research in the Dry Areas (ICARDA), National Institute for Agricultural Research (INRA Morocco) and Hassan II Institute of Agronomy and Veterinary Sciences (IAV).

Moroccan and Indian scientists joined their efforts to improve pulses productivity and farmers' livelihood in both countries. Targeted Indian states are Andhra Pradesh, Karnataka, Madhya Pradesh, Odisha, Tamil Nadu, Telangana, Tripura, and West Bengal. In Morocco, the targeted regions are Fes-Meknes, Rabat-Sale-Kenitra, Beni Mellal-Khenifra, Casablanca-Settat, and Marrakesh-Safi. Indeed, 40,000 beneficiaries, 50 co-operatives and more than 5000 hectares are covered in both countries. Moreover, 1500 capacity building programs were organized so far and around 80 undergoing back up research Programs in relation with pests, nutrient and crop management of pulses are conducted thus involving more than 30 PhD's and M.Sc students.

As a result, productivity increased by 20 to 35% and doubled in some areas. Besides, farmers gained 13% to 20% premium price through

RAJASTHAN PROJECT



Honey Processing Unit



Honey Final Processed Product



Nursery



Interaction with Hindoli Farmer Producer Organizations





**IFS (Village Dhawana,
Block Hindoli, Bundi)**



**Wheat seed Production
Demonstration**



Production of Vermin-compost



**Agri Village Resource Center
in Kishanganj**



Seed Processing Unit



Processed Seeds

value addition activities. Pulses area increased in some project sites; in Tripura state for instance, cultivation of lentil and grasspea increased by 25% due to coverage of rice fallows.

Moreover, OCP Foundation is conducting a four years Program (2014-2018) in Bundi, Baran, Sawai Madhupur districts in Rajasthan in partnership with the ISAP NGO (Indian Society of Agribusiness Professionals) and the Agriculture University of Kota. The project aims to increase agriculture production through adoption of improved technologies, integrated farming system, small farmers' organization, agribusiness promotion and human development. Today, six Farmer Producer Organizations (FPO) involving 9600 farmers were formed. FPO members conduct training in several topics in

relation with agricultural practices and FPOs management.

The project tries to make available ICT technology for farmers, in such a way, information can reach the maximum number even in remote areas. In this regard, OCP Foundation and ISAP have established a call center to answer to farmers' queries on crop, soil, pest and diseases management and different technological aspects. In the same spirit, a Krishi Gyan Android application was developed for extension agents and farmers. This application helps extension agents and farmers in diagnosing disease and pest infestations in the project farms and offers control measures. It also contains information on proven cropping techniques in the form of animation videos.

Human development component of the project consists on the

training of women self-help groups and assisting them in generating income through the establishment of women training centers. It also consists on providing health services and computer courses to children.

Finally, OCP projects adopt an integrated approach in all its projects to improve agricultural practices of farmers and their livelihood. The number of beneficiaries since the launch of OCP CSR initiatives exceeded 50,000 direct beneficiaries with a particular consideration to women and youth. ■





"Morocco has Rich Culture and is Keen to Spread This Knowledge"

Mr. Mehdi Qotbi, the President of the National Foundation of Museums of Morocco spoke exclusively to *Morocco In Focus Magazine*. Excerpts from the interview.

My first question will be how will you describe to someone who is not from Morocco that what are the unique characteristics of Moroccan culture?

.....
Morocco had the same kind of story of culture like India. We grew up as a culture and to live together, this is the first step of the culture in Morocco.

It's more important to talk about culture today than yesterday. There

are multiple languages like the Spanish, the English, the French, the Arabic and the Indian too but people cannot communicate and they don't understand those kind of language, but the culture is the main. So, the culture has one language, they have one target. So, everybody can understand culture and it's this culture which will save the world.

This is why His Majesty King Mohammed VI focused on the culture and he makes it as the first

target here in Morocco. And he gave to Rabat the capital of culture and we call it *City of Light*. This is why we start with this kind of museum, it's one of the best museum but it's a beginning here that means that it will be other museum here and there over Morocco and there is an exhibition here, it's like one of the famous exhibition in the world now for Picasso. And today that's quite today Morocco has now certain knowledge that's why in the continent we are the only one who can receive this kind of exhibition.



R to L: The President of the National Foundation of Museums of Morocco, Mr. Mehdi Qotbi, Journalist Riaz and Mr. Abdel Aziz El Idrissi, Director of the Mohammed VI Museum of Modern and Contemporary Art

The communicating lady was telling me that one Moroccan artist passed away in India due to accident. Then there is a painting of another Moroccan artist who died recently. My question is that it's good to know that you are remembering those artists and displaying where they work. So, I hope it will also be taken to Africa and to India?

.....
Of course it will be a pleasure that Morocco can share this experience with India or with others. First of all because we have some experience that we want to share, yes and because people like you and who knows a lot of things, yes, we can make convention, we call different country and of course we are open mind to assist and then also to give and take.

You spoke about your forthcoming visit to India in July and your plan to meet the Indian Minister of Culture and other authorities. What's in the pipeline?

.....

Photo: Harun Riaz





After meeting the Indian counterpart steps will be taken to strengthen the relations in various fields.

Recently we did an article as well as last year on the famous Moroccan traveler Ibn Battuta, who visited India in the 14th century.

But it has also come to knowledge that there were other Moroccan travelers who visited the Indian continent in the 7th and the 8th century. So, this is not known, so I hope the Government of Morocco will do something about it and, but my main question is that in India, sometimes Ibn Battuta is known as an Arab traveler, not as a Moroccan traveler, so I hope his work and his genius will be highlighted much more?

You're right. I would like to explain that Morocco is not only an Arabic country, but it is also a country in North Africa as well as part of the Mediterranean. There is a need to spread this knowledge in the Indian sub-continent.

In 2017, Morocco and India are celebrating 60 years of diplomatic ties. What's the programme on the cultural front?

It will be a pleasure to make something happen between India and Morocco. I am the President of the institutions for Museums in Morocco, but it's above my authority to make a programme between two countries. So it needs that official work for it first and then we are ready because there is a step, official like Foreign Affair and other departments.

I have been writing about Morocco-India relationship for a decade now but my observation is that Morocco seems more close to Europe, to Arabs and to the African continent. How Morocco can

come closer to Asia including India?

.....
You have travelled here and it's very simple, it's because there are kind people like you and others who can help to open and reopen doors and His Majesty decides and gives instruction that the cultural diplomacy should be on the top of the target of the government.

You spoke about the Picasso Museum and how more museums are going to be opened, so I hope the young generation of Morocco from schools and colleges it will be compulsory to visit these places?

.....
Majority of the visitors to the

It's the King who decided about African exhibition here in order to continue with his policy of opening in Africa.

I have a very important question, you are talking about His Majesty aggressively pushing for cultural diplomacy. In New Delhi for example, Embassy of Italy or Embassy of France, I mean the European Embassies or let's say the US Embassy, UK Embassy they will have a cultural center and it is open for 12 months, it is funded, it is giving you scholarships. There are film shows. There are cultural shows. There are art shows and exhibitions. So, Morocco has to open cultural centers in Asia, in African places,



Photo: Mohammed VI Museum of Modern and Contemporary Art in Rabat

Museum are youngsters. If you arrange a good exhibition, people always visit.

We have many, many students coming here now to visit exhibition and also that we have in proximity the Africans with whom we are sharing borders. We have bilateral friendship and more than that with Africa, it's like brother and sister.

Yeah like brother with Africa that's why youth visit exhibition now, the African exhibition is currently on.

also because the Arab cultural centers are not there. So, the western culture has dominated in the last 70 years.

.....
For us it is a huge experience, the culture and these kind of museums so give it some time in order to contribute to spread awareness in Morocco and once it's good and big experience so then we start to export this to other countries. But this will take time. It's a long mission, it's for the future but now it's more focused about inside Morocco. ■





“Human Survival at Stake Due to Climate Change”- Hakima El Haite

In a free wheeling interview Special Envoy for Climate Change and former Environment Minister, Ms. Hakima El Haite, who successfully organized the global event COP 22 in Marrakesh, spoke with visiting Journalist Harun Riaz.

Excerpts from the Exclusive Interview;

From Morocco's point of view, what was main outcome of COP 22 to protect this precious earth?
.....

For Morocco, COP-22 was a very important diplomatic event. And in terms of its importance, my chief of government participated. And from a southern country, it was very important that the entry into force of the Paris Agreement was done widely. We are in the COP (Conference of the Parties) since its 4th Convention. Then we got this proclamation of Marrakesh, which we knew the will of all the parties to implement the Paris Agreement. And we build this Marrakesh partnership for global action with wide partnership Marrakesh global partnership for action for the first time in the history of the United Nations Framework Convention for Climate Change. I'd say that the Moroccan COP introduces the no-state actors as a key element and key component of the COP of a new generation of COP, and that was great and huge outcome for Morocco. So, Morocco is convinced that climate change is the issue and will be the issue of the next generation.

Morocco is convinced also that we can do and we can proceed to development with other rules, on other basis. So, we know that



Ms. Hakima El Haite, Special Envoy for Climate Change and Morocco's well known expert on environment

Morocco is not a producer, oil producer country. Morocco was dependent for a long time for his energy. And Morocco has no ground research. So, the only wealth we have is our human capital. And this is very important, and even, very important for India. So, we, with the leadership of the King, and the basis of the right pillar of development which is human being and the protection of nature and other resources. Our new Constitution which was announced in 2011 talks about sustainable development and protection of environment. And also after that, we developed all our strategies, introduced this pillar of protection of environment and sustainability, etc. So, we

have now a sustainable law in Morocco and sustainable development strategy which makes it obligatory, the principle to tackle climate change and protect research and environment.

The November 2016 COP 22 global event has created awareness and make the Moroccan, the citizens, aware about the wealth they have, the right policy they have because Morocco was even like example in terms of policies. So, I think that was amazing rendezvous, amazing moment when we changed something in the mind of the Moroccan.

Everybody was amazed and it was curious to know what was happening in the COP.

I think every journalist will ask this question, United States withdrawing from the Paris accord, how badly it'll affect the overall polices and implementation of the Paris agreement and and COP as an organization?
.....

This decision will impact everyone, because we are not only losing the most important emitter, we are also losing one big reservoir of know-how of technology and the finance.

And actually, we are amazed by, and very thankful and proud of the reaction of the Americans because Americans are still committed to the Paris agreement, and they have





raised their voice. They said, no, we will implement the Paris agreement. I'm really amazed and happy about the declaration of the Mayor of Pittsburgh and City of Washington, City of New York which is one of the most vulnerable cities to climate change.

So, when you agree to something major, dealing all the bad news and we spent 20 years negotiating it and you come and say, okay, I don't want to do it, this is not a question of one man. This is the future of humanity. This is the present of many-many people around the world, especially in Africa, who are dying every day and paying every day because of the climate change. This is the present of many Africans who today are at the risk of death because of drought. This is the present of many citizens in the small island who are at the risk of death because of sea level rise, and this is a future of stability of Europe and of many countries. Tomorrow or today, we know that Europe faced four million migrants from Syria, and it was very difficult for Europe to manage this four million, and they can understand it because the capacity of cities, of your infrastructure, the capacity of those countries are not very big to receive once, one time four million Syrian, but imagine with me tomorrow that G8, the IPCC announced 250 million people will migrate because of climate change. Climate change means lack of drinking water, end of water, and it means lack of food. It affects the food security. It means conflict between tribes because of food and water, and it means migration.

So, climate change means also an agenda of peace around the world.

British scientist Stephen Hawkins has recently announced that the humans will survive for just another 100 years or so on planet earth. Your comments.

Yeah, maybe. Stephen has this amazing power and those things which are shocking at the beginning.

But when we take time to look at them scientifically, he is very right.

Maybe we're not controlling anymore the risk of typhoons, the risk of cyclones, the risk of inundation, and the risk of drought. If we think it's now precipitated and each day we're observing disaster, climate disaster worldwide. So, I think it is any more like we say, like usual. Everything is moving very fast. So, we've to move very fast. After the withdrawal of United States, we have only two choices. Either to compensate and to increase, our ambitions, to compensate the CO2 emission of United States and more than that to increase

You know situation is alarming and advancing each year by covering the new territory of 8 per cent. 75% of our territory is under threat of climate change.

According to the study, I tell you that in some area even the area is shrinking and the seaside disappears, you know, in the North of Morocco. So, we have very deep studies on the like in terms of diagnostic, and now we have law, a constant law report that all the sea sides from the raise of the level of the sea, and even to protect the citizens against cyclone and typhoons and tsunami etc.

So, we know that we're affected. We know that our agriculture is

Climate change means lack of drinking water, end of water, and it means lack of food. It affects the food security.

our ambitions, and to compensate the lack of the finance, because we need this 100 billion dollars, we need it to stop all the disasters around African and around small islands which are suffering and tackling climate change.

From my interaction with Indian dignitaries who have negotiated climate change at international forums are very tough negotiators simply because India is not responsible for two centuries of emissions, but now, we have no other choice than build India and Africa in a way that we don't make the same mistakes than Europe, China, and United States did.

Talking about Morocco and climate change, has scientific study been done which quantifies that climate change has affected the agriculture sector?

affected and the green strategy for agriculture is taking into account this trait of climate change. We're making the conversion of our irrigation system now to develop system. We're even changing the plantation, you know, the plant. And more added value plant, etc.

Is Morocco preparing and training the young generation of environmentalist and climate change experts within the country?

With young Moroccans, I attended a convention together with the Minister of Youth and Sport, and I myself have organised many activities, and those were very nice. That was the nice part of my job with the young generation of Moroccans.

But my question is, are you teaching this as a subject?

This is a subject in the Ministry of





Environment, and what we did also in the Ministry of Environment, we did prepare a guide for the Education Ministry, and in this guide, you'll find by education level, the notions, the programme should include all the students. So, from the very beginning to the Baccalaureate, we have a guide now, many guides, oriented to the education sectors. We prepare those guides with UNICEF and UNESCO two years ago, and we did give those guides to the Minister of Education, and they hope that they'll apply the guidelines of those guide in the manual.

Now it's more than hope. This is the law today because all the sectors have to respect the system of the law and the sustainable law and sustainable strategy. And the sustainable strategy is applied and implemented by law. By 2018, all the sectors will have to apply this.

worldwide of two billion people.

You can't fight against darkness in the dark, you know. And people have no energy, no water, no health, nothing. You can't fight against theories and make theory and speeches and people's need, have some social requirement, and social requirement means water, electricity. And water and electricity can bring food security, stability, stabilized people, no migration, industry, development.

This is what is needed. You can't build the American philanthropy, and many philanthropists are building hospitals. This is very nice. They're spending lot of money, but there is no electricity. You can't have a hospital without electricity. You can't have whole hospital we don't have the road

or China. We need to develop low carbon technologies. This is present and future. If we did and we make the same choices, then United States may, then Europe may, by choosing coal industries, fossil fuel industries, we will face I'll say the catastrophe of climate change because as of now, we're feeling the heat increasing each day, but we're not still dying. But I think future is uncertain.

Ma'am, you spoke about sustainable development in the context of Morocco which today is among the top countries in solar energy sector. A lot is happening. What can Morocco do more to spread this affordable technology?

I think together with India, China, and many other partners who are investing and dealing with renewables, we can do lot not only for Africa, but also for the small islands. Together for India also and China, because there is, I'll say, like we say in Morocco, this is we've to speed it, to speed in our countries, the part of the countries which is moving fast and developing.

// If we think it's now precipitated and each day we're observing disaster, climate disaster worldwide. //

Ma'am, you mentioned specifically the African continent and Morocco is very close to Africa, and His Majesty is also pushing those relationships to grow faster, and he has also invited India. I was present when the King of Morocco spoke during India-Africa Summit in 2015. But my question is how bad or how challenging or worse the climate change is for Africa?

The climate change is moving faster than us. We should renew and we should review our speed. This is the issue. The issue is that two factors are moving faster than the politicians and planners. The first one is demography. The second one is climate change. And these two issues are critical, yet, nobody seems to bother. Who is speaking about demography? Nobody. Tomorrow, Africa will be the most populous, and we will host the biggest population

to go to the hospital. So, I think that African continent is rich, very rich, where many poor people are living. We should deal with Africa in a way that this world profit to each people. Otherwise, its people will go somewhere else and will make poor the place they're going to. So, this is the stability worldwide we're looking. The entire region is moving around that holy division. I'll say the world is moving around the wealth of Africa.

Everybody is, dealing with the fuel of Africa, the diamonds of Africa, the minerals of Africa, but African people are still not benefitting. Benefiting, getting benefit. And the only way is to go fast, to implement low carbon technologies, because we need to develop either in Africa or India

You can't say that the problems of our neighbors in the south or in the east or west, or the north, etc., are not affecting us and are not affecting Europe. Either we're developing the whole countries and stabilizing the whole countries, and this is for many reasons, first because they've the right to be developed by their own research. Those are their research, and they've to get benefit from them. This is the first. This is justice. And second, because they're not responsible for the emissions and for climate change. And this is justice too. And third, because everybody love its land, his land. All of us, we love our land. Nobody wants to leave his own land. So, when we're forced to leave because of many reasons, we're not the same human being anymore and this is what is happening now.





OCP and Kribhco to Develop a Large Scale NPK Fertilizer Plant in Krishnapatnam, India

OCP and Krishak Bharati Cooperative Ltd (Kribhco) announced on October 21st the entering into a 50:50 Joint Venture to develop a large-scale greenfield NPK fertilizer plant in Krishnapatnam, Andhra Pradesh, India.

partner to develop a farmer-oriented agricultural input Joint-Venture. This partnership is designed to be truly a win-win project for all the stakeholders involved but foremost for India's agriculture and particularly for Indian farmers."



Photo: OCP

A Joint Venture of NPK Project between OCP, Morocco and KRIBHCO, India has been announced in a function on 21st October, 2016 at New Delhi, India.

This Fertilizer plant will require an initial investment of approximately \$230 million and will have an annual production capacity of 1.2 MT of NPK fertilizers. Furthermore, the project also includes the development of logistical infrastructure in the region.

In the spirit of Hon'ble Prime Minister of India's call for "Make in India," the Joint Venture shall provide quality indigenous NPK fertilizers to Indian farmers by leveraging on Kribhco's deep knowledge of market and farmers requirement, as well as OCP's world-class industrial capabilities and expertise. Fertilizers are one of 25 core sectors identified for "Make in India" campaign by Government of India.

Commenting on the announcement, OCP's Chairman and CEO, Mr. Mostafa Terrab said, "OCP has always been, and remains fully committed to contribute to India's agricultural development. We believe large scale local investments designed to respond to farmers' specific needs is the key ingredient to successful agricultural ecosystem development. As one of the major cooperatives in India, Kribhco is an excellent

Kribhco Chairman, Dr. Chandra Pal Singh said, "Proposed Joint Venture is a unique example of global cooperation between two leading organizations joining hands for making available phosphate-based fertilizer products to Indian farmers by channelizing their respective strengths. Farmers of the country shall benefit with continued supply of various NPK grade products based on best quality phosphate in the world." While speaking on the occasion, the Managing Director of Kribhco, Mr. N. Sambasiva Rao emphasized that NPK grade of fertilizer are very important for balance fertilization of soil and nutrition to the crop according to its requirement. He further added that the proposed project will unlock the hidden value of the soil and crop of farmers and will add to their all-round prosperity.

OCP-Kribhco Joint-Venture is expected to be the first step in a broader strategic cooperation between both groups that could include Kribhco's investment in a phosphoric acid unit in Morocco. ■





India – Morocco Ties: Looking at Cooperation from an Agricultural Perspective



By Ihssane Guennoun, OCP Policy Center

India and Morocco have enjoyed a steady and fruitful relationship that continues to grow thanks to the trade opportunities between both countries. Indeed, the various agreements between India and

6092.65 USD¹ and this GDP per capita is equivalent to 1/3 of the world's level (Trading Economics, 2017). On the other hand, Morocco's GDP per capita stands at 7265.80 US dollars for the year 2016.² This GDP per capita, is equivalent to 48% of the world's level. With close levels of development, the challenge for India and Morocco is to ensure an economic growth that can elevate them to the status of higher-income countries while avoiding the middle-income trap.

micro-irrigation in 64 districts in 13 states, showing positive results with increased yield of crops (Chaudhary & Singh, 2016). Thus, the Indian strategy in agriculture helped India overcome food insecurity, become self-sufficient and develop more sophisticated irrigation systems and the use of selected seeds helped in the advancement as well. In parallel, Morocco has been doing well in agriculture and has equally developed great expertise in irrigation technologies.



Morocco yielded effective results for both countries who set a model of South-South cooperation that is also a win-win partnership.

Both countries share many common challenges as both are middle income countries. They have been enjoying sustained economic growth in the past two decades. On the one hand, India's GDP after adjustment by purchasing power parity was

The Indian agricultural sector is one that has distinguished itself from other countries in the global south, placing itself as one of the world's leading agricultural export markets with a significant economic presence in the global south. For instance, the National Mission for Sustainable Agriculture made important findings on the success of Micro-Irrigation utilized in India. The organization conducted studies on the effect of

Overall, agricultural production has been increasing both in India and Morocco since the 1990's. Taking 2004 and 2006 as base years, the crop production index went from 116.27 (2007) to 146.76 (2014) for India and from 86.36 (2007) to 130.71 (2014) for Morocco. In parallel, employment in agriculture represents an important percentage of total employment in both countries. In India, about half of total employment goes to the agricultural sector while a little less than 40% of employment in Morocco is in the agricultural sector.³

In the 1970's, India used Moroccan phosphates to boost its agricultural productivity during its agricultural revolution. Up until today, Moroccan phosphates still contribute substantively to India's agriculture. In fact, between 2012 and 2013, about 33,44kgs of phosphate-based fertilizers were used per hectare of arable land which is quite a significant

¹World Development Indicators. Unit : In constant 2011 international \$

²World Development Indicators. Unit : In constant 2011 international \$

³World Development Indicators





Figure 1: Morocco's Imports and Exports of Food Products to/from India in thousands of dollars

Source: UNCTAD

number compared to the average in African countries.⁴

Cooperation between India and Morocco in several areas especially in agriculture could be further enhanced. Since India is the second largest producer of fruits and vegetables, there is a need to optimize the production given almost 40% of it goes to waste every year. As a matter of fact, much can be done in terms of food processing to reduce the amount of wastage and boost India's food exports. In sum, India and Morocco have various researchers and experts on agriculture that can take part in knowledge sharing through exchange programs.

Trade flows in terms of food products between India and Morocco provide interesting trends. As figure 1 shows, food trade is expanding between both countries which indicates a potential for further cooperation in the agricultural sector.³

Today, agriculture is seen in Africa as an important and vital engine for human development. African government are striving to promote productivity and make small farmers benefit from an inclusive growth process. In this context both Morocco and India can contribute to this effort through a partnership that can

benefit African countries. They can also take advantage of the African commodities markets to secure win-win partnerships in the framework of a South-South cooperation.

In retrospect, Morocco is providing fertilizers that are adaptable to the needs of Indian agricultural land. The most efficient fertilizers are made of a combination of nitrogen, phosphate and potassium, which Morocco has mastered thanks to its long-standing status as one of the leading exporter of phosphates in the world. Such experience can be very useful for Africa in producing fertilizers that can benefit the agricultural sector.

Given the state of agriculture development in both countries, there is definitely room for exchange of knowledge, experiences and technology transfer. India and Morocco can take stock of their longstanding expertise in this field to make a joint and effective contribution to social and economic development in Africa.

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World Development Indicators ■

⁴Indian Fertilizer Scenario 2013, Department of Fertilizers, Ministry of Chemicals and Fertilizers, Government of India





A Model for South South Co-Operation

Article Courtesy: Furnace Fabrica

Morocco, the land at the Farthest West of the African Continent has garnered great attention in African economic affairs through its dominance of the phosphatic fertiliser business since the 1970's. With an estimated 75% of world reserves of extractable phosphate, Morocco is the world biggest phosphate producer. Tapping into this immense potential, Furnace Fabrica has been providing its EPC solutions to OCP - the national caretaker of this precious resource and thereby takes great pride in its contribution to the Moroccan economy.

Introducing Furnace Fabrica (FFIL - Furnace Fabrica India Limited) as a front runner in engineering & construction industry executing projects on



Pic 1: 6,000 tons per day capacity - Sulphur Melting & Filtration plant

lump sum turnkey basis; for over four decades, the company has provided quality engineering & construction services to a variety of industries worldwide. With an integrated capability of producing in-house design engineering, including process design, mechanical & piping engineering, civil & structural design, electrical & instrumentation and further supported by captive fabrication facilities in India, Zambia, Morocco & the KSA, Furnace Fabrica never ceases to go the extra mile to support its clients.

Since its entry into the Moroccan market in 2008, Furnace Fabrica has developed a healthy partnership and great confidence with the world's largest phosphate producer, OCP. The first EPC project executed for OCP was the construction of 6000 tons per day sulphur melting & filtration unit in Jorf Lasfar, Morocco. This unit as a part of the worlds largest sulphur import platform delivers clean sulphur to the fertilizer complex's sulphuric acid production lines for the processing of phosphate ores. Furnace Fabrica through its effective procurement, engineering skill set, technical soundness and innovative execution

philosophy marked the successful implementation of this project. The project was successfully commissioned in early 2015 and was handed over to OCP's satisfaction. The project was then (and still) the largest EPC project ever successfully executed by an Indian company in Morocco.

As further proof of the excellent relationship between OCP & Furnace Fabrica, the latter is currently executing three new projects viz. Sulphuric Acid Storage Tanks (*see pic.2 - both OSBL & ISBL*) for the tank farm extension, pipe rack works and now major modernization of the 2 lines for the Phosphoric Acid concentration. Keeping in view the rising demands from the market for EPC solutions and to be effective to meet project timelines, Furnace Fabrica is increasingly deploying technology enabled specialized fabrication techniques and has commenced construction of an auto-spool piping fabrication facility in the MEDZ region of Jorf Lasfar. This facility would also cater to the demand for rubber lined process equipment & proprietary pollution control solutions in the country. This venture is part of the vision of



Pic 2: Current Execution of Tankage in Jorf Lasfar





Pic 3: FFIL booth & discussions at SYMPHOS

Furnace Fabrica in its contribution to the Moroccan economy through skilling & employing local labour and leveraging in-country value.

In the recently held 4th International Symposium on Innovation and Technology in the Phosphate Industry (SYMPHOS) organized by OCP at Benguerir, a team from Furnace Fabrica headed by our Director, Mr. Raiz Basheeruddin were present to meet and discuss with OCP officials, delegates & scientists from around the world. The four days meet discussed on various topics on sustainable development & environmental

preservation highlighting the future of phosphate industry worldwide. This event was a great platform for our team to share ideas and information, exchanging new techniques and technologies that can improve production of phosphate and its derivatives. During the event, a presentation on 'Innovation in Sulphur Handling' was presented by Furnace Fabrica (see pic 4). The presentation gave an insight of the challenges faced during execution of the large sulphur handling project & the effectiveness of lumpsum turnkey engineering solutions in execution of large



Pic 4: Furnace Fabrica Presentation during SYMPHOS

size project over traditional contracting methods.

In the current situation of global economic volatility and growth challenges, Morocco has proved to be a stable economy with a lot of potential in key sectors. The World Economic Forum placed Morocco as the most competitive economy in North Africa, in its African Competitiveness Report 2014-2015. Furnace Fabrica intends to support this growth bridging the gap of trade relations between India & Morocco, while contributing to this winning South-South Partnership. ■

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- Captive fabrication facilities in Navi Mumbai (Maharashtra) and Kandla (Gujarat) in India.
- Head office strength of 200+ heads in engineering, project management and other corporate departments,

- supported by 200+ heads in the field overseeing construction management and project execution. Field technicians/workmen are engaged on project specific contracts.
- Expertise in sophisticated engineering solutions and specialised construction services.
- Strong delivery credentials for EPC projects in the USD 5-100mn ticket size.
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Reasons, Opportunities and Facilitations of Investment in the Kingdom of Morocco

I. TOP REASONS TO INVEST IN MOROCCO

• Cost Competitiveness

Only 14km south of Europe, Morocco is a competitive platform for export:

- Low Wages: The average wage is 327\$/month.
- Competitive costs to export: 595 USD/container.

This cost includes for a 20-foot container, all fees charged by government agencies and the private sector to a trader in the process of exporting and importing the goods. These include but are not limited to costs for documents, administrative fees for customs clearance and inspections, customs broker fees, port-related charges and inland transport costs. The cost does not include customs tariffs and duties or costs related to sea transport. Source: Doing Business Report.

- **Low Tax rates: Taxes paid by companies represent only 49% of their profit**

The total tax rate measures the amount of taxes and mandatory contributions borne by the business in the second year of operation, expressed as a share of commercial profit. Source: Doing Business Report.

- **Strong and Stable Macroeconomic Performances**

Preserving macroeconomic stability is a major concern for Moroccan governments. Several actions and

structural reforms have been undertaken to put the country on the path of strong and sustainable growth:

Access to new growth levels

A continuously growing economy with an average growth rate of 6% over the period 2004-2014.

Controlled inflation

Inflation is maintained below 2% despite the rising prices of oil and raw materials.

Reducing debt levels

The overall debt of the treasury was reduced by 10 points between 2000 and 2014 to stand at 64% of GDP at 2014.

Growth driven by domestic demand and public investment

Household consumption grew by an average 5% per year between 2010 and 2015 to reach MAD 568 billion (59 billion USD), while public investment grew by an average 3% per year during the same period to reach MAD 189 billion (20 billion USD)

- **World Class Infrastructure**

For over a decade, Morocco launched large-scale projects aimed at elevating its infrastructure to international standards:

- o Tanger-Med Port entered into service in 2007 with a total capacity of 8 million containers, in addition to professional real estate of over 5000 hectares, complements the overall port infrastructure consisting of 38 (13 foreign trade) ports meeting international standards.

The Highway Network has grown exponentially to link the main Moroccan cities of over 400 000 inhabitants. It should reach 3000 km by 2020.

- o Thanks to an Open Sky policy, the 17 international airports in Morocco (largest airport hub in the region) are used by a multitude of international companies and are connected to major cities and economic platforms of world affairs.

A wide network of Economic activity zones (Industrial Integrated Platforms, Free zones, Agropoles, clusters,...)

- o Telecommunications infrastructure meeting international standards. Three global operators (Fixed phone, mobile, Internet and data), the telecommunications sector in Morocco achieves every year an intense and sustained activity: 127% mobile penetration (2015) and 43 million clients.

Qualified Labor Force

In Morocco, human resources have all the ingredients to become the pivots of a competitive investment



HAPPY MOROCCO NATIONAL DAY

On the occasion of "Morocco National Day" the 18th Anniversary of Enthronement of His Majesty Mohammed – VI, King of Morocco, We extend our hearty congratulations to the King and His people.

Together we will continue to strengthen our ties for the mutual benefit of our nation. On this occasion we wish you from the heart and hope that Mahindra XUV 500, Mahindra Tractors and Mahindra Pickup will be first choice of customers in Morocco.





and value creator: education level, cultural openness, language skills and new technologies, commitment to entrepreneurship, adaptation capacity to change and competitive labor costs:

- o **A young and active population:**
 - Total population of 33,8 million inhabitants
 - 64% of population aged under 34
 - 6 million of young people aged 18 - 35
- o **Active population of 12 million**
- o **Qualified Human Resources:**
 - More than 100 Universities and public schools
 - 500,000 students in higher education
 - 40,000 higher education graduates per year
 - Training of 25,000 engineers per year by 2020
- o **Advanced linguistics capacities**
 - Over 10 million French speakers
 - Over 6 million Spanish speakers
 - Large penetration of English among young people and management staff
- o **Vocation training adapted to market needs:**
 - 332 vocational training institutions
 - Training of 370,000 students (2014 - 2015)

● Sectorial Plans

Morocco launched numerous strategic sectoral plans that ensure strong and sustainable economic growth. This reform momentum is marked by an innovative contracting approach and public private partnership advocating greater and coordinated participation of the private sector in the development of sectoral strategies and policies along with the funding of projects allowing to refocus the State's role on its regulatory powers.

These strategies are part of a process to speed the development of strategic sectors like agriculture, fishery, mining, renewable energy, logistics and promising sectors such as automotive, aerospace and services with high added value.

● Constantly improving business Climate

To promote the investment act, a particular attention is given to improving the business climate. A set of mechanisms to increase competition and transparency was put in place:

Simplification of administrative procedures for businesses

- o Strengthening the business law framework (law on competition and free pricing, law on economic interest groups, law on industrial and intellectual property ...)
- o Improving regulatory transparency
- o Development and modernization of financial markets
- o Creation of the Business Environment National Committee
- o Creation of the Central Authority on the Prevention of Corruption
- o Creation of the Moroccan Office for Intellectual and Commercial Property
- o Promotion of the Charter on Corporate Social Responsibility.

II. INVESTMENT OPPORTUNITIES

● INDUSTRY

Industrial Acceleration Plan

The Industrial acceleration plan is a new approach based on the implementation of efficient ecosystems aiming at the integration of the value chains and the consolidation of the local relations between big firms and SMEs .

The strategy, that will extend over the 2014-2020 period, is expected to generate half a million jobs in the sector and substantially increase the share of industry in GDP from the current 14% to 23%.

The changes to be introduced will help diversify and expand the industrial fabric and institute a better coordination and deeper partnership between large companies and SMEs. It will therefore reinforce the Moroccan Industry as a major leverage for growth and job creation.

The new strategy provides for the creation of the "FDI", a public industrial investment fund endowed with 2 billion euros. It also focuses on supporting the transition of the informal sector to the formal economy with a series of incentives and tax measures. Also, the plan grants utmost importance to human resources, the aim being to respond better to Moroccan and foreign enterprises' requirements.

The plan provides for other measures to better exploit and optimizes industrial zones and makes them more accessible to operators through rental offers.

On the other hand, the strategy calls on all Moroccan economic operators to have "the Africa reflex" to upgrade Morocco's partnership with African countries in order to confirm the position of Morocco as a gateway for international investment in the continent.

The plan focuses on ten key measures, grouped into three blocks :

● SOLAR ENERGY

Presentation of the sector

As part of its strategy towards energy use, Morocco gives priority to developing renewable energy and sustainable development. With abundant solar resources (a potential of 2 600 kWh/m²/year) and a strategic position at the heart of an energy hub (Connexion with Spanish Network through two electric lines 400kV/700 MW), Morocco offers a wide range of investment opportunities in the sector of thermal and photovoltaic solar energy, including the launch of the following structuring programs:

- The Moroccan Project of





Solar Energy: This integrated development project aims to set up in 2020 a capacity of electricity production driven from solar energy with a total capacity of 2000 MW in five major sites: Ouarzazate, Ain Bni Mathar, Fom Al Oued, Boujdour and Sebkhath Tah. The two technologies - Concentrated Solar Power (CSP) and Photovoltaic-are designated to be used in these stations. This program will increase by 14% the role of solar energy in total electricity capacity by 2020 and prevent the emission of 3.7 million tonnes of CO₂ per year.

- Development Program of the Moroccan market for solar water heaters (PROMASOL): This program involves the installation of 440,000 m² of thermal solar sensors in 2012 and 1.7 million m² in 2020. In terms of thermal energy produced annually, these figures will correspond to 1190 GWh by 2020. This program will avoid the emission of 920,000 tons of CO₂ per year and create 920 permanent jobs.

Both plans were designed to fall under the criteria of a Clean Development Mechanism.

Value proposition

Regulatory Framework:

The Renewable Energy Law (No. 13-09) aims to promote energy production from renewable resources, to market and to export by public entities or private. It also introduces the subjugation of facilities producing energy from renewable sources to a system of prior authorization if their power is equal to or greater than 2 MW, or prior notification for operating activities which necessitate power between 20 KW and 2 MW. Finally, it provides the right for an operator to produce electricity from renewable energy sources on behalf of a consumer or a group of consumers connected to the national grid of medium voltage (MV), high voltage (HV) and extra high voltage (EHV),

under an agreement whereby they undertake to remove and consume the electricity produced exclusively for their own use.

Financing:

This strategy benefits from the resources mobilized under the pole of the Energy Development Fund with an amount equivalent to \$ one billion donation from the Kingdom of Saudi Arabia (U.S. \$ 500 million), UAE (U.S. \$300 million) and the contribution of the Hassan II Fund for Economic and Social Development (200 million U.S.). The year 2010 was highlighted by the establishment of the Energy Investment Corporation (EIS) with a capital of one billion dirhams endorsed by the state (71%) and the Hassan II Fund for Economic and Social Development (29%).

Training

- Creation of specialized energy courses within the major Engineering Schools and Universities
- Training of technicians in wind energy by Vocational Training Institutes
- Conclusion of Industry partnerships-Large Schools - Universities, Institutes specializing in R & D applies.

Governance:

- **Moroccan Agency For Solar Energy (MASEN)**

MASEN's mission is to ensure the implementation of the Moroccan Solar Plan.

www.masen.ma/

- **ADEREE**

The National Agency for the Development of Renewable Energy and Energy Efficiency, which aims to contribute to the implementation of government policy on renewable energy and energy efficiency

www.aderee.ma/

- **AMISOLE**

The Moroccan Association of Solar Industries and Windmills (Amisola) was created to promote the interests of industrialists and Moroccan professionals working in the renewable energy sector.

- National Electricity Office (ONE)
www.one.org.ma/
- Soci  t   d'Investissements Energ  tiques (SIE)
www.siem.ma/

- **Wind energy**

Presentation of the sector

As part of its strategy towards energy use, Morocco has undertaken a vast wind energy program, to support the development of renewable energy and energy efficiency in the country. The Moroccan Integrated Wind Energy Project, spanning over a period of 10 years with a total investment estimated at 31.5 billion dirhams, will enable the country to bring the installed capacity, from wind energy, from 280 MW in 2010 to 2000 MW in 2020.

The development of 1720 MW of new wind energy farms are planned as follow:

- 720 MW under development in Tarfaya (300 MW), Akhfenir (200 MW), Bab El Oued-Laayoune (50 MW), Haouma (50 MW) and Jbel Khalladi (120 MW)
- 1000 MW planned in 5 new sites chosen for their great potential: Tanger2 (150 MW), El BaidaKoudia in Tetouan (300 MW), Taza (150 MW), Tiskrad Laayoune (300 MW) and Boujdour (100 MW).

Objectives of the wind energy program are:

- Increase the share of wind power in the national energy balance to 14% by 2020
- Achieve a production capacity from wind power of 2 GW and annual production capacity of 6600 GWh, corresponding to 26% of current electricity generation





- Save annually 1.5 million tons of fuel, matching the sum of 750 million U.S. dollars, and prevent the emission of 5.6 million tones of CO₂ per year.

● Value proposition

Real assets:

- Huge potential in wind power estimated at 25,000 MW (see wind map)
- A strategic location in the heart of an energy hub (connected to the Spanish electrical grid)

Regulatory Framework:

The Renewable Energy Law (No. 13-09) aims to promote energy production from renewable resources, to market and to export by public entities or private. It also introduces the subjugation of facilities producing energy from renewable sources to a system of prior authorization if their power is equal to or greater than 2 MW, or prior notification for operating activities which necessitate power between 20 KW and 2 MW. Finally, it provides the right for an operator to produce electricity from renewable energy sources on behalf of a consumer or a group of consumers connected to the national grid of medium voltage (MV), high voltage (HV) and extra high voltage (EHV), under an agreement whereby they undertake to remove and consume the electricity produced exclusively for their own use.

Financing:

To support the national plan for renewable energy development, an energy investment company for developing renewable energy (SIE) was created specifically for this purpose with a one billion dirhams capital.

This strategy benefits from the resources mobilized under the frame of the Energy Development Fund with an amount equivalent to one \$ billion donation from the Kingdom of Saudi Arabia (U.S. \$ 500 million), UAE (U.S. \$300 million) and the contribution of

the Hassan II Fund for Economic and Social Development (200 million U.S.).

Training

- Creation of specialized courses in wind energy in large engineering schools and universities
- Training of technicians in wind energy by Vocational Training Institutes
- Conclusion of Industry partnerships-Large Schools - Universities, Institutes specializing in R & D applies.

Governance:

- Energy Investment Company (SIE)
- ADEREE

The National Agency for the Development of Renewable Energy and Energy Efficiency, which aims to contribute to the implementation of government policy on renewable energy and energy efficiency.

- National Electricity Office (ONE)

Tourism

Presentation of the sector

Morocco is a tourist destination that has many strengths and clear potential that allowed it to become a highly popular tourist destination. With varied and contrasting landscapes (3500 km of coastline, mountains, deserts ...), a rich cultural heritage (imperial cities, old towns, food and crafts), Morocco is a unique and diverse touristic experience only 2h30 flight from major European cities.

Between 2005 and 2010, the number of tourists visiting Morocco has increased from 5.8 to over 9.3 million, and amounts of foreign direct investments are around \$ 30 billion over this

period combined. In addition, in 2009, Morocco was the only Mediterranean country to have increased more than 6% while the world market decreased by 5%.

● Value proposition

Sectoral incentives:

- Exemption of import duty preference for all capital equipment needed for the promotion and development of the project
- VAT exemption for capital goods, machinery and equipment acquired in Morocco for a period of twenty four (24) months from the date of commencement of business of the company
- Exemption from import VAT for a period of thirty six (36) months for capital goods, machinery and equipment acquired on importation.
- Total relief of the SI of turnover in foreign exchange business and hotel for a period of 5 years from the year in which the first accommodation was made in foreign currencies and a reduction of 17.5% over this period.
- Total exemption from IR to the amount of turnover in foreign currency by the hotel companies and for a period of 5 years and a reduction of 50% over this period.

Conventional Terms

For investments that meet a number of criteria, the investor may conclude with the State, investment agreements granting implementation aid for the project (for details, see the Fact sheet Investment Incentives)

Financing offers

To remove the constraints on the access to financial resources, Vision 2020 considers the establishment of an instrument for national and international investment mobilization: the Moroccan Fund for Tourism Development (FMDT). Investment premiums will be implemented taking into account the level of risk perceived





by investors for each type of product and for each destination.

To strengthen its commitment in supporting the implementation of Vision 2020, the banking sector is willing to mobilize a budget of 24 billion DH.

Aside from commercial banks responsible for financing the sector, funds for national investments were created to support the dynamic development of tourist projects. Some of them are Actif Invest, Madaef, H Partners, capital T and Saham Hotels.

Investment Opportunities

- Azur 2020 Program: Establishment of a considerable Morocco seaside offer internationally competitive.
- Program Green/ Eco/ Sustainability: Valuation of natural resources and rural areas in respect to socio-cultural authenticity of host communities.
- Heritage and Legacy Program: Promotion of the Moroccan cultural identity through the structuring and valuation of tangible and intangible heritage of the Kingdom together with the construction of coherent and attractive tourist products.
- Animation Program, Sport & Leisure: Creating consistent animation offers, varied and complementary to the basic tourist infrastructure in order to consolidate Moroccan tourism and make it more competitive and attractive to many tourists.
- Niche Program with high added value (or business and Welfare): Strengthening the position of Morocco as a tourist destination for Business, welfare and health.
- Biladi Program: Strengthening the tourist offer for natives through a suitable product that takes account of their habits and customs.

● Agriculture

Presentation of the sector

The agricultural sector contributes with 19% to the national GDP, divided between agriculture (15%) and agro-industry (4%). This sector employs over 4 million people including about 100,000 in agro-industry.

The new agricultural strategy, Green Morocco Plan, established by the Ministry of Agriculture and fishing, aims to consolidate the success achieved and to meet new challenges facing Morocco's competitiveness and opening of markets.

Value proposition

- Green Morocco Plan designed to promote the development of the entire agricultural and territorial potential. The new Moroccan agricultural sector is meant to be open to all using different strategies depending on the targeted issues.
- Green Morocco Plan will contribute to GDP with 174 billion dirhams, creating 1.15 million jobs by 2020 and triple the income of nearly 3 million people in rural areas.
- Green Morocco Plan focuses on two pillars.

The accelerated development of a modern and competitive agriculture, vital for the national economy, through the realization of a thousand new projects with high added value in both productions and agro-food

- o Support to smallholder agriculture through the implementation or professionalization of 545 projects of small farms in difficult rural areas, thereby promoting greater productivity, greater recovery of production and sustainability of farm income. This second pillar also seeks the conversion of cereal crops with higher value added (or less sensitive to precipitation) and processing of local products.
- To strengthen the projects of these two pillars, the VMS is based on projects consisting of the so-called cross-sector framework redesign and improvement of water policies, land tenure and the This

plan revolves around the concept of aggregation for overcoming constraints to the fragmentation of land ownership patterns, while providing access to aggregated holdings of modern production techniques, finance and markets. It is based on the implementation of a new wave of investment around new players with high managerial ability.

- The regional declination of the Green Morocco Plan in farm aims to build a regional vision and a regionalized agricultural production, eco-balance between two pillars and to mobilize regional and national funds, credit agencies, and investors as well as other donors wishing to support Morocco in the implementation of this Plan.

Measures used

- Total Investment: 10 billion dirhams per year in the horizon of 2020
- Creation of 6 agropoli (Meknes, Berkane, Souss, Gharb, Tadla and Haouz)

Governance

- Creating of the Agency for Agricultural Development (ADA), which oversees the implementation of Green Morocco Plan.

Presentation of the sector

The fishing sector in Morocco has developed an integrated, ambitious and comprehensive development in 2020 called "Halieutis. It aims at upgrading and modernization of various sectors of the fishing industry and improve its competitiveness and performance.

The grand strategy of sector development means build the sector into a genuine development opportunity in the Kingdom, and is based on three main axes declined as projects: Sustainable use of resources and promotion of responsible fishing involving Fishermen also considered as major players in sector development The development of an efficient





and quality fishing Strengthening Competitiveness

Value proposition

- Promote a sustainable manner the fish wealth Moroccan
- Strengthen the sector's contribution to the national economy by nearly tripling the value-added fish to pass it by 8.3 billion dirhams in 2007 to 22 billion dirhams in 2020;
- Increase the number of work stations on land used by industry and aquaculture of 61 650-115 000 and the indirect employment of 488 500-510 200 for 2020
- Reduce by half the weight of the informal sector to reduce it to 15% of turnover in the sector
- Raise the value of exports of seafood products to more than 3.1 billion dollars against 1.2 billion dollars in 2007
- Raise the volume of fish production of 1.035 million tones currently to 1.6 million tons with a special effort to develop aquaculture
- To encourage domestic consumption of fish to carry 10 kg per capita per year on average currently 16/kg/an/habitant

Means

- The cost of this program for 2008-2012 is estimated at five billion dirhams of which one billion dirhams at the expense of the General Budget of the State.
To ensure the success of this strategy, there will be the establishment of the necessary instruments:
- At the institutional level by the upgrading of professional associations and the creation of new ad hoc organizations dedicated to the new strategy
- Legally by the update of the rules governing the sector
- At the organizational level by establishing a monitoring system to ensure appropriate traceability of products throughout the production chain and marketing
- In terms of financing the establishment of appropriate means and in terms of infrastructure

by adopting a broad program of investment in ports, landing equipment, aquaculture sites, chain cold, fish markets, wholesale markets and detail.

Governance:

Halieutis provided for the establishment of a strong public governance and mobilizing to modernize the fisheries sector. With the ultimate goal the establishment of a system of sectoral governance allowing gradual transfer of power to regions and the private sector.

- National Committee for Fisheries
- Funds for the adjustment and modernization of fishing effort
- National Agency for the Development of Aquaculture
- National Center for promotion of seafood
- Monitoring the use of the fisheries sector.

Logistics

Presentation of the sector

The National Strategy for the Development of Logistical Competitiveness, which is the subject-matter of a 2010-2015 Compact, provides for the reduction of logistical costs by as much as 20-15% of GDP.

The Kingdom's new strategy, premised on the establishment of some 70 logistical platforms in several cities (covering a total surface area of 2,080 hectares), seeks to speed up economic growth by 0.5 percentile point per year, which accounts for 5 percentile points in the GDP over a ten year period.

Value proposition

- Aimed to seamlessly and optimally manage the increasing flows of in-bound and out-bound flows of goods, the new logistical strategy is an essential chain link in

all sector-based strategy as well as a keystone policy designed to directly serve the interests of economic operators and bolster their competitiveness;

- Through the organization of the transportation and flows of goods around 70 logistical platforms (Multi-flow logistical areas), which are directly connected to harbors, highway and rail infrastructures, close enough to production and consumption sites, the logistical strategy will allow a regulation of the road haulage of goods, within cities, in particular, and alleviate congestion in city centers, by limiting urban flows to low-tonnage supply trucks;
- The new logistical strategy will likewise have a considerable impact on the environment in as much as it will curb CO2 gas emissions generated by the transportation of good, contributing thereby to the improvement of the goals set by environmental policies;
- These improvements are chalked to generate a direct economic value-added worth 20 billion Dirhams and overall (direct and indirect) value in the order of 40 billion Dirhams, over the same time-span. Besides, these improvements will contribute to the creation of 36,000 new jobs and roughly 100,000 by the time the strategy has been carried out, fifteen (15) years later.

The means that are made available:

- Overall investment worth 60 billion DH, of which two thirds are pledged by the private sector,
 - Development and operation of an integrated national network consisting of 70 Multi-flow Logistical Areas;
 - Upgrade and inducements fostering the emergence of integrated and high-performance logistical actors;
 - Capacity building and development, through a national training scheme in logistics-related trades (as many as 61,000 people are expected to receive training by 2015);





- o Establishment of a framework for the governance of the sector and adapted regulatory measures.

Governance

- Creation of the Moroccan Agency for the Development of Logistics and a Cross-sector Performance Indicator Follow-up and Observatory.

● Information Communication and Technology (ICT)

Presentation of the sector

Information Communication and Technology (ICT) usage is essential for the emergence of the knowledge society and can actively contribute to human development, improvement of social cohesion and national economy growth. The challenge for Morocco in the ICT sector for years to come is not only to sustain the progress already made, but also to allow the insertion of Morocco in the global knowledge economy, through amplified and widely distributed integration of ICT across all actors of society: government, governments, businesses and citizens.

Morocco Numeric Plan 2013 has been built around a clear vision and ambition for Morocco: position Morocco among the top emerging countries in the Information Technology and Communication.

Value proposition

- Make IT a vector of human development
- Make IT a source of productivity and added value for other economic sectors and Public Administration
- Make the IT industry a pillar of the economy
- Position Morocco as a regional technology hub

● Retail

Presentation of the sector

Retail contributes to 11% of GDP and employs about 1.2 million people or 12.8% of the labor force in Morocco. Retail has experienced over the past decade, the emergence of new patterns of trade and especially franchise networks and retail.

The Department of Trade and Industry has developed the Vision 2020 Rawaj plan for sector development and trade distribution. Rawaj plan revolves around four main axes:

- The large and medium distribution
- The independent commerce
- Trade Network and the franchise
- Public spaces merchants under the responsibility of municipalities (wholesale markets, slaughterhouses and fish markets).

Value proposition

- Make Morocco a platform par excellence for shopping with an offer that meets the needs of all consumers
- Modernize the local shops (labeling, central purchasing, networking traders ...)
- Contribute to the emergence of national champions (assistance and support of national operators in the creation and development of commercial networks)
- Implementation of 600 supermarkets and hypermarkets in 2020, with more than 50 hypermarkets generating nearly 80,000 jobs
- Creation of 15 malls that can accommodate almost 3000 franchise stores and modern trade and generating nearly 21,000 jobs
- Creation of 15 outlets, discount stores and factory outlets generating 5,000 jobs
- Increase the current GDP of trade to 98 billion MAD
- Bring the contribution of trade to GDP at 12.5%
- Increase sector growth to 8% annually

Means

In order to encourage merchants to join the modernization plan, program Rawaj VISION 2020 provides for the establishment

of a dedicated funding mechanism, including the creation of a development fund for commerce. The fund will finance and support projects initiated by local communities in order to organize the commercial spaces and develop sites for the settlement of itinerant traders. The endowment fund is 200 million MAD per year over the period 2009 to 2012.

III. FACILITATION OF INVESTMENT IN MOROCCO

● ONE-STOP-SHOP

Invest in Morocco (AMDI), your partner for Investment and Business

With its network of international representations' offices and the support provided by such institutional partners as (Ministries, Regional Investment Centers, local collectivities, sector-based agencies ...) and private sector operators, Invest in Morocco (AMDI) offers you a free, professional, public service.

Within the same structure, it proposes a wide range of service and offers you such assistance as would allow you to carry through the development of your business activities in Morocco.

It puts at your service a team of professionals which provide counseling services, assistance, and follow-through, as well as swift action.

Invest Morocco (AMDI) also strives to make you benefit from the best environment, such as would foster the development of your company:

- Proposing legislative and regulatory reforms related to investment and facilitation of administrative procedures;
- Taking care of the Secretariat of the Investments Commission;
- Serving as a lever in the implementation of the Industrial Acceleration Plan.

● INDUSTRIAL AREA

Modern areas have been especially designed to host your businesses; they include:





● Integrated Industrial Platforms

Presentation

This program includes 4 types of platforms:

- o The General P2I : Open to all sectors, and can combine several sectoral areas
- o The Sectoral P2I: Although they are dedicated to a specific sector, they may contain areas reserved to sectors close to the main sector (e.g. electronics area in a car P2I)
- o The Regional/National P2I areas: general areas reserved for an industrial organization from the same region of a foreign country
- o The P2I program aims to progressively establish a network of 22 P2I, some of which are existing zones and which need to be upgraded according to the value proposition offered to investors.

Site selection

The final selection of sites for basing P2I is done on the basis of the following criteria:

Availability of manpower to meet the needs of the industry;

Logistics accessibility ensuring a good connection of the site for receiving supplying and exporting products;

Land availability

Value Proposition

P2I value offer for investors is structured around the following offers:

Real-Estate offer

The P2I envisage providing 3 types of real estate offers to investors:

- o Rental or purchase of serviced land
- o Rental or purchase of ready buildings
- o Rental or purchase of customized buildings

Services Offer

A complete Services Offer for investors and their employees:

- o Services for exploiting the area: infrastructure maintenance, security, etc.

General services: telecoms, food, health services, banking, etc.

"Business" Services: business center, hiring support, travel agency, etc.

Advanced services specific to industrials: industrial maintenance, engineering, recycling and logistics areas, etc.

Training Offer

Offering the possibility of training within the area by creating, in the P2I, a specialized training institute or a public training center (OFPPT)

Logistics Offer

The zone is in an optimal logistics position in relation to the major national transport routes, according to the needs of the sector (maximum proximity to major ports and/or airports, highways ...)

One-stop-shop

There is a one-stop-shop bringing together the various key administrative departments for investors. Delegations of full-time staff of these authorities will be grouped in a dedicated area within the P2I. The main administrative services are:

- o ANAPEC: recruitment support services, allocation of public training assistance, issuing work permits, etc.
- o Municipality services: Document Legalization
- o Regional Investment Center (CRI): company creations, patents, etc.
- o National Social Security Fund - CNSS: employees' declaration, affiliation, etc.

Logistics connectivity

An optimal living framework and a link to the city, mainly through the selection of ideally-positioned land in relation to the city, and

which is interconnected with the public transport network.

Status of free zones

The P2Is of Kenitra, Nouaceur, Tangier Oujda enjoy the status of free zones for exporting.

● ECONOMIC ACTIVITY AREAS AND INDUSTRIAL PARKS

Alongside the development of P2I, a program for creating areas for economic activity is set up, besides the rehabilitation of several industrial zones. The main objective is to enable regions to strengthen their industrial potential.

Both programs aim at:

- o Developing land supply;
- o Providing entrepreneurs with quality services for carrying out their projects;
- o Optimal benefiting from regional industrial opportunities;

An annual budget of 100 Million MAD is reserved for these programs.

● FREE-TRADE AREAS

Instituted by Law 19-94 (Dahir No. 1-95-1 dated January 26, 1995), export processing zones are identified areas of the customs territory where they are authorized, exempted from customs regulations, foreign trade and exchange control, all industrial and commercial export activities as well as linked service activities. Each zone is created and defined by a decree which stipulates the nature and activities of the companies that can operate in the zone

The agent of the export processing zone provides the development and management of the zone and the submission of the investors folders for approval by the local Committee of Export Processing Zones. The company manager offers one stop service to the investor

Free Zones in Morocco:

- o Export Processing Zone of Tangier
- o Free Zones at Tanger Med Ksar el Majaz Melloussa one and two
- o Free Zone in Dakhla and Laayoune:





- o Free Storage Zone of hydrocarbons: Kebdana and Nador
- o Export Processing Zone in Kenitra.

Source: <http://www.mce.gov.ma>

● FINANCING YOUR PROJECT

Banking sector

The Moroccan banking sector puts at the disposal of entrepreneurs products designed to finance investments as necessary to the development of their projects. It thus proposes medium and long-term loans for such projects as company creation, expansion, or modernization. Similarly, investment credits in the form of leasing are available for the acquisition or the rental of movable or real-estate on behalf of the company.

Capital investment

Capital investment may constitute a response to real company financing needs and serve as a lever for its improvement. Capital Investment thus finances company start-up, its development, and even its re-capitalization in the event of financial difficulties.

For further information, please consult the web-site of the Moroccan Association of Capital Investors at <http://www.amic.org.ma/>

● GUARANTEE FUNDS PROVIDED BY CCG (OR, THE CENTRAL GUARANTEE FUND)

In order to facilitate company access to banking financing, the CCG (or, Central Guarantee Fund) guarantees between 50 and 85% of investment credits earmarked for the creation and/or the extension of company projects. The CCG also guarantees, to the tune of 50%, credits intended for the financial restructuring of companies active in all sectors, excepting real estate and high-sea fishing. The guarantees granted by the CCG benefit from the State's unconditional guarantee:

- Damane Crea: a guarantee covering medium and long-term bank loans

granted for the purpose of setting up companies;

- Damane Exploitation: a guarantee covering operating loans which are designed to meet company operating requirements;
- Damane Dev: a guarantee covering medium and long-term loans chalked for company expansion or modernization projects;
- Damane Istitmar: a guarantee covering the consolidation of banking debt incurred by virtue of investment and operation loans.
- Damane Express: a guarantee of investment loans and operating loans the amount of which does not exceed one million Dirhams.
- Damane Capital Risk: a guarantee covering equity or quasi equity brought by companies to eligible firms. The contribution should not be guaranteed by other organisms.

For further information, consult the web-site of the Central Guarantee Fund: <http://www.ccg.ma/>

● FINANCING FUNDS

Fund for the Promotion of Investments made by Moroccan Expatriates "MDM INVEST"

Jointly with banks, the "MDM Invest" Funds, finance company establishment and extension projects which are directly initiated in Morocco by members of the Moroccan expatriate community.

The investment programs are financed according to the following scheme:

- Equity capital on the part of the Moroccan expatriate: a minimum of 25% of the total amount of the investment project, under the form of a contribution in foreign currency to be paid into or transferred to an account in

Dirhams and devoted to project 2;

- "MDM" Invest Funds: 10% of the amount of the contribution made by the Moroccan expatriate to the project
- The outstanding amount or balance: this is financed by a bank loan or by any other contribution in cash.

For further information, consult the web-site of the Central Guarantee Fund: <http://www.ccg.ma/>

● FOREIGN FINANCING LINES

In the framework of bilateral agreements between Morocco and some EU countries, companies may finance the acquisition of goods and services originating from the signatory countries.

For more information, you are requested to directly consult your business adviser at your bank.

● OCP INNOVATION FUND FOR AGRICULTURE

OCP Innovation Fund For Agriculture, innovation and entrepreneurship in the service of sustainable agriculture

The OCP Innovation Fund for Agriculture is an investment fund designed to promote innovation and entrepreneurship in the agriculture and agro-business sectors.

This Investment Fund is open to any promoter with an innovative project leading to a sustainable and competitive enterprise that generates stable jobs in Morocco. The Fund is rooted in a conviction that innovation and entrepreneurship are key engines of Morocco's economic growth and diversification, and it mobilizes the necessary human and financial resources to support promising projects that can contribute to this growth.

Incubation of supported projects is a core element of the OCP Innovation Fund for Agriculture. The Fund, and its national and international network of experts in relevant fields, will provide strategic, financial and operational guidance and technical assistance to the projects in which it invests. ■

For further information, please click on the link below : www.ocpgroup.ma/ocpinnovationfund.jsp





Morocco-India Musical Fusion

To celebrate the 60 years of diplomatic ties between the Kingdom of Morocco and the Republic of India, the two well-known artists are going to perform at Hotel Imperial in New Delhi, on 31st July, 2017. While Lute player Haj Youness has flown in from Morocco to perform in New Delhi, the Indian artist Vidya Shah, a classical singer from the city, will jointly perform.

Morocco and India, both are millennium civilizations and their culture is rich in content. Ambassador, H.E. Mr. Mohamed Maliki informed that by arranging the two top most artists, the Embassy is furthering the cultural diplomacy, and celebrating 60 years of ever growing ties.

“The performance will produce magic, as both countries have common cultural heritage. Culture can reduce the gap between countries and unite people,” Ambassador Maliki added. The Moroccan artist Haj Youness who is also known as “Golden Lute” will also travel to Kathmandu, Nepal to perform.

He is to the lute what Messi stands for football. With its precious instrument, the relationship is visceral. In 1971, he won the grand prize for interpretation and virtuosity of the lute at the Casablanca Municipal



Moroccan artist Haj Youness

Conservatory. Haj Youness, considered among the most distinguished Moroccan artist abroad, was awarded the Cordon de la culture pour la paix in year 2000 at the UN headquarters.

Indian artist Vidya Shah is a composer, musician, and writer from New Delhi. She was initially trained in Carnatic music, and later received guidance in the North Indian genres of Khayal (from Shubha Mudgal and Mujahid Hussain Khan) and Thumri Dadra, and Ghazal (from Shanti Hiranand). She has performed at national and international forums, including the Tansen Samaroh in Gwalior, The Kennedy Centre in Washington D.C, The Asia Society in New York and the British Museum in London.

A popular performer and a prolific composer, she is a recipient of the Charles Wallace Award and a Senior Fellowship from the Government of India for her project "Women on Record", a performance highlighting the contributions of the forgotten women performers in the Gramophone era. Her special performances include The Last Mughal (In performance) with author William Dalrymple, "Akhtari- the Life of Begum Akhtar" with Actor/Story Teller Danish Husain, and "Rung- Sufiana" a rendition of Sufiana Kalam. ■



Indian artist Vidya Shah

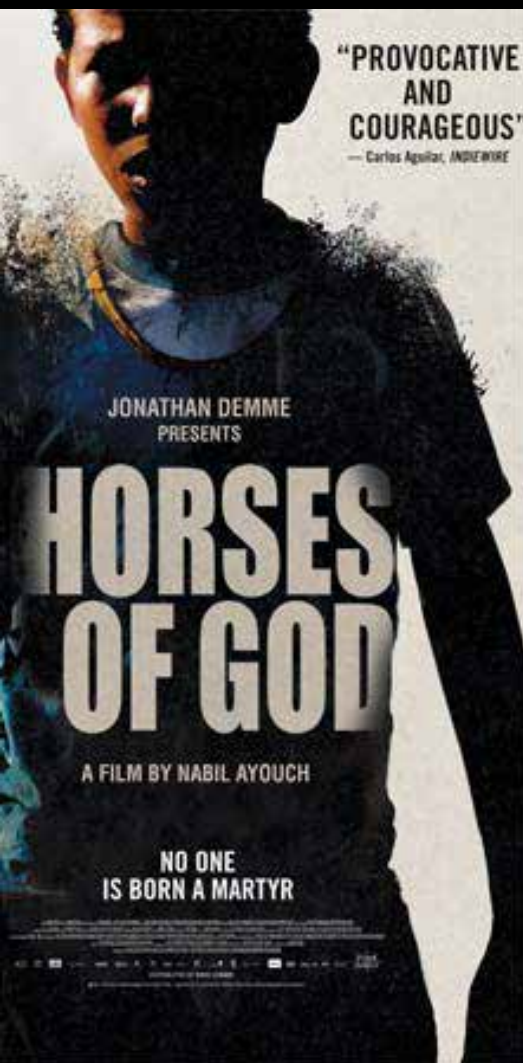




Morocco Food Festival in Delhi

Guests and visitors witnessed a two-day food festival at Hotel Taj Palace. Two chefs specially flown in from Morocco to make and present these dishes for Indians and foreigners tastes.





Showcasing Moroccan Cinema in India

The 8th edition of the Jagran Film Festival is focusing on cinema from Morocco and is being appreciated by the Indian audience

The 8th edition of the Jagran film festival kicked off in New Delhi in the first week of July 2017 at Sri Fort Auditorium with inauguration by Indian Minister Mukhtar Abbas Naqvi and veteran Bollywood actor Rishi Kapoor.

The launch of the festival was also attended by the Moroccan

Ambassador to India, H. E. Mr. Mohamed Maliki. This is also known as India's only Travelling Film Festival. Speaking at the ceremony, the Morocco Ambassador described the Jagran Film Festival as a great initiative to bond people for the love of cinema.

Ambassador Maliki asked the

audience to watch Moroccan movies which have received awards and rave reviews including movie - *Horses of God*, directed by Nabil Ayouch.

Launched in 2009, the Jagran film festival is marked as India's only Traveling Film Festival, executed in a way to transcend cultural and geographical boundaries of





India and unite them for the love of cinema.

The Kingdom of Morocco is the 'Country Focus' partner at the festival in 2017. This fresh association means a bunch of ten Moroccan feature retreats for cinema-lovers in the 16 cities of India.

The 2017 edition of Jagran Film Festival will traverse from Delhi to the Indian hinterlands of Kanpur, Lucknow, Allahabad, Varanasi, Patna, Dehradun, Ranchi, Jamshedpur, Bhopal, Indore, Hisar, Ludhiana, Meerut, Raipur, and culminate in Mumbai.

For most of the researchers and the critics of the cinema, the true history of Moroccan cinema began with the production of the film *Wechma* of Hamid Bennani in 1970. This film is considered as the jewel of the Moroccan Cinema. It is at the origin of a new cinematic current that has been called "cinematographic modernity".

The 1970s saw the production of 18 feature films and the emergence of new filmmakers such as Souheil Ben Barka, Jilali Ferhati, Ahmed Maanouni, Mustapha Derkaoui.

The films of the 1970s saw varied fortunes: *Breach in the Wall* of Jilali Ferhati was selected for the week of the criticism at the Cannes Festival in 1978; the same year *Alyam Alyam* of Ahmed Maanouni was taken in some perspective. The *Oil War Will Not Take Place* of Souheil Ben Barka which was released in 1974 was censored.

The creation of a support Fund by the Government in 1980 strengthened the production: 40 feature films were produced during this decade, an average of 4 films per year. The Moroccan public, for its cinema, in contrast, was not yet at the rendez-vous corner. With the exception of two or three films who endured a popular success as "*Doumou Annadam*" of



Hassan Moufti or "*The hairdresser of the Neighborhood of the Poor*" of Mohamed Reggab or "*Trances*" of Ahmed Maanouni.

It was until the 1990's that we witness a popular Moroccan cinema: All the movies produced met their audiences: *A Love in Casablanca*, *In Search of my Wife's Husband*, *The Beach of Lost Children*... thus the release

of a new Moroccan movie was considered a major cultural event at the national level.

Between 1988 and 2003, Moroccan film production comprised 94 feature films. From 2004 to 2017, the Moroccan film industry was enriched by nearly 240 feature films. ■





Chronology of the Visits of HM King Mohammed VI and Moroccan Personalities to India Since the Enthronement of HM King Mohammed VI

April 24, 2017	The Secretary General, Ministry of Foreign Affairs and International Co-operation, Morocco, Mr. Mohammed Ali Lazreg accompanied by the Director, Asia Division, Mr. Munir Balayachi visited New Delhi for Foreign Office Consultations.
April 24th-May 2nd, 2016	-A Moroccan economic mission led by the President of the Moroccan Institute of International Relations (IMRI), Jawad Kerdoudi, visited India to explore investment and cooperation opportunities with Indian businessmen.
April 14th-16th, 2016	-Morocco is represented in Mumbai at the 1st e"Maritime India Summit 2016" by a delegation led by the Minister Delegate to the Minister of Equipment, Transport and Logistics, in charge of Transport, Mohamed Najib Boulif.
January 21st, 2016	- Executive Director of the National Office of Hydrocarbons and Mining (ONHYM), Amina Benkhadra highlights in New Delhi, the potential of sedimentary basins in Morocco during a meeting held on the sidelines of the 4th "India-Africa" Conference on hydrocarbons.
January 20th, 2016	- Minister of Energy, Mining, Water and Environment, Abdelkader Amara holds talks in New Delhi with Indian Minister for Oil and Natural Gas, Dharmendra Pradhan on means to explore new opportunities for bilateral cooperation.
October 29th, 2015	- HM King Mohammed VI attends the Third Summit of the India-Africa Forum (2015) in New Delhi at the level of Heads of State and Government.
	The Royal visit to India was marked by a speech delivered by HM King Mohammed VI and by talks with the Indian Prime Minister, Narendra Modi.
October 27th, 2015	-Foreign Minister, Salaheddine Mezouar participates in New Delhi in the Foreign Affairs Ministers' meeting of the Summit of the India-Africa Forum (2015).
October 26th, 2015	-Chairwoman of the CGEM, Morocco's Employer Association, Miriem Bensaleh Chaqroun, visits India as part of the third Summit of the India-Africa Forum (2015).
	During this visit, CGEM and Federation of Indian Chambers of Commerce and Industry signed a Memorandum of Understanding in New Delhi.
October 23rd, 2015	- Minister for Exterior Trade, Mohammed Abbou takes part in New Delhi in the fourth preparatory meeting of African Trade ministers with their Indian counterpart for the third India-Africa Summit.
May 30th, 2013	-Visit to India of the Minister of Industry, Trade and New Technologies, Abdelkader Amara, to launch in Mumbai, a campaign for Indian entrepreneurs and industry operators so that they seize investment opportunities offered by Morocco.
April 17th, 2013	-Visit to India of executives of seven Arab parliaments, including Morocco to attend a seminar in New Delhi on the initiative of the Lower House of the Indian Parliament.
March 18th-19th, 2013	-Visit to India of Moroccan MPs as part of a programme initiated in favor of a group of young MPs from Africa by the Indian Foreign Ministry.
April 2nd, 2012	-Working visit to India of the Secretary General of the Foreign Ministry, Nasser Bourita. The visit comes within the framework of the relations and political consultations between the two countries' Foreign Ministries.
December 7th, 2011	-Visit to New Delhi of a delegation of the Office Ch rifier des Phosphates (OCP) to participate in the annual Assembly of the Indian Fertilizers Association.
April 27th-30th, 2011	-Working Visit to India of Minister of External Trade, Abdellatif Ma zouz, who led a large delegation representing the public and private sectors to discuss the prospects of strengthening bilateral relations.
	During his visit, Mr. Maazouz chaired the works of the 4th India-Morocco Joint Economic Commission in New Delhi.
April 6th-7th, 2011	-Official visit to India of Moroccan Foreign Minister, Taib Fassi Fihri.
	During his visit, the minister held talks with his Indian counterpart Samanahalli Mallaiiah Krishna on many issues of common interest and met with the Vice-Speaker of the Indian Senate, Rahman Khan.





January 24th-25th, 2011	-Visit to India of the Minister of Industry, Trade and New Technologies, Ahmed Reda Chami, the Director General of the Office Cherifien des Phosphates (OCP), Mustapha Terrab and officials of the Moroccan Investment Development Agency (AMDI) and Maroc Export to take part in the 17th edition of the Partnership Summit in Mumbai.
February 14th-15th, 2010	-Visit to New Delhi of Secretary of State for Foreign Affairs, Mohamed Ouzzine, during a tour which took him to Malaysia and Thailand.
February 9th, 2010	-Visit to New Delhi of Secretary General of the Ministry of Mining and Energy, Mohamed Yahya Zniber, who had talks with Indian officials in the field of energy efficiency and renewable energy.
January 9th, 2009	-Visit to New Delhi of the Director of the National School for Agriculture (ENA), Mohamed Boulif, to sign a cooperation agreement with the African-Asian Rural Development Organization (AARDO) on the sidelines of its 16th General Assembly.
January 29th -30th, 2007	-Visit to New Delhi of the Minister in charge of the Moroccan community living abroad, Nouzha Chekrouni, to take part in the International Conference commemorating the centenary of the "Satyagraha," marking the launch by Mahatma Gandhi of the non-violent political action in India.
December 29th, 2006	-Visit to New Delhi of the Secretary General of the Ministry of Foreign Affairs, Omar Hilal who had talks with officials of the Indian Foreign Office in Delhi, India.
December 3rd, 2006	-Visit to New Delhi of a delegation of the Office Cherifien des Phosphates (OCP), led by its Chairman Mostafa Terrab to participate in the Annual Conference of the "Fertilizer Association of India" (ISP) and to sign an agreement with the new Indian partner.
November 27th - 30th, 2006	-Official visit to India by a delegation of the two Houses of the Parliament, led by the Speaker of the House of Representatives, Abdelouahed Radi, at the invitation of the Speaker of the Indian National Assembly.
November 1st-3rd, 2006	-Visit to New Delhi of Minister of Economic and General Affairs, Rachid Talbi Alami, who led a delegation to meet Indian officials and businessmen in preparation for the participation of the country in the 4th International Conference on "the Fundamentals of Investment," scheduled for December in Rabat.
June 25th-26th, 2006	- Working visit to India of Foreign Minister, Mohamed Benaissa, who held talks with Indian officials, including Prime Minister Manmohan Singh and Minister of State for External Affairs, E. Ahamed.
	During his visit, Mr. Benaissa chaired at the Hyderabad House in New Delhi the works of the third session of political consultations between Morocco and India.
December 6th-9th, 2004	-Official visit to India of Prime Minister Driss Jettou, as the head of a large ministerial delegation. The visit was marked by talks with the new Indian government and major economic operators in the country.
January 9th, 2004	Visit to New Delhi of Secretary General of the Ministry of Foreign, Rachad Bouhlal, who led the Moroccan delegation to the second session of the Indo-Moroccan political consultations.
January 24th, 2003	-Visit to New Delhi of the Speaker of the House of Representatives, Abdelouahed Radi to take part in the International Parliamentary Conference.
April 15th -22nd, 2002	-Visit to New Delhi of Minister of Education, Abdellah Saaf, as part of a series of meetings with Indian officials in education and information technology.
February 26th-March 1st, 2001	-Visit to India of a large delegation of Moroccan businessmen led by Hassan Chami, President of CGEM, Morocco's Employers Association.
February 26th-28th, 2001	-Official visit to India of HM King Mohammed VI at the invitation of the President of the Republic of India, K.R. Narayanan, which was marked by an official welcoming ceremony in honor of HM the King at the Presidential Palace.
	During His visit, HM King Mohammed VI and the Indian Prime Minister Vajpayee chaired at Hyderabad House, seat of the Indian Prime ministry, the signing ceremony of four cooperation agreements between Morocco and India.
February 15th-20th, 2001	-Visit to Bombay of The Moroccan Royal Navy Warship "Lieutenant Colonel Arrahmani" to take part in the Indian Navy Parade held on the occasion of the 50th Republic Day.
February 12th, 2001	-Visit to India of a delegation led by Miloud Loukili, Director of the Higher Institute for Maritime Studies "ISEM".
	During the visit, the delegation discussed with Indian officials cooperation opportunities between the two countries' maritime training institutions and reached a twinning agreement between the INSEM and Indian maritime training institutions including the Maritime Academy of Mumbai.
February 21st-24th, 2000	-Visit to India of Prime Minister Abderrahmane Youssoufi as the head of a large delegation of members of the government, parliamentarians and economic operators, upon invitation of his Indian counterpart Atal Bihari Vajpayee.





Chronology of Visits to Morocco by Indian Delegations since the Enthronement of HM King Mohammed VI

May 25 - 26, 2017	- The Minister of State for Commerce & Industry, Mrs. Nirmala Sitharaman visited Rabat and Casablanca to participate in the 5th Morocco-India Joint Commission Meeting.
May 30th-June 1st, 2016	- Official visit to Morocco of India's Vice President, Mohammad Hamid Ansari, who led a large delegation of government officials and parliamentarians.
	During his stay the Indian VP was received by HM King Mohammed VI and by several government officials.
March 2016	- The House of Elects of the Marrakesh-Safi region hosts the director of the Centre for the Study of Developing Societies (CSDS), Rajeev Bhargava, to learn about the democratic experience of the Asian country.
	The meeting held under the theme "The Democratic Experience of India" is part of study sessions and scientific meetings organized by the House in collaboration with the German Konrad Adenauer institution.
July 6th, 2015	-Visit to Morocco of Sanjeev Kumar Balyan, Special envoy of the Indian Prime Minister Narendra Modi. This visit is part of preparations for the India-Africa Summit to be held on October 26th through 30th in New Delhi.
December 10th, 2014	-Visit to Morocco of Secretary of India's Foreign ministry Shri Anil Wadhwa to take part in the third session of the Moroccan-Indian political consultations.
March 31st, 2014	-Visit to Morocco of Indian expert in geostrategic issues and international security, Chitrapu Uday Bhaskar.
January 29th, 2014	-Working visit to Morocco of Indian Foreign Minister, Salman Khurshid, for an exchange of views on issues of common interest at the bilateral, regional and international levels.
	During his visit, the Indian minister was received in Marrakesh by HM King Mohammed VI and had a series of talks with several Moroccan officials on future prospects and means to include a new strategic dimension to bilateral relations, particularly in the area of preserving security and stability, Economy and development.
June 14th-17th, 2012	- Official visit to Morocco of India's Minister of State for External Affairs Shri E. Ahamed. During his visit, the Indian minister held talks with several Moroccan officials on strengthening bilateral cooperation relations.
May 14th-19th, 2012	-Visit to Morocco of an Indian military delegation led by Air Marshal PK Roy VM VSM, Commander of the Indian National Defense College, who held talks with General of Army Staff Abdelaziz Bennani on cooperation bilateral military.
July-August, 2010	-Visit to Morocco of an Indian trade mission to explore investment and partnership opportunities offered by the Kingdom.
October 7th-8th, 2010	-Working visit to Morocco of an Indian business delegation to explore investment and partnership opportunities offered by the Kingdom.





March 10th-13th, 2009	-Visit to Morocco of a delegation of Indian plastics industry professionals to explore investment opportunities in the Kingdom.
July 23rd, 2008	-Visit to Morocco of a Special Envoy of Indian Prime Minister, C.R. Gharekhan, who held talks with Moroccan officials on ways of strengthening relations between Morocco and India.
March 26th, 2008	-Visit to Morocco of Ram Vilas Paswan, Indian Minister of Chemicals and Fertilizers.
	During his visit, Mr. Paswan held talks with Moroccan officials on economic exchange between the two countries, particularly in the area of phosphates.
May 24th, 2007	Visit to Morocco of Indian State Minister in charge of Industry, Ashwani Kumar, who held talks with Moroccan Foreign Minister, Taieb Fassi Fihri, on means to further strengthen bilateral cooperation.
February, 2007	-Visit to Morocco of Minister of State for External Affairs, E. Ahamed, who had a series of talks with Moroccan officials on means to strengthen economic cooperation between the two countries.
December 8th, 2006	-Visit to Morocco of Indian State Minister in charge of Industry, Ashwani Kumar, who held talks with Foreign Minister, Taib Fassi Fihri on developing cooperation prospects between the two countries.
January 24th, 2006	-Visit to Morocco of the chairman of Tata Consultancy Services (TCS), a subsidiary of Indian group Tata, who held talks with Prime Minister Driss Jettou on investment opportunities in Morocco.
January 13th, 2006	-Visit to Morocco of the Indian Union Minister of State in charge of Housing and Urban Poverty Alleviation, Ms. Selja Kumari, as part of the signing of a cooperation agreement in the area of social housing between Morocco and India.
September 7th-11th, 2005	Visit to Marrakesh of a delegation representing the International Indian Film Academy (IIFA) to study the possibilities of organizing an award ceremony to honour Indian film personalities in Morocco's Ochré City.
June 23rd, 2005	-Visit to Morocco of Indian Government's Special Envoy, Sayed Shahbuddin who held talks with Foreign Minister, Mohamed Benaissa, on the UN reform process.
May 20th, 2005	-Visit to Morocco of Indian Minister of State for Foreign Affairs Ahmed Edappakath.
	During his visit, the Indian official had talks with his Moroccan counterpart and met with Foreign Minister, Mohamed Benaissa, in order to boost political, economic and social cooperation and reinvigorate the partnership established between two countries during the historic visit of HM King Mohammed VI to Delhi on February 2002.
January 28, 2002	-Visit to Morocco of an Indian parliamentary delegation led by the spokesman of the Bharatiya Janata Party and the president of its group in Parliament.
January 23rd-25th, 2002	-Visit to Morocco of Indian Minister of State for Trade and Industry, Mr. Rajiv Pratap Rudy, who led a delegation to take part in the works of the 3rd session of the Moroccan-Indian Joint Committee.
November 1st, 2001	-Visit to Morocco of an Indian delegation led by the General Secretary of the Indian Foreign Ministry, who had talks with Moroccan counterpart, Mohamed Benaissa, on several bilateral and international issues.
June 24th-27th, 2001	-Visit to Morocco of a delegation of Indian businessmen representing several major Indian companies to explore partnership and trade exchange opportunities.
January, 2001	-Visit to Morocco of a delegation of the Indian national oil and natural gas company ONGC that was received by the Director General of the National Office for Research and Petroleum Explorations (ONAREP), Amina Benkhadra.
September 2nd, 1999	-Visit to Morocco of an Indian delegation consisting of the Director General of the Indian organization "Projects and Equipment Corporation LTD" and a representative of the company Fenner India LTD.





Agreements Signed between Morocco and India since the Enthronement of HM King Mohammed VI

May 2017	- Memorandum of Understanding for cooperation on broadcasting between Prasar Bharti, India and National Society of Radio Broadcasting and Television (SNRT), Morocco.
April 2017	- Cooperation programme between the Indian Council of World Affairs (ICWA) and the Royal Institute of World Affairs (IRES).
May 31st, 2016	-Signing in Rabat of a Memorandum of Understanding between the Moroccan Academy of Diplomatic Studies (AMED) and the Indian Foreign Service Institute and a cultural exchange programme (2016-2019) to boost cooperation between the two countries in the diplomatic and cultural fields.
May 2016	Memorandum of Understanding between the Foreign Service Institute, Ministry of External Affairs, Republic of India and the Moroccan Academy for Diplomatic Studies, Ministry of Foreign Affairs and International Co-operation, Kingdom of Morocco.
November 17th, 2015	-Signing in New Delhi of an Agreement between India and Morocco on the exemption of visas for holders of diplomatic and service passports in both countries.
October 30th, 2015	-Attijariwafabank and ICICI Bank Limited, India's leading private bank, sign a Memorandum of Understanding (MOU) on the establishment of a wider cooperation framework between the two groups in preparation for economic meetings in New Delhi on the occasion of the 3rd India-Africa Summit and on the sidelines of the financial conference Sibos 2015.
October 28th, 2015	-The Moroccan Association of Exporters (ASMEX) and the Indian Association of Importers, which counts more than 200,000 importers in several Asian countries in the region, signed in New Delhi, a Memorandum of Understanding for the strengthening of trade relations and investment between the two countries.
October 27th, 2015	-Moroccan Export Promotion Centre "Morocco Export" signs in New Delhi, two Memoranda of Understanding with Chamber of Industry and Commerce and the Federation of Indian Export Organisations.
October 26th, 2015	- Morocco's Employers' Association (CGEM) and the Federation of Indian Chambers of Commerce and Industry (FICCI) signed in New Delhi, a Memorandum of Understanding to strengthen trade relations between the two countries.





December 10th, 2014	-Signing in Rabat of a memorandum of understanding to set up in Morocco a Center of Excellence in Information Technology (CETI) between the Minister of Industry, Trade, the and investment in the digital economy, Moulay Hafid Elalamy and the Secretary to the Ministry of external Affairs of India, Shri Anil Wadhwa.
February 1st, 2014	-Signing in Marrakesh of two cooperation agreements in the area of environment and sea fisheries between Morocco and India.
	Both agreements concern sharing expertise and information between the two countries in the areas of environment and sea fisheries and will be followed in the future by "new generation" agreements.
September 15th, 2008	-Signing in Casablanca of an agreement between the "El Alami Holding", a Moroccan private group operating in the area of real estate, and Indian Group "Oberoi Hotels and Resorts" for the development and management of a luxury resort in Marrakesh for a total investment of 600 million dirhams.
January 13th, 2006	-Signing in Rabat of a cooperation agreement in the area of affordable social housing between Morocco and India.
	This agreement aimed to promote a scientific and technical training programme, develop Geographic Information Systems (GIS) and intervention methods to fight against poor housing.
December 3rd, 2006	-Signing in New Delhi of an agreement between the Office Cherifien des Phosphates (OCP) and "Fertilizer Association of India" (ISPs) on the sidelines of its annual conference.
March 23rd, 2005	-Signing in New Delhi of an agreement for the entry of Indian company "Tata Chemicals Ltd" (TCL) as an equal partner in a Moroccan-Indian venture dubbed "Indo-MarocPhosphore S.A. (IMACID) by the two companies' Board of Directors.
December 7th, 2004	-Signing in New Delhi of three cooperation agreements in the areas of agriculture, air transport and Energy by Morocco and India.
January 9th, 2004	-Signing in New Delhi of a Memorandum of Understanding and cooperation in the field of training and development of officials of Moroccan and Indian Foreign Ministries.
January 25th, 2002	-Signing in Rabat of a Memorandum of Understanding for cooperation in the industrial field by the Office of Industrial Development (ODI) and its Indian counterpart as part of the 3rd session of the High Joint Committee.
February 27th, 2001	-Signing in Heydarabad Palace, seat of Indian Prime Ministry, of four cooperation agreements between Morocco and India in the presence of HM King Mohammed VI and Indian Prime Minister, Atal Behari Vajpayee.
February 24th, 2000	-Signing in New Delhi of an important agreement between Morocco and the "Oberoi Hotels" chain to carry out a tourism project with an investment of around 100 million dollars.
February 23rd, 2000	- Signing In New Delhi of four cooperation agreements between Morocco and India, covering agriculture, communications, transport and the establishment of a joint Council on business to strengthen bilateral trade.
February 2000	-Signing of an Agreement protocol between Morocco's Employers' Association (CGEM) and the Indian Confederation of industries.





Morocco's Innovative Ways Can Help Nepal

The Enthronement of His Majesty Mohammed VI, which is celebrated as National Day of the Kingdom of Morocco is an apt occasion to highlight the vital importance of friendly ties between the Kingdom and Nepal.

Diplomatic relations between the two countries were established 42 years ago in 1975. There are considerable opportunities for active cooperation in diverse domains. However, one feels that optimum utilisation of the relationship for mutual benefit needs greater effort and focus.

Nepal cannot forget Morocco's gracious gesture when our country was rocked by a devastating earthquake in April 2015. Morocco was prompt in extending \$ one million aid for relief operations. A friend in need is a friend indeed.

Not just Nepal but many other countries in the world view Morocco as an oasis of stability in the highly volatile Middle East and North Africa (MENA) region. The credit goes entirely to the wise and sagacious leadership provided by His Majesty King Mohammed VI. Under his dynamic stewardship, the official machinery and people of Morocco have adopted innovative and progressive ways to carve out a unique position for the kingdom in the region. Morocco has set examples for its neighbours in MENA and even for distant Nepal.

Morocco is full of exciting and interesting places for tourists. It is a culturally and historically rich nation with a vibrant economy. We stand to learn much from Morocco's experience particularly in the realm of effective and stable governance and administration. The kingdom's success in the fields of mining, solar energy, food processing, leather technology and tourism are worth emulation. It is notable that tourism is a major revenue earner for Nepal too. Adopting Morocco's best practices in this field can enable us to become a more tourist-friendly destination.

Unlike many of its neighbours, Morocco is not endowed with hydro carbon (petroleum) resources.



By Basant Chaudhary
Honorary Consul-General of Morocco in Nepal

Yet its per capita income is a relatively healthy figure when compared to many of its Asian counterparts including Nepal.

Morocco has adopted renewable sources of energy in a big way. By the year 2020, using a complex of four linked solar mega plants along with hydro and wind power, Morocco will be able to fulfill, at least, half of its electricity needs with some spare to export to Europe. The kingdom is all set to tap the unexploited potential of the desert to become a global solar superpower.

With firm belief in long-term benefits, Morocco has opted for mirror technology instead of the less expensive but more frequently used photo-voltaic panels. Mirror technology is more advantageous as it continues to generate power even after sunset. Morocco believes that solar energy will have the same impact in this century as oil production had in the last.

Nepal can reinforce its ties with Morocco by adopting innovation and out-of-the-box thinking. The friend in the desert has shown the friend in the Himalayas a new way of life. ■





On the occasion of
Morocco National Day
the **18th** Anniversary of the Enthronement of
His Majesty Mohammed VI, King of Morocco,
we extend our heartiest congratulations to the King
and the people of the Kingdom of Morocco.

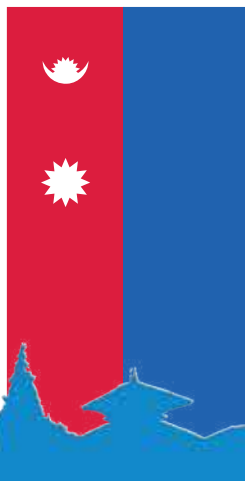
*Together, we will continue to strengthen our
bilateral ties for the mutual benefit of our nations.*



BASANT K. CHAUDHARY

Honorary Consul General
Kingdom of Morocco to Nepal

Chairman
BL Conglomerate (BLC)
Basant Chaudhary Foundation (BCF)



- Agriculture • Community Development • Education
- Health Care • Processed Foods • Speciality Sector

Feeding the soil to feed the planet



With nearly a century of expertise, the OCP Group is a world leader in the phosphate and derivatives market. Helping to feed a growing global population by providing essential nutrients for plant growth, the Group implements a vision of sustainable and prosperous agriculture by increasing crop yields while conserving soils. OCP is deeply involved in the economic and social development of Morocco and is committed to future generations above all.



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