



# Focus Marocco – Verso la missione B2B

24 giugno 2025

# Panoramica

Crescita PIL: +3.9% (previsioni 2025)

Popolazione: 37 milioni

Export Italia verso il Marocco: € 2.816 milioni

Accordo libero scambio con UE



# Il “momentum” del Marocco

## France, Morocco sign deals worth €10bn on energy, infrastructure

France and Morocco signed agreements worth up to €10 billion on the first day of President Macron's visit aimed at improving strained relations. The deals covered sectors like energy and infrastructure, with more expected.

Issued on: 29/10/2024 - 09:02 ⌚ 2 min

## Morocco's Foreign Investment Surges in Early 2025

If the current trajectory holds, 2025 could potentially surpass 2024's near-record performance, establishing a three-year pattern of accelerating foreign investment in the North African country.

## Morocco's FDI Rises by 50.7% in First 9 Months of 2024

Morocco's foreign direct investment (FDI) reached MAD 16.3 billion (approximately \$1.6 billion) in the first nine months of 2024, marking a significant 50.7% year-on-year increase, Prime Minister Aziz Akhannouch announced on Monday.

## High-rise, high expectations: is Casablanca's finance hub a model for African development?

## Morocco tops Africa's tourism charts with record-breaking growth

Morocco overtakes South Africa as Africa's automotive powerhouse

## French And Moroccan Companies Strengthen Ties Ahead of FIFA World Cup 2030

## UK Deepens Economic Cooperation with Morocco in Strategic Visit to Rabat

The UK plans to invest in sustainable sports infrastructure to support the country's preparations for the 2030 FIFA World Cup.



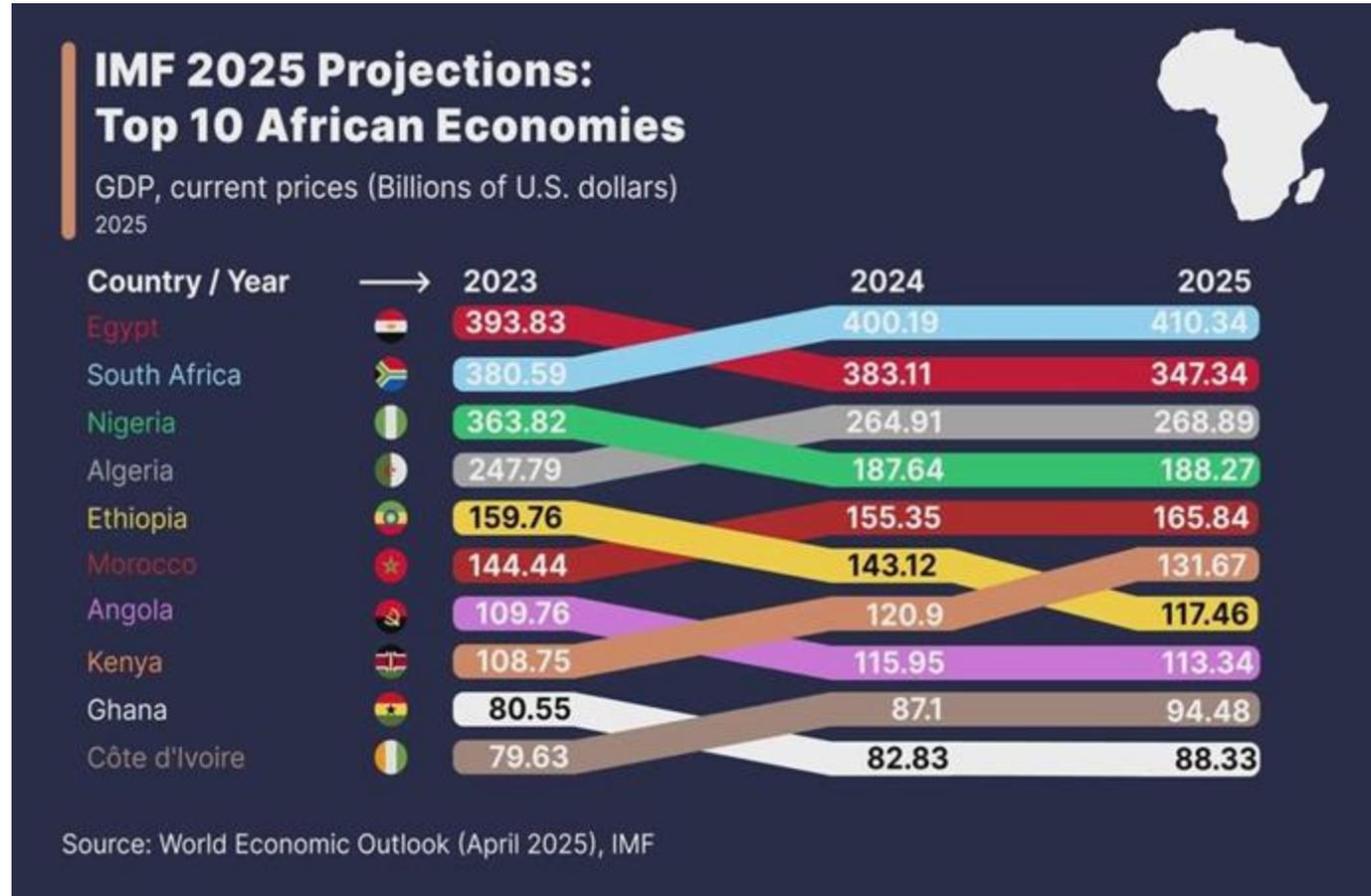
# Perché il Marocco

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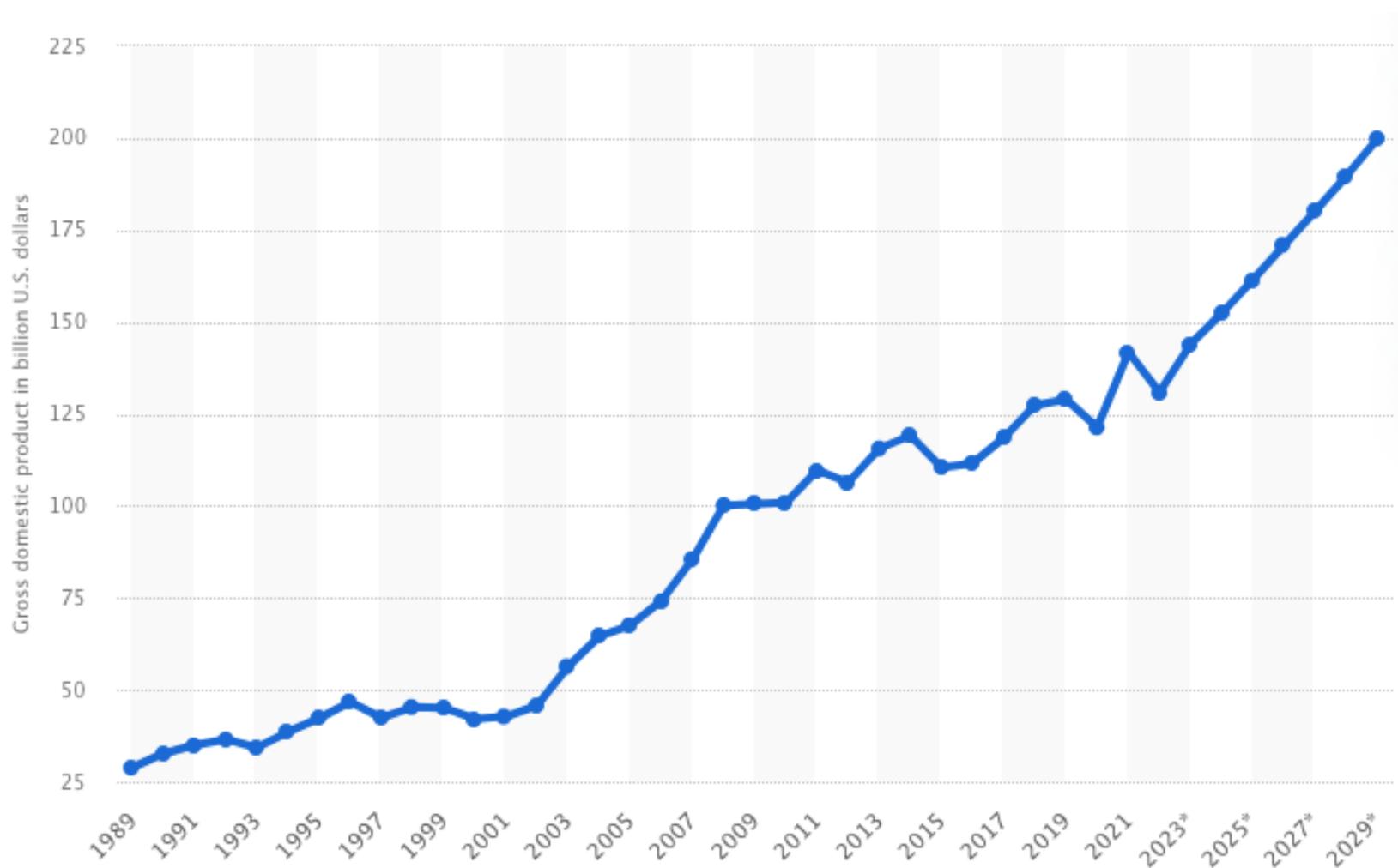
- **Sviluppo economico** – Una delle economie più avanzate e sviluppate dell’Africa, paese investitore verso altri mercati africani.
- **Accordi di libero scambio** – Con diversi paesi, fra cui l’Unione Europea.
- **Posizione strategica** – Collegamento fra Europa e Africa, piattaforma logistica per operare anche in altri mercati.
- **Stabilità politica** – Monarchia costituzionale con forte stabilità politica e sociale.
- **Investimenti e sviluppo** – Grandi piani di sviluppo agricolo, industriale, energetico, urbano, infrastrutturale e grandi eventi sportivi.
- **Classe media in crescita** – Classe media e reddito in crescita.
- **Italia – Marocco** – Rapporti solidi, Italia è 6° fornitore del Marocco a livello mondiale.
- **Paese facile da visitare** – Mercato relativamente facile da gestire per la sua vicinanza e la facilità di recarsi in loco.



# Perché il Marocco - Le dimensioni dell'economia

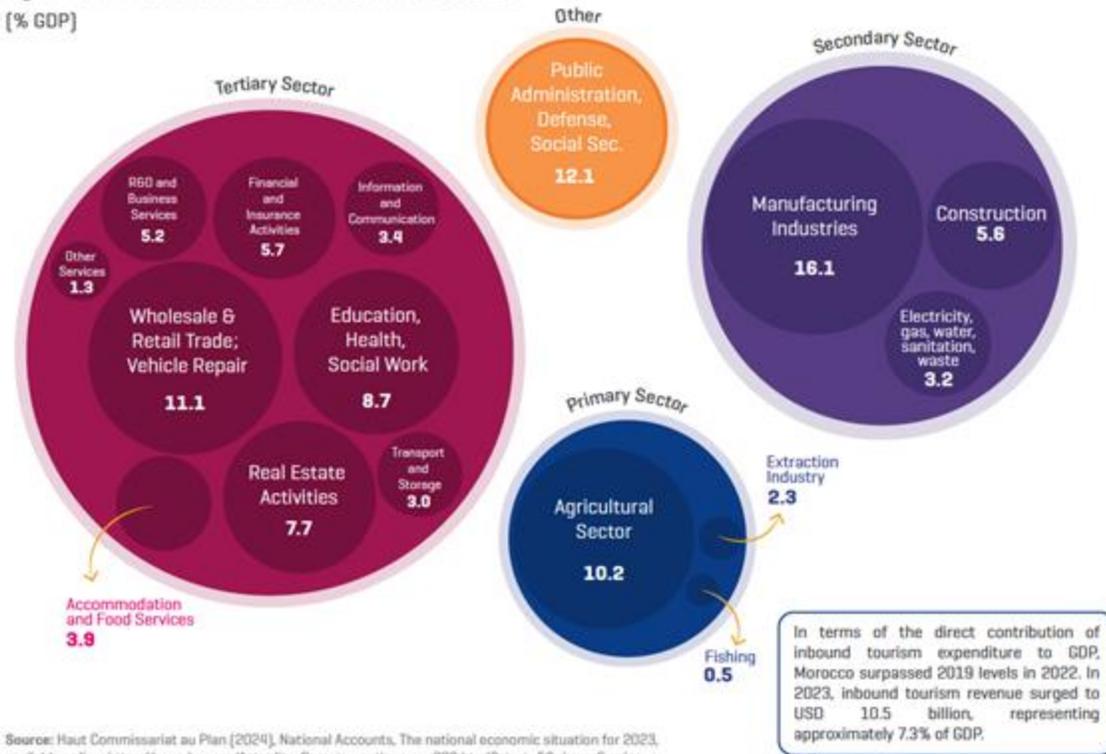


## Perché il Marocco - 30 anni di crescita



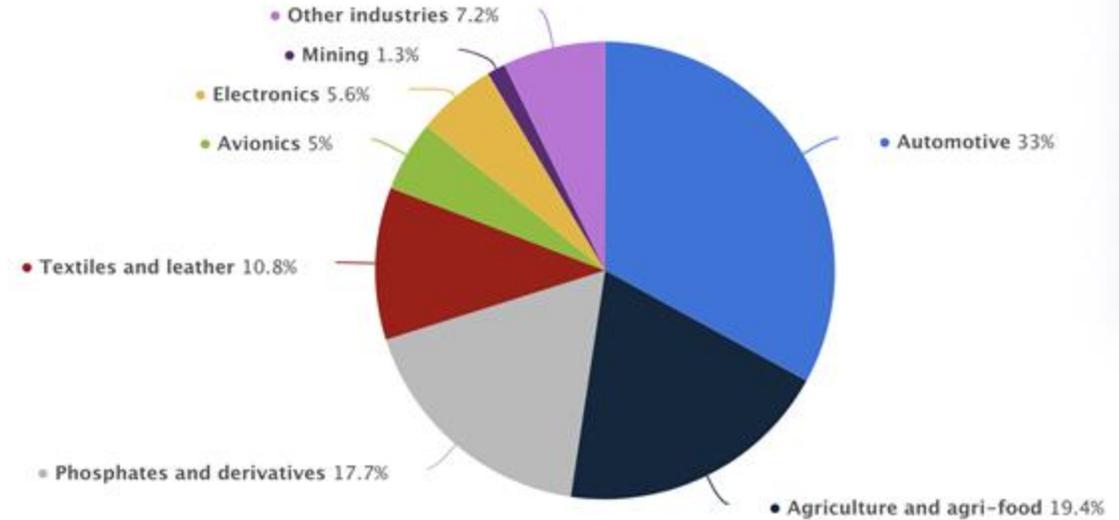
# Perché il Marocco - Un'economia diversificata

Figure 1.3: Morocco - sectorial contributions to GDP, 2023  
[% GDP]



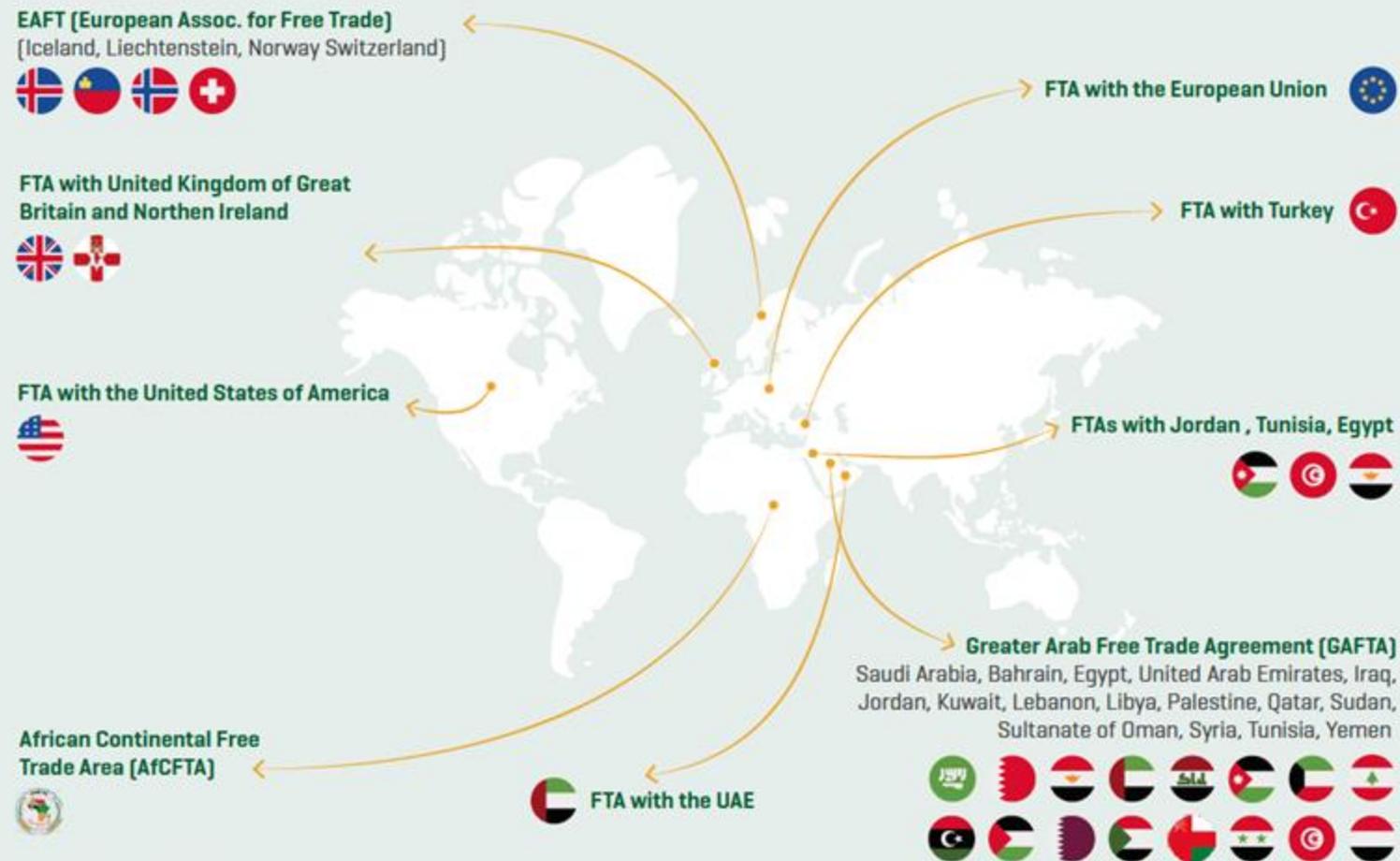
Source: Haut Commissariat au Plan [2024], National Accounts, The national economic situation for 2023, available online: [https://www.hcp.ma/Actualite-Comptes-nationaux\\_r339.html?start=56&show=6&order=](https://www.hcp.ma/Actualite-Comptes-nationaux_r339.html?start=56&show=6&order=)

Distribution of export revenue from Morocco in 2023, by sector of activity



# Perché il Marocco - Accordi di libero scambio

Figure 3.1 Overview of Morocco's Free Trade Agreements



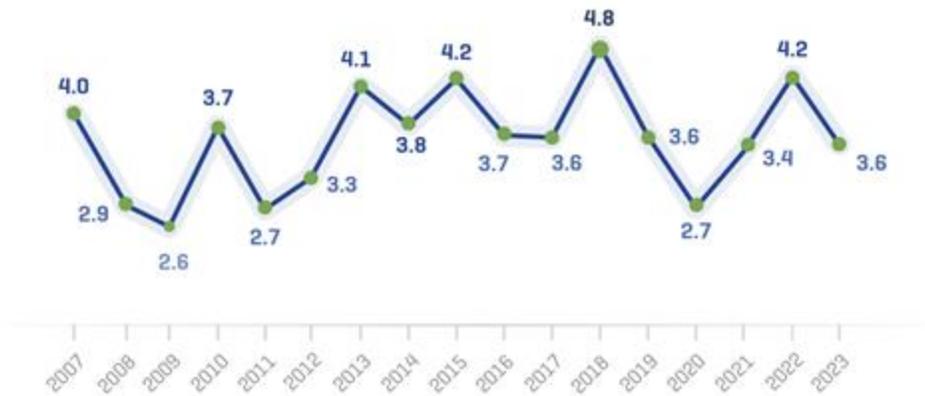
Source: Morocco Now (2023).



# Perché il Marocco - Investimenti

Figure 2.1 Morocco - total foreign direct investment (FDI) inflows, 2007-2023

[USD billion]



Note: USD = 9.6 MAD

Source: Office des Changes, provided by SMIT, available online: <https://www.oc.gov.ma/fr/etudes-et-statistiques/series-statistiques> [14.10.2024]

Figure 2.2 Total foreign direct investment (FDI) inflows by sector, 2007-2023

[% of total FDI inflows]





# Trend e settori rilevanti

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**COSTRUZIONI  
E INFRASTRUTTURE**

**AGRICOLTURA,  
ALLEVAMENTO,  
TRASFORMAZIONE  
FOOD**

**TURISMO  
E GRANDI EVENTI**

**BENI DI CONSUMO  
E RETAIL  
MODERNO**

**INDUSTRIA:  
AUTOMOTIVE,  
TESSILE,  
AEROSPAZIO**

**ENERGIE  
RINNOVABILI**

# Agricoltura e agri-food

## MOROCCO AGRI-FOOD INDUSTRY

# 1<sup>st</sup>

Fish Producer in Africa

# 1<sup>st</sup>

Sardine Exporter in the World

33 MT

Agricultural Products

\$ 17 Bn

ANNUAL REVENUE

\$ 4.3 Bn

EXPORT REVENUE 2023  
+31% (2020-2023)



+ 200 K

PERMANENT JOBS

+ 2 000

Local companies  
with global certificates labels

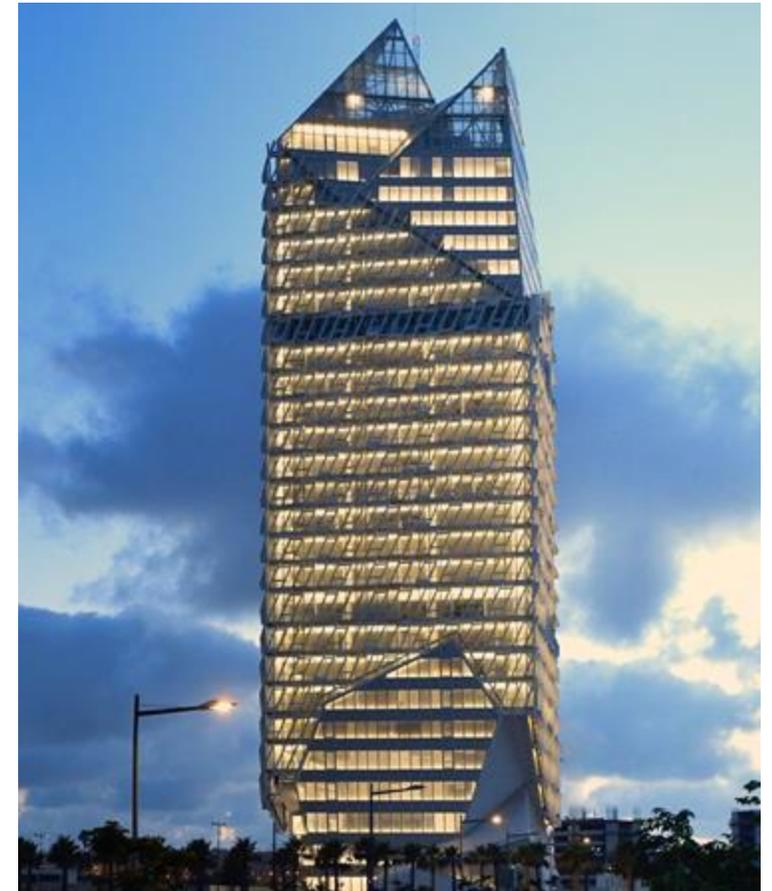
+ 35

Multinational Companies

## Annual prod. (2022-2023)

	Cereals	5 662 K Tons
	Sugar	1 855 K Tons
	Forage crops	10 226 K Tons
	Citrus	1 543 K Tons
	Olives	1 046 K Tons
	Fruits & Vegetables	10 209 K Tons
	Meat	Poultry 550K Tons Red meat 700K Tons
	Milk	2 Billion Liters

# Costruzioni



# Costruzioni



# Infrastrutture stradali

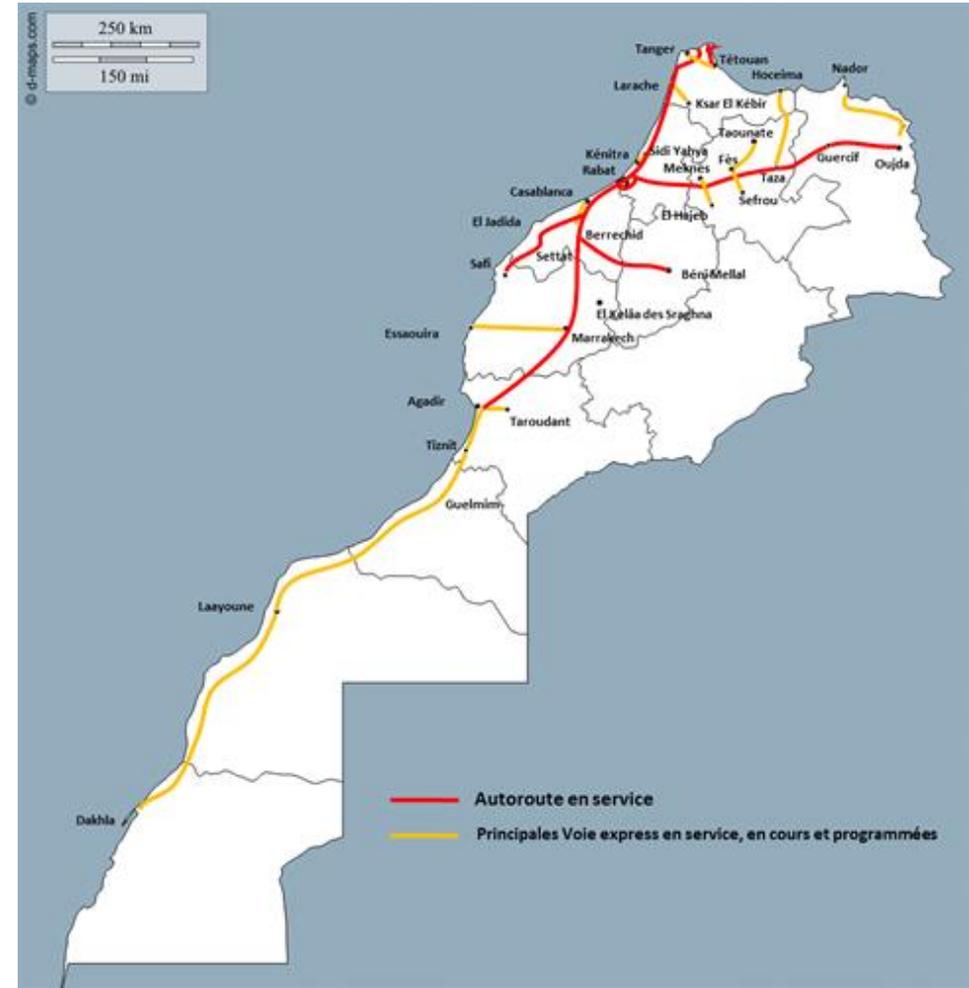
## Morocco Allocates MAD 12.5 Billion for Highway Projects Ahead of 2030 FIFA World Cup

The redesign will introduce multi-level interchanges, smart traffic management systems, and dedicated lanes for public transportation.



by Issam Toutate — Mar, 22, 2025

👍 0 🗨️ 0 A A 📌



# Infrastrutture - Trasporti

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# Infrastrutture – Porti

TANGIER MED PORT, THE 1<sup>ST</sup> TRANSSHIPMENT PLATFORM IN THE MEDITERRANEAN AND AFRICA

184

184 connections  
with 71 countries

14 km

14 km from Europe

9M

Treatment capacity for  
9 million of containers per year

- Connected cities
- 1 to 10 days
- 10 to 20 days

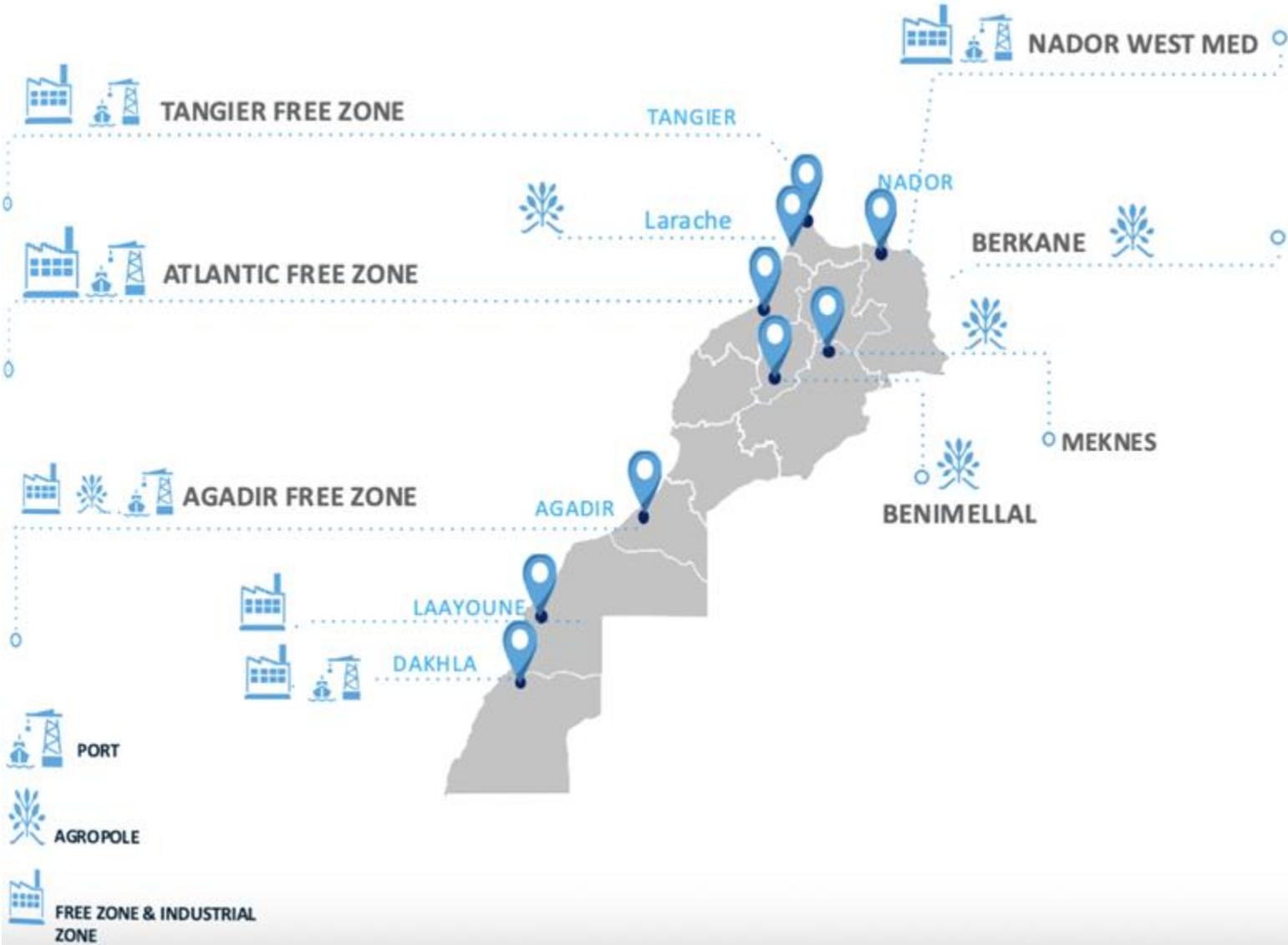
Source : UNCTAD, Lloyd's list 2021



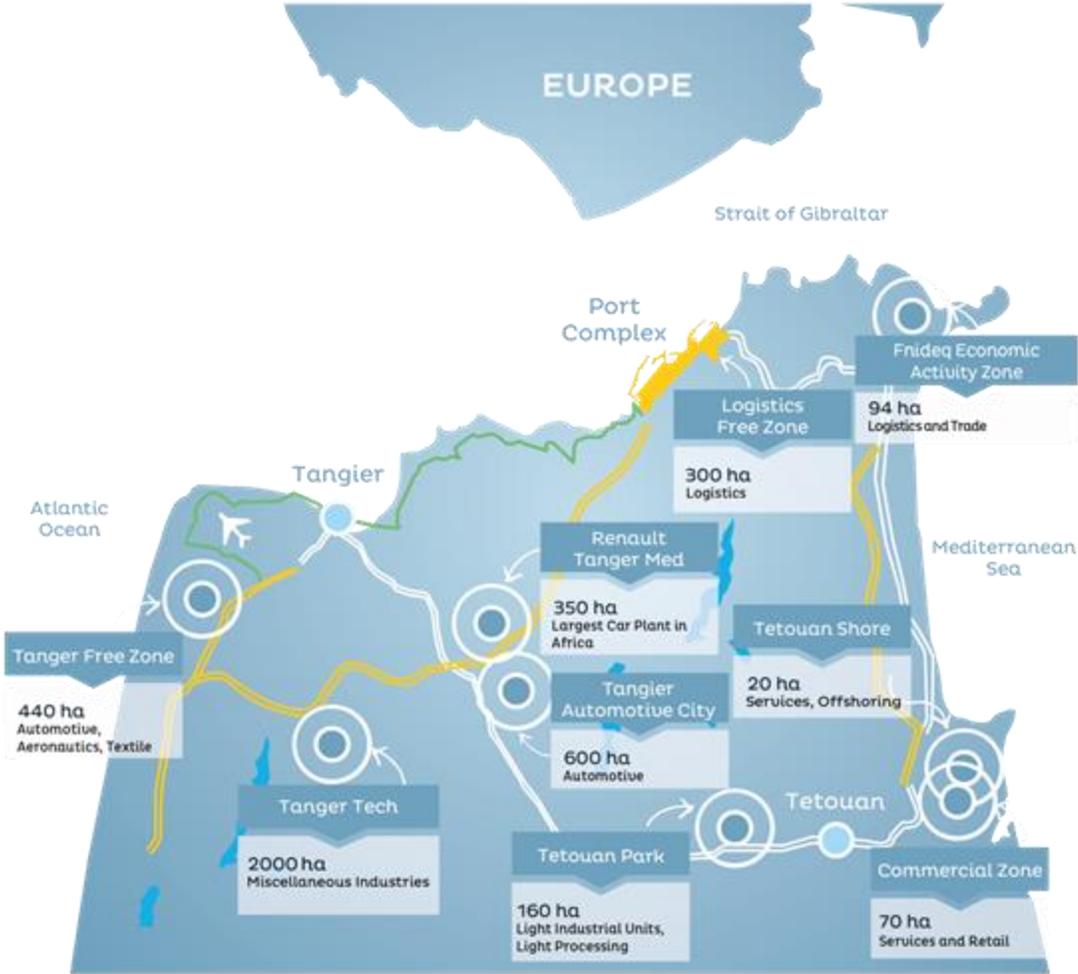
## Business news: Marocco, Tanger Med, record di oltre 10 milioni di container nel 2024

Rabat, 26 gen 04:00 - (Agenzia Nova) - Il complesso portuale di Tanger Med ha stabilito un nuovo record di 10,24 milioni di container Teu movimentati nel 2024, un incremento del 18,8 per cento rispetto al 2023. Secondo l'Autorità Portuale di Tanger Med (TMPA), il risultato consolida il ruolo strategico del porto come hub fondamentale nei traffici commerciali globali, collegando Europa, Africa e Asia. Complessivamente, il porto ha movimentato 142 milioni di tonnellate di merci nel 2024, registrando una crescita del 16,2 per cento rispetto all'anno precedente. Tanger Med si

# Infrastrutture – Free Zones



# Infrastrutture – Free Zones



# Energie rinnovabili

**45%**

production capacity  
from renewable sources in 2024

**52%**

forecast target for 2030

**4500**

MW of renewable capacity in 2022

**700**

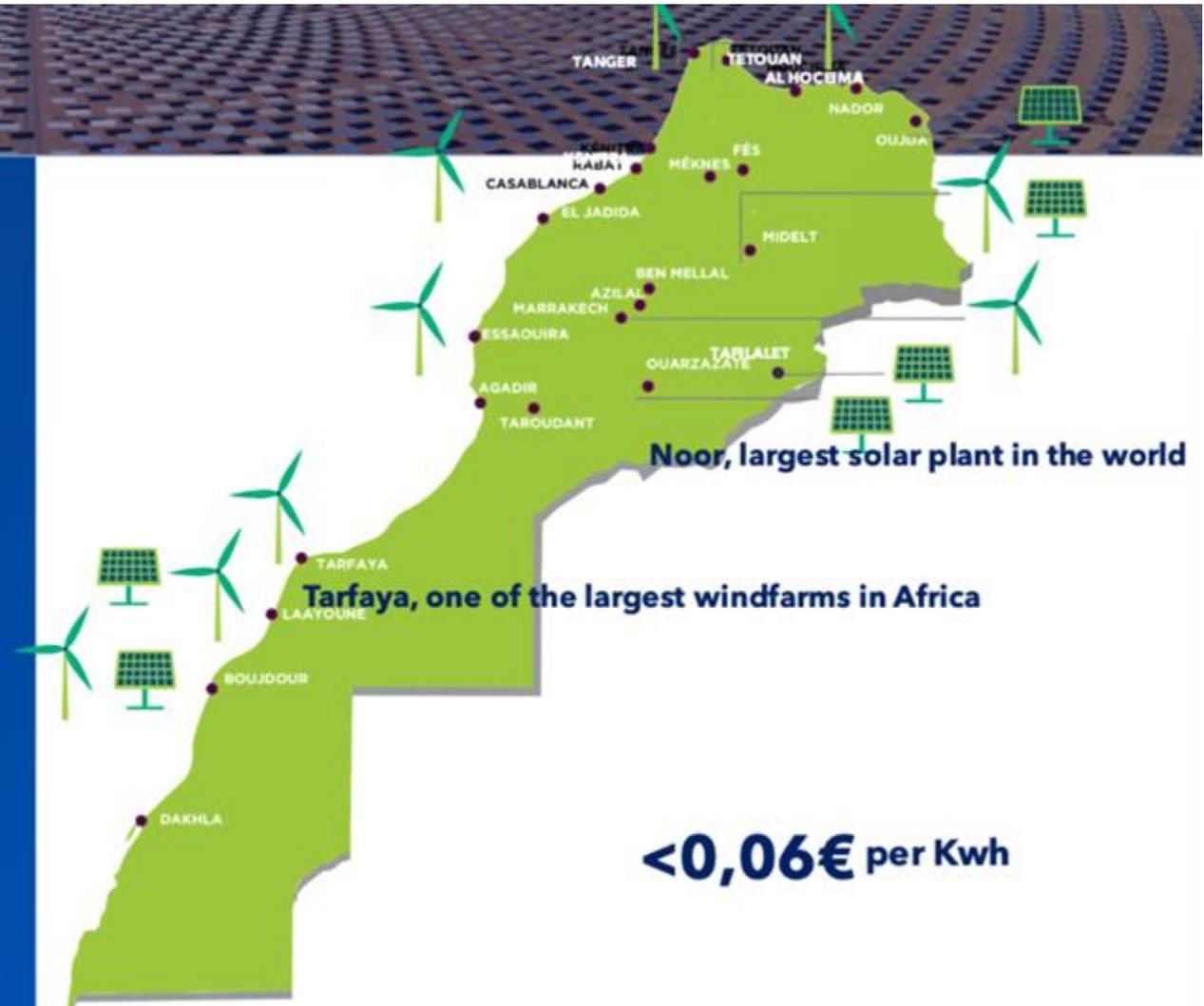
MW developed By Private Players  
and several own power generation  
projects

**40,000**

GW estimated technical solar potential

**6,000**

GW estimated technical wind potential



**<0,06€** per Kwh

# Automotive



## Morocco in motion: Car export & production trends (2018-2023)

- 2019**
  - Units manufactured: 403,218
  - Exports: \$3.32 billion
- 2021**
  - Units manufactured: 403,007
  - Exports: \$8.3 billion
- 2023**
  - Units manufactured: 535,825
  - Exports: \$14 billion



- 2018**
  - Units manufactured: 402,085
  - Exports: \$3.36 billion

- 2020**
  - Units manufactured: 328,218
  - Exports: \$2.83 billion

- 2022**
  - Units manufactured: 464,864
  - Exports: \$11 billion



# Tessile

## THE TEXTILE INDUSTRY IN 6 KEY FIGURES



**> 189K JOBS**  
Among the 1<sup>st</sup> industrial  
employer in Morocco

**27%**  
of industrial jobs



**1.628**  
companies

**1bn PIECES**  
produced annually



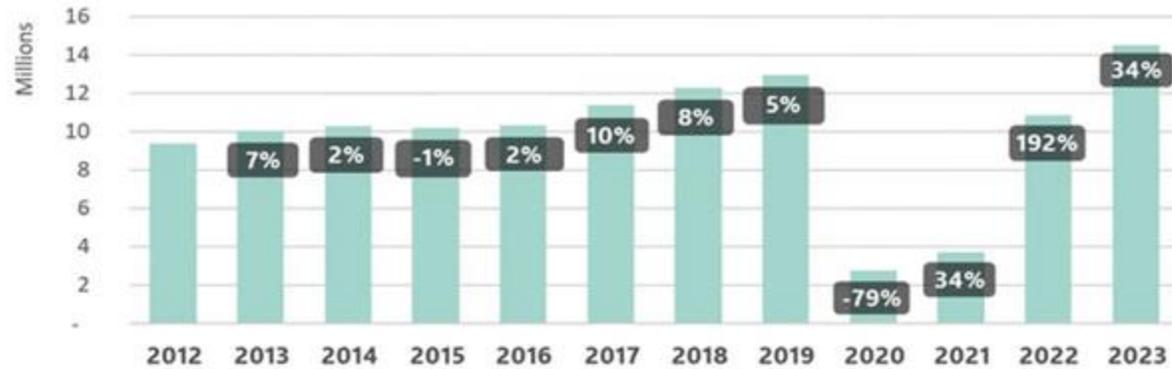
**12%**  
of Moroccan exports

**\$ 3.6bn**  
export turnover



# Turismo

ARRIVÉES DES TOURISTES AUX POSTES FRONTIÈRES



## Morocco receives 17.4 million tourists in 2024, up 20% on 2023

By Reuters

January 9, 2025 1:17 PM GMT+1 · Updated 2 months ago

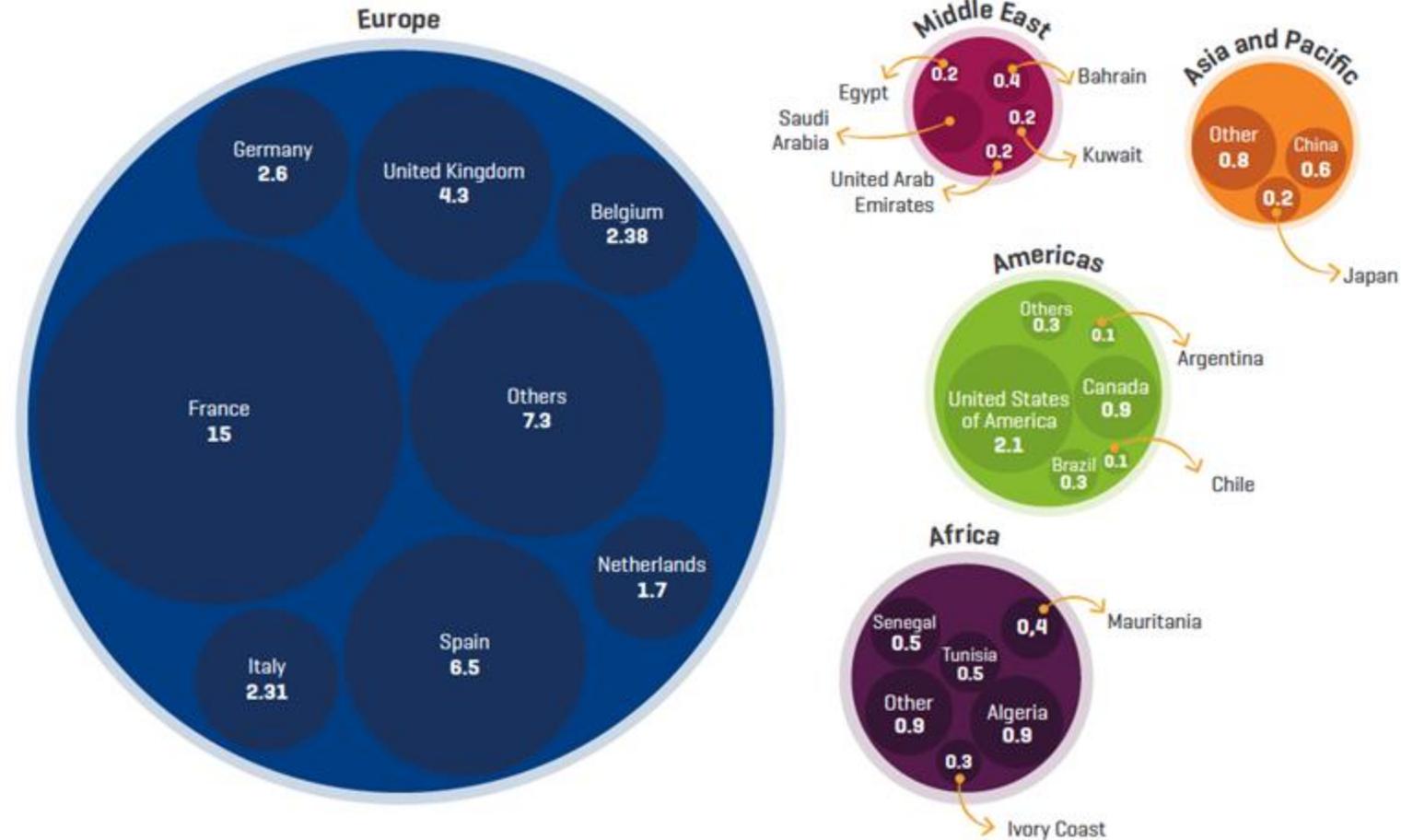


[1/4] People watch the sunset at the Erg Chebbi sand dunes in the Sahara desert outside Merzouga, Morocco December 7, 2024. REUTERS/Darrin Zammit Lupi/File Photo [Purchase Licensing Rights](#)



# Turismo

Figure 4.7 Morocco – Share of international tourist arrivals (overnight visitors) by region and selected countries, 2014-2023  
[% total arrivals]



Note: this information excludes Moroccans residing abroad  
Source: Ministry of Tourism, Handicraft and Social and Solidarity Economy

# Beni di consumo



# Beni di consumo

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# Beni di consumo

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