

# Morocco

## COUNTRY PROFILE



UNTAPPED EXPORT  
POTENTIAL  
INTERACTIVE MAP



**\$16bn**

UNTAPPED  
EXPORT  
POTENTIAL

### Vision and Strategy

ITC is committed to bringing prosperity, inclusiveness and sustainability to Morocco through trade-related development assistance. To that end, we are working with Moroccan government entities, trade support institutions as well as small businesses to improve their business environment and boost exports.



### Projects

ITC's projects focus on the textile and clothing sectors as well as women entrepreneurs in agribusiness. We are also fostering regional trade integration, reducing risks within global value chains, and addressing COVID-19-linked challenges in the Mediterranean.



## Euromed: Trade and market intelligence for better informed decisions (TIFM II)

The Euromed Trade TIFM II helpdesk is designed to improve economic ties between a number of southern and eastern Mediterranean countries and the EU by providing free access to trade and market information. The online tool gives Moroccan users the means to discover market access conditions, regulations, and trade flows and identify export opportunities.

#### ACHIEVEMENTS



- Successful launch in 2022 of upgraded version of the regional platform
- Network of 13 local institutions to answer all trade related enquiries submitted by Moroccan users through a dedicated user-friendly Help centre
- More than 34,000 users from around the region have accessed critical market information.

#### FUNDING



- European Commission, Directorate-General for Neighbourhood and Enlargement Negotiations

#### LOCAL PARTNERS



- The Ministry of Industry and Trade/Ministère de l'Industrie et du Commerce (MIC), Morocco

## GTEX/MENATEX: Global Textiles and Clothing Programme

We are scaling up the skills and capacity of small apparel companies in the fast fashion, denim and knitwear sectors, including those owned or managed by women. We also provide technical assistance to businesses in selected sub-sectors and support Morocco's "eco-friendly fast fashion".

### ACHIEVEMENTS



- Some 220,000 people, most of them women, have benefitted

### FUNDING



- Swiss State Secretariat for Economic Affairs
- Swedish International Development Cooperation Agency

### PARTNERS



- Department of Textile and Leather within the Ministry of Industry, Trade, Green and Digital Economy - MOROCCO
- Casa Moda Academy

OVERALL TEXTILE/CLOTHING  
UNTAPPED EXPORT POTENTIAL

\$2.68bn



## SheTrades: Empowering women entrepreneurs

We are improving the ability of women-led enterprises in the agri-food sector to compete and connect to new markets. Twenty-five women-owned and managed small businesses and cooperatives in the agri-food sector are receiving critical support and we are also assisting business support institutions in the overall agribusiness sector.

### ACHIEVEMENTS



- Beneficiaries were trained and coached in quality management, certification, buyer compliance, marketing strategy, and digital marketing to increase their international competitiveness and diversify their export base.
- Select businesses were linked with SIAL Montreal 2022, a premier international food and beverage trade show and connected with new markets and potential buyers
- Trade Support Institutions (TSIs) were helped to modernize their service portfolios and digitize priority services to better meet the needs of MSMEs
- Cooperatives have joined or are reactivating their memberships to the Moroccan Association of Exporters (ASMEX)

### FUNDING



- The International Islamic Trade Finance Corporation (ITFC)
- Islamic Development Bank (IDB)
- Trade Facilitation Office Canada (TFO Canada In-Kind)

### PARTNERS



- Ministry of Industry and Commerce (MIC)
- The Moroccan Agency for Investment and Export Development (AMDIE)
- Moroccan business support institutions in the agri-food sector, including the National Agri-Food Federation (FENAGRI), the Association of Women Entrepreneurs of Morocco (AFEM) and the Moroccan Association of Exporters (ASMEX)

OVERALL AGRIBUSINESS  
UNTAPPED EXPORT POTENTIAL

\$3.84bn