



Kingdom of the Netherlands

## Dutch – Moroccan Business Special



Sustainable development is booming. Today, individuals, groups, even whole countries are becoming more and more aware of the impact of humankind to the environment.

This is also the case in Morocco. The government, enterprises and organisations are transforming their policies to more sustainable ones. Whether this is in a social way; such as the prevention of road accidents, an ecological way; the maintenance of natural resources, or in the field of economics.

Obviously, one of the best examples of a different kind of sustainability is the bilateral relation for more than 400 years between the Netherlands and Morocco. Today, we as the embassy are engaging with new partners and new opportunities to strengthen the relation for tomorrow.

In this issue we have chosen to showcase the recent activities of the Embassy, and the experience of several enterprises and organisations both Dutch and Moroccan.

Have a good read.

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## **Morocco Investment Conference, Amsterdam February 5th**

**The Moroccan Investment Development Agency (AMDI) organized – in partnership with the Embassy of the Netherlands in Morocco and the Netherlands Council for Trade Promotion (NCH) – a conference under the theme: Morocco: A Stable and Attractive Country for Investors. With about 130 participants including Shell, the Port of Amsterdam, KPMG Netherlands, Ernst & Young, Gatso and FMO, the conference was held on february 5th in the Hilton Hotel in Amsterdam.**

After a word of welcome of Mr. Belloukki, Ambassador of Morocco in the Netherlands, Maria Ouazzani Chahdi of AMDI explained that this conference was to

raise awareness of what Morocco has to offer in the field of investment. Other presentations were given by Simon Smits, Director-General Foreign Trade at the Ministry of Foreign Affairs and NCH Director Jan Siemons.

Mr. Alwin van Gils Trojaco shared his success story of Trojaco which supplies custom-made suits to Van Gils. For over more than 30 years, these suits are produced in Morocco. Van Gils decided to move his production to Morocco for two reasons. First of all the lower wages and secondly the proximity of Morocco to the Netherlands. Instead of a transport of approximately one month, the suits are transported to the Netherlands in two days. This means the transport costs are significantly lower than they would be if the suits were imported from India or China.

Deputy Mayor of Amsterdam, Mr Freek Ossel, also welcomed the guests and shared his vision about doing business with Morocco. From April 9 to April 12, a small delegation led by Deputy Mayor Freek Ossel will visit the cities of Casablanca, Rabat, Tangier and the province of Larache in Morocco. This visit is to expand the cooperation in port operations, water management, waste collection and human rights. Also, previous cooperation projects in the fields of art, culture and education visited.

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Mr. Khalil Laaboudi of the Moroccan Federation of Information, Technology, Telecommunication and Offshoring (APEBI) was at the conference with a small delegation. He gave a presentation and introduced us to Morocco from a ICT perspective. Afterwards he was received by the company Equinix ([www.equinix.nl](http://www.equinix.nl)). Equinix is the largest IBX datacenter in the world. The visit to the Equinix Data Center in the IT and Innovation Village in Amsterdam was focused on services and solutions provided to businesses and governments, ensuring connectivity, availability, neutrality and access security information. Also, opened the discussion on the possibility of Morocco being the destination of the African Equinix ambitions.

Later on Khalil Laaboudi and a small delegation were invited by Ernst & Young Netherlands in partnership with the Dutch Embassy in Morocco, where a meeting took place in presence of the Directors of Information Systems of ABN AMRO and ING bank, as well as a dozen experts and practitioners on cyber-crime and cyber-security. The meeting was oriented on cyber security and meeting the new challenges in Morocco.



## Congratulations to Shell Vivo Lubricants

**Shell - Vivo Lubricants Morocco reached a very meaningful milestone in accident prevention: 3 million hours without any accident. Our Ambassador Ron Strikker decided to celebrate this achievement with a visit.**

Shell - Vivo Lubricants is a Pan-African joint venture of Shell, Vitol and Helios and is producing, marketing and selling Shell branded lubricants all over the African continent. With a revenue of more than 1 billion euros, SVL is the 7th biggest company in Morocco. For the period of 2012 - 2016, Shell - Vivo Lubricants is investing 100 million euros.

Recently, SVL started a recycling project of old oils for example in Nador. Saada Lahyane presented this project at the Dutch Green Business Event in El Jadida on March 20th. If you want to see the presentation, it is available under 'Gerelateerde Documenten' [here](#).



## Congress on Road Safety

**Traffic accidents are a major public health problem worldwide. According to the World Health Organization, Every year, 1.2 million people are known to die in road accidents. Millions of others sustain injuries. Road traffic crashes are the leading cause of death among young people between 10 and 24 years. Out of every 1000 road crashes, 16 people die in Morocco.**

The First International Conference on Women and Road Safety was organized in Skhirat by the Comité National de Prévention des Accidents de la Circulation (CNPAC). On the 8th of March, Princess Lalla Meryem opened the conference in presence of the Minister of Transport as well as the Minister of Health.

Among the participants was Marjan Hagenzieker of Stichting Wetenschappelijk Onderzoek Verkeer (SWOV). On December 10, 2013, she organized a successful seminar on road safety in Morocco together with the Dienst Wegverkeer (RDW), CNPAC and the Dutch Embassy. The main objective of the cooperation between the Dutch and Moroccan institutes is improving the road safety situation in Morocco. This is possible by transferring the Dutch knowledge to Morocco and by ensuring the success of public policies on road safety. For example, SWOV and RDW will organize a study visit for CNPAC to visit the Netherlands. During this visit, several topics will be dealt with such as the periodical assessment of vehicles and the accident database: how data are collected, processed, stored and accessed.

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Raising the awareness for road safety is to be continued. On the 31st of March and the first of April, our partners of SWOV and RDW have visited Morocco again. And the 11th, 12th and 13th of June, the National Congress on Road Safety will be organized here in Morocco. Of course our partners of SWOV and RDW will be there to keep us informed.





## Dutch Green Business

**On thursday March 20th, the Dutch Embassy organized its second edition of the 'Dutch Green Business' in the booming city of El Jadida, just one hour south of Casablanca. In collaboration with the Association des Femmes chefs d'Entreprises (AFEM) and the Province of El Jadida, green economy and sustainable development were the main theme.**

In his opening speech, Ron Strikker – Ambassador of the Kingdom of the Netherlands – underlined the good diplomatic relations between Morocco and the Netherlands since 1605. He stated that 'the Moroccan experience in the areas of the green economy offers great job opportunities between the two Kingdoms'.

Mouâad Jamai, Governor of the Province of El Jadida, showed his gratitude to the

participants and introduced the audience to the serious plans concerning the development of the city. Mr. Jamaï introduced the audience to the future of El Jadida: smart city designs, the construction of a new city center, a rapid transit system in the region and the development of a gasport in the port of Jorf Lasfar.

The flourishing city of El Jadida is presenting itself as a pilot city. Where other cities have grown without proper urban planning, the development of El Jadida is accompanied by careful planning and the use of acquired experience in other cities. One of the examples of the future plans that already is implemented is the outdoor WI-FI service that Moroccan network operator Inwi has launched in El Jadida.

After the words of the Governor, the Dutch Green Business conference resumed with presentation of Moroccan enterprises.

Both Laila Miyara – Director of the 'Association des Femme chefs d'Entreprises du Maroc' (AFEM) and Khalid Laaboudi – Director of the Moroccan ICT and Telecom federation (APEBI) – followed with smart cities as the main theme of their presentations. Mr. Laaboudi can play an essential role in the realisation of El Jadida as a smart city. Last but not least, Imane Belrhiti of OCP explained us what policies OCP is implementing for a sustainable food production in the world.

The second part of the conference offered the opportunity for Dutch companies – that are active in Morocco for several years – to show their innovative green experiences with the participants. The participants of Complex Urbain Landscape Design (CULD), Vivo Energy, Philips, APM Terminals, Messer and PUM (Netherlands Senior Experts), spoke on themes varying from 'urban planning' to the 'recycling of used oils', the new project of Shell – Vivo Lubricants. The presentations made clear that each one of the enterprises had their own intriguing approach on doing green business.

All presentations are available on the website of the Embassy. Click [here](#) and go under 'Gerelateerde Documenten'

The Dutch Green Business conference was part of a three-day visit by a delegation headed by the Dutch Ambassador Ron Strikker, to the city of El Jadida and its region. On wednesday, the delegation including Mr. Arnoud Passenier, Strategic Policy Advisor and of the Dutch Ministry of Infrastructure and Environment and President of the European Sustainable Phosphorus Platform (ESPP), visited the OCP production site in Jorf Lasfar. Later that day, the delegation was invited to see the TAQA power plant. Thursday afternoon was the occasion for Ron Strikker to open a new office of AFEM in El Jadida whereas friday was devoted to visit local agricultural enterprises such as the Nestlé factory, a calve farm and a banana, papaya and raisins plantation near Azemmour.

Main purpose of the Dutch Green Business conference was to strengthen the bond between Morocco and the Netherlands but also between the region of El Jadida and the Netherlands by bringing enterprises together and learn from each.

On to the third edition of the Dutch Green Business next year!



## **OCP, TAQA and MASEN**

**Companies such as Office Chérifien des Phosphates (OCP), the TAQA Jorf Lasfar Energy Company (JLEC) and MASEN are the pillars of the Moroccan economy today and will be tomorrow. After recent visits of the Dutch Embassy to those enterprises, and several events, we have chosen to showcase the activities of these three industries.**

## **OCP**

In March, Arnoud Passenier, Strategic Policy Advisor of the Ministry of Infrastructure and Environment and President of the European Sustainable Phosphorus Platform (ESPP) travelled to Morocco together with Leon Korving of Wetsus and Chris Thornton of ESPP to meet with OCP and the Moroccan Ministry of Environment to talk about a sustainable production and the world food production programme.

By discussing the sustainable production of phosphates and the world food production programme, the contacts between the Netherlands, OCP and the Ministry of Environment were strengthened.

Joining them was a delegation headed by the Dutch Ambassador Ron Strikker, and they were invited to visit OCP's phosphate production site Jorf Lasfar. Morocco possesses more than 50% of the world's phosphate reserves and OCP is the world's biggest exporter of phosphates and derivatives, mined at the Khouribga, Ben Guerir and Youssoufia mines. 98% of the production is to be exported. As the largest enterprise in Morocco, OCP is a key driver of the country's economy.

### **Jorf Lasfar Energy Company (JLEC) / TAQA**

Morocco plans to have an energy capacity of 42% out of renewable energies in 2020. Policy is that at that time, only 35% of the electricity will be produced by using coal.

The Jorf Lasfar Energy Company, which is located 20 kilometers south of El Jadida is the largest power plant in Morocco. In 2012 the total production of JLEC was 38% of the demand for electricity in Morocco. But to meet with increasing demands for energy, TAQA invested 1.6 billion USD and started a growth strategy by extending the existing coal fired power station with two new production units of a capacity of 700 MW, bringing the power station's total capacity to 2,056 MW. This extension will increase the production to approximately half of the energy consumption in Morocco. Ron Strikker, was invited to visit the JLEC energy plant in Jorf Lasfar. Together with a small delegation of the Embassy including APM Terminals and Shell – Vivo Lubricants, they were guided through the power plant. The presentation that was given to the delegation is available on the website of the Dutch Embassy. Click [here](#) and go under 'Gerelateerde Documenten'.

## **MASEN**

In March Mustapha Bakkoury, Chairman of the MASEN board of directors, gave a presentation in presence of King Mohammed VI, on the progress of the first powerplant NOOR Ouarzazate 1. The first kilowatt-hours of NOOR Ouarzazate 1, will be injected in the national electric network as of August 2015. Bakkoury also presented the program of carrying out the three power stations NOOR Ouarzazate 2, NOOR Ouarzazate 3 and NOOR Ouarzazate 4. All together the plants will produce approximately 2000 MW, which will be 42% of the overall electric consumption in 2020.

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# **An Interview with Ton Kwaak of Panteia**

**Panteia is an all-round consultancy agency doing research on economic and social policy, and logistics, transport and different markets. With over 200 employees Panteia is one of the biggest research companies in the Netherlands. Ton Kwaak explains us what Panteia is doing in Morocco.**

## **Why is Panteia active in Morocco?**

Panteia has an extensive experience in doing research on Small & Medium Enterprises (SMEs). For decades, The Ministry of Economic Affairs commissioned us to run research programs on SMEs. Because of that, we built a broad knowledge-infrastructure consisting of databases, models and publications. Issues we are working on are for example the size and structure of SMEs, and the way SMEs develop seen from an economic point of view.

Panteia is working on other issues as well. For example we are analyzing SME problems such as the specific regulations on SMEs and the way SMEs deal with them, business financing, business succession, the entrepreneurs income and the role of SMEs seen from a macroeconomic perspective. The research is not only factual; where needed we suggest policy transformations. Over the years, the scope of the SME research widened. In 1992, we published the first Observatory of European SMEs.

## **What is Panteia doing in Morocco?**

Morocco initiated a study on the possibility of a Moroccan Observatory of

SMEs. This study made clear that the Kingdom was in a need for an 'Observatoire'. The results also showed the sufficient support for such a project and at the same time the non-presence of the expertise for the project in Morocco. From that point, Panteia came in the picture. Saad Hamoumi, president of the PME Commission, had heard of us and decided to contact Panteia. In an interview with Saad, we made clear what we thought was the best way to manage the project and that we could be the institution delivering the expertise. Saad decided to invite Panteia so that we could give a presentation of our approach at the 'Comité de Pilotage' of the SME observatory. This was almost a year ago.

**Did you have a particular strategy?**

As Panteia, we have done studies throughout the world in countries like Dubai, Slovakia, South Africa and Serbia, but in Morocco we are still new. Given our experience in the other countries, we knew that we could not simply transplant our knowledge of Europe to other countries. Morocco has a different economy and culture, for example the institutions are organized differently.

Of course we had to prepare ourselves and read in about Morocco and its economy and institutional framework. But having the experience in other countries, knowing things are different, we as Panteia decided to emphasize our flexibility and our ability to adapt to the situation in Morocco. We will work with Bearing Point Morocco as subcontractor, as was requested by CGEM. Bearing Point was the company doing the pre-study for us.

Today, financially speaking, CGEM is arranging everything so right now we are working on the contracts. Trusting the contract will be alright, we began to start working on the project and the plan is that will finish in September. When the project will be finished then, we will return to Morocco and I am looking forward to what is going to happen next. I am expecting to have several meetings with other Moroccan organizations to see what Panteia can do for Morocco in the fields of economy, logistics and transport.

**Can you share some practical advice for people who want to do business in Morocco?**

The most important lesson we have learned in Morocco is the importance of contacts. The contacts were always very cordial, but this was only the case if we were cordial too. My advice is to be empathetic in a broader sense. Especially for the Dutch, try not to be straightforward like we are used to in the Netherlands because this will not get you anywhere.

## CALL FOR INTERVIEWS

Share your stories, experiences and advice with new entrepreneurs wanting to explore Morocco. Send an email to [rab-  
ea@minbuza.nl](mailto:rab-<br/>ea@minbuza.nl) and we will contact you for an interview.

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## News From Morocco

### **Morocco as an African Hub**

Morocco is well positioned to exploit the investment opportunities in Africa and participate in the African upcoming financial boom, through the Casablanca Finance City (CFC). 'Morocco is a hub of African financial integration' was stated by the independent European think tank Thomas More, which is based in Brussels and Paris.

Vivo Energy Africa Services, Baker & McKenzie Maroc, AIG, BNP Paribas and other enterprises have announced to settle in CFC. More info about Casablanca Finance City can be found [here](#).

### **Morocco as an African Hub part II**

Part of the development of Morocco as an African Hub was the visit to Mali, Guinea, Ivory Coast and Gabon. The visit of the king, according to international experts, is a success. The largest part of the trip was devoted to business, but religious diplomacy was considered very important. 'The economic dimension is one of the fundamentals of good

diplomatic relations' between Morocco and the African countries, according to Mohammed VI. The foreign policy of Rabat in the rest of Africa is considered as a 'strategic opening to the south'.

#### **Mawazine Festival 2014**

The annual Mawazine Festival in Rabat has received several confirmations of artist whom will perform. Justin Timberlake will open the 13th edition of the festival. Other artists also confirmed their participation. Among them are Jason Deryulo, Stromae and Kool & the Gang. The Mawazine Rhythms of the World Festival last summer was the second largest music festival in the world by MTV. Each year the event attracts up to 2.5 million visitors.



#### **Moroccan webtraffic**

The Moroccan webtraffic continues to grow significantly in Morocco. Boubker Badr, responsible of digital economy at the Ministry of Industry and Trade stated that last year, webtraffic grew by 46%. According to figures, Morocco has more than 16 million Internet users.

#### **Royal Air Maroc: a follow up**

Smart business move by Royal Air Maroc. The Moroccan started flying two new air routes from Paris to Tangier and Fez. EasyJet announced earlier to stop flying these routes due to raise of taxes on flights from and to Morocco.

#### **ML Tours: Amsterdam - Rabat**

On March 6th, charter society ML Tours flew its first Corendon Dutch Airlines flight to Rabat. 'Morocco is a booming tourism destination says Yavuz Kara, director and owner of the dutch Charter society. ML Tours is the only charter flying to the capital from the Netherlands.

## Coming Up Events

**9 – 12 April 2014: Visit Deputy Mayor  
Amsterdam, Mr. Freek Ossel, to Morocco.**

Together with a delegation of the Port of Amsterdam Mr. Freek Ossel will visit Casablanca, Rabat, Laarache and Tanger. More info [here](#) (Dutch)[here](#) (French) and [here](#) (French).

**16 April 2014: Visit of Complex Urban  
Landscape Design (CULD) to Casablanca.**

With a Casablanca Futures Expert Meeting.

**28 April 2014: King's Day Celebration,  
Rabat.**

For all the Dutch living in Morocco, you are welcome. More info can be found [here](#).

**6 – 8 May 2014: International Trade Fair on  
Transport and Logistics for the  
Mediterranean.**

Visit the [website](#) for more information.

**21 – 23 May: Dare to Have a Dream**

The Dutch Dream Foundation will visit Morocco. For more information click [here](#) and [here](#) (Dutch).

## Other

23 – 24 April 2014: Med Ports,  
Marrakech  
Visit the [website](#) for more information.

23 – 26 April 2014: Marrakech Air Show,  
Marrakech  
Visit the [website](#) for more information.

23 – 27 April 2014: Salon International de  
l'Agriculture au Maroc (SIAM), Meknes  
Visit the [website](#) for more information.

7 – 8 May: Morocco Oil & Gas Summit,  
Marrakech  
Visit the [website](#) for more information.

16 – 25 May: Auto Expo, Casablanca  
Visit the [website](#) for more information.

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