

## Trade mission Transport & Logistics Morocco 2019<sup>(\*)</sup>

<b>Date:</b>	9 - 11 April 2019
<b>Location:</b>	Casablanca, Morocco
<b>Participation fee:</b>	750 euro (excl. 21% VAT) per participant
<b>Organisation:</b>	MEYS Emerging Markets Research, Harvard Consulting, AFFM, Dutch embassy in Morocco



### Transport and Logistic sector Morocco

With a total population of 35 million people and having the sixth largest economy on the African continent, Morocco has become a top destination for foreign investments and trade. During the last ten years the annual average economic growth rate was around four percent, boosting consumer demand and income levels which are approximately thirty percent above Africa's average. In 2018 total foreign direct investments (net) were around three billion euros, making Morocco among the Top5 foreign direct investment destinations in Africa, while the country's total foreign trade increased with nine percent to 85 billion euros. Besides trade and investments in agriculture and textile, Morocco has developed in recent years a high-tech industry in car manufacturing, aeronautics, electronics, pharmaceuticals and telecom, providing jobs to more than 100,000 people and earning over one billion euros annually.

At the heart of Morocco's economic development is the Transport & Logistic sector. This sector contributes about four percent to the country's GDP and provide employment to one million people. The main transport mode for freight in Morocco is by road, followed by rail, maritime (cabotage) and air. Large public investments in the country's physical infrastructure (road, rail, port) in recent years, have contributed to the expansion of the transport and logistics sector in Morocco.

For national and international transport and logistics companies the country's strong macro-economic developments, the geostrategic location within Africa and the Mediterranean, the signing of free trade arrangements with the EU, USA, and Turkey, large public investments in infrastructure, and improvements in the regulatory framework of the country offer interesting business opportunities to Dutch transport and logistics companies.

### Trade mission to Logismed 2019

In cooperation with the Dutch embassy in Rabat, Netherlands Enterprise Agency (RVO), Moroccan freight forwarders association AFFM and supported by the Moroccan embassy in The Hague, MEYS Emerging Markets Research and her Moroccan partner Harvard Consulting are organising for the second time a trade mission to the international trade fair for transport and logistics companies Logismed in Casablanca. This trade fair will be held from April 9 – 11. The full program of the trade mission can be found on the following page.

### Information and Registration

For more information on this trade mission, please contact Mr. Marco Rensma of MEYS Emerging Markets Research by email [info@meys.eu](mailto:info@meys.eu) or via telephone +31 (0)6 12 79 2560. Registration is done by filling in the registration form on [www.meys.eu](http://www.meys.eu). Deadline for registration is **Friday 22 March 2019**.

<sup>(\*)</sup>**IMPORTANT NOTE:** The organisers of the trade mission reserve the right to cancel this trade mission when there are insufficient number of Dutch participants for this trade mission.

## Program Trade mission Logismed 2019

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### Tuesday April 9

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#### 09:30 – 12:00

- Official Opening by visit of Moroccan Minister of Transport & logistics / Moroccan Minister of Commerce & Industry and visiting trade fair Logismed 2019
- Photos & networking

#### 12:00 – 14:00

- Network lunch at 'Foundation de la Mosquée Hassan 2'
- Participants are from trade mission, members of Moroccan freight forwarders association AFFM, Dutch and Belgium companies and organizations active in Morocco

#### 14:30 – 16:30

- Workshop 'Doing business in Transport & Logistics Morocco' (English) at 'Foundation de la Mosquée Hassan 2'
- Topics to be discussed (among others):
  - Doing business in Morocco
  - Opportunities and challenges in Transport & Logistics in Morocco
  - Dealing with customs
  - Finding a local partner
- Guest speakers from trade and logistic sector in Morocco and abroad: IKEA, APM Terminals, Heineken (tbc), DAF CFAO (tbc), AFFM

#### Evening

- Free activities
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### Wednesday April 10

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#### 09:00 – 12:00

- Field visit by minibus to Port of Casablanca, with over 30 million tons of cargo throughput per year largest national sea port in Morocco

#### 12:00 – 14:00

- Lunch at fish restaurant in Port of Casablanca, combined with 'Zakenlunch' of Dutch consulate in Casablanca (tbc)

#### 14:00 – 16:00

- Field visit by minibus to logistic zone ZENATA, with over 300 ha largest logistic zone in Morocco

#### Evening

- Free activities
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### Thursday April 11

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#### 09:30 – 10:30

- B2B match making at Logismed

#### 10:30 – 12:00

- Workshop 'Business opportunities in professionalizing Transport & Logistics in Morocco' which is combined with Logismed program
- Topics to be discussed (among others):
  - E-commerce
  - Digitalization of the Transport and Logistics sector
  - Improving skills of employees
  - Classification and qualification of logistic actors (labelling system)
- Guest speakers from transport and logistics sector in Morocco and abroad

#### 12:00 – 14:00

- Lunchbreak (not organized)

#### 14:00 – 17:00

- City tour Casablanca by minibus:
  - Visit of Hassan 2 Mosque including guided tour in the mosque (largest mosque in Africa)
  - Corniche, Center of Casablanca (art Deco monument)
  - Habbous medina (built in early 1900)/opportunity for shopping

#### Evening

- Free activities
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