

# WIRTSCHAFTS FORUM NAH- UND MITTELST<sup>®</sup>

No.3 – May / June 2023  
C 46321

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## "Morocco has today become a key destination in several sectors"

Interview with H.E. Ryad Mezzour, Minister of Industry and Trade of Morocco



H.E. Ryad Mezzour, Minister of Industry and Trade of Morocco

**Your Excellency, thank you for taking time to speak with us today. During our recent visit to Morocco you outlined not only the potential of the kingdom, but also the tangible progress you have made over the past years. Where do you see the strengths of Morocco?**

Under the wise leadership of H.M. King Mohammed VI, may God assist him, Morocco has adopted a clear economic vision in recent years. The structural reforms initiated have enabled the kingdom to develop solid economic assets, making Morocco an appealing and reliable destination. Moroccan industry has become part of an unprecedented dynamic around efficient industrial ecosystems. World-class industrial platforms have emerged, with leading stakeholders, new companies and value chains that have grown and consolidated, building attractive and competitive regional poles. Foreign operators benefit from targeted support and

tailored assistance to launch their industrial activities, quality industrial land at competitive prices, trained human resources and specialised skill centres as well as a wide network of free-trade agreements. These assets – together with the kingdom's political and macro-economic stability, its industrial expertise and its geographical proximity to growth markets – have enabled our industry to position itself on highly technological trades and specialisations and to be an impetus for growth, production and export.

**Morocco has begun to tap into more steps of the production processes and supply chains to generate more value locally. Where do you see potential for an increased Moroccan-German cooperation in this?**

The long history of economic cooperation between our two countries, its diversity and depth is something we can be proud of. Morocco and

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