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# Doing Business in Morocco Guide & Information Pack

Edition 1, Volume 2.



Helping Irish  
business go global

Enterprise Ireland is the government organisation responsible for the development and growth of Irish enterprises in world markets. We work in partnership with Irish enterprises to help them start, grow, innovate and win export sales in global markets. In this way, we support sustainable economic growth, regional development and secure employment.

As a major capital investor, we invest in the most innovative Irish companies through all stages of their growth and connect them to international customers across multiple industries. As Ireland's national export agency with over 40 offices worldwide, our local sectoral specialists work with customers to understand their unique challenges and match them with Irish suppliers that can deliver leading edge products and services.

Our goal is to simplify and enhance the purchasing process for customers and build successful, long-term business relationships between international companies and Irish suppliers. With eight offices across the India, Middle East and Africa region, we are helping Irish companies stay informed, connected and exporting.

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# Enterprise Ireland Introduction

A Chairde,

As-salamu alaykum,

On behalf of the Enterprise Ireland MENA team, I am delighted to present the Doing Business in Morocco Guide and Information Pack.

Morocco continues to strengthen its position as a strategic gateway to Africa and Europe, underpinned by political stability, an ambitious reform agenda, and sustained investment in infrastructure, innovation and skills. These fundamentals are reflected in the growing depth of economic engagement between Ireland and the Kingdom of Morocco, with bilateral trade recording strong double-digit growth again in 2024.

In early 2025, the Enterprise Ireland MENA team undertook a Market Study Visit to Morocco, engaging with key public and private stakeholders across a number of priority sectors, including Aviation, Education, and Engineering & Construction. The visit highlighted the scale of opportunity for Irish companies, as well as the openness of Moroccan partners to collaboration, innovation, and international expertise.

This guide has been developed to support Irish firms as they explore and expand their presence in Morocco. It provides practical insights into the business environment, regulatory landscape, and cultural context, and is designed to serve as a valuable reference for companies at every stage of market entry.

I would like to pay particular tribute to the Enterprise Ireland team for their dedication and professionalism in producing this comprehensive and user-focused document, and to our local partners in Morocco for their continued engagement and support.

Is mise le meas,

**Stephen Twomey.**  
**Director, MENA,**  
**Enterprise Ireland.**



# Executive Summary

Enterprise Ireland's guide outlines Morocco as a strategic and growing market for Irish businesses. With a stable economy, strong infrastructure, and proximity to Europe and serving as a gateway to Africa, Morocco offers opportunities in sectors like renewable energy, aerospace, agri-tech, education, and digital innovation.

Irish exports to Morocco are rising, supported by Enterprise Ireland's regional teams and the Irish Embassy in Rabat. The guide details Morocco's business setup procedures, tax incentives, and legal protections, making it easier for Irish firms to establish operations.

Cultural insights, logistics capabilities, and government support are also covered, helping Irish companies navigate the local environment and seize emerging opportunities. Morocco's development goals align well with Ireland's strengths, making it a promising destination for long-term trade and investment.

## Enterprise Ireland Support

Enterprise Ireland provides an opportunity and client driven service for clients in Morocco through its dedicated personnel in our offices in Dubai and Riyadh. EI's primary focus in Morocco is to increase sales and partnership deals for EI client companies. This is facilitated through one-to-one engagements with clients, client buyer introductions, market intelligence support, in-market entry/validation and a range of focused group projects targeted at specific industries or sectors. An additional focus is to raise the profile of Ireland as an attractive trading partner, offering competitive, high quality and technologically advanced products.

Enterprise Ireland continues to work with and leverage the Embassy as a key conduit to local stakeholders for our clients. James McIntyre was appointed as the first resident Irish Ambassador to Morocco in October 2021 from the Embassy based in Rabat, succeeded by H.E. Ambassador Helena Nolan in September 2025.

### Why Morocco?

- Strategic location
- Growing economy
- Access to African markets
- Stable political environment

### Opportunities for Irish Businesses:

- Renewable energy
- Technology
- Tourism
- Education

# Market Snapshot

	Population	GDP	GDP Growth	GDP per capita	FX Rate EUR/MAD
2018	35.84	\$127.34bn	3.1%	\$3,502	10.842
2019	36.21	\$128.92bn	2.9%	\$3,508	10.709
2020	36.58	\$121.35bn	-7.2%	\$3,268	10.875
2021	36.95	\$142.02bn	8.2%	\$3,786	10.514
2022	37.33	\$130.95bn	1.5%	\$3,455	11.162
2023	37.71	\$144.42bn	3.4%	\$3,771	10.880
2024	38.08	\$154.43bn	3.2%	\$3,993	10.379

Source: Market population – World Bank, Market GDP – World Bank, GDP growth % - World Bank, GDP Per capita – World Bank, Exchange rate – Trading Economics.

## Flights



**Marrakesh (RAK):** 4-5 direct flights per week from Dublin.

**Agadir (AGA):** 2-3 direct flights per week from Dublin.

**Rabat (RBA):** 2 direct flights per week from Dublin.



In November 2025, Aer Lingus added a 3rd direct flights to **Marrakesh (RAK)** per week from Dublin.



easyJet offer 2 direct flights to **Marrakesh (RAK)** per week from Belfast from November to March.



Multiple one-stop options are available to Morocco with airlines such as Ryanair, British Airways, KLM and Air France from Dublin, Cork, Shannon, Knock, Donegal and Farranfore.

# Enterprise Ireland MENA Team



## Giles O'Neill

Regional Director: India, Middle East & Africa

E: [giles.oneill@enterprise-ireland.com](mailto:giles.oneill@enterprise-ireland.com)

T: +971 50 557 2260



## Stephen Twomey

Director: Middle East & North Africa

E: [stephen.twomey@enterprise-ireland.com](mailto:stephen.twomey@enterprise-ireland.com)

T: +971 56 520 0522



## Sara Assmann

Senior Market Advisor

E: [sara.assmann@enterprise-ireland.com](mailto:sara.assmann@enterprise-ireland.com)

T: +971 56 464 1098



## Hani Belbaisi

Senior Market Advisor

E: [hani.belbaisi@enterprise-ireland.com](mailto:hani.belbaisi@enterprise-ireland.com)

T: +966 53 924 9991

# Enterprise Ireland MENA Team



## Teresa Quinn

Senior Market Advisor

E: [teresa.quinn@enterprise-ireland.com](mailto:teresa.quinn@enterprise-ireland.com)

T: +971 54 301 0770



## Wissam Charaf

Senior Market Advisor

E: [wissam.charaf@enterprise-ireland.com](mailto:wissam.charaf@enterprise-ireland.com)

T: +966 50 522 9665



## Amit Raje

Senior Market Advisor

E: [amit.raje@enterprise-ireland.com](mailto:amit.raje@enterprise-ireland.com)

T: +971 56 520 9306



## Cara Edwards

Market Advisor

E: [cara.edwards@enterprise-ireland.com](mailto:cara.edwards@enterprise-ireland.com)

T: +971 56 174 8182

# Enterprise Ireland MENA Team



## Ciarán Breslin

Trade Development Executive

E: [ciaran.breslin@enterprise-ireland.com](mailto:ciaran.breslin@enterprise-ireland.com)

T: +971 56 689 2780



## Matthew Greene

Trade Development Executive

E: [matthew.greene@enterprise-ireland.com](mailto:matthew.greene@enterprise-ireland.com)

T: +971 56 520 9307



## Abbie Walsh

Trade Development Executive

E: [abbie.walsh@enterprise-ireland.com](mailto:abbie.walsh@enterprise-ireland.com)

T: +971 50 671 9853

# Foreword from the Irish Ambassador To Morocco

I am delighted to have this opportunity to contribute to the Enterprise Ireland Guide to Doing Business in Morocco – that there is an updated iteration so soon after the first publication, in August 2025, reflects the dynamism of the Ireland-Morocco relationship.

I was honoured to take up my role as Ireland's Ambassador to Morocco on 1 September last year, just as Ireland and Morocco were celebrating the 50th anniversary of the establishment of our diplomatic relations, and with the opportunity to build on the work of Ireland's first Ambassador to Morocco, James McIntyre and the team at the new embassy. Since arriving, I have been delighted to see the relationship and sense of connection between our two countries going from strength to strength; not only have we more people-to-people connections, bolstered by more than 12 direct flights a week between Morocco and the island of Ireland, our cultural exchanges are also creating new bonds and understandings, through music, dance, storytelling and literature.

Our two-way trade is also increasing at pace. In 2024, combined trade in goods and services reached over €1.1 billion, with welcome growth in the traditionally robust and significant sectors of agriculture and textiles, but also in newer sectors like aeronautics, recruitment, education and FinTech. In my official visits across Morocco, meeting students at universities or entrepreneurs at trade events, I have seen and heard first-hand how the creativity and dynamism of Morocco's young, educated, multilingual population is driving new partnerships and generating so much potential for enhanced collaboration. At the impressive GITEX Africa in Marrakech last month, I was proud to celebrate that Irish companies were, variously, among those showcased by the European Innovation Council, honoured as one of the "Morocco 300" start-ups, or participated from their bases at Morocco's flagship Casablanca Finance City which is twinned with Ireland's oldest Business Park, Sandyford Business District. The value of the contribution of Moroccan women, including young women entrepreneurs, and the leadership of Morocco's women ministers, agency heads and CEOs, to innovation and to creating an outward-facing business environment, was also visible and great to see.

Supporting Irish companies doing business, or interested in doing business, with Morocco and those Moroccan companies investing, or interested in investing, in Ireland, is central to the mission of our embassy. We are here to facilitate those all-important connections between people and ideas. We work closely with our Team Ireland colleagues - Enterprise Ireland, Bord Bia, Tourism Ireland, Screen Ireland, Science Foundation Ireland, and the IDA, and we are helping to build new connections with Moroccan government institutions, agencies and the private sector, including the Confédération Générale des Entreprises du Maroc (CGEM). Critical to maintaining this vibrant ecosystem for mutually beneficial trade are our shared values and commitment to multilateralism, the rules based international order, and sustainable development, as the foundation for tackling global challenges and finding new, and mutually beneficial, opportunities.



***Her Excellency Helena Nolan  
Ambassador of Ireland to the  
Kingdom of Morocco***

# Foreword from the Kingdom of Morocco's Ambassador to Ireland

I would like to thank Enterprise Ireland for the opportunity to contribute to this guide and to support the continued strengthening of economic relations between Ireland and Morocco. The partnership between our two countries is expanding steadily, driven by shared values of openness, stability, and international engagement.

Morocco has positioned itself as a competitive and reliable investment hub, supported by political and macroeconomic stability, modern infrastructure, and a clear pro-business framework. It has developed globally integrated industrial ecosystems in automotive, aeronautics, electronics, and outsourcing services, alongside strong capabilities in renewable energy, agribusiness, and infrastructure. This dynamism is reflected in the presence of major international investors such as Renault Group, Stellantis, Siemens, and Huawei.

Strategic connectivity further enhances Morocco's attractiveness. Ryanair has significantly expanded direct air services between Dublin and Morocco, supporting business mobility and commercial exchange. In addition, world-class logistics infrastructure, notably Tanger Med Port—the leading port in the Mediterranean and Africa—reinforces Morocco's role as a key trade and distribution hub.

A defining feature of Morocco's economic model is its extensive network of free trade agreements, including with the European Union, the United States, and multiple African, Arab, and Mediterranean partners. This positions the country as a strategic platform for companies seeking access to high-growth regional and global markets.

Irish enterprises will find strong potential across high-value sectors such as automotive, aeronautics, electronics, outsourcing, renewable energy, agribusiness, infrastructure, financial services, and digital technologies. Morocco also serves as a gateway to Africa, where Moroccan companies are well established across banking, telecoms, construction, and energy, creating meaningful opportunities for joint expansion and co-investment.

The Embassy of the Kingdom of Morocco in Ireland, together with its partners in both countries remains fully committed to facilitating and promoting business engagement. This commitment is reflected in initiatives such as the business days "Morocco-Ireland: A Partnership Connecting Europe to Africa's Growth Frontier," held on 6 May 2026 in Dublin and 8 May 2026 in Cork, which brought together key public and private stakeholders.

We encourage Irish businesses to consider Morocco not only as a market of opportunity, but as a strategic platform for growth across Africa and beyond.



*His Excellency Dr. Lahcen  
Mahraoui  
Ambassador of the Kingdom  
of Morocco to Ireland*

# Testimonials



**Emily Gibbons**

**CEO**

**English & Soft Skills**

Emily Gibbons founded English & Soft Skills in 2012 after a decade of working in manufacturing and industrial sectors in senior roles. At the time, Morocco was attracting increasing numbers of international companies as part of wider MENA strategies, and its economy was diversifying rapidly. Traditionally, Moroccan business was closely tied to Francophone markets. But as international investment grew, English quickly became the language of opportunity – and Moroccan professionals needed to master it to compete globally. This shift required more than just language, it demanded leadership, executive presence, and cross-cultural communication – the full toolkit for success in global business.

Since then, we have partnered with organisations across Morocco to prepare their people for international engagement. Our programmes equip teams to manage cross-border projects, negotiate effectively, and present with impact. With senior executives, we focus on skills such as storytelling, pitching, and data-driven presentations.

For Irish companies, Morocco offers a young, ambitious, and rapidly developing workforce that is increasingly able to work in English. The difference between French and English styles of business is significant: French tradition values hierarchy and formality, while English-speaking markets emphasise clarity, persuasion, and results. Morocco is making that shift, and with it comes an openness to new partners who can engage in this more direct, global style. Positioned at the crossroads of Africa, Europe, and the Arab world, Morocco is developing the skills and communication culture that make it an exciting new market for international collaboration.

About English & Soft Skills: Founded by Emily Gibbons, CEO and entrepreneur, English & Soft Skills specialises in executive coaching, leadership development, communication, soft skills, and professional English training. With 22 years of experience in Morocco – including a decade in senior management in industry – Emily and her team combine deep local knowledge with international expertise to help organisations succeed globally.

# Testimonials



**Mounir Naciri**  
CEO

## **Smurfit Westrock Morocco**

When Smurfit Westrock decided to establish its first Greenfield project in Africa, we chose Morocco for its unique potential as a competitive production hub. On a 50,000m<sup>2</sup> plot, we built a 25,000m<sup>2</sup> state-of-the-art, green-energy facility in just seven months. Since then, our site has grown into a thriving operation with nearly 200 professionals, an Experience Centre for innovation, first of its kind in Africa, and over €40 million invested—supported throughout by Morocco's authorities and institutions.

As I explained in Fortune Magazine: "Because the global economy is moving away from China and India dominance, there is a need to have a competitive production hub in Africa. There are a lot of African people emigrating to Europe to seek job opportunities. Let's fill two needs with one deed and invest in Africa. Africa should not be seen only as an opportunity, but also as a responsibility, for the welfare of both Africa and the wider world."

What makes Morocco particularly attractive is not only its strategic geographic position—a gateway between Europe and Africa—but also the quality of its workforce and ecosystem. Our project was built entirely by Moroccan engineers, architects, and construction teams, demonstrating the country's deep local capabilities. Today, our 100% Moroccan management team runs a high-performing operation aligned with international standards and certifications (ISO, FSC, BRCGS), all this in less than 2 years. This reflects Morocco's ability to deliver excellence while embracing innovation and sustainability.

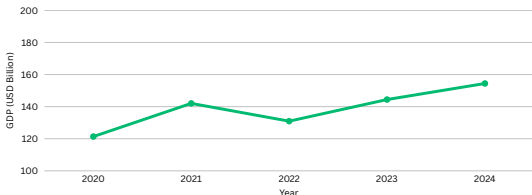
By investing in a rural area, we generated jobs, strengthened local businesses, and created lasting community impact. And all along, the support of the Irish Embassy and Ambassador in Morocco has been instrumental, reinforcing the bridge between Ireland and Morocco and encouraging us to invest with confidence.

Smurfit Westrock is the global leader in sustainable paper and packaging. We operate across 40 countries and 6 continents, with over 600 plants, supported by a team of more than 100,000 people and generating a combined revenue of around 32 billion euros. Our global headquarters is in Dublin, Ireland, and we are primarily listed on NYSE and secondary in the LSE.

# Market Overview

Morocco's GDP grew by 6.93% in 2024 to reach \$154.43. The country ranked 58th globally by nominal GDP, making a GDP per capita in 2024 of \$3,478. The economy is supported by primarily by exports (automobiles, phosphates, textiles, agriculture) and foreign investment.

Moroccan GDP (USD Billion) 2020 - 2024



## Key Economic Sectors

Morocco's Vision 2030 is a strategic roadmap aimed at transforming the country into a regional tech and economic powerhouse. With goals to become Africa's leading digital economy and rank among the top 50 globally in e-governance, Morocco is rapidly advancing in digital integration across healthcare, education, and finance. The strategy includes the creation of 240,000 digital jobs and 3,000 startups by 2030, with a strong focus on blockchain and AI adoption across relevant sectors. For Irish businesses, particularly in the tech, fintech, healthtech, and renewable energy sectors, this presents a significant opportunity to enter a high-growth market. Ireland's global reputation for innovation and expertise in digital services and green technologies positions its exporters well to support Morocco's ambitions. Furthermore, Morocco's alignment with the UN's 2030 Agenda for sustainable development resonates with Irish values on sustainability and offers a shared framework for collaboration and investment.



**Agriculture** contributes approximately 14% of GDP and employs roughly 30% of the population. The major products include wheat, olives, citrus fruits, vegetables, and livestock. The sector is highly dependent on rainfall, making it vulnerable to climate variability.



**Industry** contributes roughly 30% of Morocco's GDP. Morocco acts as a regional hub for the automotive sector, hosting global firms like Renault and Peugeot. Morocco is also home to some of the largest energy projects in the world such as the Noor Solar Complex in Ouarzazate as it transitions toward solar, wind, and hydroelectric power.

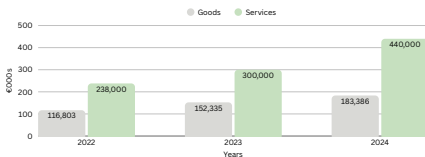


**Services** are the largest contributor to GDP at between 50-56%. This includes the tourism sector at 7% GDP contribution, with 17.4 million visitors in 2024, positioning Morocco as the most visited country destination in Africa.

# Trade Relations

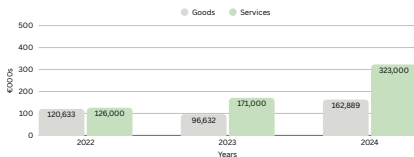
Morocco was a significant global market for Enterprise Ireland company exports in 2024. It was the 8th largest market in the MENA region and the 5th largest market in Africa.

Exports to Morocco from Ireland (€000)



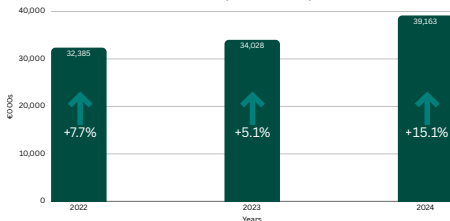
Source: CSO

Imports to Ireland from Morocco (€000)



Source: CSO

Total Enterprise Ireland Exports



Source: Enterprise Ireland's Annual Business Review 2024

# Business Environment

Morocco offers a relatively stable and liberalized business environment, especially for foreign investors. The government has streamlined administrative procedures, reduced bureaucracy, and promoted digitalization of services. Business regulations cover key areas such as starting a business, dealing with permits and trading across borders.

At 53rd globally, Morocco ranks above the regional average for the Middle East & North Africa in the World Bank Ease of Doing Business rankings, performing particularly well in areas such as starting a business, paying taxes and protecting minority investors. Morocco outperforms similar-income countries in regulatory frameworks and public services, though it still lags in operational efficiency.

Morocco have eliminated minimum capital requirements for limited liability companies, simplified registration procedures and reduced costs. The country has expanded electronic filing systems for taxes and social security contributions and introduced online platforms for business registration and permits. Minority shareholder rights have been strengthened and access to corporate documents during legal disputes have been enhanced.

## Company Legal Structures

There are 3 legal structures for company formation within Morocco ;

**SARL LLC**

1-2 Shareholders

Most Common for SME

**SA (PLC)**

Min 5 Shareholders + 3  
Directors

Suitable for Large  
Enterprises

**Branch/Liason  
Office**

Similar to EU Branch  
Registration

Suitable for Foreign  
Companies

# Registration Steps

1. Choose Legal Structure and draft Articles of Association

2. Legalize documents and notarize signatures

3. Open a bank account and deposit minimum capital

4. Register with the commercial registry  
(approx.1,000-2,500 MAD / €100-€250)

5. Obtain tax identification, CNSS registration  
(Social Security), and sector specific licenses

# Intellectual Property Protection

IP protection is governed by Law No. 17-97 on industrial property and Law No. 2-00 on copyright and is administered by OMPIC (Moroccan Office of Industrial and Commercial Property). OMPIC offers IP diagnostics and strategy support for small businesses.

- **Trademarks:** First-to-file jurisdiction; registration mandatory
- **Patents:** Valid for 20 years; must be filed with OMPIC
- **Copyrights:** Automatic protection upon creation
- **Industrial Designs & Trade Secrets:** Protected under national law

Morocco is a signatory to International Conventions such as the Paris Convention, Madrid Agreement, Patent Cooperation Treaty, WIPO Copyright Treaty, Berne Convention, Lisbon Agreement, and more.

# Compliance & Reporting Obligations

Annual reporting is mandatory (balance sheet, income statement, cash flow statement) with quarterly reports encouraged for larger firms. Registration with tax authorities and CNSS is required, along with adherence to labour laws, including contracts, wages, and working conditions. Environmental regulations are evolving, with regional enforcement challenges, and there are sector-specific laws applying to industries like healthcare, education, and food.

## Incentives for Foreign Investors

### Tax Incentives

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- Corporate tax exemptions for up to 5 years for new companies in priority sectors (e.g., tourism, manufacturing, renewables).
- Up to 30% direct investment subsidies, based on project size, location, and sector.
- Reduced VAT rates and exemptions for certain sectors and zones.
- Free trade zones (FTZs) offer customs and tax benefits.
- Ireland and Morocco signed a Convention for the Avoidance of Double Taxation which entered into force on 10 September 2012.

### The new Investment Charter adopted in late 2022 ensures:

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- Equal treatment for domestic and foreign investors.
- Transparent and simplified procedures.
- Legal protections under over 60 bilateral investment treaties (BITs).

### Repatriation & Banking

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- No restrictions on repatriation of profits or capital in convertible currency.
- Morocco's banking sector supports international transactions and investment flows.

### US Tariffs

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- While North African countries such as Algeria and Tunisia face tariffs of 30% and 28% respectively from the United States, Morocco stands out as a notable exception, with a current reduced tariff of 10%.

### Foreign Trade Agreements (FTAs)

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- Under a legal framework founded on the EU-Morocco Association Agreement, which entered into force in 2000, the EU grants preferential access for Moroccan products. The EU is Morocco's largest trade partner, accounting for 59% of its trade in goods in 2024. Morocco has an extensive network of other FTAs including with the United Arab Emirates and through the African Continental Free Trade Area (AfCFTA).

# Taxation

The progressive brackets used up to 2025 (17.5%–34%) have been replaced by a single rate applied to the entire net taxable profit based on two categories:

VAT Bands (MAD)	Standard CIT Rate (2026)
Below 100 million	20%
100 million and above	34%

- **Financial Institutions:** Banks, insurance, and similar financial institutions are taxed at a higher rate of 40%, up from 39.25% in 2025.
- **Minimum Contribution:** The minimum contribution rate is set at a unified 0.25% (minimum MAD 3,000).
- **Casablanca Finance City (CFC) / IAZ:** Companies with CFC status or located in Industrial Acceleration Zones (IAZ) are taxed at a flat rate of 20% after their exemption period, regardless of profit level.
- **Withholding Tax (Dividends):** Reduced to 10% in 2026, down from 11.25% in 2025.

In 2026, Morocco transitioned its VAT system to a simplified structure. Businesses with an annual turnover exceeding MAD 500,000 must register for VAT. Returns are generally filed monthly or quarterly.

VAT Rate	Category:
20%	Standard rate applies to most manufactured goods, telecommunications, and liberal professions (lawyers, accountants, engineers).
10%	Reduced rate applies to electricity, water, sugar, medicines, hotel/restaurant services, catering, and specific agricultural inputs.
Exempt	Exemptions exist for specific food products (bread, milk, flour, fish, meat), animal feeds, and small businesses with annual turnover less than 500,000 MAD.

# Key Sectors of Opportunity



## Aviation



Morocco has positioned itself as a fast-growing aviation and aerospace hub, underpinned by strong government investment and international partnerships. The Office National des Aéroports (ONDA) is driving the Airports 2030 strategy, with major expansions at Mohammed V International Airport in Casablanca, Marrakesh and Rabat, ensuring capacity for rising traffic that reached a record 32.7 million passengers in 2024. This growth cements Morocco's role as a strategic gateway between Europe and Africa, with competitive positioning for both passenger and cargo operations.

Royal Air Maroc, the national carrier, continues to expand its fleet and network across Africa, Europe, and North America, while Air Arabia (Maroc), the country's low-cost carrier, is scaling rapidly to meet regional demand. Together, these airlines create opportunities for suppliers, MRO providers, training institutions, and technology partners. Ryanair is also a very significant player in the Moroccan aviation market operating an extensive network of international and domestic flights and with ambitious plans for further expansion.

The aerospace sector has become one of Morocco's industrial success stories, with global leaders such as Safran, Spirit AeroSystems, and Collins Aerospace operating significant facilities. Supported by the Moroccan Aerospace Industries Association (GIMAS), free zones, and a skilled workforce, Morocco offers competitive cost structures and strong government incentives for foreign investment. Casablanca hosts firms like ABL Aviation, a global leasing and asset management player headquartered in Dublin, reinforcing the country's international connectivity.

For European companies, Morocco presents opportunities across engineering, maintenance, pilot training, IT and digital solutions, renewable energy integration, and sustainable airport services. With a supportive policy environment and a proven industrial base, the country is well-positioned as both a partner and a platform for wider African and international growth.

## Agri-tech and Food



Agriculture contributes 12–14% of Morocco's GDP and employs ~30% of the workforce, with the agri-food sector accounting for 19% of exports in 2023. The country is transitioning from traditional farming to technology-driven, sustainable agriculture, aligned with its Generation Green 2020–2030 strategy.

Morocco is investing in modernizing food production and processing to meet domestic and export demands. Precision agriculture uses IoT, GPS, and remote sensing to optimize water, soil, and crop management. Vertical farming is emerging in urban areas to maximize space and reduce transport costs, with blockchain enhancing supply chain transparency and traceability. Food processing employs 6% of the national workforce and the country is upgrading 1,200 food outlets with new sanitary standards to improve food safety.

Morocco faces water scarcity and climate volatility, prompting a shift to climate-smart agriculture. Drip irrigation and no-till farming has boosted water efficiency by 20% and desalination projects are addressing irrigation needs through PPPs and solar-powered water systems. Organic farming projects have expanded to 25,000 hectares, supported by certification programs. Morocco's agri-food transformation is expected to benefit 1.36 million people, including 120,000 farmers and 1 million consumers with food loss and waste reduction programs improving nutritional security and market access.

## Renewable Energy



Morocco's construction and engineering sectors experienced robust growth in 2025, with construction projected to expand by 3.9% and averaging 3.8% annually through 2029.

Key drivers include a surge in Foreign Direct Investment (FDI), preparations for major sporting events like the 2025 African Cup of Nations and 2030 FIFA World Cup, and large-scale infrastructure projects, including a €8.7 billion rail investment.

The engineering sector shows modest growth, buoyed by civil engineering activity but challenged by raw material sourcing and financial constraints affecting over a quarter of firms. Sustainability is also a national priority, with investment in renewables, sustainable mining, and improved water systems.

These trends present significant opportunities for Irish firms, including collaboration on stadium and green building projects, expertise in water and transport infrastructure, and leadership in sustainable construction, renewable energy, and environmental consultancy. Ireland's capabilities align well with Morocco's development goals and sustainability initiatives.

# Digital Transformation



Morocco has ambitious digital targets for 2030 including €4 billion in digital exports and 3,000 startups including 1-2 unicorns and 10 “gazelles” (high-growth firms). Morocco’s national strategy, Digital Morocco 2030, is a \$1.14 billion roadmap to become a continental digital hub by 2030. Key aims include:

- **Public service digitization:** Over 600 services digitized, aiming for 80% user satisfaction and 50% faster processing times
- **Digital talent development:** Training 100,000 tech professionals annually.
- **Infrastructure expansion:** 70% 5G coverage and 5.6 million homes connected to fibre optics.
- **AI & cloud adoption:** Sovereign cloud and AI-based service optimization.

Morocco is the third-largest fintech hub in the Arab world, hosting over 40 active fintech solutions. High mobile penetration (137.5%) and government support for financial inclusion and digital payments drive growth. 44% of adults have access to formal financial services (up from 29% in 2017). Reflecting two-way investment, leading Irish fintech company CR2 was acquired by Casablanca-based HPS Worldwide in 2024.

Morocco is investing heavily in smart, sustainable transport to reduce emissions and enhance urban life. The expansion of the Al Boraq high-speed rail, connecting Tangier to Casablanca, to Marrakesh is underway. The target for EV production has been set at 107,000 units by the end of 2025. A traffic AI system has been launched in Agadir that covers 80% of intersections, reducing travel time by 15%.

## Automotive



The automotive sector has been identified as a key driver of growth for the country’s GDP in the medium-term. Morocco has established itself as a regional hub for the automotive industry, contributing significantly to its industrial output—approximately 22% of GDP and up to 33% of exports. The country hosts major global manufacturers such as Renault and Peugeot, which operate large-scale production facilities, particularly in Tangier and Kenitra.

Key strengths of Morocco’s automotive sector include:

- Strategic location: Proximity to Europe and access to African markets.
- Competitive labor costs and a skilled workforce.
- Strong government support through incentives, industrial zones, and infrastructure.
- Export-oriented production, with vehicles and components shipped to Europe, Africa, and beyond.

The Atlantic Free Zone in Kenitra is a key site for automotive manufacturing and exports, offering tax exemptions and streamlined logistics. Morocco’s automotive exports are a major driver of foreign exchange and industrial growth, and the sector is central to the country’s broader economic development strategy.



Morocco offers significant opportunities in the Education and EdTech sectors, driven by a rising demand for high-quality education and innovative digital learning solutions. With a youthful and increasingly connected population, coupled with substantial government investment in digital infrastructure and educational reform, the country is actively working to address critical challenges related to access, quality, and graduate employability.

The EdTech landscape is rapidly evolving, creating a favourable environment for companies to introduce e-learning platforms, mobile education applications, and AI-powered solutions. However, market entry requires a nuanced understanding of Morocco's regulatory environment, regional disparities, and its complex linguistic and cultural landscape - particularly the use of Arabic, French, and Amazigh.

In parallel, the international education sector is witnessing strong growth as Moroccan students increasingly pursue higher education overseas and through the medium of English. The expansion of international schools and the growing demand for English-language tertiary education present significant opportunities for Irish institutions seeking to expand their global footprint. Local universities and colleges are actively exploring partnerships in joint research, faculty and student exchanges, and dual degree programs, offering a promising avenue for long-term collaboration and market presence.

# Market Entry Strategies

Irish companies can enter the Moroccan market through several routes, depending on their goals, budget, and risk appetite.



## Representative Office

A low-cost, non-commercial setup used for market research, networking, and early-stage presence. No invoicing or direct sales allowed. Ideal for initial exploration or preparing for future expansion.



## Local Subsidiary (SARL/AU or SA)

A full legal entity allowing commercial activity, local hiring, and invoicing in Morocco. Setup costs typically range from €3,000–€7,000 depending on legal fees and capital requirements. Offers full control and local credibility. Registration done through Regional Investment Centre. (Centre Régional d'Investissement – CRI)

- SARL – Limited/Private Liability Company
- SA – Public Limited Company / Joint-stock Company



## Joint Ventures & Local Partnerships

Useful for sectors requiring local market knowledge or government engagement (e.g. infrastructure, healthcare). Costs vary based on structure; benefits include quicker market access and risk sharing.



## Free Zones (e.g. Tangier Med, Casablanca Finance City)

Designed for export-oriented or financial services companies. Perks include 0% corporate tax for 5 years, VAT exemptions, and fast-track customs. Setup costs are higher but offset by long-term tax advantages and regulatory ease.



## Appointing a Local Distributor or Agent

A low-cost, low-risk option for exporting goods without establishing a physical presence. Common in sectors like FMCG, medtech, or industrial products. Success depends on selecting a reliable partner with market reach.



## Public Procurement & Tenders

Foreign companies can bid on Moroccan government contracts via the national e-procurement platform. Registration is free, but engaging a local consultant or legal adviser is often necessary to meet compliance and language requirements.

# Freezone Overview

Morocco has over twelve Free Trade Zones (FTZ)—now known as Industrial Acceleration Zones (IAZs)—in operation, or under development.



## **Tanger Med Zones (TMZ) – Tangier Region**

TMZ is uniquely structured as a one-stop-shop across its 3,000ha estate to support over 1,400 companies and generate 130,000 jobs. Its strategic edge lies in effortless multimodal connectivity—port, rail, road, and air—coupled with turnkey plug-and-play land and warehouse options, centralized digital setup via the e-ONE platform, and robust investor support services. Exceptionally attractive tax and fiscal incentives include lifetime exemptions from VAT and customs duties, zero corporate tax for the first five years (then reduced rates), full exemptions from income tax, stamp duty, registration fees, patent and urban taxes, and tax relief on dividends to non-residents. It is particularly well-suited to export-oriented manufacturers, logistics providers, offshoring firms, and global investors seeking seamless setup, cost efficiencies, and a competitive gateway to European, African, and international markets.



## **Technopolis – Rabat-Salé**

Technopolis Free Zone is a modern, modular industrial and offshoring campus on a 71ha site near Rabat, designed to bridge higher education, research, and business. Since its 2016 launch, it delivers equipped land plots, turnkey buildings, dedicated offshoring, office/teaching, and export-free-zone areas—all supported by delegated project management and tailored services. The campus includes Class A plug-and-play offices, high-security systems, fiber and telecom redundancy, and a full suite of amenities (transport shuttles, catering, 24/7 security, wellness spaces, and green landscaped areas). Strategically located 3 minutes from Rabat and under two hours to Tangier, Casablanca, or Fez, with close access to Rabat-Salé and Casablanca airports, it also offers cost-competitive setup thanks to free-zone fiscal benefits. With access to more than 100,000 graduates in the region, Technopolis is ideal for firms seeking fast, scalable, and well-supported operations.

# Freezone Overview



**ATLANTIC**  
FREE ZONE

## **Atlantic Free Zone (AFZ) – Kénitra**

AFZ is a leading industrial and export platform located in Kénitra, strategically placed between Casablanca and Tangier. Covering 600 hectares—350 of which operate under free zone status—it provides ready-to-use industrial land, turnkey facilities, and centralized administrative support through a one-stop shop. Designed with a focus on the automotive sector and export-oriented manufacturing, AFZ offers seamless access to major transport infrastructure, including highways, high-speed rail, ports, and airports. Companies benefit from a skilled talent pool supported by nearby academic and training institutions, along with compelling incentives such as tax exemptions and customs advantages. Its sustainability credentials are enhanced by an on-site solar farm supplying around 20% of the zone's electricity needs. With thousands of jobs already created and growing demand, AFZ presents a strong, future-focused option for global businesses targeting African and European markets.

# Logistics and Infrastructure

Morocco has become a key logistics hub, strategically positioned to connect Europe, Africa, and the Middle East. The country boasts advanced port facilities, including the Port of Tangier Med, the largest container port in the Mediterranean, and the Port of Casablanca among their 13 international trade ports.

These ports are complemented by an expanding rail network, including the high-speed Al Boraq line reaching speeds of up to 323km/h. This combined with the well maintained road infrastructure ensures efficient transportation within Morocco and to neighbouring regions.

Another key element of Morocco's logistics network are their 10 international airports. Mohammed V International Airport (CMN) in Casablanca is their largest airport, serving approximately 8.5 million passengers and handles a significant amount of air cargo.

Morocco's logistics parks, particularly around major ports and airports, offer businesses access to modern warehousing, distribution facilities, and streamlined customs processes. The country's continued investment in infrastructure, as part of Vision 2030, includes upgrades to its transport, energy, and logistics networks, further enhancing its role as a key regional trade hub. These developments not only improve efficiency but also support Morocco's growing position as a central player in international supply chains.

## Customs and Import Procedures

Morocco is a member of the World Trade Organization (WTO) and has a Free Trade Agreement (FTA) with the EU, which includes Ireland. Under this agreement, many Irish-origin goods may benefit from reduced or zero import duties, provided that valid proof of origin (typically a EUR.1 movement certificate) is supplied. All imports must be declared through the [Moroccan Customs Administration](#) (Administration des Douanes et Impôts Indirects - ADII). Declarations are made electronically via the PortNet system, Morocco's national single window for foreign trade procedures.

### Required Documentation:

The following documents are typically required:

- Commercial invoice (in French or Arabic preferred)
- Bill of lading or airway bill
- Certificate of origin (if applicable, e.g., EUR.1)
- Packing list
- Import license (for restricted items only)

### Import Licenses and Restrictions:

Most goods can be imported freely. However, certain categories (e.g. pharmaceuticals, agri-food, chemicals, and telecommunications equipment) may require prior approval or import licences. Irish exporters should verify regulatory requirements with their Moroccan partner or a local customs broker before shipment.

# Customs and Import Procedures

## Customs Duties and Taxes:

Apart from import duties, imports are subject to:

- VAT (typically 20%)
- Para-fiscal taxes on some products

Correct HS code classification is crucial to determine the applicable tariffs. It is advisable to work with a local customs agent for accurate clearance and classification

## Incentives and Grants

Morocco's IAZs, formerly known as Free Trade Zones, are designed to attract foreign investment and boost industrial competitiveness. Notable zones include Midparc in Casablanca for aerospace and electronics, Atlantic Free Zone in Kénitra for automotive and export industries, and Technopolis in Rabat for ICT and innovation.

- **Corporate Tax Exemption:** Full exemption for the first 5 years of operation
- **Reduced Tax Rate:** A flat 15% rate applies from year 6 onward
- **VAT Exemption:** On goods and services supplied within or between zones
- **Registration Fee Waivers:** For incorporation, capital increases, and land acquisition
- **Support Services:** Turnkey facilities, logistics, recruitment, and one-stop-shop administration

Morocco offers generous tax relief for strategic sectors and new entrants. There is a 5-year exemption for companies in manufacturing, outsourcing, and renewable energy followed by a reduced rate of 8.75% for the next 20 years in designated zones.

Casablanca Finance City (CFC) offers a 5-year CIT exemption for export turnover and a 20% reduced rate thereafter for qualifying financial and advisory firm. Other incentives include CGT exemptions for mergers and restructuring, and double taxation treaties with over 50 countries (including Ireland) to avoid tax duplication.

Support type	Coverage	Cap per Project
Patent commercialization	80%	€100,000
R&D for new products/processes	60%	€400,000
Pilot-phase industrialization of innovations	30%	€500,000

# Key Government Agencies



Agence Marocaine de Développement des Investissements et des Exportations (AMDIE) is the Moroccan state agency responsible for promoting and facilitating both domestic and foreign investment, as well as the export of goods and services. AMDIE is also charged with implementing national strategies in these domains and serving as a point of contact for investors.

## The Investment Charter

The Investment Charter establishes a new, transparent, and structured framework aimed at making investment a central lever of Morocco's economic recovery and long-term development. Introduced in line with the Royal Guidelines of His Majesty King Mohammed VI and aligned with the New Development Model, the Charter seeks to significantly enhance Morocco's attractiveness for domestic and foreign investors. It places investment at the heart of value creation, employment generation, territorial balance, competitiveness, and sustainable development.

The Charter defines **nine fundamental objectives** guiding state action in investment development and promotion:

1. Creation of stable and sustainable employment
2. Reduction of regional and territorial disparities
3. Orientation of investment towards priority sectors and next-generation industries
4. Strengthening Morocco's attractiveness as a regional and international hub for foreign direct investment
5. Promotion of exports and the international expansion of Moroccan companies
6. Encouragement of import substitution through competitive local production
7. Promotion of sustainable development
8. Improvement of the business climate and simplification of investment procedures
9. Increase of the share of private investment in the national economy

## The Three Pillars of the Investment Charter

- **Investment Support Mechanisms**
  - A main investment support mechanism applicable to most projects
  - Three specific mechanisms dedicated to:
    - Strategic investment projects
    - Development of Moroccan businesses abroad
    - Very small, small, and medium-sized enterprises (VSMES/SMEs)

# Key Government Agencies

- **Improving the Business Climate**
  - Faster and easier procedures
  - Clearer routes to land, funding, skills, logistics, and clean energy
  - Encouragement of innovation, research, and modern technologies
- **Unified and Territorialised Investment Governance**
  - Regional Investment Centers (RICs) acting as one-stop shops for investors
  - A National Investment Commission, chaired by the Head of Government
  - A dedicated Ministry of Investment responsible for oversight and coordination



Led by AMDIE, Morocco Now is the national investment and export brand aimed at positioning Morocco as a top-tier industrial and sustainable hub. Morocco Now is designed to strengthen Morocco's international economic positioning, with the agency built around key pillars including investment attraction, export promotion, and country branding. Its core functions focus on promoting Morocco's competitiveness, supporting investors and exporters, coordinating public and private stakeholders, and showcasing strategic sectors. The main objectives are to attract sustainable foreign direct investment, boost Moroccan exports, create employment, and reinforce Morocco's image as a reliable, competitive, and forward-looking business hub.

ROYAUME DU MAROC  
MINISTÈRE DE L'ENSEIGNEMENT  
SUPÉRIEUR, DE LA RECHERCHE  
SCIENTIFIQUE ET DE L'INNOVATION



المملكة المغربية  
وزارة التعليم العالي  
والبث العلمي و الابتكار

**The Ministry of Higher Education, Scientific Research and Innovation of the Kingdom of Morocco** is committed to training new generations capable of propelling Morocco and the African continent to the rank of pioneering nations with strong innovation capacity and high added value on the academic and scientific levels.



The **Maghreb Arab Press Agency (MAP)** is the official Moroccan news agency, providing comprehensive news coverage from both national and international sources. It has a large network of journalists and correspondents across Morocco and around the world.

# Key Government Agencies



المكتب الوطني للمطارات  
Office National Des Aéroports

Headquartered at Mohammed V International Airport in Casablanca, **Office National des Aéroports (ONDA)** oversees airport infrastructure, air traffic control, and passenger services. ONDA is responsible for managing and developing Morocco's airports and air navigation services, including within the framework of the 'Airports 2030' strategy, which aims to modernise and transform Morocco's airport infrastructure. This includes the construction of new terminals in Casablanca and Rabat airport. Morocco's airports have seen significant growth over the last few years, reaching a record 32.7 million passengers in 2024—a 21% increase from 2023. Adel El Fakir was appointed ONDA Director-General in 2024: he previously served as Director-General of the Moroccan National Tourism Office (ONMT).



Established in 2010, **L'Agence Marocaine pour l'Energie Durable (MASEN)** is a state-owned company responsible for developing a robust renewable energy ecosystem in Morocco, including as a facilitator for the development of private investments. MASEN's electricity projects aim to add at least 6,000 MW of clean electricity production capacity by 2030. In addition, MASEN promotes applied R&D, aimed at improving the performance of renewable energy technologies, as well as education and skills development. MASEN is the focal point for Morocco's Green Hydrogen initiative.



**GIMAS, the Groupement des Industries Marocaines Aéronautiques et Spatiales**, is the Moroccan Aerospace Industries Association. It is a key player in the development of Morocco's aerospace sector, uniting operators in the industry and acting as a facilitator for its members. GIMAS also plays a role in the sector's development strategy and the implementation of the Pact for Industrial Emergence. GIMAS brings together various companies in the Moroccan aerospace sector and is a key partner for the public sector in developing the aerospace industry and implementing the Pact for Industrial Emergence. GIMAS aims for further growth, targeting increased export turnover, local added value, and workforce diversity.



# Key Government Agencies



## Casablanca Finance City

CFC is Africa's leading financial center, strategically positioned at the crossroads of Africa, Europe, and the Mediterranean, recognized by the Global Financial Centers Index as the 1st financial center in Africa and the region's top green financial hub according to Global Green Finance Index. Since its founding in 2010, CFC has attracted nearly 300 companies, including multinational headquarters, finance institutions, and service providers, enabling them to operate seamlessly across some 50 African countries while leveraging a unique business ecosystem that offers cost efficiency, safe market access, and robust network-driven connections. Ideal for multinational corporates, financial institutions, sustainable finance players, and regional holding entities, CFC delivers a streamlined, high-performing platform to scale operations across Africa, supported by an influential community and extensive international partnerships

# Cultural and Business Etiquette

Morocco is a gateway to both Africa and the Arab world, offering a unique blend of traditional Islamic values and modern business practices. Understanding and respecting local customs is key to building successful business relationships.



## Business Culture

Moroccan business culture is relationship-driven. Establishing trust and personal rapport is essential before any formal negotiations take place. Irish companies should invest time in face-to-face meetings, ideally facilitated by a local intermediary or partner. Punctuality is appreciated, but flexibility with time is common, particularly in initial meetings.



## Communication Style And Language

Moroccans generally prefer indirect communication, especially around sensitive issues. Courtesy, respect, and diplomacy are highly valued. Avoid overly assertive or confrontational tones. French is widely used in business, although Arabic and Tamazight are the official languages. English is increasingly spoken, particularly among younger professionals and in international sectors.



## Dress Code

Business attire is generally conservative and formal.



## Business Practices

Business hours typically run from 9:00am to 5:00pm, Monday to Friday, though some businesses also operate on Saturday mornings. Friday is a holy day which means some businesses may close during prayer time especially around 1:00pm. Morocco observes both Islamic and secular holidays such as Ramadan, Eid al-Fitr and Eid al-Adha. These celebrations occur at different times each year according to the moon.



## Cultural Sensitivities

During Ramadan, be respectful of those fasting by avoiding eating, drinking, or smoking in public during daylight hours. Hospitality is a core cultural value—accepting offers of tea or refreshments is seen as polite and respectful.



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Rialtas na hÉireann  
Government of Ireland



## About Enterprise Ireland

Enterprise Ireland is the government organisation responsible for the development and growth of Irish enterprises in world markets. We work in partnership with Irish enterprises to help them start, grow, innovate and win export sales in global markets. In this way, we support sustainable economic growth, regional development and secure employment.