



MICEPP

Ministère de l'Investissement, de la Convergence et de l'Évaluation des Politiques Publiques
وزارة الاستثمار والتعاونية وتقييم السياسات العمومية
المملكة المغربية
ROYAUME DU MAROC



المركز الجهوي للاستثمار لجهة فاس مكناس
المركز الجهوي للاستثمار لجهة فاس مكناس
Centre Régional d'Investissement de la Région Fès-Meknès

THE REGIONAL INVESTMENT CENTER AT THE HEART OF FEZ-MEKNES REGION DEVELOPMENT

www.fesmeknesinvest.ma



01

INTRODUCING FEZ-MEKNES REGION

Macroeconomic indicators

Why invest in the Region ?

Key investment sectors

02

THE INCENTIVE OFFER

The new investment charter

Regional incentives



> Fez-Meknes region : an emerging promising hub since the implementation of the advanced regionalization in 2015



2nd National university hub



2nd Contribution to national agricultural value added

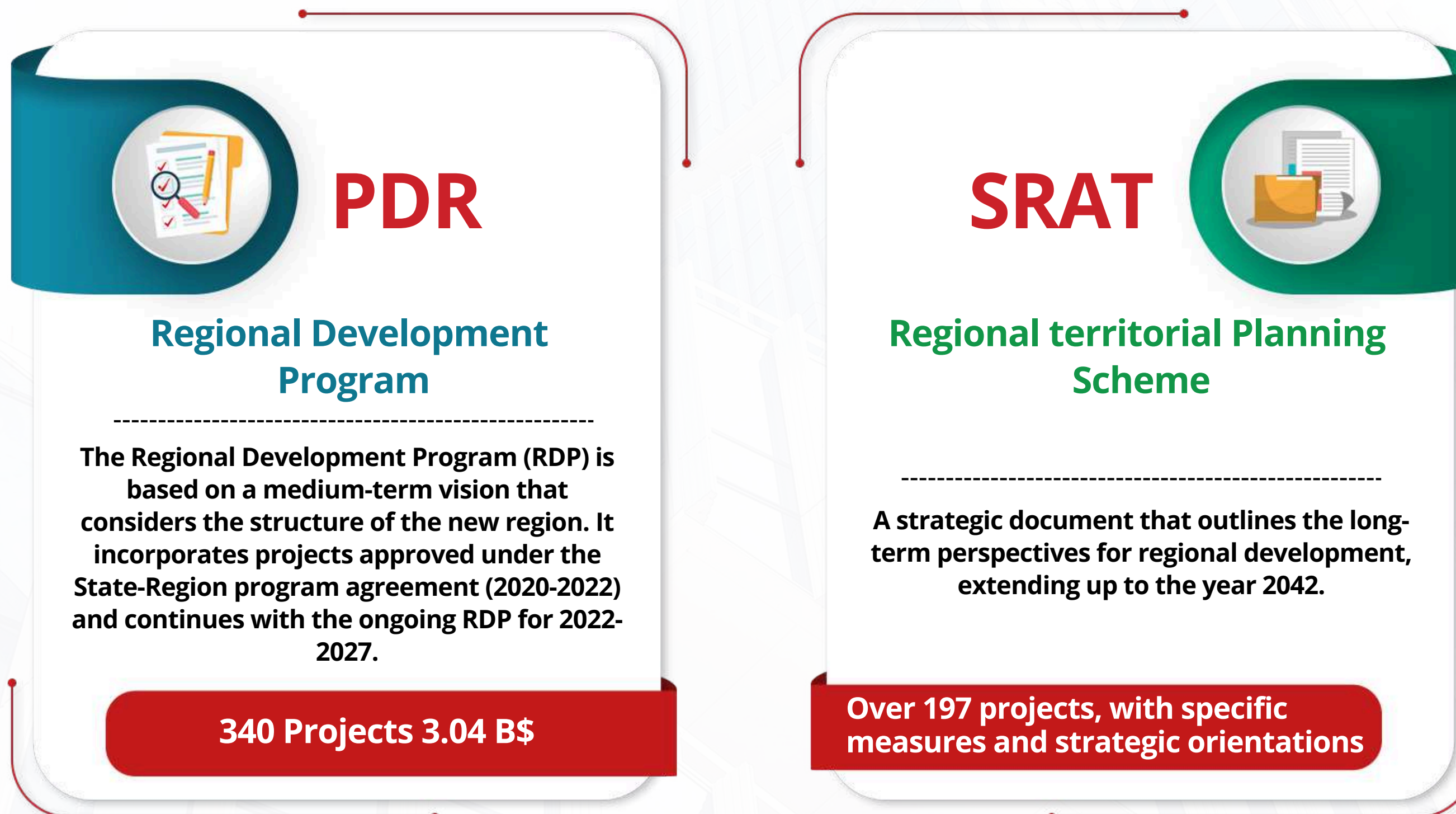


2nd Destination for land investment in support of the Green Morocco Plan



4th Contribution to national wealth

➤ A regional development vision defined for the medium and long term

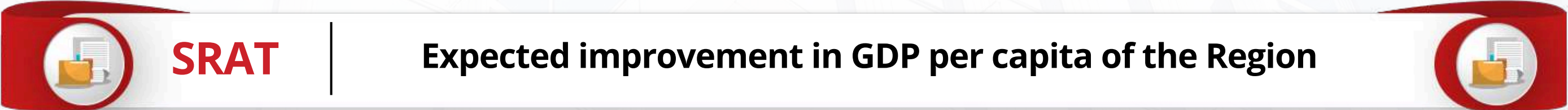


> An approach based on 6 axes :



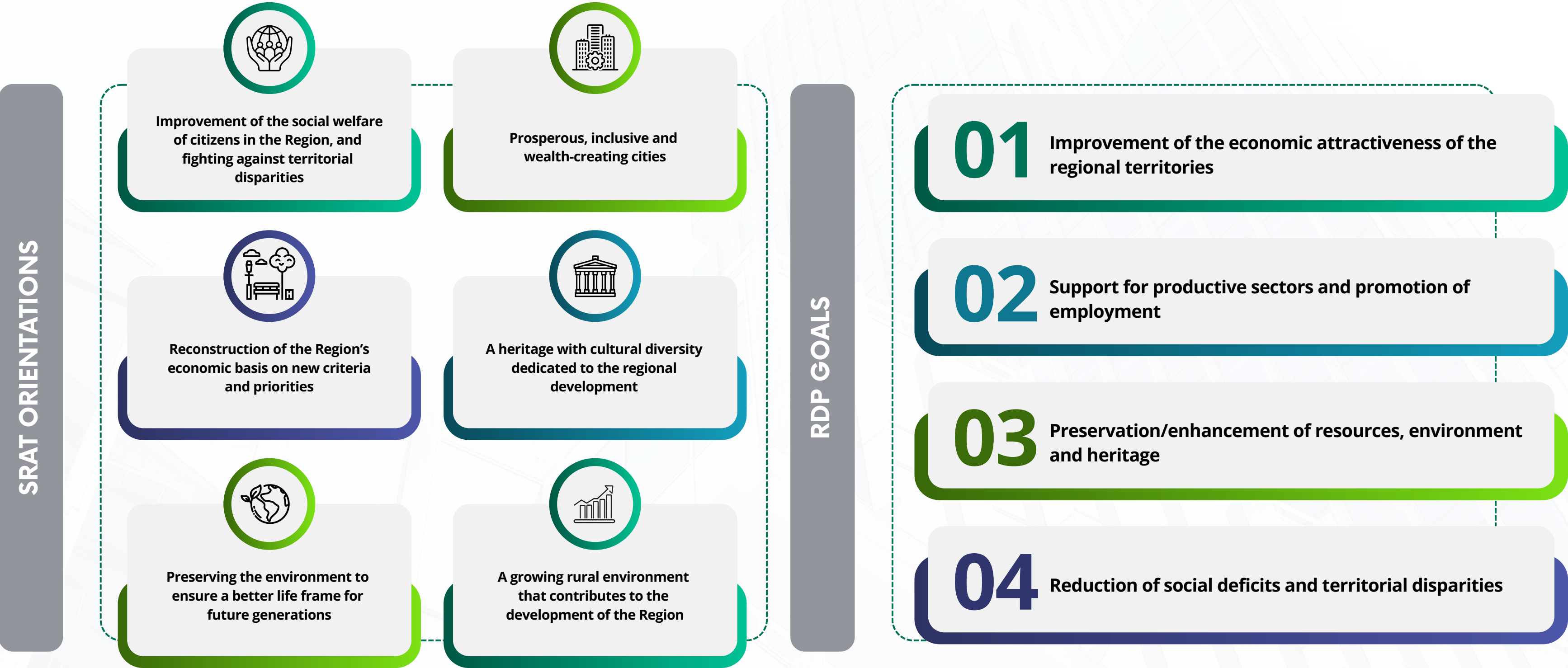


> Ambitions of the region by the year 2042 :





> SRAT and RDP goals Convergence





➤ Integrated and complementary programs supporting territorial development and economic boost of the Region



WHY INVEST IN THE REGION ?

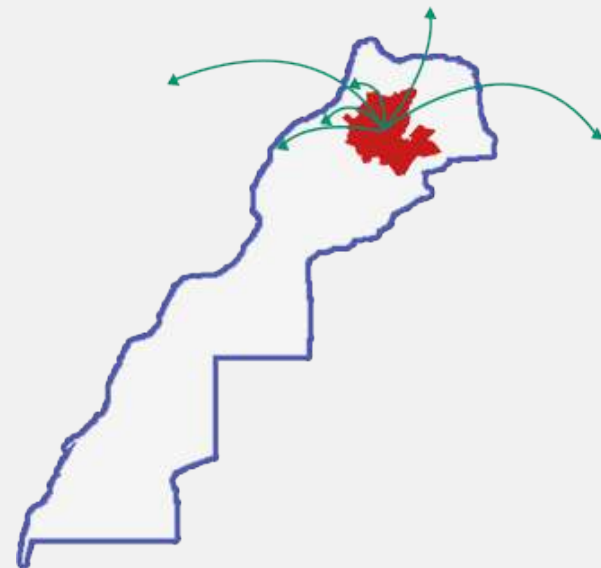


> Developed infrastructure and strategic positioning



Strategic geographic positioning

A geographical positioning which makes the Region a notorious geostrategic hub in terms of demographic flows and economic trade corridors.



1h flight → Spain
 2h flight → France
 2h highway trip → Rabat
 2h50 highway trip → Casablanca



Diversified transport infrastructure

A road network of 8,689 km, i.e., 21% of the national network :

- National road : 1,173 km
- Regional roads : 1,744 km
- Provincial network : 5,771 km
- **Highway network** linking the Region to major ports (3h50 to Tangier Med, 2h55 to Casablanca, 1h45 to Kenitra).
- **Railway of 200 km** linking the Region to major cities of the Kingdom.
- **Fes-Sais international airport** with a capacity of 3M passengers/year , thanks to an annual traffic growth of 13%, and to ongoing development of the Region international connectivity to majors world capitals.



Qualified human capital

Qualified human capital in different sectors :

- **6 universities**, allowing the region to rank as the 2nd university hub with 150,000 students of higher public education (2022/2023).
- **City of Trades and Skills** with a capacity of 3,140 seats for the year 2025.
- **266 training centers**, with an annual hosting capacity of 25,187 seats (9,222 for technicians and 15,965 for specialized technicians), with 236 Specialties and Trades
- **Specialized engineering schools :**
 - ENSA Fez, ENSA Meknes
 - Higher School of Automotive and Aeronautical Engineering (ESI2A)
 - INSA Group Engineering School at UEMF
 - University



> Rich natural heritage



Rich natural heritage

The Region has many natural heritage sites :

- Lakes and natural mineral springs of the Middle Atlas.
- Thermal stations of Moulay Yacoub, Ain Allah, and Sidi Harazem.
- Ifrane National Park, home to the largest cedar forest in Morocco.
- Tazekka National Park and The Friouato Caves in Taza, designated as cultural heritage by The UNESCO.
- Mountains and snow: Michlifén, Habri, and Hibri in Ifrane, Bouiblanc in Taza.

Forest and herbaceous cover extend over more than 1.2 M Ha (14% of the national forest area), half of which is located in Boulemane.



Unique cultural heritage

The Region is characterized by its unique cultural heritage :

- Fez is home to the oldest active university in the world (Al Quaraouiyine).
- 6 historic medinas representing a significant built heritage. The Medina of Fez, spread over an area of 280 Ha. It's a UNESCO world heritage site since 1981, considered as one of the oldest medinas in Morocco. It is also one of the largest pedestrian areas in the world, with over 10,000 alleys.
- Presence of a Roman archaeological site (Volubilis) near Meknes and Moulay Idriss Zerhoun.

The Region stands out for its exceptional artistic immaterial capital of a great diversity : The Fez Festival of World Sacred Music, the Cherry Festival, the Poetry Festival, SIAM (International Agricultural Show of Morocco), and National Crafts and Leather Fair



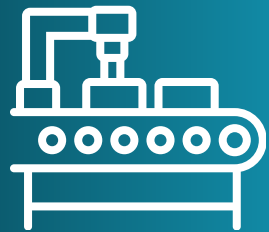
Conducive business climate

- Adoption of measures aiming at propting the business climate : dematerialization of administrative procedures, payment deadlines follow-up committee, etc.
- Setting up of a platform to host productive investment (Logistics & Industrial Zones, Free Zone, Economic Activities Zone, etc.).
- Attractive incentive framework via the adoption of investment support measures, namely the employment bonus and the Industrial Sovereignty Fund.
- Investment dynamics boosted by the establishment of large international groups : Lear Corporation, Alstom, Yazaki, Yura, Aptiv, Webhelp, CGI, Alten, Sitel Group, Triumph International

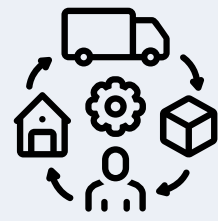
STRENGTHENING THE COMPETITIVENESS OF THE REGION IN TERMS OF OTHER PRODUCTION FACTORS



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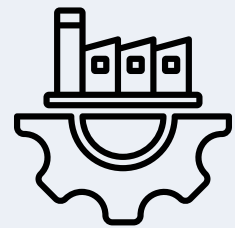


Production factors



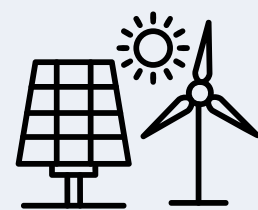
Logistics

- 7 multi-flow logistics zones which will be developed with new generation logistics parks, an SME/SMI park, intermediate storage and large plots of land for logistics activities.
- Bonding of the dry port of Bensouda will make exports from the region more fluid.
- A highway connecting Fez to Marakesh* will equally offer an opportunity for commercial exchange development between regions, particularly in terms of tourist flows.



Industrial land

- The region has invested to improve its supply of industrial land through the development of an additional area of 641 ha in industrial zones by the year 2026 (ZAI, PIAC Ain Chegag, ZI Ouislane, Industrial Zone Ain Aicha, Fez Technopark, Industrial Park Fes Sais, Fez International Exhibition Park, , Industrial Zone Ain Bida).
- The region also offers competitive prices in several modes (e.g., rental and transfer).
- World dimensions industrial ecosystems (Alstom, Lear Corporation, Yazaki, Aptiv, etc).



Energy

- Fez-Meknes region offers production factor costs that are slightly below the national average.

THEY HAVE CHOSEN TO INVEST IN FEZ-MEKNES REGION



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➤ Several major investors have already placed their trust in the region



MAJOR SECTORS



— AGRICULTURE



- > The Region is the 2nd largest agricultural hub in the Kingdom
- > 2nd Region benefiting from land mobilization in support of the gree Morocco Plan



- **Diversity of sectors:** cereal cultivation, market gardening, arboriculture, olive growing, viticulture, phoeniculture, AMP, cattle and sheep farming, dairy production, forestry.
- Existence of a competitiveness cluster in the **agro-industry sector (Agropolis)**.
- Launch of structuring projects to safeguard irrigation in the Saiss plain.
- **Significant underground and surface water resources.**
- **Qualified and efficient human resources** supported by agricultural vocational training establishments.
- **Quality support structures**, through specialized schools and training centers (ENA of Meknes), and encouragement of research (AGRINOVA, INRA, ENA, universities).
- Implementation of **financial incentives** within the framework of the Agricultural Development Fund, through the mobilization of an area of more than 24,613 Ha for the benefit of 191 projects at attractive rental prices.

PROMOTION OF LOCAL PRODUCTS

13 local products with strong labeling potential



- Naboot dried figs
- Zerhoune capers
- Ain Leuh cherries
- Aknoul almonds
- Outat El Haj olive oil



- Capers from Fez
- Lmta Olive Oil
- Azzaba Olive Oil
- Zerhoune Olive Oil
- Agourai Anise



- Tafegight Apple
- Sefrou and Boulemane Honey
- Chaari Figs

INDICATEURS CLÉS DU SECTEUR (2019)

21.1%



Contribution to national agricultural GDP

2.8 B\$



Turnover

0.11 B\$



Investment amounts approved by the ADF, (55% from private sector)

30%



Useful Agricultural Area (UAA)

73.905 t



Agricultural exports

53,7 MJT



Jobs

12.869



CNSS affiliated employees

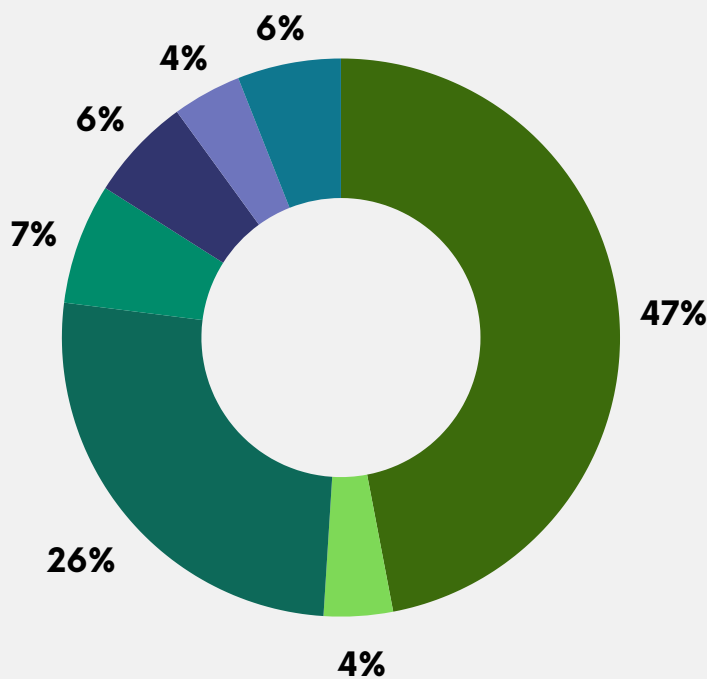


- > An agri-food Region with strong potential
- > The agricultural sector, the main driver of growth for the local economy

01



Distribution of the SAA by production sector

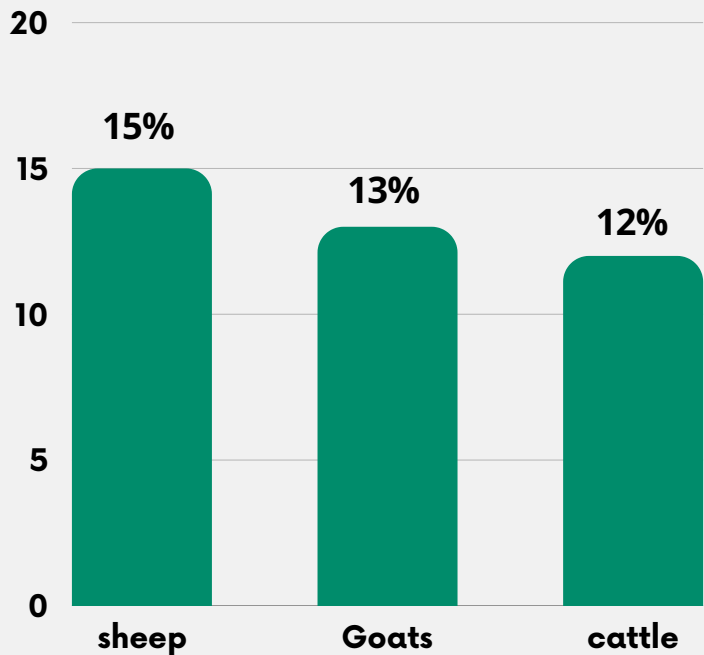


- Cereals
- Fig trees
- Olive trees
- Rosacea
- Fodder crop
- Market gardening
- Legume

02



Weight of the animal sector in the national fabric

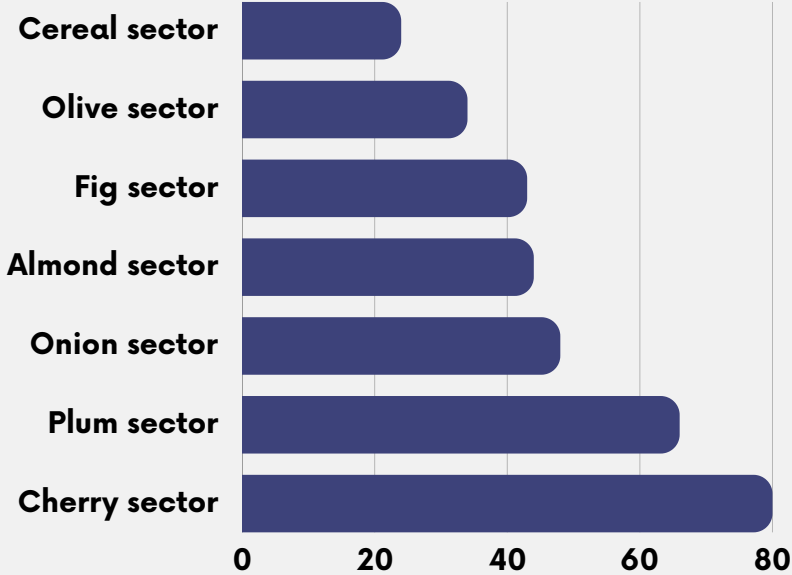


106 Units, with a production capacity of 674,067 T/year and 26 million eggs/year

03



Contribution of leading plant sectors at the national level



735 Units, with a production capacity of 6,4 MT/year



- Caper producer (70% nationally)
- Cherry producer

04






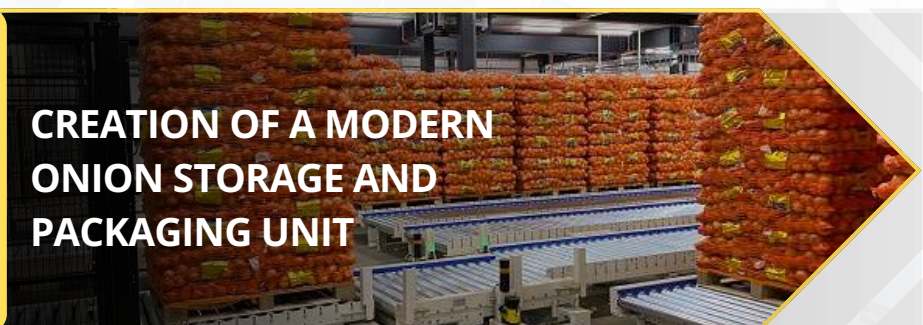
Main families of exported agricultural products (2018-2019)

Olive oils	Aromatic and medicinal plants
Olive-pomace oils	Spices & Herbalism
Other vegetable oils	Dehydrated/Dried Fruits & Vegetables
Wine products	Frozen fruits and vegetables
Drinks/Juices/Nectars	Cereals/ Legumes/ Various Grains/ Seeds
Canned Capers & Pickles	Canned vegetables and fruits
Canned olives	



- Exporter of wine products
- Exporter of olive oil and pomace

> Launch of several key projects for the development of the agricultural sector

Projects	Characteristics	Description / Components
 <p>PROJECT TO SAFEGUARD THE SAISS PLAIN</p>	<ul style="list-style-type: none"> • Location : Fez, Moulay Yaacoub, Sefrou, Meknes, El Hajeb, and Ifrane • Area : 30.000 ha • Water resources : 125 Mm² from the Mdez Dam • Cost : 0.6 B\$ • Project cycle timeline : 2017–2022 	<ul style="list-style-type: none"> • Water intake at the Mdez Dam • 3 water supply galleries over 5 km • 3,200 mm diameter main pipeline over 60 km • 2 water regulation and filtration structures • Irrigation water transmission and distribution network
 <p>AGROPOLIS OF MEKNES</p>	<ul style="list-style-type: none"> • Area (first phase) : 130 ha, including 115 ha net area (103 plots) • Jobs : 18.000 • Cost : 58.5 M\$ • Transfert price : taring from \$31/m² • Currently being marketed : 110 plots available (65% occupancy) 	<ul style="list-style-type: none"> • Agroparc and Qualipole Alimentation • Promoting key sectors such as olive oil, fruits/vegetables, cereals, milk, and meat
 <p>AGRITECH POLE</p>	<ul style="list-style-type: none"> • Cost : 1.7 M\$ 	<ul style="list-style-type: none"> • Regional Innovation Hub at Euromed University • Objectives: Support the upgrading of the agro-industrial sector by supporting entrepreneurs, promoting research and development, and adapting the local agricultural sector to international standards.
 <p>CREATION OF A MODERN ONION STORAGE AND PACKAGING UNIT</p>	<ul style="list-style-type: none"> • Location : Taounate Province • Cost : 3.29 B\$ • Partners : Regional Council/Gigou Basin Cooperative 	<ul style="list-style-type: none"> • Agreement signed on 03/01/2021 during the session of the Fez-Meknes Regional Council



- > Fez-Meknes RIC, in partnership with the relevant national and regional private and public stakeholders, has created a bank of "sectoral" projects adapted to the specificities of the Fez-Meknes region.
- > It lists 90 investment projects in the promising ecosystems studied and selected, with high added value for the Region and the Kingdom, after opportunity and feasibility studies and establishment of the business model, for a total unit investment of more than \$0.36 billion and the creation of at least 7,500 jobs, including 4,000 direct jobs.

ONION FARM

- INVESTMENT : 0.64 M\$
- POTENTIAL TURNOVER : 0.36 M\$
- EBIT : 0.18 M\$
- ROI : 7 TO 8 YEARS



- INVESTMENT : 0.44 M\$
- POTENTIAL TURNOVER : 0.28 M\$
- EBIT : 0.1 M\$
- ROI : 8 TO 10 YEARS

APPLE FARM

CHERRY FARM

- INVESTMENT : 0.58 M\$
- POTENTIAL TURNOVER : 0.6 M\$
- EBIT : 0.18 M\$
- ROI : 10 TO 12 YEARS



- INVESTMENT : 0.52 M\$
- POTENTIAL TURNOVER : 0.71 M\$
- EBIT : 0.1 M\$
- ROI : 7 TO 9 YEARS

FATTENING CALVES IN A SMART STABLE



5 projects identified



Incentive mecanimes



Regional vocation

Access the project
bank:

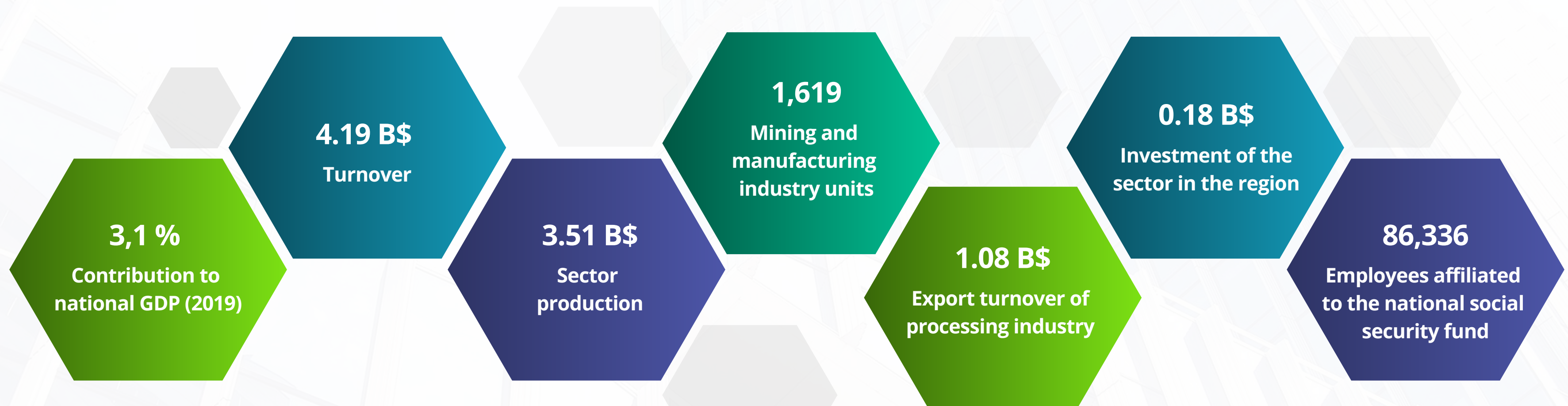




— INDUSTRY

- The Region is committed to revitalizing its industrial fabric towards new sectors and products with high added value

Sector key indicators (2022)





➤ The Region is committed to revitalizing its industrial fabric towards new sectors and products with high added value



	Turnover	0.99 B\$
	Added value	0.16 B\$
	Exports	66.4 M\$
	Investment	18.9 M\$



	Turnover	0.3 B\$
	Added value	0.1 B\$
	Exports	0.2 B\$
	Investment	7.2 M\$



	Turnover	0.25 B\$
	Added value	31.7 M\$
	Exports	4.5 M\$
	Investment	6.3 M\$



	Turnover	0.6 B\$
	Added value	81.7 M\$
	Exports	0.15 B\$
	Investment	16 M\$



- Fez-Meknes Bipole hosts 80% of the region's industrial fabric
- Industrialization history going back to more than 60 years

Industrial exports



Regional industrial exports have recorded an average annual growth of 11.2% between 2015 and 2019, to reach an export turnover of around 1.08 B\$.

Industrial background



Fez was ranked 2nd industrial city of Morocco up to the 90s.

Qualified human resources



Qualified and high-performing human resources supported by industrial vocational training institutions :

- ENSA Fez and ENSA Meknes
- Higher School of Automotive and Aeronautical Engineering ESI2A, where 80% of graduates secured their first permanent contract before completing their end-of-studies internship (2016)
- Engineering school of the INSA group at the Euro-Mediterranean University

Sectors with high added value



The agri-food and leather/textile sectors represent 68.7% of the added value of the Region's industry.

Financial incentives

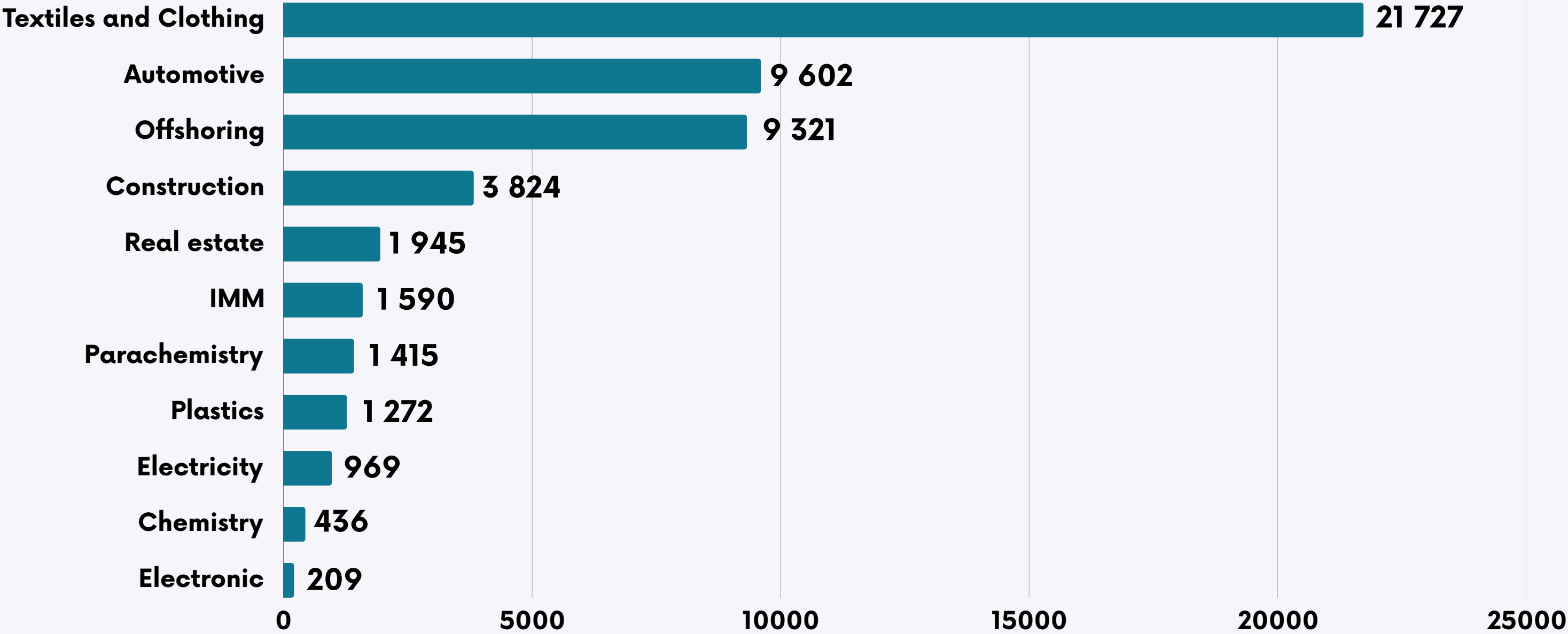


Existence of financial incentives under the Industrial Development Fund, the Regional Fund for supporting industrial investments, and the regional employment bonus system.







> Jobs creation driven by developing sectors

THE TEXTILE, AGRI-FOOD, AUTOMOTIVE AND OFFSHORING REPRESENT 80% OF THE CREATED JOBS IN THE INDUSTRIAL SECTOR IN THE REGION




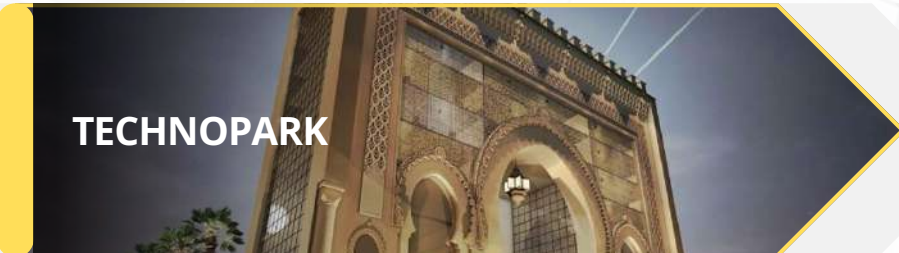





> The Region has operational and competitive platforms with various vocations

Projects	Characteristics	Description / Components
 <p>AGROPOLIS DE MEKNÈS</p>	<ul style="list-style-type: none">• Area: 115 ha net area (103 plots)• Jobs: 18.000• Cost: 58 M\$• Investment: 0.42 B\$	<ul style="list-style-type: none">• Components: Agroparc and Qualipole Alimentation allowing the promotion of key sectors such as olive oil, fruits/vegetables, cereals, milk and meat.
 <p>FÈS SHORE</p>	<ul style="list-style-type: none">• Surface area: 20 hectares, first phase (13,000 m²) delivered in 2012 and second phase (12,000 m²) delivered in 2020• Jobs: 4.035• Cost: \$0.12 billion	<ul style="list-style-type: none">• Components: A park dedicated to offshoring activities and designed based on the best international standards, with “World Class” infrastructure and ready-to-use office spaces.
 <p>ZONES INDUSTRIELLES</p>	<p>13 Operational Industrial Zones/districts:</p> <ul style="list-style-type: none">• 8 Districts and Industrial Zones in Fez (418 Ha)• 3 Districts and Industrial Zones in Meknes (531 Ha)• 2 Industrial Zones in Sefrou (57.5 Ha)• 1 Industrial Zone in Taza (31.5 Ha)	<ul style="list-style-type: none">• Ex-COTEF Industrial Zone redeveloped in Fez (15.2 ha)• 3 new zones launched to expand the region's land supply:<ul style="list-style-type: none">- PIAC Industrial Parc (81 ha)- IAZ in Sefrou (380 ha)- Ouislane Industrial Zone in Meknes (60 ha)
 <p>PLATEFORMES LOGISTIQUES</p>	<ul style="list-style-type: none">• ONCF dry port at Bensouda logistic zone over an area of 5.5 Ha acting as a hub for receiving, handling, storing and distributing containers (import/export).	<ul style="list-style-type: none">• Development of 7 Logistics Zones over an area of 365 ha:<ul style="list-style-type: none">• Ras El Maa (100 ha)• Ouislane (92 ha)• Mejjat (20 ha)• Kandar Sidi Khiair (33 ha)• Agropolis (60 ha)• Bensouda (33 ha)• Taza (27 ha)

➤ The Region has also launched structuring projects to develop its industrial land offering

Projects	Characteristics	Description / Composantes
 FEZ SMART FACTORY	<ul style="list-style-type: none"> • Area : 11 Ha • Cost : 10.8 M\$ 	<ul style="list-style-type: none"> • 1st Industrial 4.0 ecosystem in Morocco <ul style="list-style-type: none"> ◦ Innovation plots : 93 ◦ Center for evaluation, transfert an technological ◦ Innovation 4.0 accelerator ◦ R&D labs ◦ Business center
 AIN CHEGAG INDUSTRIAL ACCELERATION ZONE	<ul style="list-style-type: none"> • Area: 360 Ha • Cost : 52 M\$ • Progress : Technical studies done 	<ul style="list-style-type: none"> • Establishment of an industrial acceleration zone at the Ain Chegag site in Sefrou as part of the regional implementation of the PAI, including in particular a free zone.
 AIN CHEGAG INDUSTRIAL PARK	<ul style="list-style-type: none"> • Area : 81 Ha dont 50 Ha dédié au District Cuir et 31 Ha dédiés à la ZI généraliste. • Number of plots : 239 • Cost: 31.5 M\$ • Progress status: In the finalization phase of development 	
 TECHNOPARK	<ul style="list-style-type: none"> • Area: 7159 m² : R+9 avec deux sous-sols • Site area : 12 Ha • Cost : 5.7 M\$ • Progress status : ongoing 	<ul style="list-style-type: none"> • Incubator / Coworking Space / Fab Lab • Film, TV, and Music Production Studio • Services Area for Banks, Insurance, Post Office, Telecoms, etc. • Restaurant Area, Gym, etc.
 ECOPARC FES SAISS	<ul style="list-style-type: none"> • Area : 20 Ha, 118 industrial plots (for rent) • Cost: 11.8 M\$ • Mobilization Method No. 1: Rental of ready-to-use industrial buildings starting at \$3/m²/month • Mobilization Method No. 2: Rental of industrial land starting at \$0.4/m²/month 	<ul style="list-style-type: none"> • Park intended for the activities of non-polluting industrial SMEs and SMLs that create added value and jobs • 9 industrial relay buildings • 4 service lots • 1 storm and infiltration basin • Green spaces



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51 projects identified

7 sectors identified

Incentives

Potential land:

- Meknes Agropole
- Ex-Cotef Industrial Zone in Fez
- Ain Cheggag Industrial Zone

Access the project bank:

Prefecture of Fez



Areas currently under development:

1. AIN BIDA Craft Activity Zone
2. AIN BIDA Industrial Zone



Planned areas:

1. Creation of an industrial zone adjacent to the Fez-Sais/Eco Parc airport
2. Creation of an outlet zone in Fez
3. Creation of an Economic Activity Zone in Fez

Taounate Province



Areas currently under development:

1. Ain Aicha Industrial Zone



Planned areas:

1. Creation of an Industrial Zone in Taounate
2. Creation of an Economic Activity Zone in Karia Ba Mohamed
3. Creation of a Professional and Industrial Activity Zone (ZAPI) in Ain Aicha (Tranche II)

Taza Province



Areas with availability:

1. Taza al Jadida Industrial Zone Phase 2



Planned areas:

1. Creation of an industrial zone in Oued Amlil
2. Creation of an economic and industrial activity zone in Gualdamane
3. Creation of an economic activity zone in Aknoul

Prefecture of Meknes



Areas with availability:

1. Agropolis



Areas under development:

1. Ouislane Business Park
2. Ouislane Industrial Park



Planned areas:

1. Ouislane Industrial Park
2. Agropolis Extension

My Yacoub Province



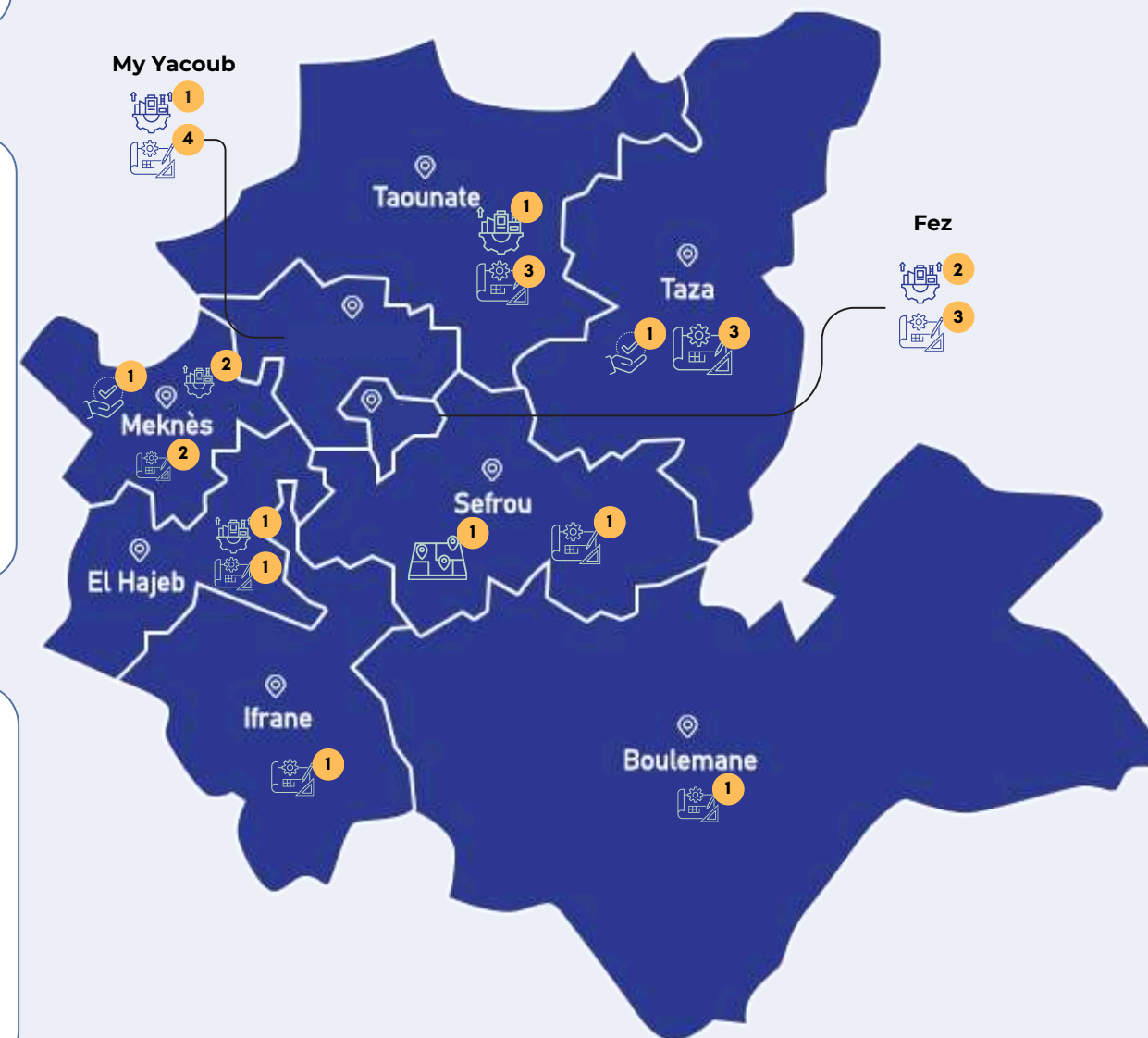
Areas currently under development:

1. Ra El Ma Logistics Platform



Planned areas:

1. Ras El Ma P2I (Decreed Zone)
2. Creation of an Industrial Zone in Moulay Yacoub
3. Creation of industrial premises (to combat informality)
4. Rehabilitation of the Hamriya Industrial Zone



Ifrane Province



Planned Areas:

- Creation of an Economic Activity Zone in Azrou

Sefrou Province



Zones currently being allocated

- Ain Cheggag Industrial Park



Planned zones:

- Industrial Acceleration Zone (ZAI) (declared zone)

Boulemane Province



Planned areas:

- Missouri AEZ

El Hajeb Province



Areas under development:

1. Logistics platform - Road Center



Planned areas:

- Creation of an Economic Activity Zone in El Hajeb

Légende



Area with availability



Area being allocated



Area under development



Planned area

A large-scale industrial facility, likely an offshore oil and gas processing plant, is shown at dusk. The complex features numerous tall, cylindrical storage tanks and intricate piping systems. Several buildings with blue roofs are visible, along with a parking lot containing several vehicles. The facility is situated near a body of water, with distant islands and a city skyline visible on the horizon. The scene is illuminated by the warm glow of the setting sun and the artificial lights of the plant.

OFFSHORING

- > The Region, a real center of attraction for investments in offshoring
- > An attractive incentive framework

The services sector is rapidly evolving



The Region has 2.570 companies operating in the service sector employing more than 32.000 people.

Offshoring, a sector providing employment in the Region



Offshoring represents 28% of jobs in the sector, and is experiencing a strong increase in terms of job creation (+34% of ANAPEC Fez placements in 2019).

World Class infrastructure and services



World Class Infrastructure and Services : Parc Fes Shore covering an area of 20 ha, with over 25,000 m² of office space, at attractive rental prices (\$8.3/m²) and employing over 4,035 people.

Qualified human resources



Qualified and efficient human resources supported by vocational training institutions.
Existence of an institute specializing in offshoring, information technology, communications, and audiovisual professions (1,500 trainees in 2019).

attractive incentives for offshoring players



Implementation of an attractive incentive package for offshoring players: corporate tax exemption, social security contribution exemption, investment subsidies, training assistance, employment bonus, and support structures.

Industrial Acceleration Plan (PAI)

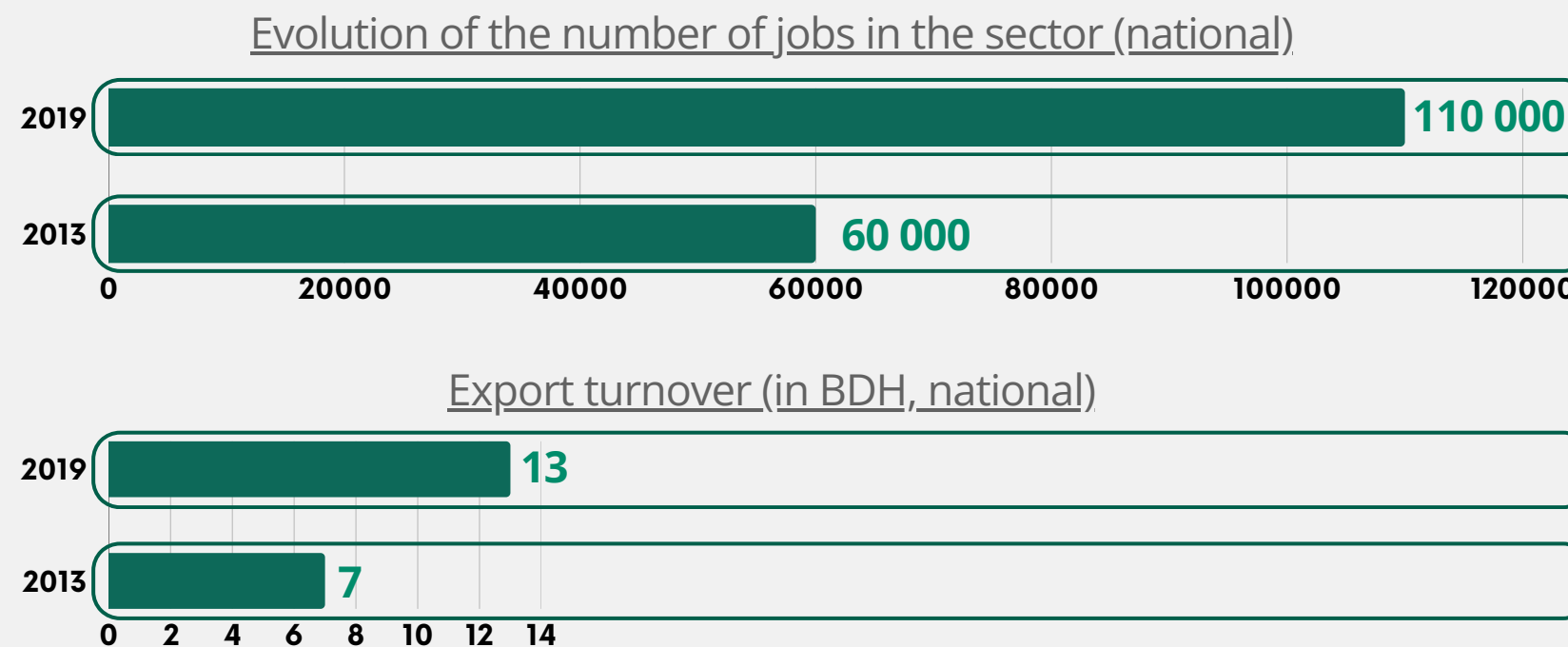


Regional implementation of the Industrial Acceleration Plan (PAI) to promote the emergence of high-performance ecosystems in offshoring.

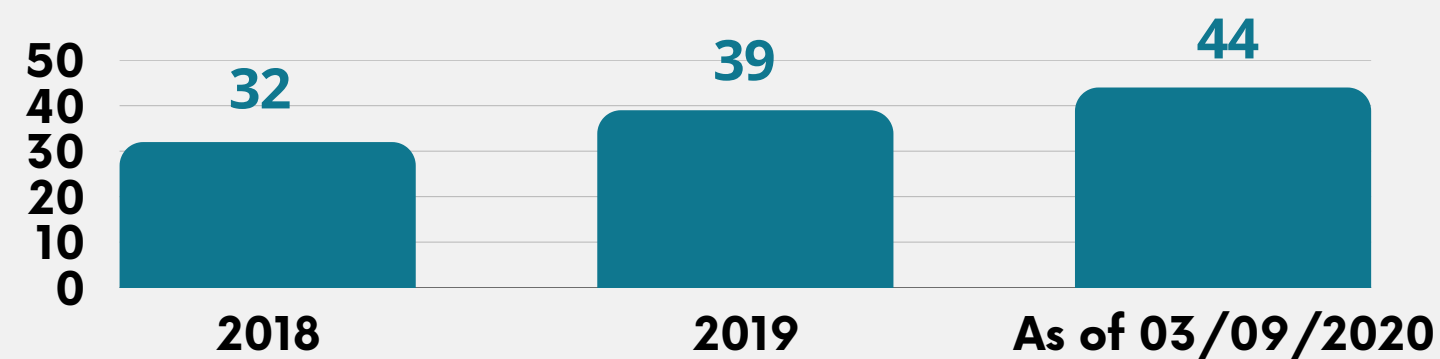
Sources : Provincial Delegation of Commerce and Industry / Maroc PME / EWAN

> The development of offshoring in the region, a lever for Morocco's attractiveness as a destination for the sector

A regional dynamic in line with the national trend:



A share of recruitment in offshoring is increasing (ANAPEC Insertions):



**employer sector at the
prefecture of Fez
(36 call centers
4,433 employees in 2019)**

Job creation: +2,000 jobs expected



- > Fez-Meknes RIC, in partnership with the relevant national and regional private and public stakeholders, has created a bank of "sectoral" projects adapted to the specificities of the Fez-Meknes region.
- > It lists 90 investment projects in the promising ecosystems studied and selected, with high added value for the Region and the Kingdom, after opportunity and feasibility studies and establishment of the business model, for a total unit investment of more than \$0.36 billion and the creation of at least 7,500 jobs, including 4,000 direct jobs.

ELECTRONIC ARCHIVING UNIT

- INVESTMENT : 0.13 M\$
- POTENTIAL TURNOVER : 0.5 M\$
- EBIT : 0.18 M\$
- ROI : 2 TO 3 YEARS



- INVESTMENT: 6.06 M\$
- POTENTIAL TURNOVER : 3.73 M\$
- EBIT : 0.7 M\$
- ROI : 7 TO 8 YEARS

CREATION OF A DATA CENTER

VIDEO GAME DESIGN AND DEVELOPMENT

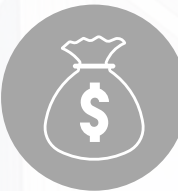
- INVESTMENT: .016 M\$
- POTENTIAL TURNOVER : 0.42 M\$
- EBIT : 0.08 M\$
- ROI : 3 TO 4 YEARS



5 projects identified



Qualified human capital



Incentive system



Reception platforms

Access the project bank:



An aerial photograph of a city, likely Cordoba, Spain, featuring a prominent tower (Giralda) and a large green hill in the background. The image is partially covered by a dark green geometric overlay on the left side.

— TOURISM

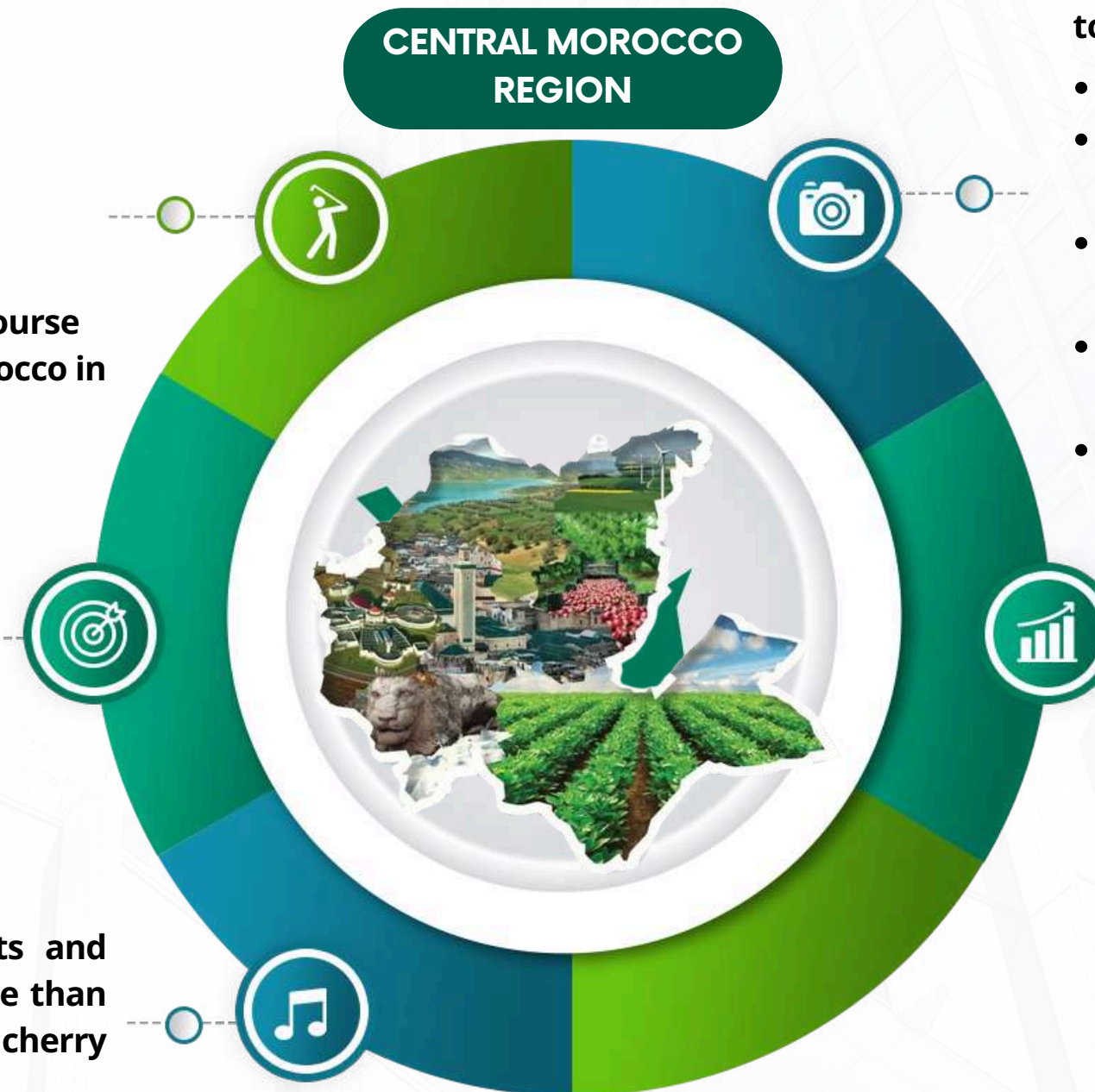
- The Region is the historic heart of the Kingdom with a rich tangible and intangible heritage
- A diversified tourism product with ongoing developing niches

The Region positions itself as a top golf destination :

- **Royal Golf de Fès:** 18 holes
- **Oued Fès Golf:** 18 holes
- **Royal Golf de Meknès:** 9 holes, night playable
- **Michlifen Golf & Country Club:** Africa's first mountain course designed by Jack Nicklaus, voted Best Golf Hotel in Morocco in 2019 at the prestigious World Golf Awards.

The Region is developing its tourist infrastructure, through the creation of a tourist zone "OUED FES" to facilitate the establishment of tourist complexes.

The region is an artistic hub hosting numerous events and meetings of national and international renown, with more than 30 festivals organized annually (including the Sefrou cherry festival, listed by UNESCO).



The region is characterized by the diversity and richness of its tourist products:

- **Mountain tourism** in the province of Ifrane (70% forested area)
- **Rural tourism** through the organization of rural tours, particularly in the provinces of Taza and Boulemane
- **Spa tourism** in the province of Moulay Yacoub, which has several high-quality spa resorts (Vichy)
- **Spiritual tourism** through the pilgrimage to the Zaouia Tijania, which has nearly 200 million pilgrims worldwide
- **Cultural tourism** through visits to numerous monuments and historic cities (Fez, Meknes, Volubilis, etc.)

Sector witnessing strong dynamics, in particular due to :

- Growing demand for Fez's cultural offerings
- Development of air traffic and the opening of new direct international routes
- Implementation of various programs to rehabilitate and enhance the Medinas of Fez and Meknes.

➤ The region is endowed with several touristic attractiveness factors



Ifrane ranked 2nd cleanest city in the world with a UNESCO-certified park

- Ifrane ranks second among the world's cleanest cities, after Calgary in Canada and ahead of Helsinki in Finland. Morocco's ecological capital achieved this ranking thanks to its rich ecosystem and the quality of life it offers.
- Ifrane National Park has the largest cedar forest in the country, designated a UNESCO Biosphere Reserve in 2016.

01



Meknes ranked among the Top 10 cities to visit in 2019

- Meknes ranks 10th in Lonely Planet's annual ranking of cities to visit in 2019.
- Meknes is a popular tourist destination thanks to its rich cultural heritage: the mausoleum of Sultan Moulay Ismail, underground granaries, and the monumental Bab El Mansour gate (one of the most beautiful in Morocco).
- Two UNESCO World Heritage sites (Meknes and Volubilis). Organization of the Meknes International Agricultural Show, welcoming more than 800,000 visitors annually.

02



Specialized training center

- The region has two training institutes specializing in hospitality and tourism technology, each with a capacity of 400 students per year.
- A specialized program in tourism professions is available at the Euro-Mediterranean University of Fez (UEMF).
- Special training contracts have been implemented by ANAPEC to promote employment through the TAHFIZ, TAAHIL, and IDMAJ programs.

03



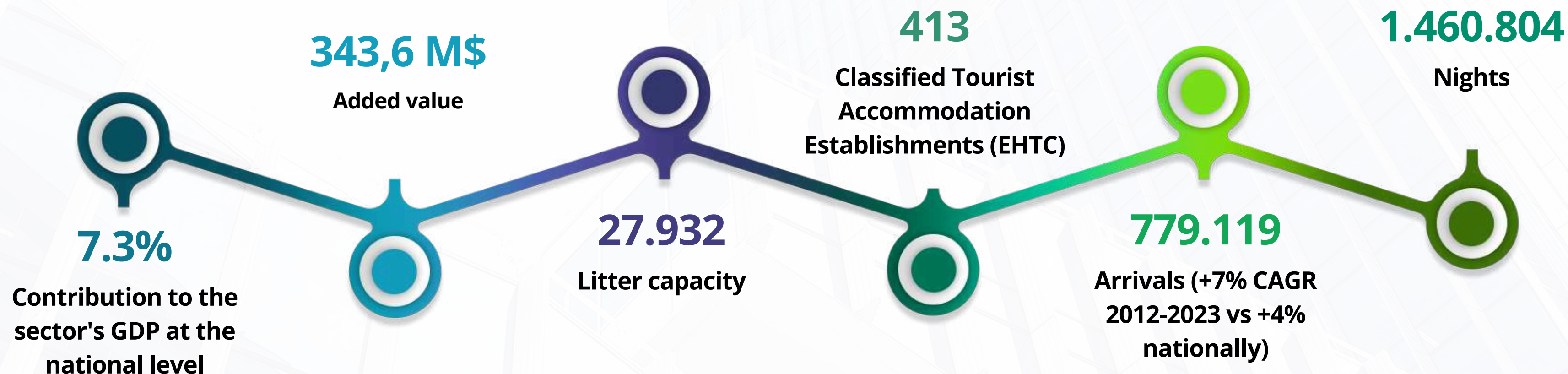
Incentive environment

- The Region has implemented an employment bonus scheme to encourage tourism investments.
- Support and financing solutions are available for upgrading tourist accommodation establishments (Go Siyaha, Cap Hospitality, Cap Access).
- The Oued Fez tourist activity zone can accommodate numerous projects, including four hotel developments with surface areas ranging from 10,000 to 28,000 m².

04

> Tourism, a sector in continuous growth at the regional level

Key sector indicators (2022)

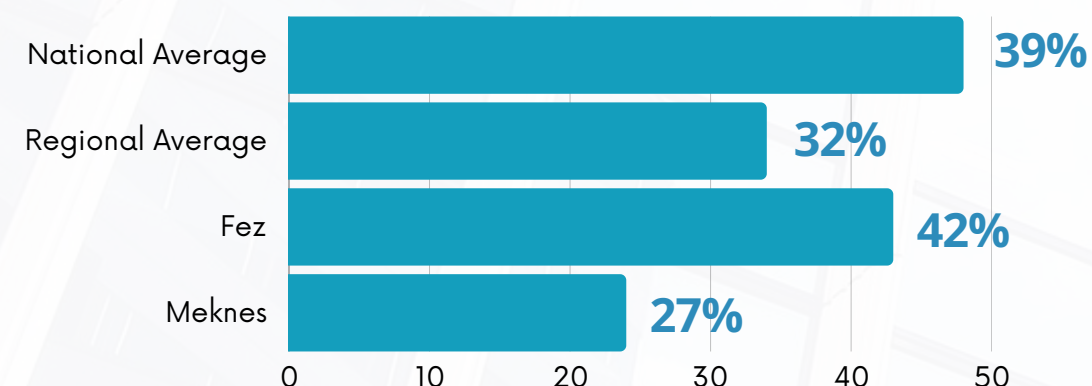


> Tourism, a sector in continuous growth at the regional level

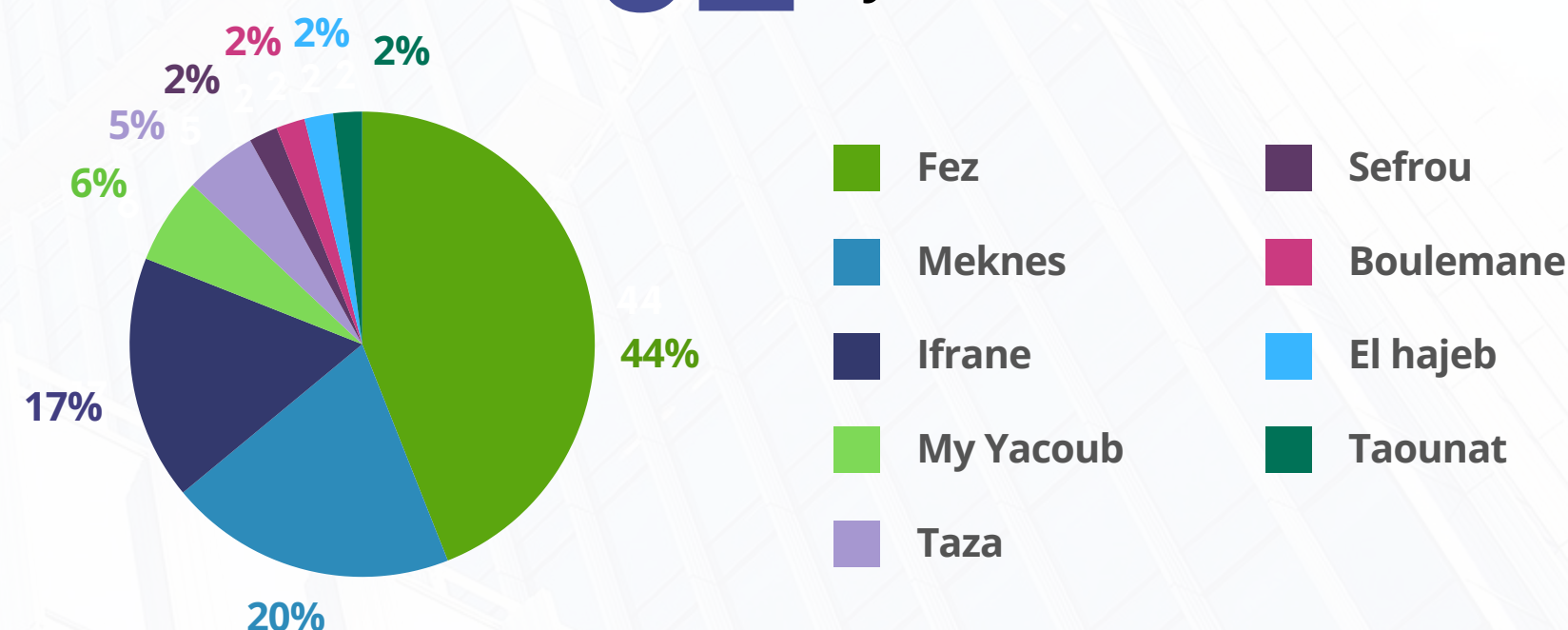
01 Number of units operating in the sector (2019)



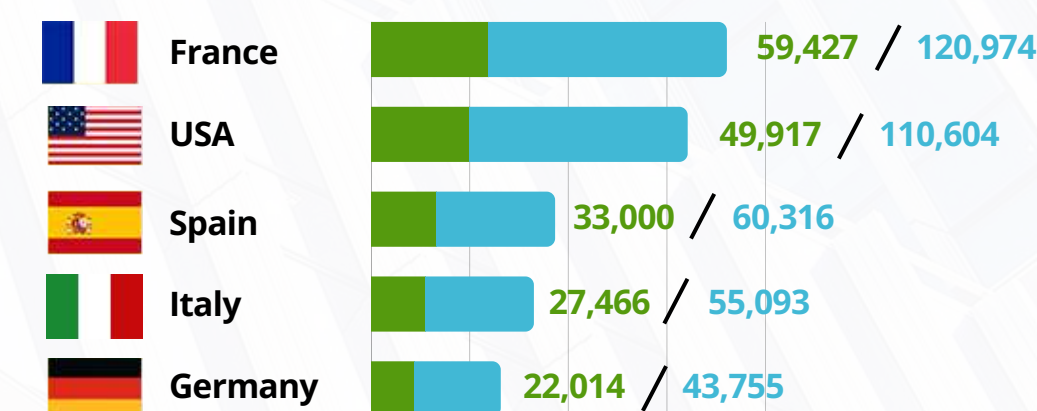
03 Occupancy rates in the main cities of the Region (2019)



02 Distribution of hotel establishments by Prefecture/Province (2019)



04 Top 5 international arrivals in the Region (2019)








Legend : Arrivals One-night stays

STRUCTURING PROJECTS SERVING TOURISM



المركز الجهوي للاستثمار لجهة فاس مكناس
 ٥٢٥٢ ٥٢٤٥ ٥٢٣٣ ٥٢٢٤ ٥٢١٥ ٥٢٠٦
 Centre Régional d'Investissement de la Région Fès-Meknès

- > Strong dynamics in terms of tourism investment
- > Investment opportunities at different tourism value chain links

Projects	Characteristics	Description / Components
 OUED FES TOURISM DEVELOPMENT UNIT PROJECT	<ul style="list-style-type: none"> • Cost : 89.2 M\$ • Area : 166 Ha • Jobs : 5.500 	<ul style="list-style-type: none"> • The site (development work has been completed) contains 4 hotel lots, an 18-hole 60-hectare golf course, a convention center, a theater, shops, a market, a college, sports grounds, a mosque, and 28 commercial, leisure and equipment lots.
 REGIONAL DEVELOPMENT PROGRAM FOR NATURAL AND CULTURAL TOURISM	<ul style="list-style-type: none"> • Cost : 1.76 M\$ • Due date : 2022 	<p>Program covering :</p> <ul style="list-style-type: none"> • Developing the rural tourism value chain • Increasing the attractiveness of cultural and urban tourism hubs • Exploiting and promoting the richness of the hinterland.
 FEZ CONGRESS CENTER	<ul style="list-style-type: none"> • Cost : 7.26 M\$ 	<p>With a capacity of 1.380 seats, this project will place Fez as a destination for conferences and business cities and will contribute to the development of business tourism (MICE).</p>
 THERMAL SPA PROJECT IN BOULEMANE	<ul style="list-style-type: none"> • Cost : 4.18 M\$ 	<p>Location: Ain Skhouna Tajmout, Commune of Rmila, Province of Boulemane</p>
 TOURIST DEVELOPMENT OF THE BOUADEL SITE	<ul style="list-style-type: none"> • Cost : 6.33 M\$ 	<p>Agreement signed on July 4, 2019 Location: Taounate Province</p> <ul style="list-style-type: none"> • Creation of a relaxation and leisure area (\$0.36 million) • Development of the Bouadel Promenade (\$1.45 million) • Creation of a marketing area for local products (\$0.52 million) • Development and upgrading of the Douar (including construction of four tourist lodges (\$1.04 million)
<ul style="list-style-type: none"> • Tourism projects in progress 	1.708	73 Projects to increase bed capacity by 3.615 beds.
<ul style="list-style-type: none"> • Investment projects under study 	920	43 Projects to increase bed capacity by 4.664 beds.

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STATION THERMALE À MOULAY YACOUB

- INVESTMENT : 2,83 M\$
- POTENTIAL TURNOVER : 5,35 M\$
- EBIT : 1,89 M\$
- ROI : 8 TO 10 YEARS

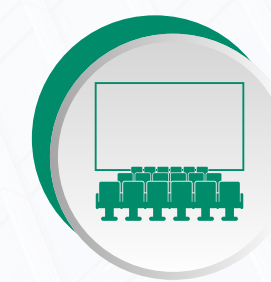


- INVESTMENT : 5,45 M\$
- POTENTIAL TURNOVER : 4,4 M\$
- EBIT : 0,94 M\$
- ROI : 8 TO 10 YEARS

HÔTEL 5 ÉTOILES

PARC AQUATIQUE

- INVESTMENT : 0,49 M\$
- POTENTIAL TURNOVER : 1,47 M\$
- EBIT : 0,5 M\$
- ROI : 7 TO 8 YEARS



- INVESTMENT : 1 M\$
- POTENTIAL TURNOVER : 6,29 M\$
- EBIT : 0,47 M\$
- ROI : 5 TO 6 YEARS

COMPLEXE CINÉMATOGRAPHIQUE MODERNE

OUTLET MALL

- INVESTMENT : 6,08 M\$
- POTENTIAL TURNOVER : 8,39 M\$
- EBIT : 0,79 M\$
- ROI : 7 TO 8 YEARS



22 projects identified



Incentive offer



Proximity to the
European market



A promising sector with high
added value for the Region

Access the project
bank:

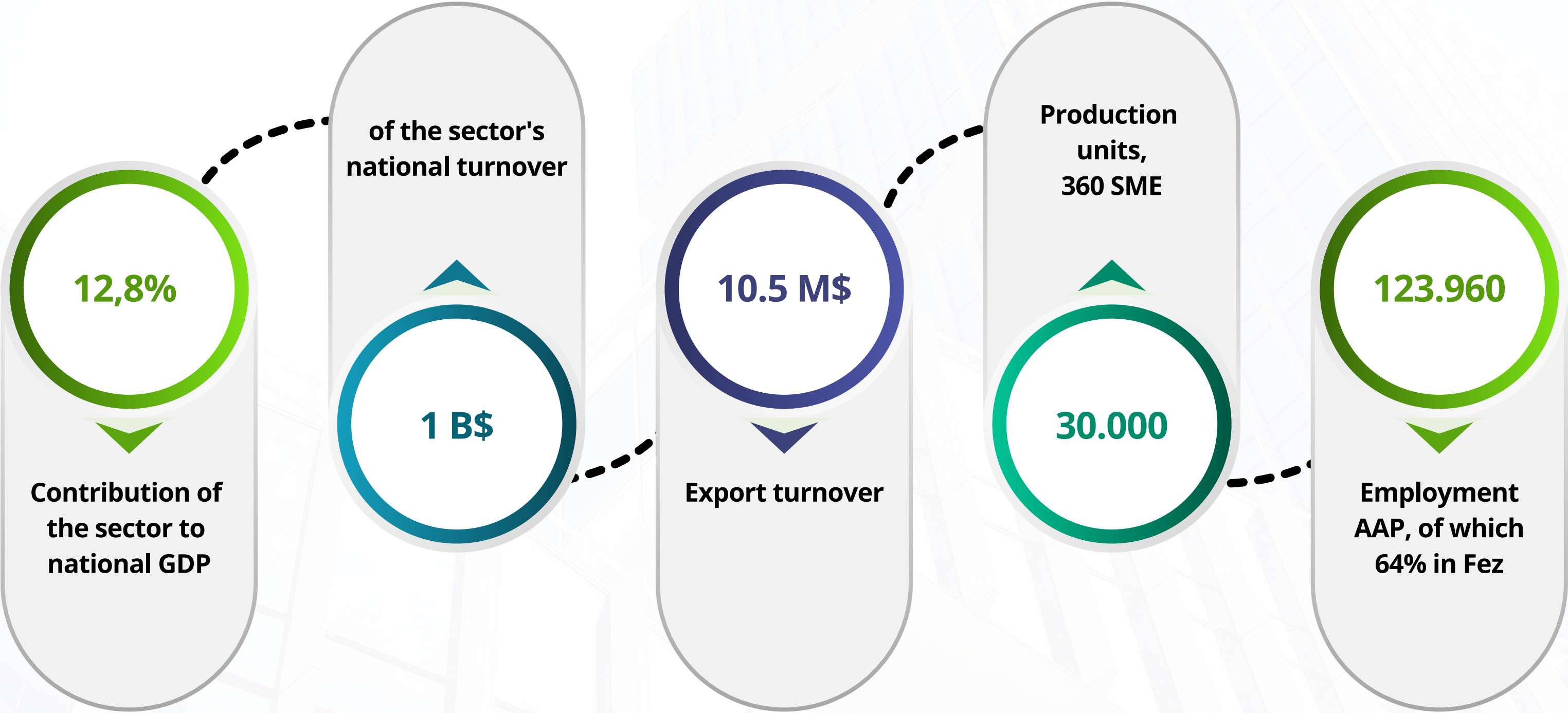




HANDICRAFT

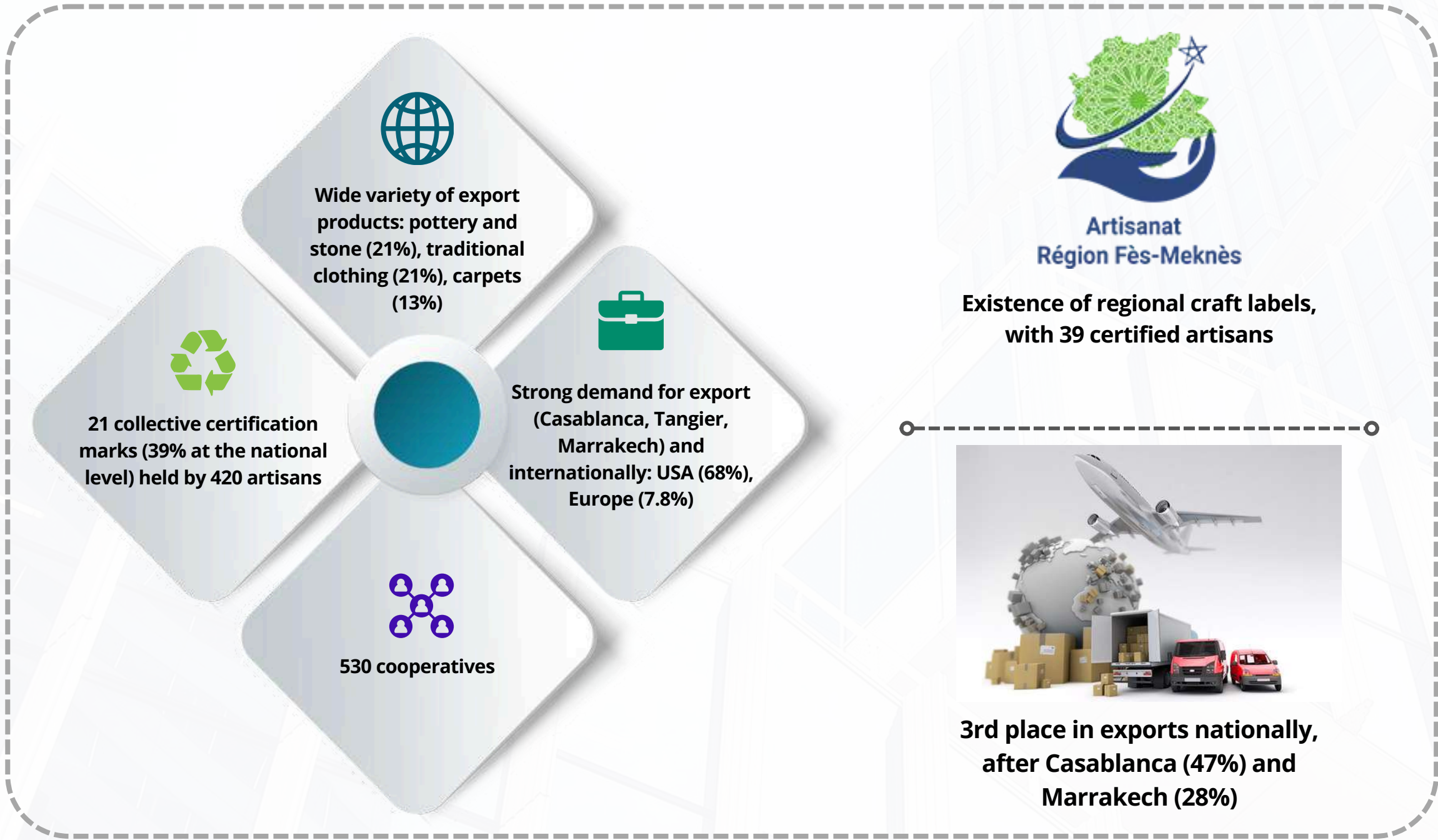


> A historical expertise that contributes to making the Region an artistic hub and a center of excellence for the production and commercialization of handicrafts





➤ Historical expertise that contributes to make the region a center of artistic influence and an excellent center of production and marketing for crafts



DEVELOPMENT AND UPGRADING OF TOURIST CIRCUITS DEDICATED TO CRAFTS

Six tourist circuits integrating crafts have been created in Fez over a 21 km route, including five in the Medina within the walls of 10.5 km.

- > Richness and variety of regional artisanal products
- > Launch of major projects for the promotion and marketing of products

ART CRAFT PRODUCTS SPECIALTIES PER PROVINCE/PREFECTURE

Moulay Yacoub

Furniture, clothing, accessories, decoration

Meknès

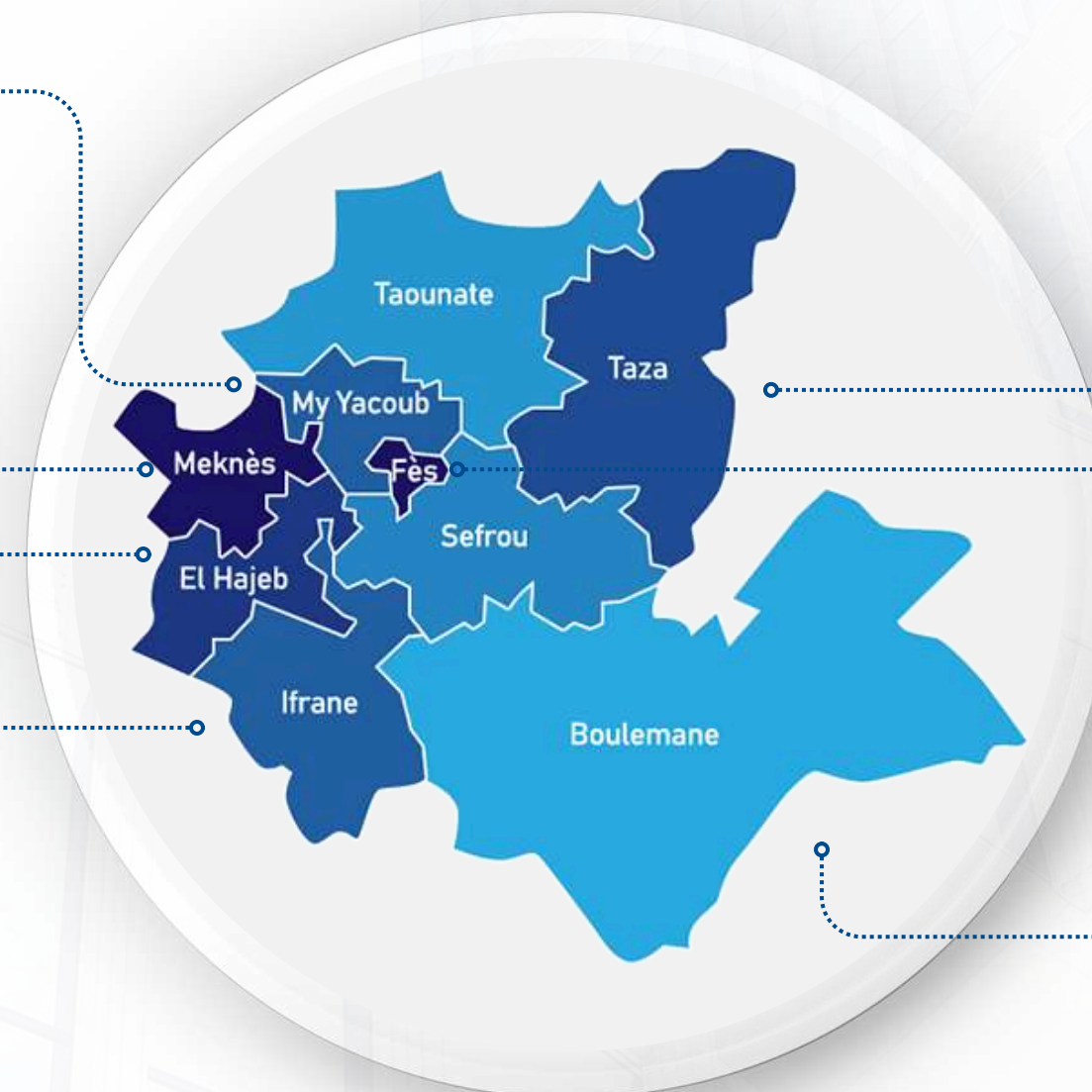
Wood, furniture, clothing, blankets, leather goods, ironwork, ceramics and stone

El hajeb

Wood, local products, weaving, leather, carpets.

Ifrane

Wood, weaving carpets, local carpets



Fès

Leather, furniture, decoration, pottery and ceramics, clothing, accessories, zellij and construction, local products

Taza

Stone cutting, vegetable base products, Bni Ouarain carpet, embroidery

Sefrou / Boulemane

Embroidery, sewing and weaving, accessories, food

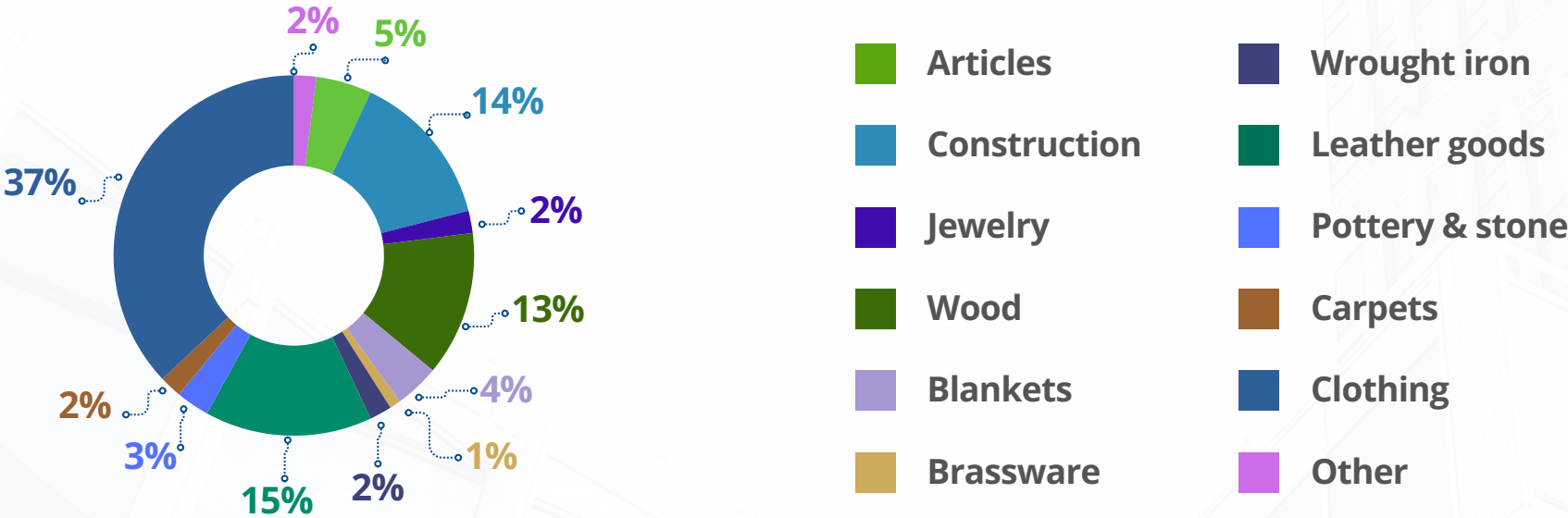


- > Richness and variety of Regional handicrafts
- > Launch of important projects for the products promotion and marketing

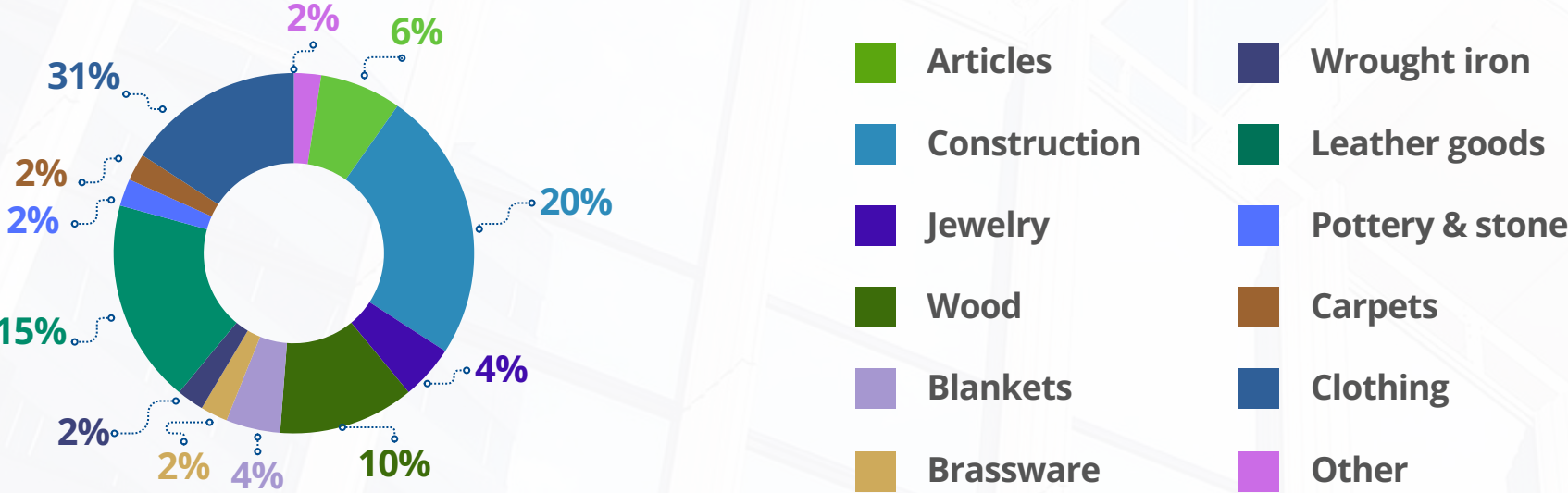
Clothing, leather and traditional building sectors employ 66% of artisans in the Region and take 65% of sales

Review of craft events over the period 2016-2019

AAP employment per activity



Sales rate per activity



Fairs & expos 39

Participants 1 903

Expo days 361

Local fairs/exhibitions 10

Regional fairs/exhibitions 3

National fairs & expos organized in the Region 3 (Metal, Leather, Pottery and Zellij)

International fairs & expos organized in the Region 4 (Wood, 160 exposers, turnover 11MMAD in 2018)



➤ Structuring projects for the development of the handicraft sector following the High Royal Guidelines

Project	Investment amount (M\$)	Description
Development project of an artisanal complex and cultural activities at Place Lalla Yeddouna.	34,24	<p>Goal : Enhance economic growth through the promotion of heritage, particularly handicrafts, tourism and cultural activities :</p> <ul style="list-style-type: none">• Rehabilitation of 11 historic buildings• Renovation of 8 buildings• Restoration of the historic bridge and• development of the river and exterior spaces



➤ Structuring projects for the development of the handicraft sector following the High Royal Guidelines



Légend		مفتاح
①	Leather goods	المصنوعات الجلدية ①
②	Traditional sewing and other crafts	الخطاطة التقليدية وحرف متنوعة ②
③	Restaurant	مطعم ③
④	Saddlery	صناعة السروج ④
⑤	The Social Innovation Center for Youth -INDH-	مركز الابتكار الاجتماعي للشباب ⑤ المبادرة الوطنية للتنمية البشرية
⑥	Traditional weaving (Derraza)	النسيج التقليدي (الدراسة) ⑥
⑦	Brass and Silverware	النحاسيات والفضيات ⑦
⑧	Carpet and other crafts	الزربية وحرف متنوعة ⑧
⑨	Pottery-Restaurant	الخزف - مطعم ⑨
⑩	Exhibition Gallery	رواق العرض ⑩
⑪	Traditional sewing-Inan Caftan	الخطاطة التقليدية - جنان القفطان ⑪
⑫	Traditional Shoemaking (Kherraza)	الخرازة ⑫
⑬	The House of Traditional Crafts Development Université Euromed de Fès	دار تنمية الحرف التقليدية ⑬ الجامعة الأورومتوسطية بفاس
⑭	Leather goods	المصنوعات الجلدية ⑭
⑮	Heritage Center, Lalia Yadona square	مركز التراث ساحة لالة يدونة ⑮

Trades	Num. allocated premises	Num. beneficiary artisans
Leather	27	30
Saddlery	1	4
Traditional weaving	13	30
Brassware	17	30
Carpets	2	30
Pottery	77	30
Traditional tailoring (Caftan)	27	30
Mechat	27	30
Traditional shoemaking	27	30
Borcade	27	30
Craft traders	27	30
Total	113	148



➤ Structuring projects for the development of the handicraft sector following the High Royal Guidelines






Project	Investment amount (M\$)	Description
Program for promoting economic activities and improving the living environment in the Medina of Fez 2020-2024	70	<p>Partnership agreement signed on March 2, 2020</p> <ul style="list-style-type: none">• Restoration and rehabilitation of historic heritage• Promotion of urban spaces• local social facilities/equipment• Restoration of buildings at risk of collapse• Economic and tourist attractiveness
Complementary program for the development of the Medina of Fez 2018-2023	61	<p>Partnership agreement signed on May 14, 2018</p> <ul style="list-style-type: none">• Program concernig rehabilitation and restoration of 118 sites in the Medina of Fez
Rehabilitation and enhancement program of the Medina of Fez 2018-2023	83.7	<p>Partnership agreement signed in the presence of His Majesty King Mohammed VI on October 22, 2018.</p> <ul style="list-style-type: none">• Program for the restoration and maintenance of the architectural and urban heritage of the historic city of Meknes and the protection and restoration of historic urban scenes, in accordance with UNESCO recommendations on historic cities listed as human cultural heritage.• Number of projects : 54 sites
Program for the development of car parks, rehabilitation of public spaces and installation of an information system in the Medina of Fez 2017-2021	41.8	<p>Partnership agreement signed in July 2017 Program includes :</p> <ul style="list-style-type: none">• Development of 8 parking lots• Land acquisition• Social support• Installation of paving adapted to the architectural framework of the Medina of Fez, including the repair of degraded openings facing these spaces• Installation of information system

Legend : Accomplished In progress Planned

Sources : Annual Activity Report – Ministry of Tourism, Handicrafts, Air Transport, and Social Economy – 2020 Year







➤ Several projects for the promotion of handicraft in the Region

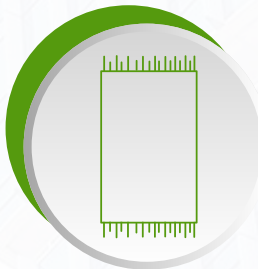
Project	Characteristics	Description / Components
	<ul style="list-style-type: none">• Project owner : Regional Council• Area : 2,500 m²• Cost : 1 M\$• Situation : Under study	<ul style="list-style-type: none">• Professional spaces, showroom
	<ul style="list-style-type: none">• Project owner : Wilaya of the Region• Area 7,583 m²• Jobs : 128• Cost : 3.7 M\$	<ul style="list-style-type: none">• Strengthening of structures, infrastructures and equipments• Floor and wall covering• Exterior fittings, cladding
	<ul style="list-style-type: none">• Project owner : Commune Ain Bida• Cost : 6.3 M\$• Area : 16 ha• Situation : Under study	<ul style="list-style-type: none">• Project as part of the Regional program of the creation of SME craft poles in Fez-Meknes Region.• 705 lots, 120-200 m2 for each.• Activity showroom• Multidisciplinary center
	<ul style="list-style-type: none">• Project owner : Ministry of Tourism, Air Transport, Handicraft and Social Economy• Cost : 2,500 m²	<ul style="list-style-type: none">• Horizontal extension consisting of 4 separate buildings around the existant building.
	<ul style="list-style-type: none">• Project owner : Regional Concil• Area : 2 ha• Cost : 4.2 M\$ (Fez-Mekne Region 3.3 M\$, Ministry of Tourism, Air Transport, Handicraft and Social Economy 0.8 M\$)• Jobs : 100	<ul style="list-style-type: none">• Regional observatory center for social and solidarity economy• Assistance and training center• Social innovation center• Exhibition and marketing center• Incubator center for partnerships projects in social and solidarity economy sector.




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JEWELRY UNIT





-  INVESTMENT : 1.04 M\$
-  POTENTIAL TURNOVER : 4,05 MDH
-  EBIT : 0.31 MDH
-  ROI : 4 TO 5 YEARS



-  INVESTMENT : 0,35 M\$
-  POTENTIAL TURNOVER : 1,14 M\$
-  EBIT : 0.1 M\$
-  ROI : 6 TO 7 YEARS

RURAL CARPET MANUFACTURING UNIT

BASKETWORK UNIT

-  INVESTMENT : 0,31 M\$
-  POTENTIAL TURNOVER : 0,83 M\$
-  EBIT : 0.1 MDH
-  ROI : 5 TO 6 YEARS



5 projects identified



Incentive offer



Proximity to the European market



A promising sector with high added value for the Region

Access the project bank:



THE INCENTIVE OFFER

THE NEW INVESTMENT CHARTER

4 INVESTMENT SUPPORT MECHANISMS

THE 4 INVESTMENT SUPPORT MECHANISMS



المركز الجهوي للاستثمار لجهة فاس مكناس
المركز الجهوي للاستثمار لجهة فاس مكناس
Centre Régional d'Investissement de la Région Fès-Meknès

➤ THE NEW INVESTMENT CHARTER ESTABLISHES A COMPREHENSIVE SUPPORT SYSTEM



MAIN INVESTMENT SUPPORT

An investment incentive of up to 30% of the eligible amount



5
Common
incentives



1
Territorial
incentive



1
Sectorial
incentive



SPECIFIC MECHANISMS



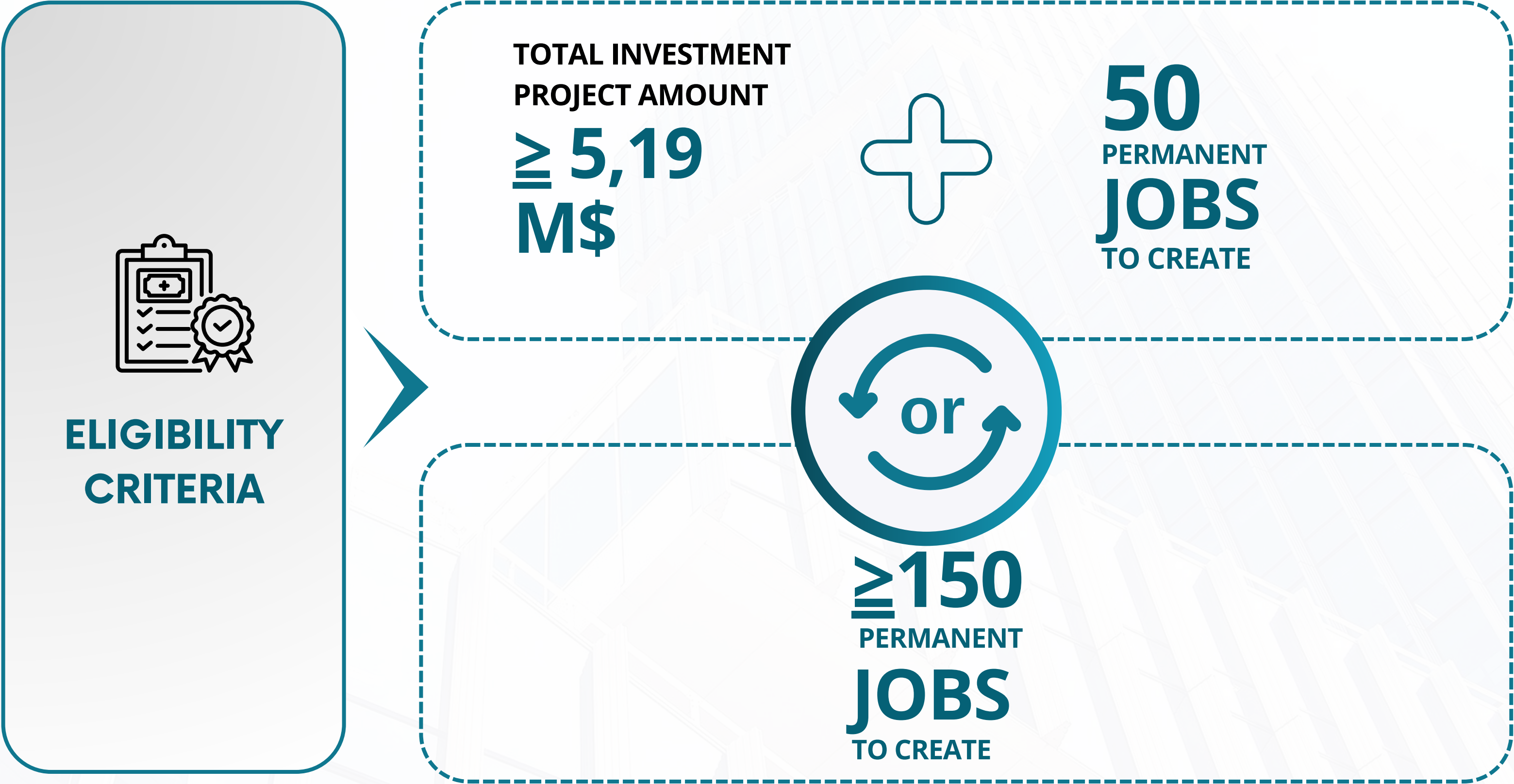
Strategic
projects



International
development



VSMC

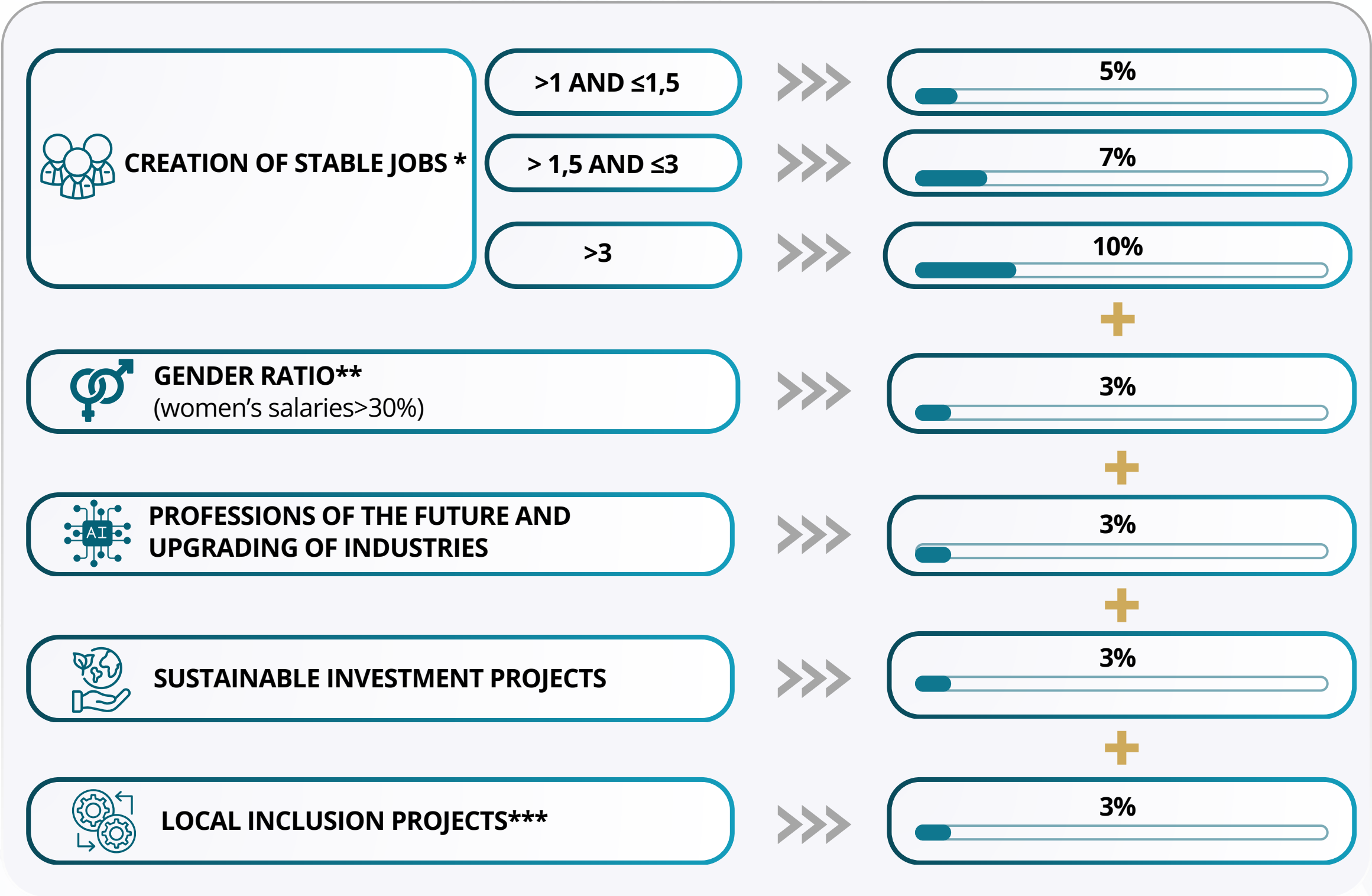


1 - THE MAIN SUPPORT MECHANISM



المركز الجهوي للاستثمار لجهة فاس مكناس
المركز الجهوي للاستثمار لجهة فاس مكناس
Centre Régional d'Investissement de la Région Fès-Meknès

5 COMMON INCENTIVES
1 TERRITORIAL INCENTIVE
1 SECTORIAL INCENTIVE



* Number of stable jobs created divided by the total amount of investment in MS
** Payroll reserved for women divided by total payroll
*** 20% for the food industry, pharmaceuticals and medical devices. 40% for other manufacturing industries

1 - THE MAIN SUPPORT MECHANISM



المركز الجهوي للاستثمار لجهة فاس مكناس
المركز الجهوي للاستثمار لجهة فاس مكناس
Centre Régional d'Investissement de la Région Fès-Meknès

AN INCENTIVE TO IMPROVE TERRITORIAL EQUITY

5 COMMON INCENTIVES
1 TERRITORIAL INCENTIVE
1 SECTORAL INCENTIVE

A

Sefrou-----> 10%
Boulemane --> 10%
Taza -----> 10%
Fez -----> 10%
Meknes -----> 10%
El hajeb -----> 10%
Ifrane -----> 10%

B

My Yacoub---> 15%
Taounate -----> 15%



CATEGORY

A

>

10%

15%

CATEGORY

<

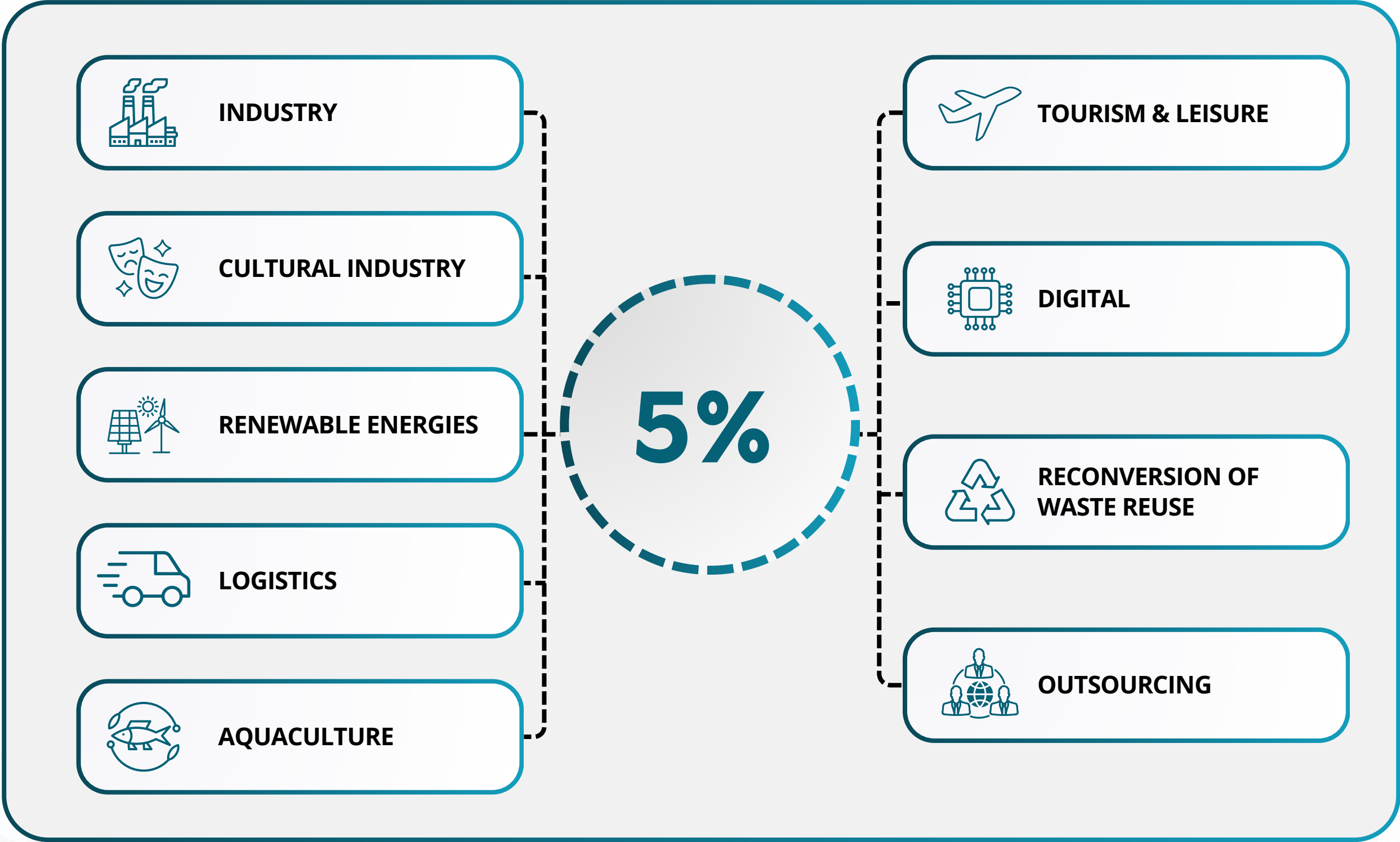
B

Provinces and prefectures not benefiting from a territorial bonus: Benslimane, Berrechid, Casablanca, El Jadida, Mediouna, Mohammedia, Nouaceur, Settat, Marrakech, Kenitra, Rabat, Skhirate-Temara, Agadir Ida-Outanane, Fahs-Anjra, Tangier-Assilah



AN INCENTIVE TO BOOST PROMISING SECTORS

5 COMMON INCENTIVES
1 TERRITORIAL INCENTIVE
1 **SECTORAL INCENTIVE**



Limits



THE COMMON,
TERRITORIAL
AND SECTORAL
INCENTIVES MAY
BE COMBINED UP

**30% OF THE
ELIGIBLE
AMOUNT**



PROJECTS IN THE
RENEWABLE ENERGY
PRODUCTION SECTOR
ARE CAPPED AT

**3,11
M\$**

2 - THE SPECIFIC SUPPORT DEVICE DEDICATED TO STRATEGIC PROJECTS



المركز الجهوي للاستثمار لجهة فاس مكناس
المركز الجهوي للاستثمار لجهة فاس مكناس
Centre Régional d'Investissement de la Région Fès-Meknès

PROJECT WITH AN
INVESTMENT
AMOUNT OF AT LEAST
207.5 M\$...

...AND WHICH MEETS
ONE OF THE
FOLLOWING
CRITERIA:

Contribute effectively to ensuring water, energy, food
and health security in Morocco

Have a significant impact on the number of direct or
indirect jobs to be created

Have a considerable impact on the economic influence
and strategic positioning of Morocco on a regional,
continental or international scale

Have knock-on effects on the development of sectoral
ecosystems or sectoral activities

Contribute significantly to the development and
appropriation of cutting-edge technologies

OR

Projects in the defense industry sector





ELIGIBILITY CRITERIA

Projects with a total investment amount ≥ 0.2 billion dollars and which meet at least one of the following criteria:

Projects in the defense
industry sector

OR

Contribute effectively to ensuring **water, energy, food and health security in Morocco**

Have a significant impact on **the number of direct or indirect jobs to be created**

Have a considerable impact on **the economic influence and strategic positioning of Morocco on a regional, continental or international scale**

Have knock-on effects on **the development of sectoral ecosystems or sectoral activities**

Contribute significantly to **the development and appropriation of cutting-edge technologies**



➤ A system dedicated to the development of Moroccan companies internationally (In progress)

Measures to strengthen Morocco's economic influence throughout the world

A necessary device to support Moroccan economic influence in Africa in particular



➤ Mechanism for very Smal/Small & medium-Sized companies (being finalized)

Measures to simplify access to financing
and support mechanisms

A new generation of entrepreneurship





المركز الجهوي للاستثمار لجهة فاس مكناس
المركز الجهوي للاستثمار لجهة فاس مكناس
Centre Régional d'Investissement de la Région Fès-Meknès

> Better investment governance: unified, strengthened and decentralized

A DEPARTMENT DEDICATED TO INVESTMENT



A Ministry dedicated to Investment, reporting to the Head of Government, is created: The Ministry of Investment, Convergence and Evaluation of Public Policies.



THE MINISTER OF INVESTMENT, CONVERGENCE AND EVALUATION OF PUBLIC POLICIES

Complexe administratif de l'ANCFCC, Tour 6, Boulevard Abderrahim Bouabid, Guich Oudaya, Agdal-Ryad, Rabat
Phone : +212 538 06 13 01
Web Site : <https://micepp.gov.ma/fr>

A NATIONAL INVESTMENT COMMISSION



To support the implementation of the new Investment Charter, a new National Investment Commission has been established. Chaired by the Head of Government, its secretariat is provided by AMDIE. It approves investment agreements between the State and investors, and assigns strategic status to investment projects



MOROCCAN INVESTMENT AND EXPORT DEVELOPMENT AGENCY

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The Regional Investment Center



المركز الجهوي للاستثمار لجهة فاس مكناس
المركز الجهوي للاستثمار لجهة فاس مكناس
Centre Régional d'Investissement de la Région Fès-Meknès

The Regional Investment Center (CRI), also attached to the Head of Government, are the one-stop shop for investors. They are responsible for the execution of all investment projects carried out in the Kingdom.



المركز الجهوي للاستثمار لجهة فاس مكناس
المركز الجهوي للاستثمار لجهة فاس مكناس
Centre Régional d'Investissement de la Région Fès-Meknès

FEZ-MEKNES REGIONAL INVESTMENT CENTER

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INCENTIVES SPECIFIC TO FEZ-MEKNES REGION

4 ADDITIONAL INVESTMENT SUPPORT MEASURES

REGIONAL INCENTIVE TO SUPPORT THE DEVELOPMENT OF THE OFFSHORING SECTOR IN THE REGION



Goals : Boosting investments in the high value added offshoring sector (ITO, CTO) through an installation bonus for the fittings and equipments of investor's premises in the Fes-Shore park.



Budget : 1 M\$



Support forms : Support from **415** to **519 \$/m²**, capped at **0.21 M\$**, on the basis of specifications entrusted to MEDZ

REGIONAL INCENTIVE FOR FINANCING LANDS INTENDED FOR INVESTMENT



Goals : Strengthen and revitalize the industrial fabric of the Fez-Meknes region through direct subsidies to companies wishing to acquire land for an investment project (industrial or tourism).



Budget : 8.4 M\$



Support forms :

- **Industry :** Subsidy capped at 1.2 M\$ (depending on the number of jobs created)
- **Tourism :** Subsidy capped at 0.5 M\$ (depending on the number of jobs created)

REGIONAL EMPLOYMENT BONUS SYSTEM



Goals : Incite investors to set up their projects within **Fès-Shore**, creating jobs and added value



Budget : 1.2 M\$



Support forms : Financial aid of **622 \$** for each job in the Offshoring sector

REGIONAL FUND FOR SUPPORTING INVESTMENT PROJECTS



Goals : Encourage investment in the Region by subsidizing various aspects related to the activity: acquisition of vacant land, buildings or construction of premises, purchase of equipment and materials.



Budget : 10.37 M\$

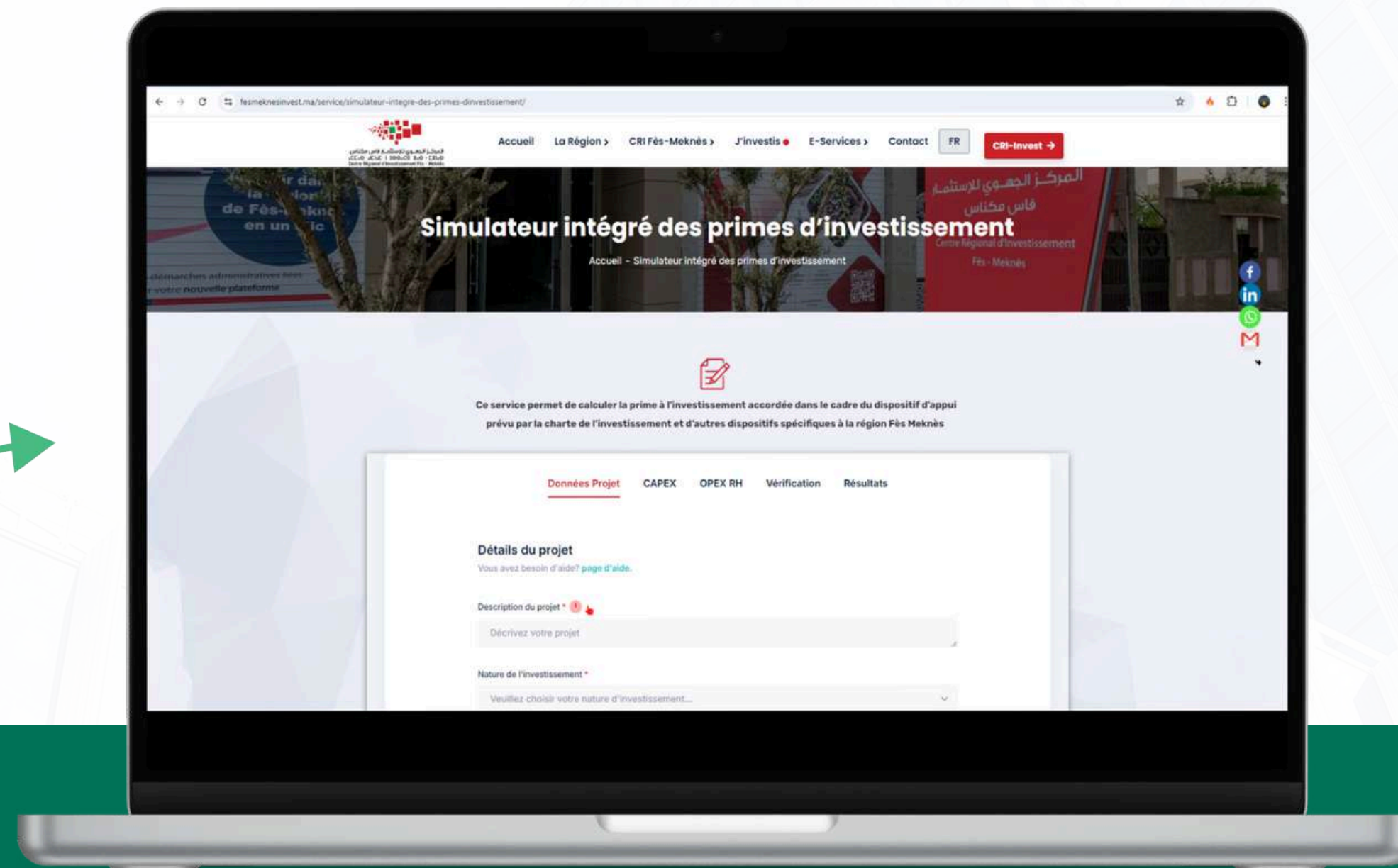


Support forms :

- **First category (between 0.1 et 2 M\$) :** 10% subsidy (with limits) + employment bonus (depending on the number of jobs)
- **Second category (sup to 2 M\$) :** Flat-rate bonus of 10% of Capex (limited at 1 M\$)



- The Fez-Meknes Regional Investment Center provides you with an integrated investment incentive simulator : New investment charter + regional incentives



Scan Me! 



f e s m e k n e s i n v e s t . m a





Royaume du Maroc
المملكة المغربية
+٢١٢ ٥ ٣٥ ٦٥ ٢٠ ٥٧

MICEPP

Ministère de l'Investissement, de la Convergence et de l'Évaluation des Politiques Publiques
وزارة الاستثمار والتقاية وتقييم السياسات العمومية
+٢١٢ ٥ ٣٥ ٦٥ ٢٠ ٥٧ | ٣٥ ٦٥ ٢٠ ٥٧ | ٣٥ ٦٥ ٢٠ ٥٧ | ٣٥ ٦٥ ٢٠ ٥٧



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Centre Régional d'Investissement de la Région Fès-Meknès



THANK YOU FOR YOUR ATTENTION



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