

O  
T  
I  
D  
E



## ATLANTIC FREE ZONE, ALREADY A REFERENCE IN THE AUTOMOTIVE INDUSTRY

MEDZ's desire to develop an industrial park dedicated to the automotive industry in the Gharb-Chrarda-Beni-Hssen region, in partnership with the State, particularly the Ministry of Industry, Trade, Investment and the Digital Economy, the Interior Ministry and the Hassan II Fund, is not a matter of chance. **This region**, which is as dynamic as it is economically promising, offers a business environment conducive to investor's success. **At the heart of several of the Kingdom's economic hubs, it enjoys excellent connectivity assets and is a significant pool of skilled labor.**

Today, it is clear that the investment decision was worth the effort. In just two and a half years, Atlantic Free Zone has attracted several renowned international firms. The establishment of these **industrial companies** will strengthen the existing economic fabric. To date, these companies **have already created more than 10,000 on-site jobs and are expected to generate 1.6 billion dirhams in investment.**

These achievements are a source of motivation for us to further consolidate the existing range of services provided at the park and bring about the conditions needed to sustain our customers' competitive edge. **We want to further promote the innovative character and quality of the services we offer** in terms of land area, infrastructure, related services and environment-friendly integration, **so that our range of services may be better tailored to investors' needs.**

I invite you to discover, through this 3<sup>rd</sup> edition of Pathway to Investing, all that AFZ has to offer. Enjoy the reading..

M.Omar ELYAZGHI, MEDZ CEO

### MEDZ: LEADER IN MOROCCO IN BUSINESS PARK PLANNING AND MANAGEMENT



13 industrial zones  
(incl ; 4 free Zones)

### And market Throughout Morocco



4 Offshoring zones  
5 Tourist zones

KEY  
FIGURE  
10 000

Number of jobs created at Atlantic Free Zone in 2 years

## NEWS

### FACT-FINDING VISITS TO ATLANTIC FREE ZONE

On 24 September 2014, a fact-finding visit to Atlantic Free Zone was organized for the benefit of several heads of French companies members of the HEC Alumni Association. A similar visit was also organized for a group of forty ambassadors and was attended by Mrs. Zineb El Adaoui, Wali of the Gharb-Chrarda-Beni-Hssen Region.

During those visits, MEDZ value-added services were showcased, together with investment opportunities at the AFZ park. Participants gained an insight into the benefits offered and were introduced to the measures taken to enhance the profile of the site and were briefed on the quality of infrastructure and site environment.



**MR. Tajeddine BENNIS**  
AMICA VICE PRESIDENT

# EXPERT OPINION

## UNDENIABLE POTENTIAL FOR THE DEVELOPMENT OF THE AUTOMOTIVE INDUSTRY IN MOROCCO

The automotive sector has developed considerably in recent years. The launching of the Logan project at SOMACA factory and of the second production line of the Renault-Nissan plant in Tangier, coupled with the rise of new occupations started as part of this project, attest to this sector's vibrancy. There is also the launching of the International Logistics Network (ILN) project, which makes it possible for various equipment suppliers to deliver their products to several Renault assembly plants in Brazil, Colombia, India and, soon, in Russia.

Another indicator of the healthy state of the sector is the growing interest of several manufacturers for sourcing their plants by relying on equipment suppliers based in Morocco.

The sector's development potential is also enhanced by the outcomes of AMICA's working groups, which give more visibility on improving competitiveness, and which can lead to extensions or construction of new sites.

This potential will be further strengthened through the implementation of the Accelerated Industrial

Development Plan, which provides for the creation of 90,000 new jobs, an assembly capacity of 800,000 vehicles and an increase of the sector's proportion in the national economy from 13 to 23 % of GDP.

The launching of the first 4 ecosystems (wiring - interior systems - stamping and batteries) is also likely to contribute to the sector's in-depth integration, enhanced local expertise and promote Morocco's position as a major destination for international actors.

In 2014, the automotive industry in Morocco is expected to achieve sales of € 4 billion, thus becoming the country's leading exporter, with still more promising prospects for the years to come. MEDZ's policy in terms of developing integrated industrial platforms in various parts of the Kingdom, coupled with the excellent infrastructure provided to automotive suppliers, including at Atlantic Free Zone, is a key driver for the success of this ambitious plan.

## MEDZ : A STRONG PRESENCE AT AMT

The 4<sup>th</sup> edition of the Automotive Meetings Tangier-Med (AMT) - a must-attend gathering of automotive professionals - was held from 29 to 31 October 2014 in Tangier. During the show, Mr. Omar Elyazghi introduced MEDZ's distinct range of services, with special focus on Atlantic Free Zone. As for Mr. Mohssine Semmar, MEDZ board member, he participated in a panel discussion on financing and the development of industrial rentals.

MEDZ's participation as a partner in this event reflects its ambition to make a greater contribution to the development of the existing industrial base, including in the automotive sector, and to enhance investment opportunities while paying even closer attention to operators' needs. Its participation also reflects a desire to achieve greater complementarity between the components of the Kingdom's industrial base to bring about the conditions required for the success of a highly performing ecosystem.



## THE IDEAL PLACE FOR YOU TO INVEST

A 10 mn drive from Kenitra, in the Gharb-Chrarda-Beni-Hssen region, Atlantic Free Zone has everything it takes to attract investors and industrial operators. It is directly linked to the motorway network and is 90 minutes away from the International Airport and the Port of Casablanca, and 140 minutes' drive from the Tangier Med port.



### AFZ, A new generation integrated industrial platform:



Atlantic Free Zone is an industrial platform targeting mainly the automotive and electronic sectors, but also:

- Related activities and export
- Industrial logistics
- Support services to industry (maintenance, consulting, business centers, offices, etc.).

It offers investors infrastructure and facilities that can help them maximize their competitiveness..

### AFZ : Offering an adequate range of services:



Atlantic Free Zone has a free zone and a free trade zone:

- A free area to serve the domestic market:
  - Serviced industrial land (from 1 700 to 26 000 sqm)
  - Turnkey buildings
  - Office floors.
- A free zone dedicated to export-oriented businesses:
  - Serviced industrial land (ranging from 1 700 to 26 000 sqm) with turnkey buildings
  - Office floors.
- It also offers a range of tailored services:
  - Assistance with project management and delegated project management.

- park management services (security, upkeep of common areas, etc.) support measures (customs, freight ...).
- A training institute dedicated to careers in the automotive sector



### AFZ : Free zone incentives

The park offers tax benefits to its customers, enabling them to further enhance their competitive edge:

- Corporate tax exemption for the first 5 years.
- Reduction of the corporate tax to 8.75% for the next 20 years
- Exemption from VAT and customs duties
- Simplification of customs procedures
- Unrestricted repatriation of profits and capital.



### AFZ, Already a reference in the field:

- Over 200,000 sqm of industrial units already established.
- Major players in the automotive industry established in the zone.
- More than 10 000 jobs created on-site in 2 years.



## CONTACTS