

# The C of the Outsourcing Sector

Invest in Casablanca-Settat

2024

## 1 Considerable Growth Outsourcing in Morocco

AN APPEALING DESTINATION FOR OUTSOURCING PROFESSIONS\*

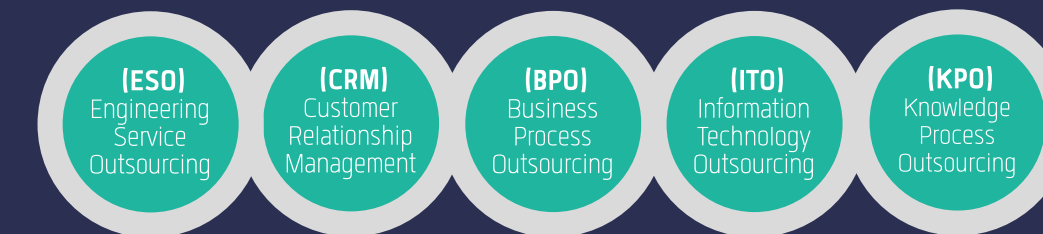
\* Global Services Location Index 2023



NOTEWORTHY PERFORMANCE OVER THE PAST TWO DECADES



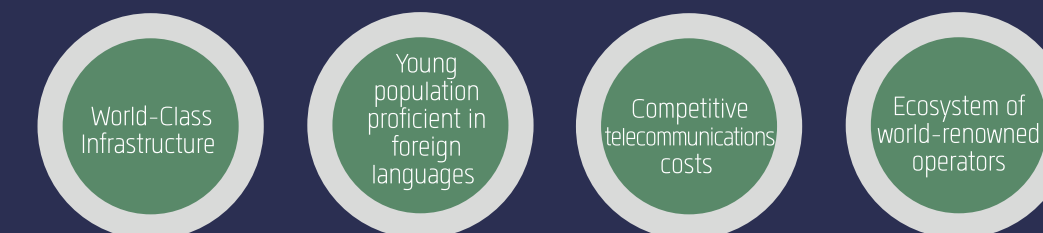
FIVE THRIVING ECOSYSTEMS



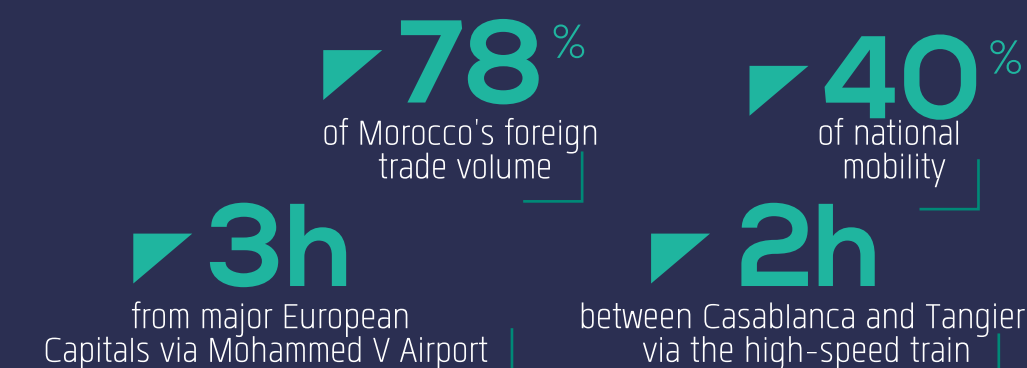
## 2 Casablanca-Settat First national outsourcing platform



IMPORTANT ASSETS



MULTIMODAL CONNECTIVITY



## 3 Comprehensive Incentives The Investment Charter

MAIN SUPPORT MECHANISM

Total investment project amount ≥ 50 million dirhams + ≥ 50 jobs  
OR Number of stable jobs to be created ≥ 150 jobs

5 common premiums	Territorial premium
<b>Employment/CAPEX ratio (R)</b> 1 < R ≤ 1.5 : 5% 1.5 < R ≤ 3 : 7% R > 3 : 10%	<b>-10% for investments made in Category A provinces or prefectures*</b> -> Sidi Bennour : 10%
<b>Gender approach : 3%</b>	<b>-15% for investments made in Category B provinces or prefectures</b>
<b>Sustainable development: 3%</b>	
<b>Local Integration: 3%</b>	<b>Sectoral premium</b>
<b>Future jobs and upgrading: 3%</b>	<b>5% of the eligible investment amount</b>

Threshold for Government contribution: up to 30% of the eligible investment amount

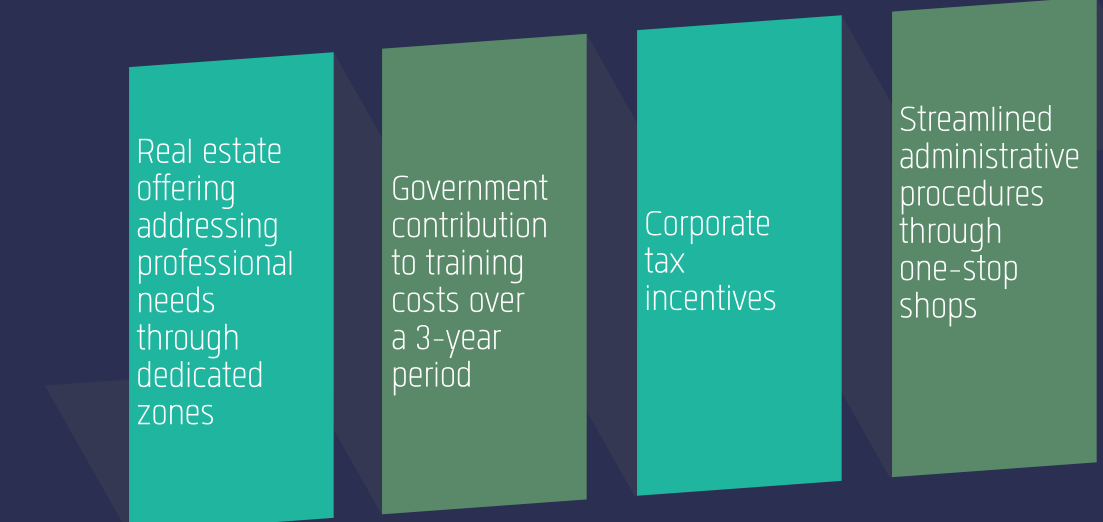
SPECIFIC SCHEMES

STRATEGIC INVESTMENT PROJECTS MECHANISM
<b>To qualify for this scheme, the investment must be at least 2 billion MAD and meet one of the following criteria:</b> => Have a significant impact on the country's water, energy, food, or health security => Generate a substantial number of jobs => Enhance Morocco's economic influence and global positioning => Significantly contribute to the development of industrial ecosystems => Significantly contribute to the advancement of technology

Two other mechanisms underway to support SMEs and the international expansion of Moroccan companies

## 4 Customized incentive framework

SPECIFIC ADVANTAGES



\* Circular n°8/2022 valid until 31/12/2025





**Offshoring and Information Technology Training Institute (CFMOTI)**

www.ofppt.ma

Since 2005, CFMOTI Casablanca has been offering cutting-edge training in various fields, including databases, offshore accounting standards, Java J2EE, Help Desk, LAN WAN Networks, and essential skills for sales operators, administrators, and call center agents, to support the growth of the outsourcing sector.

In addition to this specialized institute, the region's public and private universities offer a wide range of training programs in outsourcing professions:

University	website
Hassan II University	www.univh2c.ma
Hassan I University	www.uh1.ac.ma
Chouaib Doukkali University	www.ucd.ac.ma
International University of Casablanca	www.uic.ac.ma
Mundiapolis University	www.mundiapolis.ma

RECRUITMENT AND TRAINING INCENTIVES

Recruitment tax incentives	<p><b>Income tax (IR):</b> Newly created companies: total exemption for 24 months, for gross monthly salaries capped at 10,000 MAD, up to a limit of 10 employees</p> <p>Newly-hired employees: total exemption for 36 months for first employment contracts for employees under 35</p>																						
	<p><b>Government contribution to recruitment and ongoing training, via the "training in growth sectors" scheme developed by ANAPEC* :</b></p> <table><tr><th>Field</th><th>Degree</th><th>On-the-job training (in Moroccan Dirhams)</th><th>Ongoing training (in Moroccan Dirhams)</th></tr><tr><td>Management</td><td>baccalaureate + 4 and above</td><td colspan="2">30 000</td></tr><tr><td rowspan="2">IT</td><td>Engineer</td><td>35 000</td><td>35 000</td></tr><tr><td>Technician and above</td><td>30 000</td><td>20 000</td></tr><tr><td>BPO</td><td>baccalaureate + 2 and above</td><td>24 000</td><td>16 000</td></tr><tr><td>Call Centers</td><td>baccalaureate and above</td><td colspan="2">6 000</td></tr></table>	Field	Degree	On-the-job training (in Moroccan Dirhams)	Ongoing training (in Moroccan Dirhams)	Management	baccalaureate + 4 and above	30 000		IT	Engineer	35 000	35 000	Technician and above	30 000	20 000	BPO	baccalaureate + 2 and above	24 000	16 000	Call Centers	baccalaureate and above	6 000
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\* The commitment files should be submitted to ANAPEC (www.anapec.org)

6 Clusters & Hosting Facilities  
Meeting international standards

CASANEARSHORE PARC  
www.nearcasashore.com

1<sup>st</sup> business Park  
in North Africa

Fields: CRM, BPO, ESO, ITO  
Companies: +100  
Jobs: 35.000  
Total surface: 53 ha  
Developed area: +280.000 m²  
Future expansion: 400.000 m²  
Geographic coverage: 20 pays  
Languages: 8  
Operational: 24h/24

Services  
& Equipement

Ready-to-use office spaces: pre-wired, flexible and air-conditioned spaces  
Support services: business center, one-stop shop, catering, banks, insurance, childcare, medical services...  
Connexion: fiber optics, two POPs, dual connection and interconnection  
Green buildings: certified HQE/BBCA/OSMOZ  
Best-cost premises: reduced telecom costs, uninterrupted power supply  
Security: 24/7 operational security post

CASA ANFA BUSINESS DISTRICT  
www.casaanfa.com

Part of the comprehensive city of "Casa Anfa" and housing  
"Casablanca Finance City"

Office platforms: 130 ha  
Green spaces: 100 ha  
Facilities: 70 ha (education, health, retail, hotels, leisure, sports...)  
Connectivity: Tramway, Bus Rapid Transit, Road Network...

CASABLANCA TECHNOPARK  
www.technopark.ma

Capacity: Accommodating 200 companies  
Sectors: Outsourcing, ICT, Green Energy  
Workspace: Flexible to accommodate startups of varying sizes and needs  
Support: Training, mentoring, networking  
Local services: One-stop service, banks, insurance, postal services...

ZÉNITH CENTER  
www.zenithcenter.ma

Office space: equipped, modular and turnkey  
Services : commercial domiciliation, secretarial services, security...  
Coworking spaces  
Equipements : high-speed fiber optics, IP telephony...

MARINA BUSINESS CENTER  
www.spotbusiness.ma

Office spaces & coworking areas: équipés et accessibles 24h/7j  
Virtual office: company domiciliation, phone answering service, mail management

7 Companies  
They too have chosen Casablanca-Settat

JOIN AN EXTENSIVE NETWORK OF WORLD-RENOWNED FIRMS



DATAPROTECT  
Security is our commitment

HPS /

S2M

nēo DATA

ALTEN  
Fund for Engineering

inetum.<sup>+</sup>  
Positive digital flow

accenture

BOSCH

intelcia

majorel

sitel  
group



Atos

Capgemini

Microsoft

ORACLE

Deloitte.

CGI

IBM



Sofrecom  
The Know-How Network

kolibri

8 Casablanca-Settat Regional Investment Center  
An End-to-End Support

YOUR DEDICATED POINT OF CONTACT FOR THE SUCCESS OF YOUR INSTALLATION  
IN THE REGION

A fully digitized process from the filing of your investment file to obtaining the necessary administrative authorizations	A personalized and customized support	A digitalized access to socio-economic data of the region
CRI INVEST www.cri-invest.ma	CRI ACCOMPAGNEMENT www.cri-accompagnement.casainvest.ma	CASA STAT e-data www.edata.casainvest.ma
<ul style="list-style-type: none"><li>- SPDC: Your dedicated single point of contact at your service</li><li>- Pertinent information on investment procedures and incentives</li><li>- Digital Requests for authorization and administrative acts related to investment projects</li><li>- Follow-up on request processing in full transparency and in accordance with deadlines</li><li>- Timely processing of requests and administrative acts</li></ul>	<ul style="list-style-type: none"><li>- A team of experts at your disposal to address any specific inquiries</li><li>- Easy digital access to information</li><li>- A valuable toolbox at your service</li></ul>	<ul style="list-style-type: none"><li>- Digital platform consolidating all socio-economic data of the Casablanca-Settat Region</li></ul>

9 Contacts  
Institutions Supporting Investment

Institution	Website
Ministry of Digital Transition and Administrative Reform	www.mmsp.gov.ma
Moroccan Investment and Export Development Agency	www.morocconow.com
Regional Investment Center Casablanca-Settat	www.casainvest.ma www.cri-invest.ma www.edata.casainvest.ma www.qimam.ma
Foreign Exchange Office	www.oc.gov.ma
Customs and Excise Administration	www.douane.gov.ma
National Telecommunications Regulatory Agency	www.anrt.ma
Digital Development Agency	www.add.gov.ma
Morocco Numeric Cluster	www.marocnumericcluster.com
Moroccan Federation for Outsourcing Services	www.fmes.ma
Federation of Information Technology, Telecommunications and Offshoring	www.apebi.org.ma
Moroccan Customer Relationship Association	www.amrc.ma