



The

# of the Automotive Industry

Invest in Casablanca-Settat

2024

## 1 Cultivating Competitiveness

The rise of Morocco's automotive industry



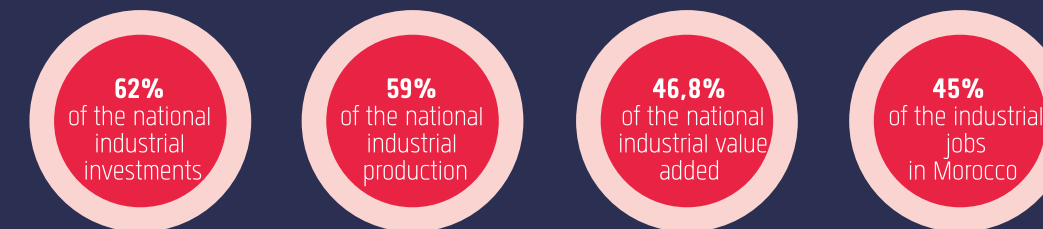
## 2 Casablanca-Settat

A foremost Industrial Hub

ECONOMIC ENGINE OF MOROCCO



FIRST INDUSTRIAL BASE IN MOROCCO



ENHANCED MULTIMODAL CONNECTIVITY



## 3 Casablanca-Settat

Cradle of the Moroccan automotive industry

3<sup>RD</sup> AUTOMOTIVE HUB IN MOROCCO

Dense Network of Globally Renowned Equipment Suppliers

100% of R&D Centers Located in Casablanca

LONG-STANDING FIGURE IN THE AUTOMOTIVE INDUSTRY

**Somaca:** Founded in 1959, it marked the inception of Morocco's automotive industry

**Renault:** Somaca factory is now owned by the Renault Group and ranks among the top 5 of its most high-performing sites worldwide

FUTURE HUB OF ELECTRIC MOBILITY

Amidst the current enthusiasm of electric mobility players or Morocco, the Casablanca-Settat Region is drawing special attention because of its numerous assets

## 4 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</b> 1 < R ≤ 1.5 : 5% 1.5 < R ≤ 3 : 7% R > 3 : 10% <b>Gender approach : 3%</b> <b>Sustainable development: 3%</b> <b>Local Integration: 3%</b> <b>Future jobs and upgrading: 3%</b> Manufacturing of parts and components for thermal and electric engines Manufacturing of parts and components for heavy-duty vehicles Tire manufacturing	<b>-10% for investments made in Category A provinces or prefectures*</b> -> Sidi Bennour : 10% <b>-15% for investments made in Category B provinces or prefectures</b>
	Sectoral premium
	<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

## 5 Chains of the automotive industry

New Industrial Opportunities

Mobility & transport	Manufacturing of aftermarket windshields and automotive glass Production of aftermarket silent block components Manufacture of aftermarket shock absorbers Production of aftermarket hoses Manufacturing of aftermarket belts Production of aftermarket water pumps Specialized in heavy-duty vehicle mat production Expertise in manufacturing heavy-duty vehicle windshields and windows Bus production Electric tricycle manufacturing
Electrical & Electronics Industry	Electronic board study, design, and assembly Electric accumulator manufacturing
Metal & Metallurgical Industry	Manufacturing components for mechanical power transmission Industrial stamping
Green Economy	Non-ferrous metals End-of-life vehicle recycling
Chemical industry	Technical Paint manufacturing

Spearheaded by the Ministry of Industry and Commerce, this project bank promotes a multitude of industrial activities that span the entire value chain of the automotive sector | <https://banquedeprojets.mcinet.gov.ma/>



## 6 Competencies

A dedicated training offer

**Casablanca Automotive Industry Professions Training Institute (IFMIAC)**  
www.ifmia-sa.ma

IFMIAC was established as part of the "National Pact for Industrial Emergence" to address skill requirements of automotive companies. Today, the institute supports the automotive sector's momentum in the region through its various departments: "Automotive," "Mechanical," "Automated Systems," and "Skills Training."

**Automotive Trades Training Centers & Institutes of OFPPT**  
www.ofppt.ma

OFPPT closely supports the development of the Moroccan automotive sector through diploma and qualification programs for nearly 2000 interns each year. The spectrum of training courses is diverse, including electronic and electrical diagnostics, repair and maintenance, painting, wiring, and surface treatment.

Beyond these specialized institutes, both public and private universities in the region's engineering schools provide a comprehensive array of training programs encompassing all tiers of the automotive ecosystem:

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	Newly established businesses: full exemption from income tax for 24 months, for monthly gross salaries capped at 10,000 MAD for up to 10 employees.		
	Monthly internship allowance: full exemption from income tax for 24 months, for allowances capped at 6,000 DH and paid to interns who are graduates of higher education, vocational training, or holders of a baccalaureate.		
Training Incentives	Government contribution to recruitment and ongoing training, via the "training in growth sectors" scheme developed by ANAPEC*:		
	Employee profile	On-the-job training (in Moroccan Dirhams)	Ongoing training (in Moroccan Dirhams)
	Middle Management		33 000
	Technician	33 000	16 500
Operator	16 500	5500	

\*The commitment files should be submitted to ANAPEC (www.anapec.org)

## 7 Clusters & Industrial Parks

Meeting international standards



### 1 Nouaceur

#### Nouaceur Aeropole

-Contact: Mr El Rhayab Driss / Email: d.elrhayab@onda.ma / Phone: 0660 10 06 09 / Website: www.onda.ma  
Average price (rental): 40MAD/m<sup>2</sup> (excluding taxes)

#### MIDPARC Industrial Acceleration Zone

##### Incentives

Corporation tax (IS): total exemption for the first 5 years of business, and a 20% rate thereafter (from January 2026)

Eligible activities: aerospace, electronics, security and detection systems, medical, metallurgical, electrical, embedded electronics, precision systems, and related services.

-Contact: Mr Hassani Arif / Email: aref.hassani@midparc.com / Phone: 0663 55 57 77 / Website: www.midparc.com  
Average price (rental): approximately 100 MAD/m<sup>2</sup> / Average price (sale): 1050 MAD/m<sup>2</sup> (excluding taxes)

### 2 EL jadid

#### Jorf Lasfar Industrial Park

-Contact: Mrs Mahassine Marouf / Email: marouf@medz.ma / Phone: 06 14 05 78 72 / Website: www.medz.ma  
Average price (sale): around 490 MAD/m<sup>2</sup>

Note : a new industrial zone is under development on 257 hectares in Laghdira municipality

### 3 Berrechid

#### Ecoparc Industrial Park

-Contact: Mr Mounir Benyahya / Email: mbenyahya@cfcim.org / Phone: 05 22 59 22 04 / Website: www.ecoparc.ma  
Average price (rental): starting from 7 MAD m<sup>2</sup>

#### Lakhyayta Park Industries

-Developer: Maydane Investissement / Allocation method: Sale (calls for expression of interest)

Website : www.casainvest.ma

Industrial Land Area : 2000 m<sup>2</sup> - 50000 m<sup>2</sup> / Price : 790 DH/m<sup>2</sup>

#### Soualem Park Industries

-Developer: Maydane Investissement / Allocation method: Sale (calls for expression of interest)

Website : www.casainvest.ma

Industrial Land Area: 680m<sup>2</sup> - 16000 m<sup>2</sup> / Price : 800 DH/m<sup>2</sup>

Note : a new industrial zone is currently under development on 78 hectares in the municipality of Had Soualem

### 4 Settât

#### Logintek Industrial Park

-Contact: Mr Samir FILALI CHAHAD / Email: s.filali@zinafrik-dev.ma / Phone: 05 22 20 48 90

Average price (sale): starting from 1,000 MAD per square meter

#### Settâpark Industrial Park

-Contact: Mr Mounir Benyahya / Email: mbenyahya@cfcim.org / Phone: 05 22 59 22 04 / Website: www.cfcim.org

Average price (rental): starting from 7 MAD m<sup>2</sup>

Note : a new industrial zone is currently under development on 52 hectares in the municipality of Mzamza

\* These rates are given for reference purposes

## 7 Companies

They too have chosen Casablanca-Settat

AN ECOSYSTEM OF CONSTRUCTORS, EQUIPMENT SUPPLIERS, AND R&D CENTERS

Sumitomo

SEWS CABIND MAROC S.A.S.

cetiev



SCANIA



pininfarina

Renault Group

MAN

SAINT-GOBAIN

BONTAZ

alTRAN

BAMY TRUCKS MAROC

STELLANTIS

LEONI

PSA GROUPE



TEUCHOS

AGC INDUVER  
SOCIETE INDUSTRIELLE DE VERRE

## 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

CRI INVEST  
www.cri-invest.ma

SPOC: Your dedicated single point of contact at your service

Pertinent information on investment procedures and incentives

Digital Requests for authorization and administrative acts related to investment projects

Follow-up on request processing in full transparency and in accordance with deadlines

Timely processing of requests and administrative acts

A personalized and customized support

CRI ACCOMPAGNEMENT  
www.cri-accompagnement.casainvest.ma

A team of experts at your disposal to address any specific inquiries

Easy digital access to information

A valuable toolbox at your service

A digitalized access to socio-economic data of the region

CASA STAT e-data  
www.edata.casainvest.ma

Digital platform consolidating all socio-economic data of the Casablanca-Settat Region

## 9 Contacts

Institutions Supporting Investment

Institution	Website
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
Regional Delegation of Trade and Industry Casablanca-Settat	www.mcinet.gov.ma
Moroccan Association for automotive Industry & car manufacturers	www.amica.org.ma
Automotive Federation	www.cgem.ma
Moroccan Vehicle Importers Association	www.aivam.ma