



TICAD V

Aref Hassani, Managing Director

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BACKGROUND : PROFESSIONAL EXPERIENCE

1995 – 2009 :

Deputy Director and Acting Director / Foreign Investment Department
(Governmental organization in charge of promoting foreign investments toward Morocco ; currently Moroccan Agency for Investment Development – AMDI)

2009 – 2013 :

Marketing and Business Development Director /Tanger Mediterranean Special Agency (State-owned agency in charge of the development and the management of Tanger Med Port and Free Zones in Tangier Region)

Since May 2013:

Managing Director / Midparc- Casablanca Free Zone (Free industrial zone near Casablanca airport dedicated to added value industrial sectors)

UNIDO ITPO TOKYO COOPERATION

- Delegate Program : 1997 , 1998, 2004 and 2010
- Follow-up Delegate Program : 2001, 2006, 2008, 2009, 2011 and 2012
- More than 20 “Morocco Investment Seminars” in Tokyo, Osaka and Nagoya
- Several Round Table Meetings in other cities (Yokohama, Hiroshima, Kobe, Nagano, Gifu...)
- More than 200 Individual meetings
- Several Japanese Business missions to Morocco co-organized with UNIDO/JETRO/JCCME

CHALLENGE : GATEWAY FOR EUROPE AFRICA AND MIDDLE EAST

**1997 : - No Japanese industry and manufacturing companies in Morocco
- Presence of Trading Houses and Fishing companies**

First Step : General presentation of the Economic (investment and business) environment) in Morocco; Focus of structural reforms and infrastructure programs

Second Step : Understanding of the Moroccan market as well as the opportunities offered by FTAs agreements signed by Morocco with EU, USA , Turkey and Arab countries

Third Step : Presentation of several development plans : industry (automotive) and energy (renewable energy)

2013 : More than 20 production units in automotive, electronics, agro-industry, pharmaceutical, textile accessories, energy production creating almost 30,000 jobs

MAIN ACHIEVEMENT

AUTOMOTIVE INDUSTRY :

-YAZAKI CORPORATION : 3 Wire Harness production unit, One under project ; more than 50 Million USD of Investment and 7,000 employees

-SUMITOMO ELECTRIC INDUSTRY : 7 wire harness production units ; more than 150 million USD of investment and 16,000 employees

-DENSO : Production unit for AC systems (Automotive); 15 Millions USD of investment and 100 employees

-TAKATA : Production of Security systems (Automotive): 7 million USD and 300 employees

-MITSUI & Co : Participation in a JV to set up a thermal power plant and a wind power unit



VUE PERSPECTIVE SUR PARVIS D'ACCUEIL