



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



**SUSTAINABLE DEVELOPMENT GOAL 9**  
INDUSTRY, INNOVATION AND INFRASTRUCTURE

# UNIDO's Investment Promotion Programmes for Morocco



The Kingdom of Morocco Investment Seminar in Nagoya  
June 25, 2019 @JICA Chubu Center

Dr. Yuko Yasunaga, Head  
United Nations Industrial Development Organization (UNIDO)  
Investment and Technology Promotion Office (ITPO), Tokyo





# United Nations Industrial Development Organization (UNIDO)

The specialized agency of the United Nations to promote “**Inclusive and Sustainable Industrial Development : ISID**” in developing countries and economies in transition.

= Structural transformation of economy which is **dependent on primary commodities**

## UNIDO

Establishment: 1966

Member States: 168\*

\*as of January 2019

HQs: Vienna, Austria

Director General: LI Yong

## ITPO Tokyo

Establishment: 1981

Focus on promotion of investment and technology transfer from Japan to developing countries

# Investment Promotion Programmes by ITPO Tokyo

## \*\*Delegate Programme

UNIDO invites a key person from a target country (i.e. IPAs/Free Zones) to Japan and facilitates **bilateral company meetings** and organizes **relevant seminars**.



## Benefits for Japanese Companies

- ✓ Human network with local key organizations/persons for investment
- ✓ Get acquainted with recent business climate and technology needs in the country
- ✓ The first step to make a business visit to the country successful



# \*\*Sustainable Technology Promotion Platform

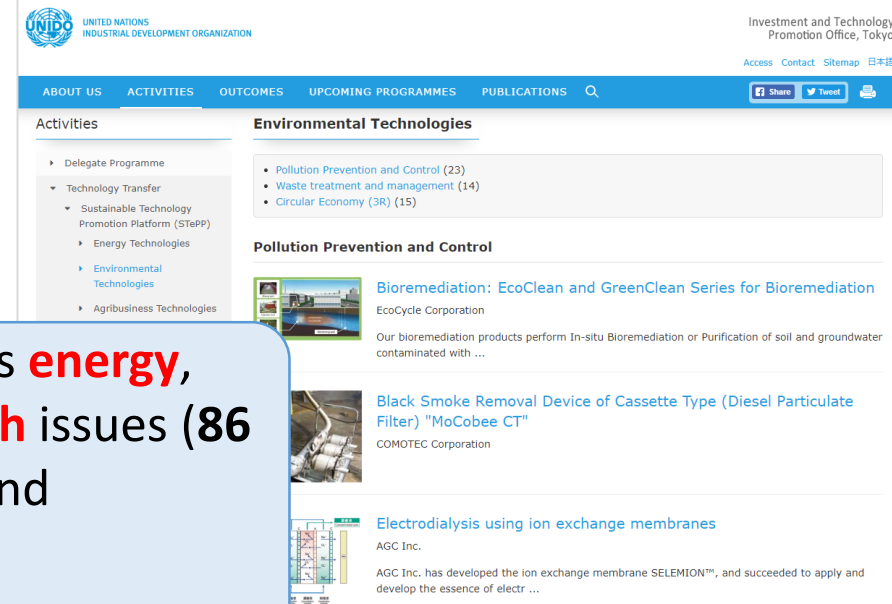
UNIDO ITPO Tokyo's

# STePP

Sustainable Technology Promotion Platform



[http://www.unido.or.jp/en/activities/technology\\_transfer/technology\\_db/](http://www.unido.or.jp/en/activities/technology_transfer/technology_db/)



Japanese commercial technologies to address **energy**, **environment**, **agribusiness** and **human health** issues (86 technologies from 74 companies evaluated and registered as of June 17, 2019)

Benefits for Japanese companies/developing countries



- ✓ Find technologies to address local issues at a glance
- ✓ Matching platform for technology owners and beneficiaries
- ✓ Promotional supports (i.e. PR video and an exhibition etc)

**Open access  
by anyone  
from anywhere**







# Investment Promotion Programmes for Morocco

 : Business Mission

- 1997 Delegate  
 M.A. Hassani, Foreign Investments Dep.
- 1998  The first business mission to Morocco



Tokyo in 2018

- 2004 Delegate  
K. Benejelloun, Dep. of Investments
- 2005  
- 2007  
- 2008 Delegate  
L. Belarbi, CEO of SOMACA & AMICA

- 2010 Delegate  
 D. Sekkate, Morocco Investment Development Agency (AMDI)
- 2011  Morocco Investment Seminar in Nagoya, Osaka, Tokyo
- 2012  Morocco Investment Seminar/B2B
- 2013   TICADV Side-event Seminar
- 2015 Delegate  
D. Bahaj, National Office of Electricity and Drinking Water (ONEE)
- Delegate  
 M.A. Hassani, Midparc – Casablanca Free Zone (mainly aeronautic)
- 2019   Business mission by JCCME supported by UNIDO

# Delegate Programme since 1997

Mainly for **automotive**, electronics, food and solar energy etc



# UNIDO's Experience

## YAZAKI & SUMITOMO ELECTRIC *“Investing in Auto parts-Morocco”*

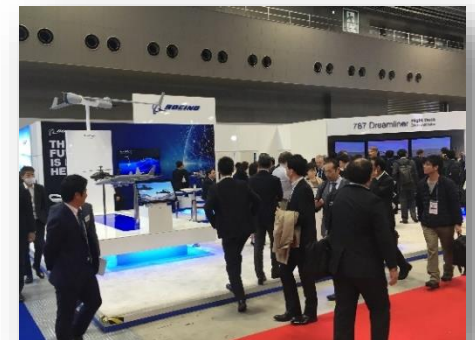
- Invested in MOROCCO since 2000; Yazaki 3 plants and Sumitomo 8 plants in Morocco (assisted by UNIDO delegate Mr. Hassani)
- **Impact:** Job creation, vocational training, technical and technology transfer, export improvement, development of the industrial supply chain, community development and women's empowerment.



# Delegate Programme in 2018

**M.A. Hassani, Managing Director of Midparc – Casablanca Free Zone dedicated mainly for aeronautic sector invited by UNIDO ITPO Tokyo**

- Meetings with Japanese aeronautic companies at Japan International Aerospace Exhibition 2018 as well as “Morocco Aerospace Seminar”
- Mission from Morocco: Ministry of Industry, Investment, Trade and Digital Economy (MIICEN), Moroccan Agency for Investment and Export Development (AMDIE), Morocco Aerospace Investment Company (MAIC), and Boeing





# Follow-up programme in 2019

Morocco Business Mission by JCCME supported by UNIDO

- Visited automotive/aeronautic factories, training centers and public organizations in Casablanca, Rabat, Kenitra, and Tangier with 6 Japanese companies on 23 February to 3 March (5 days)





# Video Message from Delegate



# UNIDO HQs : Partnership for Country Programme

## PCP MOROCCO



- PCP Morocco was signed on 26 March 2019.
- The PCP focuses on sectors with high growth potential, to pool additional resources and expertise from various public and private actors, as well as international partners and finally, to generate the greatest impact regarding the SDGs in Morocco.
- UNIDO, through PCP technical assistance, will be contributing to achievement of SDGs in four themes of **UNDAF Morocco (2017-2021)**: Inclusive and sustainable development; Education; Economic inclusion, reducing inequalities and vulnerabilities; Inclusive, integrated and sustainable rural development.

### PCP MOROCCO



- Supports the **Industrial Acceleration Plan 2014-2021**
- **6 Priority areas**: industrial zones; agro-industry; energy efficiency; the circular economy; Industry 4.0 ; and e-commerce.
- **4 cross-cutting components**: South-South and triangular industrial cooperation; multi-stakeholder partnerships; gender mainstreaming; and industrial statistics

# UNIDO HQs: Low Carbon Low Emission Clean Energy Technology Transfer (LCET) Programme

## Project Scope

- Implementation of VFB system in Ouarzazate region to stabilize electricity from renewable energy sources such as solar and wind for grid connection as well as mini-grid environments
- Partner: Moroccan Agency for Sustainable Energy (MASEN) and Sumitomo Electric Industries

## Way Forward

- Ceremony planned for September 2019



CPV



Battery





**Thank you!**  
**[www.unido.or.jp](http://www.unido.or.jp)**

