



Association Marocaine pour l'industrie
et la construction automobile



Introduction to AMICA

Moroccan Association for Automotive Industry and Construction

Established in **1974**, the Moroccan Association for Automotive Industry and Construction (AMICA) diligently serves as a crucial intermediary between its members and relevant ministerial departments within the sector, as well as other economic and institutional stakeholders involved in activities aimed at enhancing competitiveness, fostering training, promoting exports, facilitating technology transfer, and attracting investments.

Since its inception, AMICA has been a steadfast companion to the evolving automotive sector, adapting its structure to accurately represent the industry's dynamics. Presently, AMICA stands as a representative body for the automotive industry, actively collaborating with public authorities to advance the automotive sector in Morocco.



1st Vice President
Mr. Rachid MACHOU
GRUPO ANTOLIN



President
Mr. Hakim ABDELMOUMEN
INDUVER S.A



2nd Vice President
Mr. Youssef HEDDA
CLAYENS NP MOROCCO



Treasurer
Mr. Issam SAIED
HIRSCHMANN AUTOMOTIVE



Administrator
Ms. Zohra SAMOUH
AFRIQUE CÂBLES



Administrator
Mr. Mohamed OUZIF
GAUPA



Administrator
Mr. Taoufik LAAMIRI
FAURECIA EQUIPEMENTS
AUTOMOBILES MAROC



General Secretary
Mr. Ihssane SAOUD
LEAR AUTOMOTIVE MOROCCO



Deputy General Secretary
Mr. Hicham ZERHOUNI
DENSO TS



Administrator
Ms. Nabila REGRAG
KROMBERG SCHUBERT
MOROCCO



Administrator
Mr. Ayoub DAOUDI
TE CONNECTIVITY



Association Marocaine pour l'industrie
et la construction automobile

AMICA BOARD

AMICA and Governance Structures



3
Professional
Training Centers

30 M€
AMOUNT
INVESTMENT

**Professional
Integration**
Rate
Exceeding **90%**
Diploma Program
Qualifying Training Program

+22 000
APPRENTICES



The CETIEV, Technical Center for the Vehicle
Equipment Industries:



- Facilitating the Technological Advancement of Industries and Contributing to the International Recognition of the Moroccan Automotive Sector.
- Ensuring the Protection of the Moroccan Consumer through Rigorous Verification of Product Quality in the Market.
- Contributing to the Global Acknowledgment of the Moroccan Automotive Sector, Including Compliance with Various Regulatory Tests.



AMICA COMMISSIONS

Commission 1

Local Integration

« Advancing a Resilient and Self-Sustaining Moroccan Automotive Industry »

Commission 2

International OEM Sourcing

« Establishing a Recognized Automotive OEM Sourcing Platform at the EU Scale »

Commission 3

Competitiveness

« Elevating the Competitiveness of the Moroccan Platform in the Global Automotive Industry »

Commission 4

E-Mobility

« Developing Morocco's Regional Leadership in Future Mobility Across the African Continent »

Commission 5

Entrepreneurship

« Fostering a New Generation of High-Performance Small and Medium-sized Enterprises (SMEs) to Support Sector Dynamics »

Commission 6

Skills & Human Resources

« Ensuring a Talented Workforce Capable of Navigating the Sector's Evolving Dynamics »

Commission 7

Financing

« Resolving Key Financing Challenges in the Automotive Industry »

Commission 8

Strategic Intelligence & Communication

« Establishing an Integrated System for Intelligence, Surveillance, and Marketing in Support of Automotive Industry Stakeholders »

Commission 9

Spare Parts

« Advancing Spare Parts Production and Safeguarding the Moroccan Consumer »

YOUR WORLD CLASS HUB FOR SUSTAINABLE INVESTMENT AND TRADE



World Class Infrastructures And Ecosystems

#1 Sea Connectivity in Africa
#1 passenger cars producer in Africa



Swift Access To A 2,5 Bn Consumer Market

FTA with 50+ countries
Connectivity to 70+ countries



Young, Diverse And Motivated Human Capital

Median age : 29 (US : 38.5, EU : 44)
180 K university graduates per year
42% women among engineers



Leader In Energy Transition

38% production capacity from renewable
sources (2022)



Predictable And Execution Driven

Consistent investment friendly framework
Fast project delivery



Cost Effective

Labor costs up to - 50% vs China

MOROCCAN AUTOMOTIVE INDUSTRY AT A GLANCE

1st
Car
manufacturer
in Africa

960K
Production capacity

+13
Billions of euros
Automotive
exports

2
OEMs

+260
International
suppliers

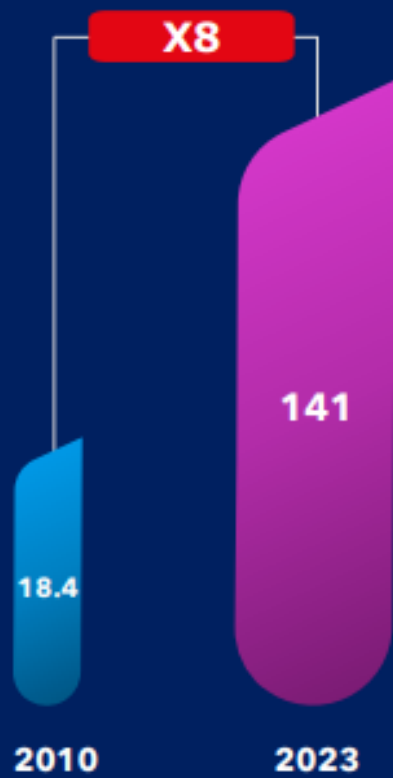
65%
Integration rate

+220K
Jobs in the
sector

A fast growing & sophisticated industrial Base

Exportations

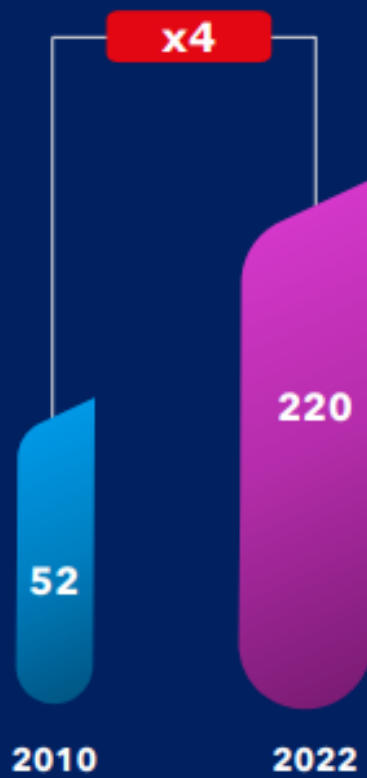
(Billions MAD)



+28% growth vs 2023

Jobs

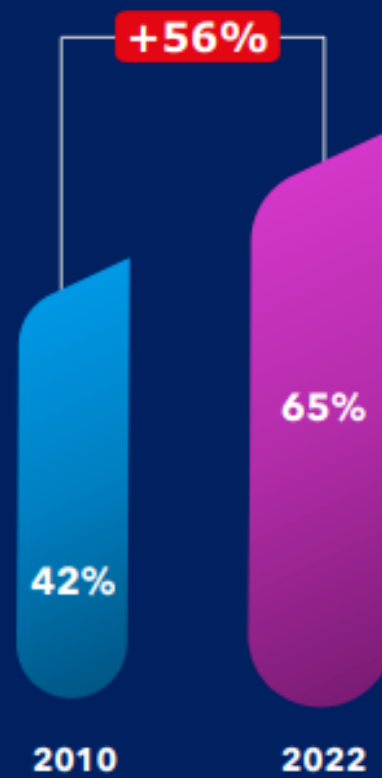
(# k employees)



+18000 engineers a year
+7500 trained blue collars

Local integration

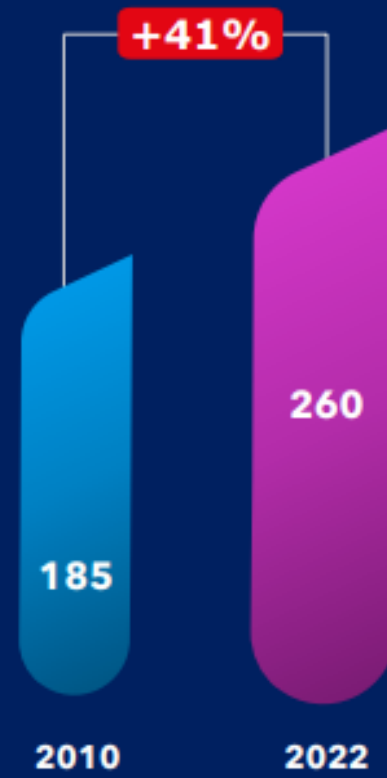
(%)



Aiming to reach **80%** by integrating new commodities

Companies

(# of companies)



+75 companies operating in high end commodities

ADVANCEMENT OF THE AUTOMOTIVE INDUSTRY IN MOROCCO



WORLD CLASS ECOSYSTEM

A solid ecosystem of more than 260 suppliers supporting 2 major OEMs

Tanger



Kénitra



Casablanca



And a growing engineering and R&D capabilities

Capgemini engineering

STELLANTIS

bertrandt

SEGULA TECHNOLOGIES

(expleo)

LEAR CORPORATION



Market opportunities: Existing & missing commodities to develop



SEAT BELTS



PLASTIC
Polyethylene



ALUMINIUM
(1st fusion)



BEAKING
SYSTEMS



BALL
BEARINGS



FLOAT



FLAT
STEEL



SHOCK
ABSORBERS



BAR TURNING



PIPES



FOUNDRY



ELECTRONICS



MULTIMEDIA
SYSTEMS



BLOW MOLDING



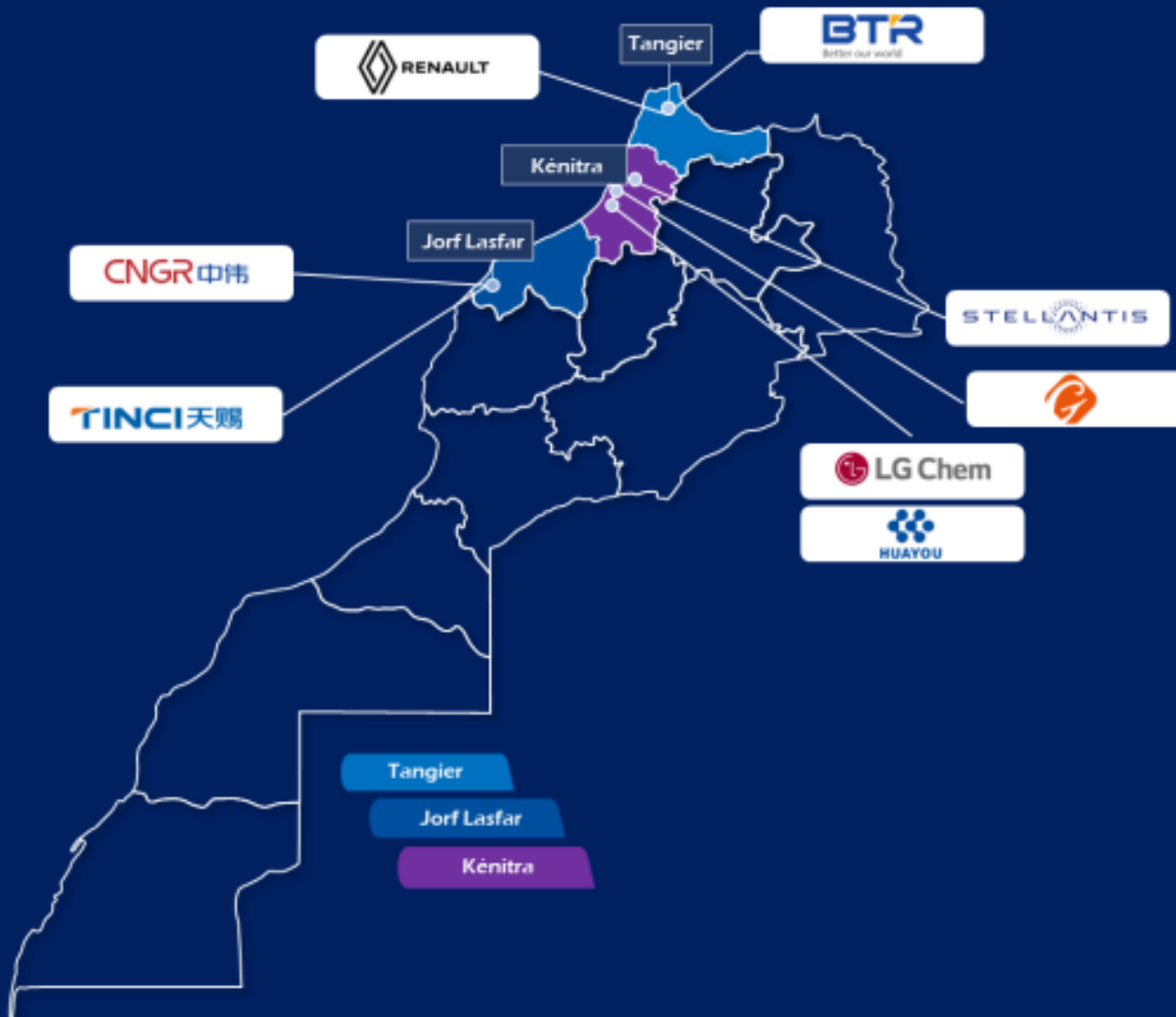
TECHNICAL
PAINTING



CHROME
PLATING

One of the strongest battery ecosystem in the making

BUILDING UPON ITS ASSETS, MOROCCO IS BUILDING ONE OF THE STRONGEST BATTERY ECOSYSTEM IN THE REGION



SEVERAL CONFIRMED GREENFIELD INVESTMENTS COVERING THE ENTIRE BATTERY VALUE CHAIN



Morocco's achievements are based on a long-term strategy and a strong value proposition

IDEAL LOCATION

Tangier Med multimodal infrastructure ensuring connection to the main automotive production sites in Europe within 24h to 72h

700 K

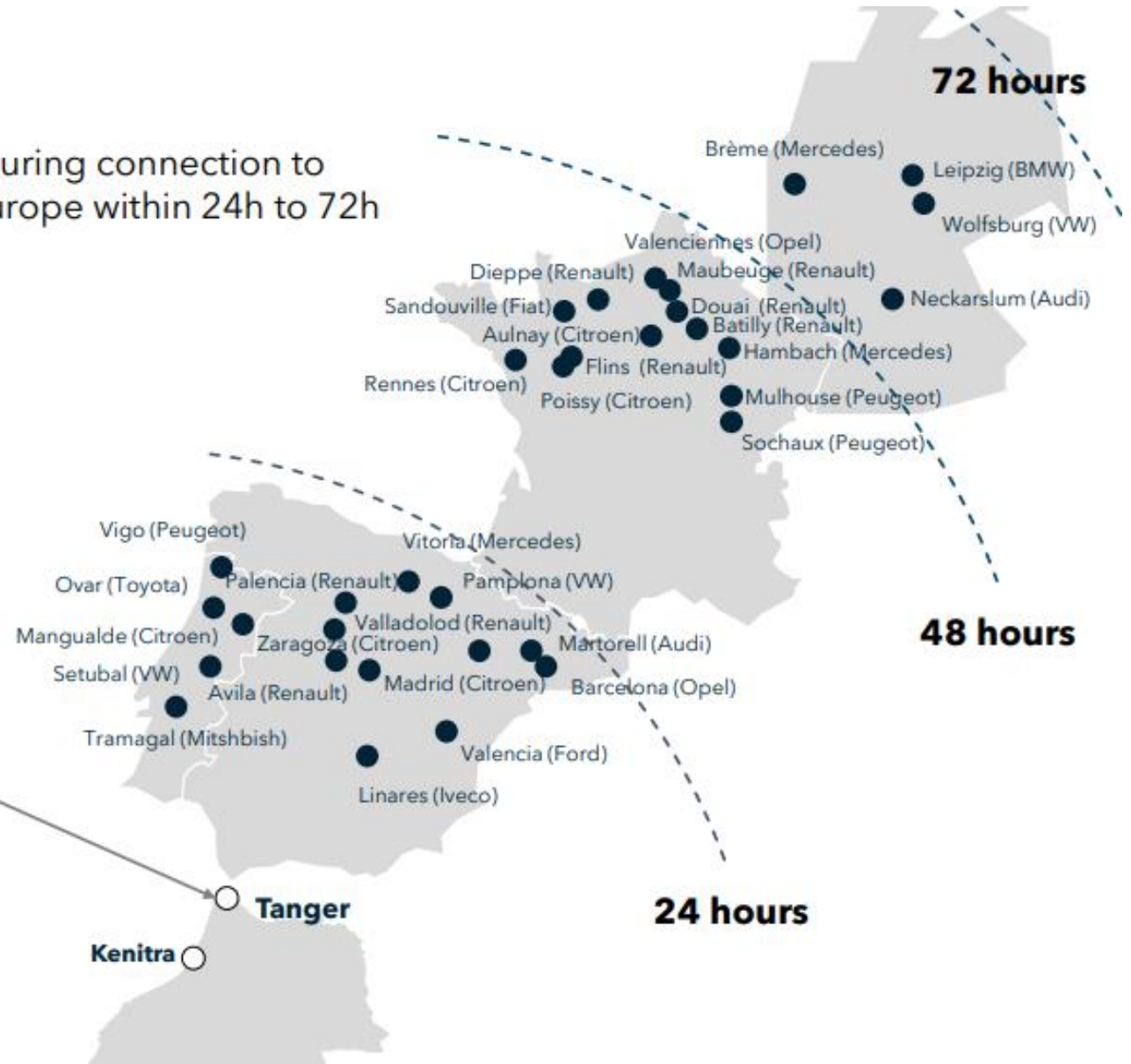
700 K trucks
annual capacity

184

Connections with
71 countries

9.5

Million
containers
capacity



Morocco's achievements are based on a long-term strategy and a strong value proposition

FREE ACCESS

FTAS with nearly 50 countries offering duty-free access to a market of 2,5 billion consumers



Morocco's achievements are based on a long-term strategy and a strong value proposition

HUMAN CAPITAL

Young, diverse and qualified workforce

29 of median age

(US : 38.5, EU : 44)

180K University graduates

In 2022

19K engineering graduates

In 2022

20K technicians

specialized in automotive and mechanical industries

42% women

among engineers

44% english proficiency

among 15-25 population



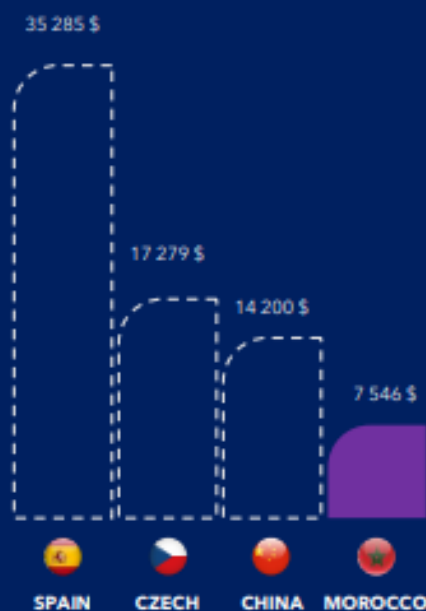
IFMIA : Tailor-made training offer

- ✓ Launched in 2013
- ✓ 3 institutes (Casablanca, Kenitra & Tangier) and 1 dedicated IFMIA center in partnership with Renault
- ✓ Employment rate : 98% within multinationals
- ✓ Partnerships : Training and up-skilling of 50 000+ : Stellantis for TOT and training of employees and Renault, for current employees' potential recruits
- ✓ Tailor-made training programs designed and operated by the OEMs, funded by the government

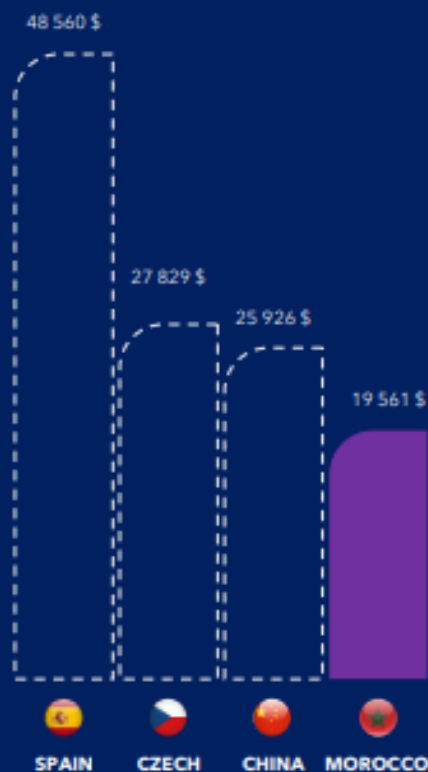
COST EFFECTIVE

Labor cost is -25% to -50% lower than China

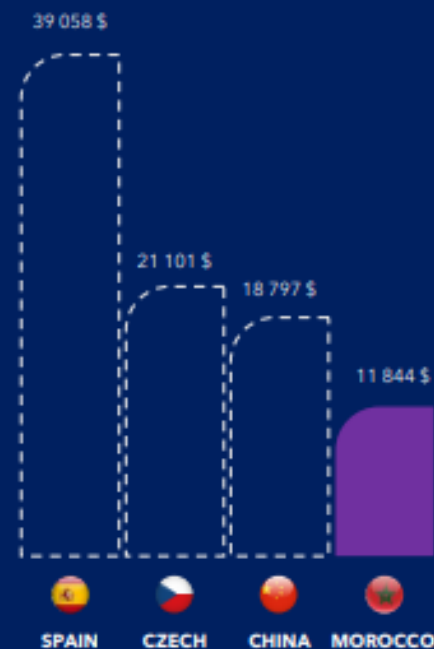
Production operative



Engineer



Quality control specialist



Annual Labor Cost

SUSTAINABLE

Competitive renewable energies to support the decarbonization of industries

38%

Production capacity from renewable sources in 2022

52%

Forecast target for 2030

4100

MW of renewable capacity in 2022

700

MW developed by private players and several own power generation projects

3c\$/kWh

LCOE (ONSHORE WIND¹)
(Global WA LCOE: 0.033\$/kWh)

4.5c\$/kWh

LCOE (SOLAR PV¹)
(Global WA LCOE: 0.049\$/kWh)



FAST DELIVERY

Stellantis ecosystem signed in 2015, operational in 2019 in Atlantic Free Zone in Kénitra

Before



Only wiring commodities

After



More than 60 suppliers installed and fully operationnal

Africa Technical Center, Stellantis regional R&D center with the objective to support the group's industrial facilities

- More than **4000 engineers** within the ecosystem
- Specialized team in **electronic architecture**
- Dedicated teams for **powertrain and chassis** with skills in perceived **quality and style**

Morocco's achievements are based on a long-term strategy and a strong value proposition

ATTRACTIVE ENVIRONMENT

A predictable investment and friendly business climate



- 72 investment treaties for the promotion and protection of investments,
- + 50 non-double taxation agreements
- No restrictions on capital and profit repatriation for non-residents
- Healthy governance supporting solid macro economic fundamentals : Inflation < 2% from 2009 to 2021



- A New Investment Charter (2022) dedicated to accelerating private investment
- Direct cash grants for projects exceeding \$5m in investment or creating more than 150 jobs
- A tailor-made government support package for strategic projects with capital expenditures above \$200 million, aligned with Morocco's priorities.



Special Economic Zones to facilitate installation and operations

- One-stop shop and accelerated procedure : 2 weeks for a building permit
- 5 years corporate tax exemption (followed by 20%)
- Commercial operations in the investor's currency of choice
- Exemption from VAT and customs duties
- Dedicated training institutes and recruitment support

SUCCESS STORY



“ This agreement will enable to strengthen the competitiveness and attractiveness of the Moroccan industry while preparing it for the future: the decarbonization strategy initiated by the Kingdom is fully in line with our vision and will be a structuring element in the years to come. ”

Luca de Meo, CEO of Renault Group.

2018: 1M Vehicles

1,000,000+ vehicles produced since 2012

60 cars / hour

Exports to 70 countries

43% market share in Morocco

EV Production 2023-2025

2,5 bn € local sourcing for Eu factories

80% of local content

2023 : EV production launch (Duo Mobilize)

2024 : Hybrid Vehicle production (Dacia Jogger Hybrid)

Launch of Tangier plant - 2012

500 K production capacity

largest automotive manufacturing plant in Africa

1st zero carbon and zero industrial liquid emission automotive plant

1 Bn € investment

2022 : 10 years - Reinvestment

17% of Renault total sales units produced in Morocco

6 models manufactured

XL High Speed Press launch

69% local content

1,3 bn € sourcing in Morocco for Eu factories

SUCCESS STORY



It's an amazing meritocracy story (..) having launched the plant in 2019 and exceeding our objectives which were very ambitious in 2022, we announce today the doubling of the capacity in Kénitra.



Carlos TAVARES, CEO of Stellantis

2022

3 models (2 urban EVs)-
ATC - largest Stellantis R&D center in EMEA
1,2 bn € local sourcing for Eu factories

Kenitra Production Launch - 2019

1 model - Peugeot 208

2026 : 10 years - Reinvestment

17% of Renault total sales units produced in Morocco
400 K cars production capacity
3 Bn € local sourcing for Eu factories

OUR OBJECTIVES

- Act actively, in close collaboration with the public authorities to develop the automotive sector in Morocco
- Encourage, support and help investors in the automotive sector interested in the Morocco platform.
- Promoting the sector's exports
- Act against informality, counterfeiting and all activities affecting the development of the automotive sector.
- Support its members in their growth and development projects
- Develop initial and continuing training for the benefit of the automotive sector.

GET IN TOUCH WITH AMICA



Abdelaziz MEFTAH

Directeur Général AMICA

Email: a.meftah@amica.org.ma

Phone: +212 6 61 60 58 64



Association Marocaine pour l'industrie
et la construction automobile

Telephone: +212 (0)522 24 28 82 / +212 (0)522 40 38 33 Fax : +212 (0) 522 24 85 81

Email : amica@amica.org.ma Website : www.amica.org.ma

Address: 625, Blvd. Mohamed V, 5th floor, n°44-45, 20310 Casablanca, Morocco