

DOING BUSINESS

— in Morocco

- Amin Hajji is the senior partner at Hajji & Associés Law Firm in Casablanca.

MOROCCO'S ECONOMY STRENGTHENED OVER THE PAST YEAR, YET THE GROWTH IS NOT NEARLY AS GOOD AS IT WAS DURING 2008 AND 2009. TO WHAT EXTENT DO YOU FEEL THIS IS DUE TO EXTERNAL CIRCUMSTANCES?

Not necessarily, but the new government lead by a moderate Islamic party is not yet clear about its strategy in respect of some sectors such as international tourism development for example.

HOW WELL PREPARED IS MOROCCO FOR WEAKENED GROWTH?

There are plenty of potential high yield projects which are to be financed by international private and public funds. The renewable energy strategy is for example a great challenge for the Moroccan economy for the coming 20 years in order to reach a form of energy independence.

WHAT ARE THE MAJOR CHALLENGES FACING ENTREPRENEURS IN YOUR COUNTRY?

Fair financing and tax incentives together with an equitable justice system are the most important challenges to be faced in Morocco.

WHAT MAKES MOROCCO AN ATTRACTIVE DESTINATION FOR FOREIGN DIRECT INVESTMENT? COULD MORE BE DONE TO ATTRACT THIS ALL-IMPORTANT CAPITAL?

The economy potentialities which could easily be considered until 2030. Administrative procedures should be dramatically reduced and the Moroccan currency should become totally convertible. Those two options would multiply foreign investment in capital.

WHAT MEASURES COULD THE GOVERNMENT ENACT TO SPEED UP ECONOMIC ACTIVITY IN MOROCCO? DO YOU FEEL THAT THEY HAVE THE WILL OR ABILITY TO IMPLEMENT THESE MEASURES?

A new simple and clear investment charter and nationwide training for new entrepreneurs having access to international languages and new IT systems. The will is certain but the ability is another challenge because there are still some battles against the weak education system and the dominant position of some important economic groups.



Company: Hajji & Associés
Name: Amin Hajji
Email: a.hajji@ahlo.ma
Web: www.ahlo.ma
Address: 28 Bld Moulay Youssef – Casablanca
Telephone: + 212 522 48 74 74

