



MOROCCO'S EMERGENCE AND ITS OPENNESS TOWARDS THE WORLD

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PRESENTATION OF IRES: A MISSION OF ENLIGHTENING DECISION MAKING ON STRATEGIC ISSUES

I. DOMESTIC POLICY: A REFORMING MOMENTUM AIMING TOWARDS PROMISING DEVELOPMENT PERSPECTIVES

II. MOROCCO'S PRIORITIES IN TERMS OF FOREIGN POLICY:

- THE PILLARS OF THE KINGDOM'S FOREIGN POLICY
- MOROCCO'S AFRICAN POLICY
- MOROCCO'S OPENING ON ASIA

CONCLUSION

PRESENTATION OF IRES

IRES Missions

IRES. Think tank

Study of strategic issues of high impact on Morocco's future

IRES. Watch

Monitoring and analysis of trends in the national, regional and international context



IRES. Forum

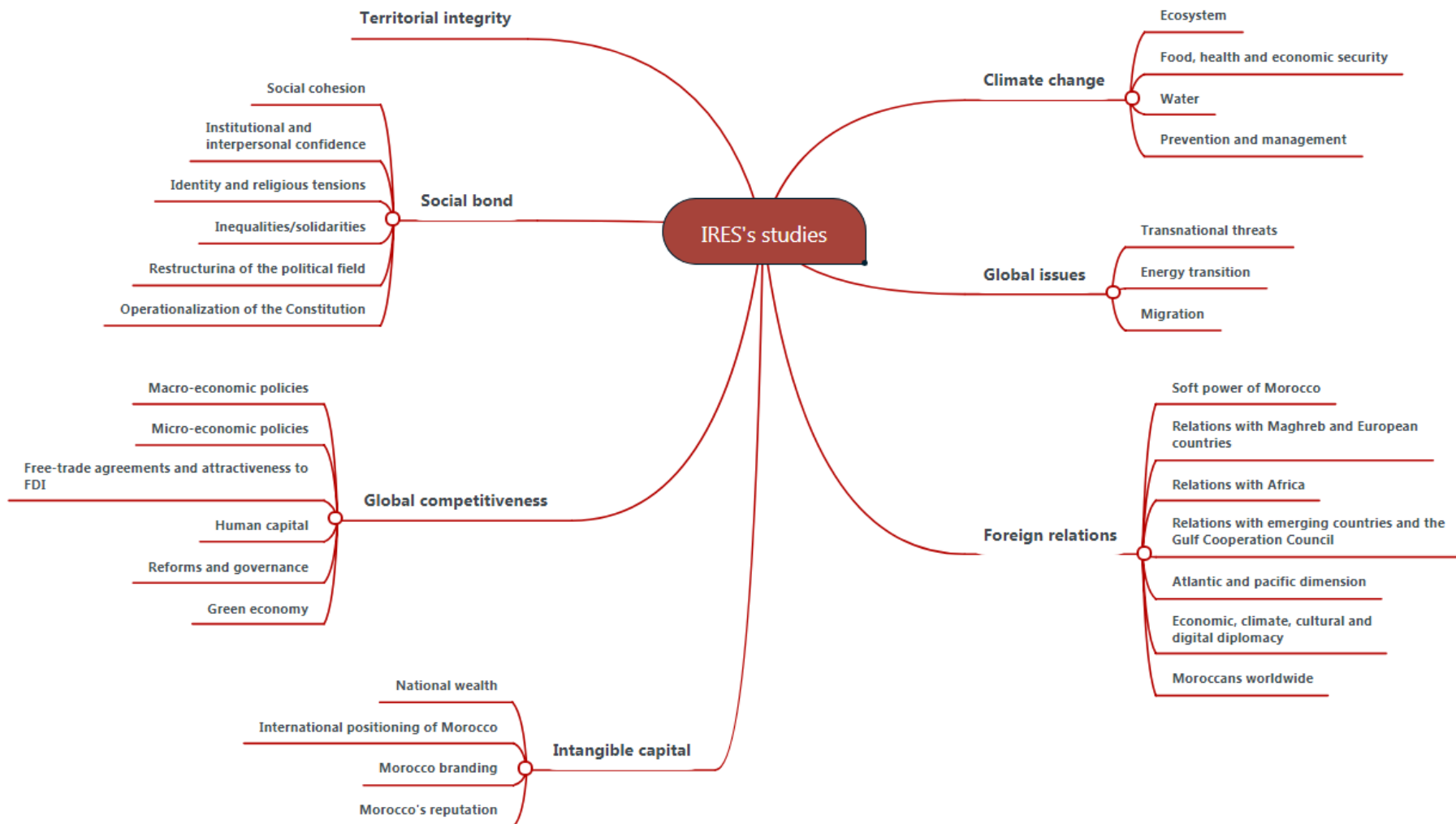
Debate and reflection center
Dissemination of strategic thinking
Intellectual diplomacy

Strategic reflexion device which relies on two major axes: study programs and strategic watch. These are two heavily interdependent components which upscale one another instantly. The two missions are relayed by IRES.Forum which aims, thanks to serene debate, to the outbreak of innovative ideas and to the sharing of new concepts.



PRESENTATION OF IRES (2)

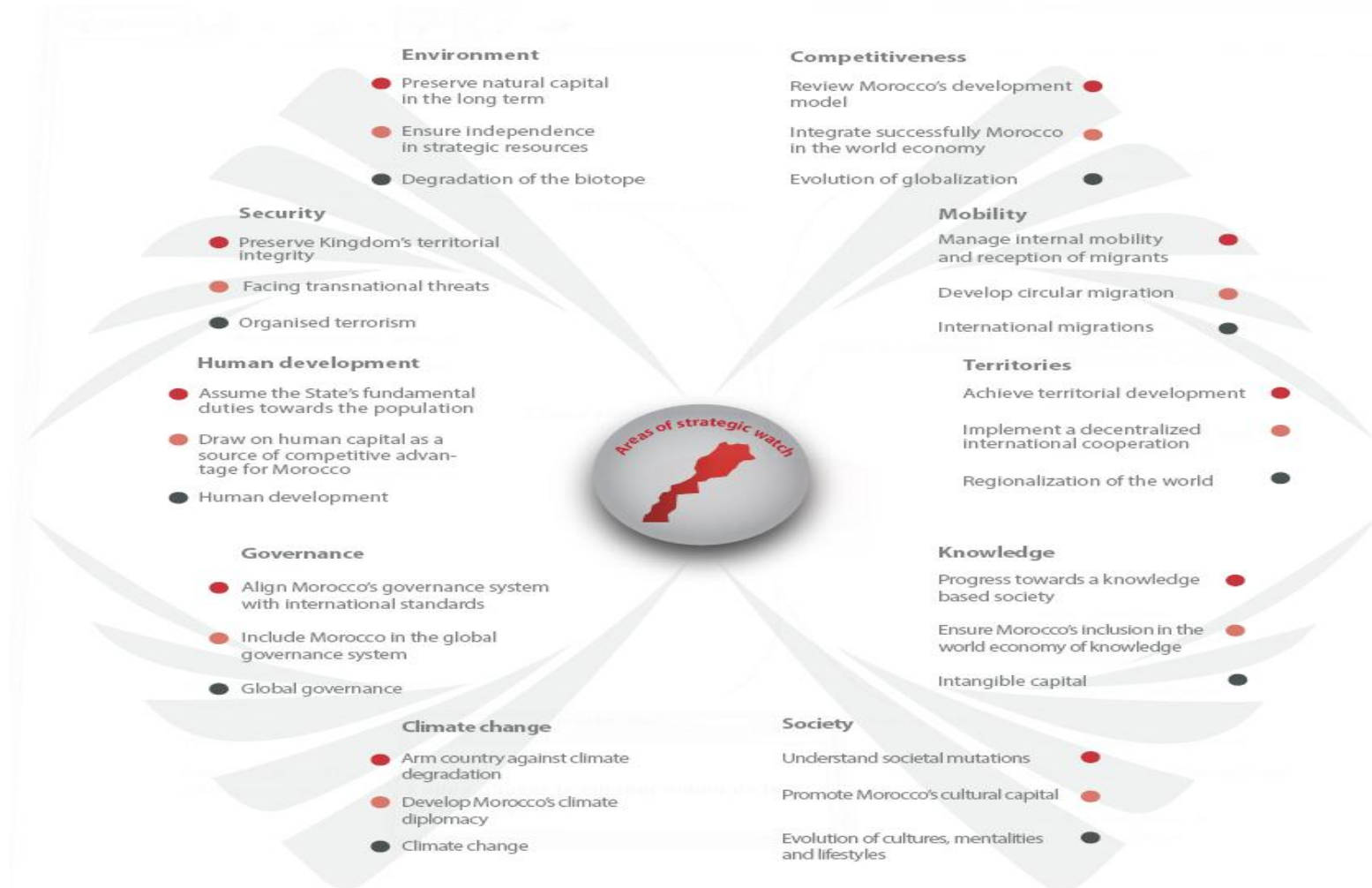
Study of issues covering all the country's concerns



A work program centered on key issues related to domestic and foreign policy of the kingdom. These constitute an undivided whole, combining all the development efforts of the kingdom and its quest to position itself positively in a globalized system.



PRESENTATION OF IRES (3)



A system of an advanced strategic watch, which allows to track closely evolutions at the national, international and global levels, to seize the opportunities, to prevent the threats and to anticipate the resulting ruptures.

I. DOMESTIC POLICY: A REFORMING MOMENTUM AIMING TOWARDS PROMISING DEVELOPMENT PERSPECTIVES

Morocco's emergence

- **Morocco meets all the criteria of emergence, except that of accelerating potential growth.** Though the Kingdom has experienced strong economic growth since the early 2000s (5% as a yearly average in the past decade), it has been slower than in emerging countries.
- Over the past years, Morocco's attractiveness for FDIs has grown. As it pursues its strategy for economic diversification and increased openness, Morocco has gathered significant momentum for reform, offering promising development prospects :
 - **Political and institutional:** a commitment to the values of democracy and human rights and improving the governance of institutions.
 - **Economic:** building capacity to compete, to stimulate the process of wealth creation in the country.
 - **Social and societal:** fostering human development and creating the necessary conditions for a sense of peaceful and harmonious community.
 - **Environmental:** adopting the green economy as the central pillar of policies to adapt to climate change and reduce the ecological footprint.
 - **Foreign policy:** moderate policy choices, keen awareness of global issues and ever-greater international openness through increased presence of Moroccan businesses in the African continent.

Political and institutional advances, consolidated by the 2011 constitutional reform

- Morocco is a millennial monarchy, which has a popular legitimacy. Ever since its independence, the Kingdom has opted for political pluralism, a people-friendly market economy, and has fostered the development of civil society.
- Between 2003 and 2005, Morocco conducted a national reconciliation process. It sought to exhume the past to better apprehend the future: victims of human rights violations were compensated, and adequate mechanisms were introduced to prevent any violations thereafter.
- After the reform of the legal framework, the Kingdom has replaced the Superior Council of Magistracy by the Supreme Council of the Judiciary. With broader powers, the main mission of this new Council is to ensure the independence of the justice system from the legislative and executive powers. Moreover, Morocco's transfer of the public prosecutor out of the Ministry of Justice signals a broader shift toward the judiciary's independence from the executive.
- Morocco took a leap forward with the adoption of the Constitution in July 2011 which :
 - Recognized **the plurality of the Moroccan identity**
 - Established a stronger rule of law and **justice as an independent power**.
 - Advocated for a **new generation of human rights**
 - Consolidated the principle of **separation and balance of powers**
 - Introduced a new principle according to which the head of government is chosen from the political party that came first in the House of Representatives elections.
 - Established the **primacy of international law** over national law.

Political and institutional advances, consolidated by the 2011 constitutional reform (2)

- Several organic laws from the 23 prescribed by the 2011 Constitution have been adopted in a variety of areas. The other laws should be adopted during the current legislation which ends in October 2021.
- The full implementation of the constitution faces some challenges :
 - Regarding the Berber [Amazigh] language, which has become an official language, two positions are facing off: one advocating a national approach, and another one recommending an approach based on the regional specificities.
 - Morocco's ability to handle two major challenges: the pace and constraints of progress towards democratic normality and the capacity of actors to construct normative compromises.
- The constitutional reform conferred regions a key role. The Kingdom was subdivided into 12 regions, laying the foundations for a Moroccan regional model based on "regions that are economically and geographically complementary and socially and culturally harmonious". This model is focused among other, on the following:
 - Regional councils elected by direct universal suffrage;
 - An overhauled composition and prerogatives of the lower house of Parliament, in favor of higher territorial representation by regions;
 - New funding mechanisms fostering solidarity between regions: regional cohesion funds, equalization system.

Political and institutional advances in MOROCCAN SAHARA

- The Kingdom of Morocco has worked seriously for the settlement of the artificial dispute over the Moroccan Sahara, by proposing an innovative Autonomy Project. The plan, considered credible and realistic by the international community including the permanent members of the UN Security Council, is a reliable form of Moroccan southern provinces' self-determination
- The **provinces of the Moroccan Sahara** are the first to benefit from the model of **advanced regionalization**, endorsed in the 2011 Constitution, whose foundations converge perfectly with the **autonomy plan** proposed by Morocco.
- The new development model of the Southern provinces is based on tangible progress :
 - **Regular holding of communal and legislative elections**, expressing the will of the citizens of the southern provinces, with a voter turnout rate exceeding the national average : This reflects the commitment of the population of these provinces to the Moroccan sovereignty and their effective involvement in the project of building a participatory democracy.
 - **Placing two offices of the National Council of Human Rights** in Laayoune and Dakhla to strengthen the anchoring of human rights values in these provinces.
 - **Infrastructure development** , especially in the priority social sectors : Southern provinces show a level of human development , well above the national level. This effort far exceeds the revenues from mineral resources and fisheries which feature these provinces : **for 1 dirham received from Sahara, Morocco invested 7 dirhams.**
- The **investment program of nearly 8 billion euros**, launched by the Sovereign on the occasion of the celebration of the 40th anniversary of the Green March in November 2015, opens large perspectives not only for the provinces of southern Morocco , but also for the sub-Saharan neighborhood.

An economic dynamic based on sound macro economic policies and sectorial strategies, promoting Morocco's global businesses

Morocco has undergone many economic and financial reforms since the early 1980s. Efforts have focused on:

- **Enhancing macroeconomic stability** (limited inflation, sustainable public debt...), so as to improve the resilience of Morocco's economy to external shocks, and to earn the best credit rating in the region (investment grade);
- **Territorial development** and the development of highway, railroad, port and airport infrastructure, thereby improving Morocco's international connectivity;
- **Implementing sector strategies** aimed at transforming Morocco's specialization profile: developing Morocco's global businesses with the Emergence plan, the Green Morocco Plan in agriculture, the 2020 vision for tourism, the energy strategy, growing the phosphate industry... the automotive industry is currently the largest exporting sector, ahead of phosphates and its derivatives;
- **Diversifying drivers of growth for Moroccan economic players**, in particular in Sub-Saharan Africa (strong presence of banking, telecom, construction ...).

An economic dynamic based on sound macro economic policies and sectorial strategies, promoting Morocco's global businesses (2)

However, Morocco must overcome a number of challenges to take the path of increasing and inclusive growth:

- Ensure that economic growth creates more jobs for skilled youth.
- Optimize opportunities offered by free trade agreements concluded by the Kingdom.
- Gradually integrate the informal sector into the formal sector and promote a social and solidarity economy.
- Further enhance Morocco's attractiveness for foreign capital flows, which promote the transfer of knowledge and know-how so that Morocco can catch up more quickly with regard to technology.

 **Morocco is considered to be a regional hub in many sectors, which amplifies the size of its economy.**

Societal reforms to strengthen social bonds and to promote the Kingdom's cultural diversity

Morocco has made significant progress in improving citizens' living conditions, fostering social equity and laying the foundations for a sense of harmonious and peaceful community. In this context, provision of basic social services was strongly developed:

- **Education:** generalized basic education, better access conditions for students in rural areas, reduced illiteracy...
- **Teaching and training:** higher education reform, emergence of private universities, developing vocational training as an education stream in its own right.
- **Health:** improving healthcare supply and generalizing medical coverage, in particular for vulnerable populations.
- **Housing:** promoting access to social housing, through substantial government assistance: use of public land for housing, home loan guarantees...
- **Absolute poverty** was eradicated, and relative poverty was strongly reduced.

 **Social reforms, along with the National Human Development Initiative introduced in 2005, built the capacities of vulnerable populations and promoted income-generating activities.**

Societal reforms to strengthen social bonds and to promote the Kingdom's cultural diversity (2)

Morocco has also enacted major societal reforms since the early 2000s:

- **Women's rights and status reforms**, made possible by the personal commitment of King Mohammed VI: the family code was reformed in 2004, Moroccan citizenship can be transmitted by the mother since 2007 and Morocco's reservations on the United Nations Convention on the Elimination of All Forms of Discrimination against Women were withdrawn in 2011. The effect of these reforms was to strengthen gender equality. In some sectors, such as higher education, there are more young women than young men.
- **Reforms of the religious field:** preacher training, combating informal preaching, using audio-visual communication channels to heighten citizen awareness of the values of Islam of tolerance and respect of other faiths. The Moroccan experience in this matter has inspired some Arab and African countries, as well as some European countries.
- **Development of civil society**, expanding its role as a partner of public authorities. The number of associations in Morocco is currently over 135,000. Nowadays, civil society no longer focuses on advocacy; rather, it plays a role complementary to that of public authorities in several areas: non-formal education, health...

Societal reforms to strengthen social bonds and to promote the Kingdom's cultural diversity (3)

Despite its achievements, Morocco must rise to a number of social challenges:

- Accelerating the accumulation of human capital through the new education system reform, focused on equal opportunity, improving the system's quality and a greater openness to foreign languages.
- Developing intangible capital as a significant source of wealth creation and distributing this wealth more appropriately. This capital represents 75% of national wealth, a figure close to the OECD average of 80%.
- Better governance of social nets to maximize impact on beneficiaries, while also ensuring optimal allocation of public expenditure.
- Shifting from housing-based policies to fully fledged city policies, taking into consideration urban dimensions and the imperatives of social bonding: social mixing, values and identity...

As for societal challenges, they consist of the following:

- Protecting Moroccan youth from the influence of extremist views coming from outside and operating through the Internet.
- Ensuring that women's participation in politics is consistent with the levels set in the Constitution (27% of seats at the municipal level, 30% of seats at the regional and national levels) and facilitating women's participation in the economy.
- Building the capacity of civil society and involving it in public diplomacy.

A public policy shift toward environmental sustainability

Public policy choices in Morocco increasingly adopt a sustainable approach, for reasons related to adaptation to the inevitable impacts of climate change, but also to accelerate economic development :

- Morocco has earned international recognition for its **policy of water resources** development focused on the construction of dams, and has been implementing a water strategy since 1995, based on demand management and efficient mobilization of water resources.
- **Renewable energy development**, in particular solar and wind power, constitutes a central pillar of Morocco's 2009 energy strategy. The share of renewable energy sources in national power generation capacity is set to reach 42% in 2020 and 53% in 2030. The Ouarzazate solar plant, which operates since 2016, should establish Morocco's status as a pioneer in the field of solar power.
- The Kingdom pursues a **sustainable development strategy** aimed at enhancing citizens' living environment, improving sustainable management of natural resources and promoting environmentally friendly economic activity.
- Morocco organized in November 2016 the Africa Action Summit, which sought to give the continent the opportunity to speak with a single voice so as to harmonize its policies to combat the impacts of climate change and to increase its negotiating power.
- On the sidelines of the COP22, the Kingdom of Morocco announced the launch of a new prize **"The International Award of HM the King Mohammed VI for Climate and Sustainable Development"**. This prize, which is intended to reward a particularly innovative and high-impact action of change, will be issued during the holding of each COP
- As host country of COP22, Morocco has declared its commitment to the fight against climate change. By handing over its national contribution, it has pledged to reduce its greenhouse gas emissions by 13% by 2030, or even 32%, subject to international support.

II. PRIORITIES OF MOROCCO'S FOREIGN POLICY

THE FOUNDATIONS OF MOROCCO'S FOREIGN POLICY

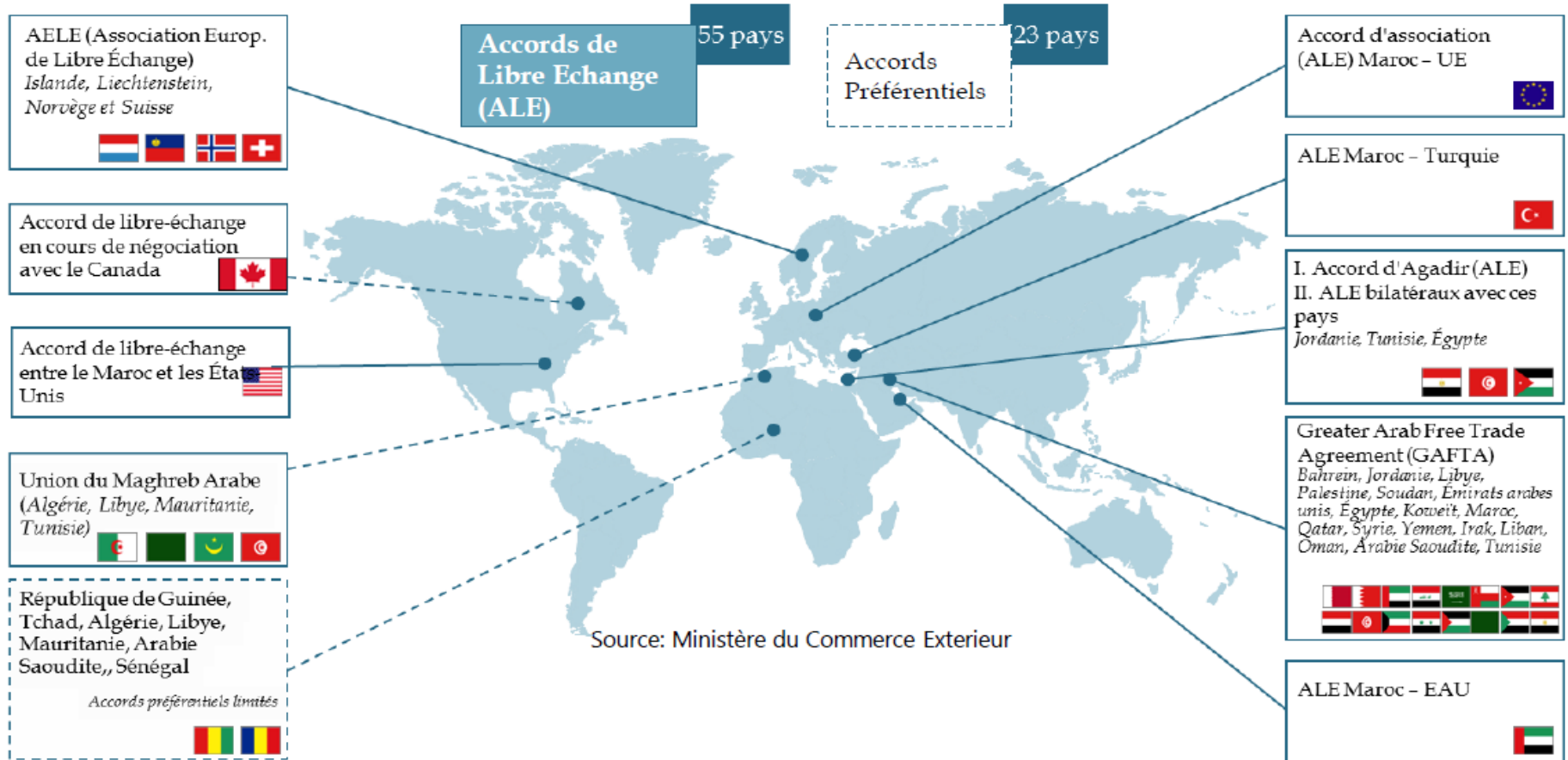
Morocco is opening up trade, whether it is in the multilateral WTO framework, or by signing free trade agreements with traditional and emerging powers as well as with developing countries, in particular in Africa. This has helped Morocco to create a dense and diverse network of relations based on cooperation, generated by:

- **Morocco's international behavior, based on political and religious moderation**, afforded it the special role of mediator and bridge between the Muslim and Western worlds. This role is rooted in centuries of history, reaffirming Morocco's distinctiveness as a crossroads of civilizations;
- **Diligent participation in peacekeeping operations and humanitarian action**, under the auspices of the UN as well as NATO, in which Morocco has acquired strategic partner status,
- **Heightened awareness of global issues** (human development, global security, climate change, defending a fair and equitable international order...),
- **Morocco's emergence as a regional hub** in many fields: economic, financial, transport, logistics, teaching/education ...

 **Morocco's determined strides on the path of reform and economic modernization have helped it build a reputation with G8 countries that is better than MENA and African countries, and even than emerging countries, according to the surveys conducted by the Reputation Institute in 2015, 2016, 2017 and 2018, in collaboration with IRES.**

THE FOUNDATIONS OF MOROCCO'S FOREIGN POLICY (2)

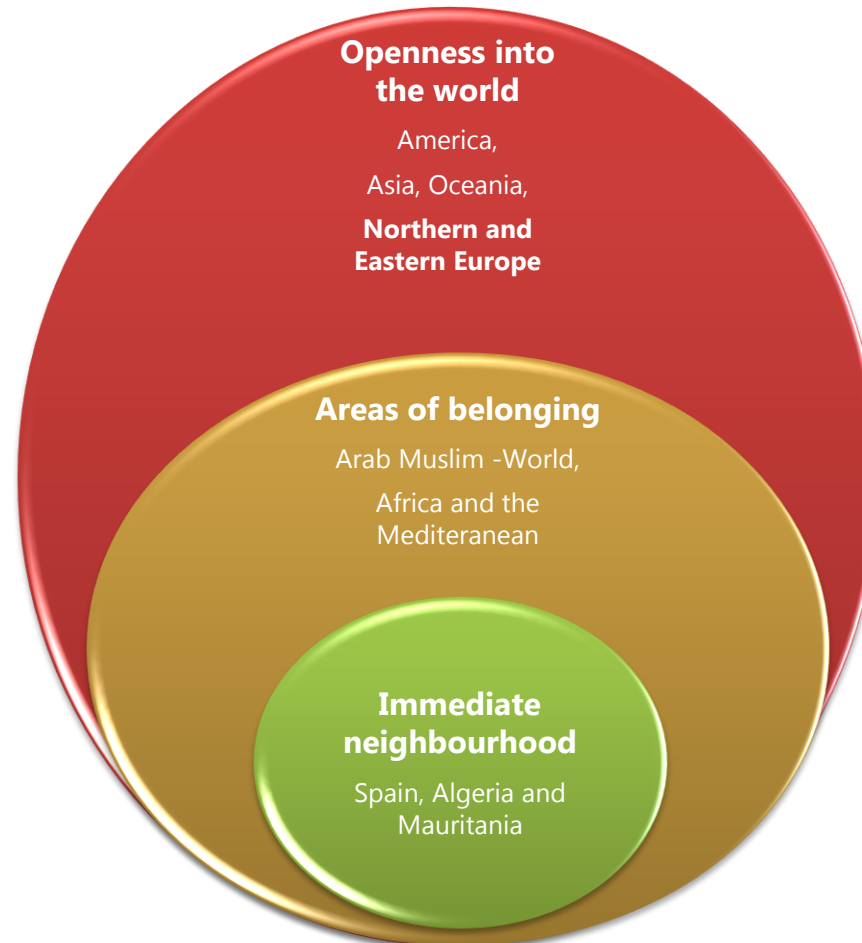
A DIAGRAM OF MOROCCO'S ECONOMIC PARTNERSHIPS



An extensive network of free and preferential trade agreements giving access to Morocco to a large market of nearly 2 billion consumers .

THE FOUNDATIONS OF MOROCCO'S FOREIGN POLICY (3)

While remaining in a logic of diversification of its partnership through the development of the Asian and Atlantic dimension of its foreign policy, Morocco attaches great importance to strengthening its relations with Europe and Africa. Relations with these two regions have a particular dynamism not fully mobilizing their potential.



MOROCCO'S AFRICAN POLICY

MOROCCO'S AFRICAN POLICY

Morocco believes in Africa

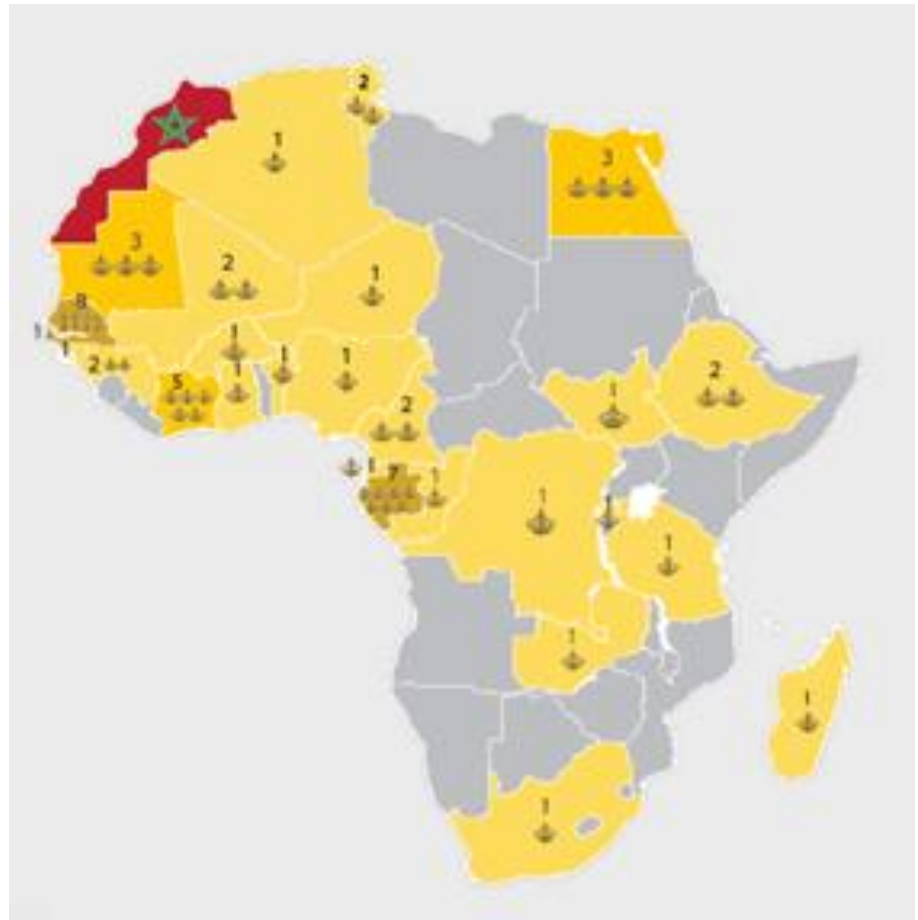
- Africa is the strategic depth of Morocco. The Kingdom has always been looking towards Africa. Social relations, trade flows, dogmatic and spiritual relationships are all civilizational aspects of the Kingdom's ancestral ties to Africa.
- Over the course of the country's history, Morocco's Sovereigns have recurrently shown their commitment to the continent's emancipation and development.
- His Majesty King Mohammed VI has become a champion of Africa's emergence and leadership in the making. His speeches highlight three imperatives:
 - Believing in Africa.
 - Rethinking Africa and pleading in favor of the continent.
 - Working together and exchanging in a fair way.
- The year 2000, Morocco has concluded nearly a thousand agreements with African countries, aimed at deepening cooperation in several areas, in contrast with 500 agreements between 1956 and 1999. This cooperation follows multilateral approaches, as evidenced by the following:
 - The Kingdom **highly involved in the African Union's** various organs and structures, in particular regarding reform of this continental institution.
 - The Kingdom's **deep involvement in a number regional cooperation initiatives**, such as the Conference of African States Bordering the Atlantic Ocean.
 - **Strong presence in cooperation forums linking Africa to emerging countries**, particularly Asian countries.
 - The **international development of Moroccan businesses**, some of which generate over a third of revenues in Africa. Most large Moroccan corporations operate in Africa, in diverse sectors.

MOROCCO'S AFRICAN POLICY (2)

Royal Visits to Africa

Official Visits of His Majesty King Mohammed VI to Africa, since 1999

- From 1999 to 2017, His Majesty King Mohammed VI made 53 visits to 27 African countries. Among those were 8 countries to which the Sovereign went for the first time, including 4 in East Africa (Ethiopia, Tanzania, Rwanda, South Sudan), 2 in Southern Africa (Madagascar and Zambia) and 2 in West Africa (Nigeria and Ghana).
- Since 2000, 31 visits to Morocco were made by African Heads of State.



Source: **IRES** processing_ data issued from Ministry of Foreign Affairs and International Cooperation and Maghreb Arab Press

MOROCCO'S AFRICAN POLICY (3)

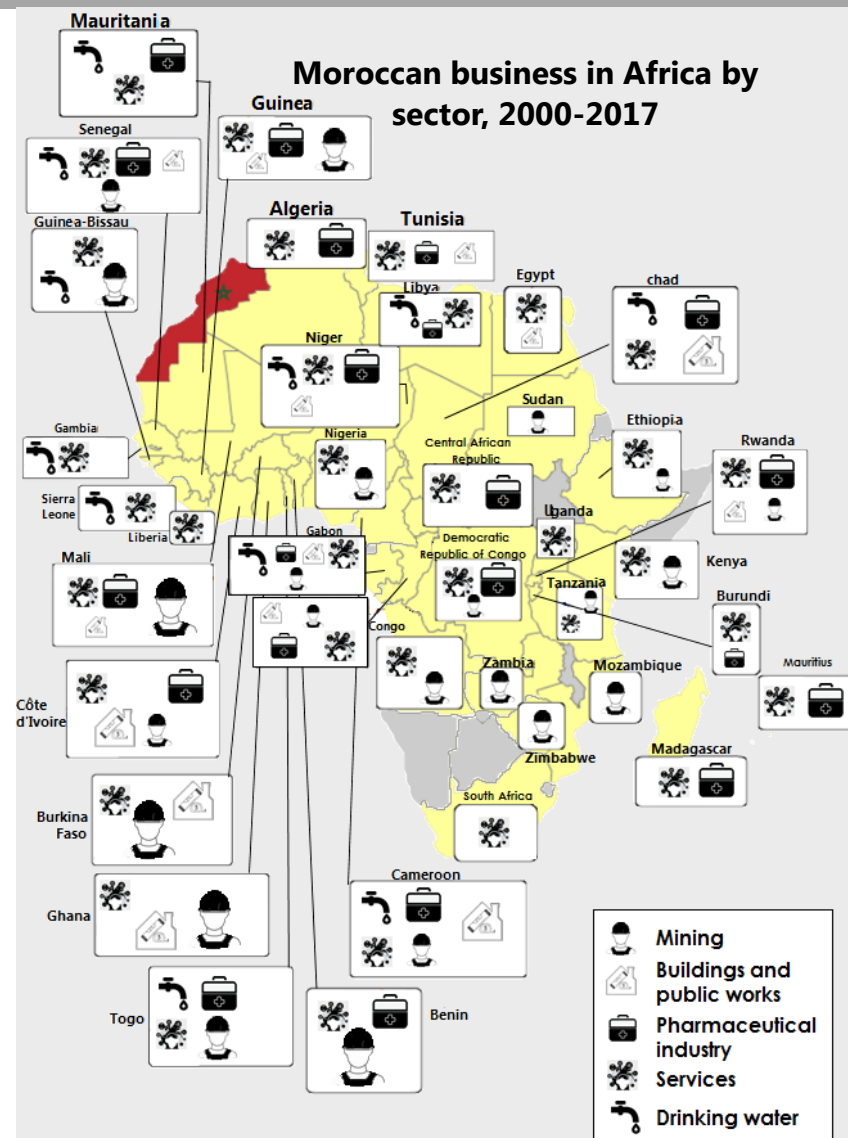
Morocco's contribution to Africa's economic transition

- The Kingdom shares his expertise with other African countries in many sectors (banking, telecom, construction, mining, infrastructure ...) :
 - ✓ As the backbone of Moroccan investment in Africa, the expansion of the Moroccan banking sector has helped to boost trade and facilitated investment from Moroccan entrepreneurs in the continent but those banks are also shaping a new African culture of banking.
 - ❖ The Moroccan banking sector is present in over 26 African countries.
 - ❖ Casablanca Finance City Authority (CFC) established itself as the leading financial hub to Africa. In 2018, CFC is rated first African financial center and 32th international economic hub.
 - ✓ Morocco shares its mining expertise with its African partners and attaches particular importance to this sector's development, in the context of South-South cooperation in Africa.
 - ✓ Concerning infrastructure engineering, Morocco offers to its African partners solutions which are appropriate for the local context.
 - ✓ Morocco continues to bolster its position as a major player in telecommunications development in Africa:
 - ❖ Morocco contributed to the consolidation of telecom infrastructure and helped to improve the quality of services;
 - ❖ Maroc Telecom invested over a quarter of its revenue in the continent.

MOROCCO'S AFRICAN POLICY (4)

Morocco's contribution to Africa's economic transition

- His Majesty King Mohammed VI spurred Moroccan economic diplomacy in Africa from the early 2000s, leading large Moroccan companies to compete in the African market.
- Today, these new “regional champions” work in the continent's strategic sectors.
- Over 1,000 Moroccan operators are present in Africa. From 2008 to 2015, they have invested over 2.2 billion dollars on the continent.



Source: **IRES** processing_ data issued from Ministry of Foreign Affairs and International Cooperation

MOROCCO'S AFRICAN POLICY (5)

Contributing to Africa's governance

Morocco advocates moving past old and outdated habits and inventing a new model of groundbreaking development for Africa. This new model who will give an autonomy to the continent will go through the reform of the African Union:

- **financial independence** of the African Union
- **Empowering the marginalized countries** of the Union
- **United African voice** to be heard in the international arena

For Morocco, the continent's governance rests on three pillars:

- **Peacekeeping** in an area that has been torn by post-independence conflicts and poverty; without peace, there can be no development for populations or the economy.
- **Collegial governance**, reflecting governments' political will and populations' reality for this continent to be united, because only unity can ensure self-reliant development and enable African countries to move forward together.
- A **new approach to migration**: in fact, African migrations, whether willing or forced, have considerably intensified since 2010 - with increasingly dangerous consequences (slavery, forced confinement, shipwrecks).

MOROCCO'S AFRICAN POLICY (6)

Contributing to Africa's governance

The security situation in Africa is both complex and worrying. **The Sahel is today the epicenter of terrorism in Africa**, with the presence of the most dangerous terrorist groups. These groups, who take advantage of the fragility of the border areas, are provided with military capabilities exceeding those of some failing states in the region.

The seriousness of the security threats facing Africa makes sole **national management of security challenges an illusion**. The international and regional support to national efforts to fight against terrorism should be the rule and not the exception.

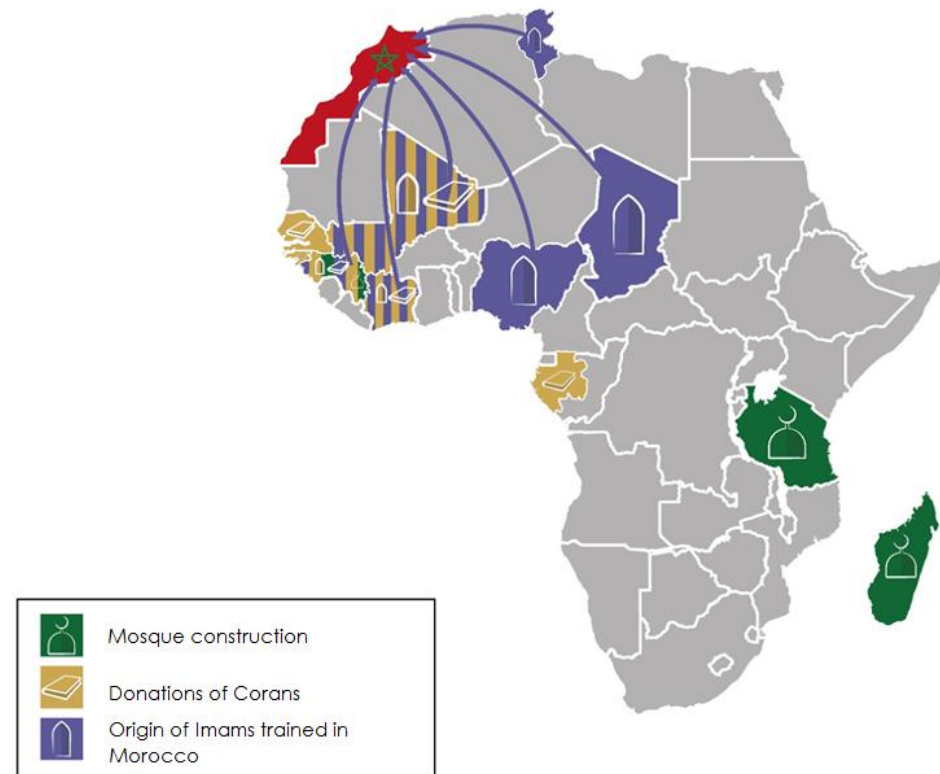
On the military side, **the answer to the security challenges in Africa must necessarily be backed by policies of socio-economic nature** to fight vigorously against the structural factors underlying security crises and their prevention. It is commonly accepted today that without peace and security, Africa will not be able to accelerate socio-economic development.

Morocco contributes to the international effort for stability in Africa, in particular by contributing to peacekeeping operations in Somalia, in Congo and in Côte d'Ivoire, through military support for operations in Mali and in the Central African Republic and by hosting negotiations between Libyan factions to break the deadlock in that country and prevent it from becoming a breeding ground for terrorism, threatening Africa as well as Europe.

As Morocco is highly involved in the security of the continent for many decades, the Kingdom was elected, to the African Union's Peace and Security Council.

MOROCCO'S AFRICAN POLICY (7)

- With regard to cultural cooperation, Morocco trains African imams on the values of tolerance of Islam, in line with the Maliki rite, and by welcoming 16,000 African students, 6,500 of whom receive a Moroccan scholarship.
- Moreover, Morocco pursues an immigration strategy based on a humanitarian approach, and has completed the first phase of an operation to regularize 25,000 African migrants. In late 2016, the second regularization operation was launched, by starting to review nearly 15,000 regularization requests.
- Expanding cooperation with East African countries, and Morocco's return to the African Union, will certainly build further momentum for the continent's development.



Source: **IRES** processing_ data issued from Ministry of Foreign Affairs and International Cooperation and Maghreb Arab Press

MOROCCO'S AFRICAN POLICY (8)

Morocco's accession to ECOWAS

Morocco officially presented its application for accession to the Economic Community of West African States (ECOWAS), at the 51st summit held on June, 4th 2017.

The Economic Community of West African States (ECOWAS) is composed of 15 countries. It is a strategic region, located in the heart of west Africa and open on the Atlantic coast. It is rich in natural resources. It represents a market of some 327 million consumers and a GDP of around \$ 700 billion.

- This membership offers new economic opportunities for the Kingdom of Morocco :
 - ✓ Access a large market in a region rich in natural resources and located in a strategic geographical space,
 - ✓ Reduce the overall deficit in the current account balance,
 - ✓ Diversify external relations and reduce dependence on Europe,
 - ✓ Enhancing the attractiveness of the Moroccan economy, and
 - ✓ Promote the internationalization of Moroccan companies.
- However, this future accession to ECOWAS presents some potential challenges :
 - ✓ massive sub-Saharan immigration;
 - ✓ insecurity and terrorism in the ECOWAS region and the Sahel Arc of instability;
 - ✓ edifice of a single monetary zone in a region that is still characterized by the heterogeneity of its economies and by a low regional integration .

MOROCCO'S OPENING ON ASIA

Morocco's opening on Asia

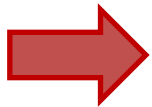
- Asian space has got a strong strategic position due to the acceleration of the decentralization process in the world, resulting from the effects of the global economic crisis.
- Asia, the most populous space in the world, has become a new guiding pole of the world economy, with, actually, 35% of the world's GDP, one third of international trade and 30% of FDI inflows, according to, respectively, IMF, WTO and UNCTAD. It would contribute at 55% of global wealth by 2050, according to CEPII.
- The relations of the Kingdom of Morocco with Asian countries are marked globally by support for peace and international stability, peaceful resolution of conflicts and non-interference in internal States affairs.
- The shift of geo-strategic equilibriums to the benefit of Asia have an impact on the nature of Morocco's international relations. Due to the diversification of the Kingdom's partnership relations through the development of the Asian dimension of its foreign policy, Morocco attaches great importance to strengthening its relations with key countries in Asia (China, India, Indonesia, Japan, Republic of Korea..)
- Currently, China is the third economic partner of Morocco, just after France and Spain.
- India is the first customer of Moroccan phosphate and its derivatives.

The strengthening levers for Morocco's relations with Asian countries

- **As a member of the African Union**, Morocco intends to strengthen its presence in regional groupings such as ASEAN, APEC and Shanghai Organization for Cooperation...
- **Build a dynamic and sustainable economic partnership** by encouraging investment of large Asian firms in Morocco and by developing cooperation between the Moroccan and Asian companies.
- **Use a renewed approach to promote Morocco's image in Asia** in order to enhance the visibility of Morocco. This effort could be based on Moroccan-Asian friendship groups and business forums.

RELATIONS BETWEEN MOROCCO AND KOREA

- Morocco and South Korea established diplomatic relations in 1962.
- The relations between Morocco and South Korea have generally been characterized by their positive development and the convergence of the two countries' views in the multilateral organizations.
- Several ties bond the two countries, the bilateral relations are the subject of several cooperation agreements in the political, economic, commercial and cultural fields.



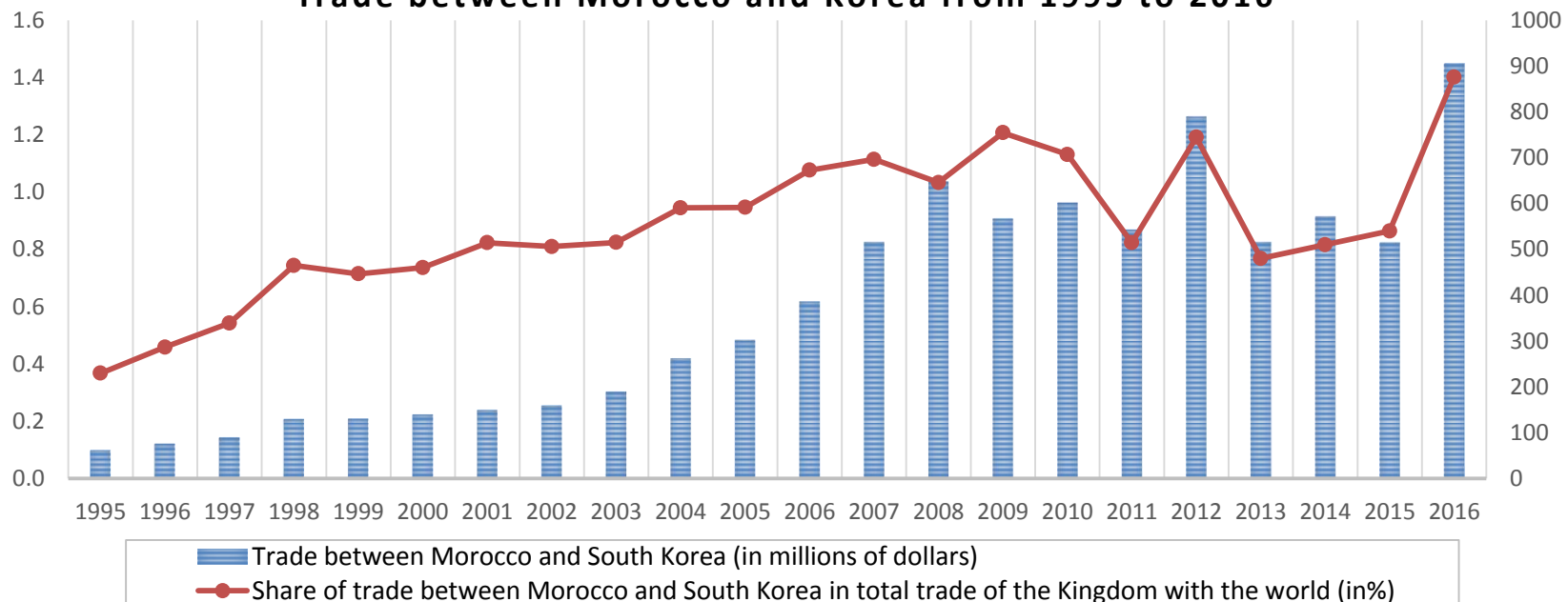
Nowadays, cooperation is specially seen in the areas of economic and development cooperation.

RELATIONS BETWEEN MOROCCO AND KOREA (2)

Economic relations between Morocco and Korea

- The trade exchange between Morocco and South Korea amounted to 140 million dollars in 2000 and increased to 540 million dollars in 2016. Despite this positive evolution, the Moroccan-Korean trade didn't exceed 1.5% of total Moroccan trade.
- The non-diversification of the trade is one of the major obstacles to the Moroccan-trade relations. Morocco exports are mainly phosphates, textile, leather, clothing and seafood. The main imported products from Korea are mostly appliances, telecommunications equipment, digital devices, cars, auto parts, synthetic fibers and filaments.

Trade between Morocco and Korea from 1995 to 2016



Source: **IRES** processing_ data issued from the United Nations Conference on Trade and Development

Economic Prospects for Moroccan Korean relations

Economic levers for stronger economic cooperation between the two countries:

- The economic cooperation could be intensified by ensuring a dynamic and diversifying trade exchanges via investments from both parties in new sectors such as tourism, medicines, new technologies and those with high added value, in the key export industries known as "world crafts of Morocco", particularly automotive and aeronautics industries.
- An Association Agreement between Morocco and Korea, along with a collocation and the development of competitive advantages, could be a good test for both partners. Indeed, Morocco and Korea could diversify export baskets and each part could be a gateway to the regional market for the other country.

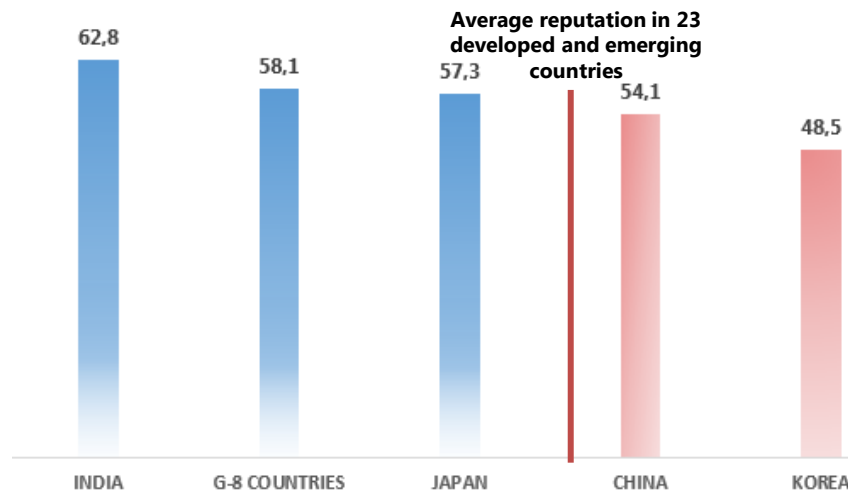
Other Prospects for Moroccan Korean relations

- Both Morocco and Korea could cooperate at the security level despite their remoteness taking into account that terrorism is a transnational threat.
- On the other hand, concerning the cultural cooperation, despite the long distance between Korea and Morocco, this cooperation could be intensified by including the civil society for a better proximity.
- In parallel to the bilateral dimension, the expansion of the field of cooperation to areas of common interest, notably Africa, could give a new dynamic to the partnership between the two countries and give them a highly strategic character in a time where there is a growing importance of tripartite development cooperation in Africa in the perspective of the continent's development needs.

MOROCCO'S REPUTATION IN ASIAN COUNTRIES

- In 2015, the Royal Institute for Strategic Studies (IRES) set up **an observatory on Morocco's reputation**. In partnership with *Reputation Institute*, a consulting firm specialized in assessing the reputation of many countries on a global scale, IRES elaborate, every year since 2015, a study on the **perception of the image of Morocco by the citizens of the G-8 countries and by those of 15 other developed or emerging countries**.
- The **4 editions of the study** confirmed that India is among the specific countries with the best perception of Morocco, with a score almost 63 points (in a scale from 0 to 100 points), according to the Country Reptrak Pulse® index. South Korea has a less favorable perception of Morocco, especially of its technological system, its companies and brands as well as its institutional and political environment.

Morocco's reputation in Korea, India, China and G-8 countries (Country Reptrak Pulse® index _ score from 0 to 100), 2018



CONCLUSION

- As a **crossroads of civilizations and a State for over 12 centuries**, the Kingdom of Morocco has made significant strides in the political, economic, social, environmental and security realms. Today, its geographic position, its infrastructure and reforms designed to boost global competitiveness have positioned it as a regional hub.
- Morocco, as many countries, is facing several challenges due to the world's evolution. This evolution is driven by events such as conflicts, financial crises, some structural factors such as demography as well as the gradual decentering of the global center of gravity and the increasing role played by emerging countries in global economic affairs. Morocco responded to all these challenges by opening up to the world and by diversifying the Kingdom's partnership relations, particularly with the BRICS.
- **Known for its stability, its domestic policy guided by sustainable development and its moderate foreign policy**, Morocco enjoys a good international reputation, in particular with G8 countries and Asian countries, such as India and China.
- These accomplishments only strengthen **Morocco's resolve to push forward** and to make greater efforts to tackle internal as well as external challenges, so as to act as a driving force for the African continent's development.
- Finally, to increase its openness towards the world, **Morocco should have a better knowledge of its partners**. In particular, the Kingdom of Morocco should expand its economic relations with Asia, despite geographical distance and cultural and linguistic differences, by building a sustainable economic partnership and encouraging investment by large Asian firms in Morocco and by developing tripartite cooperation targeting Africa.



THANK YOU

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