

Kingdom of Morocco Investment Seminar	Venue	Project Manager	Date of Implementation
	The Prince Park Tower Tokyo	Oya, Inamoto, Mizuno	December 20, 2012

Aim | The seminar aimed to introduce the latest information about the business climate in Morocco, while a welcome reception was held to provide a networking opportunity with an eye to promoting greater understanding of Morocco's business environment and matching Japanese companies with Moroccan companies in anticipation of future business opportunities. The undertaking also served as a follow-up to the Japanese Business Mission to Morocco that took place from June 23 to July 1, 2012. Lecturers of the seminar included high officials from Tanger Free Zone (TFZ), Tanger Mediterranean Special Agency (TMSA) and the Moroccan Agency for Investment Development (AMDI), in addition to members from Japanese companies doing business in Morocco.

Program

Time	Agenda	Speaker
15:00-15:15	Opening Remarks	Mr. Seiji HIROTA, Executive Director, JCCME Mr. Tomiyasu NAKAMURA, Executive Vice President, JETRO
15:15-15:25	Welcoming Remarks	H.E. Dr. Samir ARROUR, Ambassador of the Kingdom of Morocco
15:25-15:35	Speech of Head of Delegation	Mr. Mehdi TAZI-RIFFI, Director General, Tanger Free Zone (TFZ)
15:35-15:55	Presentation 1 "Morocco's Business and Investment Environment"	Mr. Driss SEKKAT, Head of Department, Moroccan Investment Development Agency (AMDI)
15:55-16:15	Presentation 2 "Tanger Med: A World Class Logistics and Industrial Platform"	Mr. Mohamed Aref HASSANI, Marketing and Business Development Director, Tangers Mediterranean Special Agency (TMSA)
16:15-16:30	Presentation 3 "Sumitomo Electric Group in Morocco"	Mr. Hiroshi KIYOKAWA, General Manager, Automotive Business Unit, Sumitomo Electric Industries, Ltd.
16:30-16:45	Presentation 4 "Status of the Project Jorf Lasfar Units 5&6"	Mr. Yasuhiro TANAKA, Manager, Second Department, Second Projects Development Division, Infrastructure Projects Business Unit, MITSUI & CO., LTD.
16:45-16:55	Q&A	
16:55-17:00	Closing Remarks	Mr. Takeshi FURUTANI, Head, UNIDO ITPO Tokyo
17:30-19:00	Welcome Reception	

Organized by:
Embassy of the Kingdom of Morocco
Japan Cooperation Center for the Middle East (JCCME)
Japan External Trade Organization (JETRO)
United Nations Industrial Development Organization, Investment and Technology Promotion Office (UNIDO ITPO Tokyo)
Tangers Mediterranean Special Agency (TMSA)
Moroccan Agency for Investment Development (AMDI)

Supported by:
Honorary Consulate of the Kingdom of Morocco in Osaka
The Japan-Morocco Association
The Bank of Tokyo-Mitsubishi UFJ

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Result Achievement

- The seminar was originally planned for an attendance of 100, but owing to Japanese companies' strong interest in business opportunities in Morocco, 215 participants, including those involved, attended at last count. A post-seminar questionnaire revealed that more than 85% of participants were "highly satisfied" or "satisfied" with the seminar. The welcome reception held after the seminar was also a great success, and provided an ideal opportunity to deepen connections and exchanges.
- Lectures were given by speakers representing both the Moroccan and Japanese business world and provided a multifaceted understanding of Morocco's business environment.
- Members of the business mission from Morocco spent a week in Japan to attend the seminar and also to hold individual meetings with Japanese companies regarding future business opportunities in Morocco. JCCME played a role in realizing some of these meetings. The seminar as a whole further expanded the momentum created by the aforementioned Japanese Business Mission to Morocco and prompted a new batch of Japanese companies to turn their attention to Morocco and consider future business in the country.

