

Special Initiative on Training and Job Creation

# Working together for sustainable growth and jobs in Morocco

## A logistics hub in North Africa

Its **efforts to reform and economically favourable position** at the northwestern tip of Africa make **Morocco** an important partner country for Germany and the European Union.

The Moroccan Government wants to leverage the benefits of the country’s geographical location to establish it as a logistics hub linking Europe and Africa.

Underpinning this objective are extensive plans for developing industry, agriculture, renewable energy, infrastructure and tourism.

As well as sustained positive economic trends and an economy that grew by 2.2 per cent in 2019, foreign direct investment hit a record high of USD 3.6 billion in 2018.

At nearly 10 per cent, however, unemployment remains persistently high. The problem is even worse among young people, one in five of whom is without employment.

## The approach of the Special Initiative

To open up more prospects for the future, particularly for young people in the country, the **Special Initiative on Training and Job Creation** of the German Federal Ministry for Economic Cooperation and Development (BMZ) is encouraging long-term private investment. The aim of the Special Initiative, which is operating under the **Invest for Jobs** brand, is to create more and better employment. Thus, it contributes to the implementation of the Marshall Plan with Africa and the G20 investment partnership ‘Compact with Africa’.

Key facts on Morocco and the Special Initiative	
Population	36.5 million*
Gross domestic product (GDP)	USD 119 billion*
GDP growth	2.2 %*
Unemployment rate / youth unemployment	9.0 % / 22.1 %**
Special Initiative clusters	Automotive industry, agriculture and food industry

Source: GTAI (2020), \*estimates for 2019, \*\*World Bank (2019)

Through **sustainable investment** and needs-based **cooperation with the private sector in Germany, Europe and Africa**, good-quality **jobs and apprenticeships** are to be created in the Special Initiative’s **partner countries** – currently Côte d’Ivoire, Ethiopia, Egypt (in preparation), Ghana, Morocco, Rwanda, Senegal and Tunisia. During the ongoing coronavirus crisis, Invest for Jobs is also supporting local companies with economic stabilisation measures that are **ensuring business continuity and preserving jobs**.



## We are supporting sustainable investment

Together with German, European and African companies and investors, we are developing demand-oriented projects – known as **training and job partnerships – across all industries**. These partnerships are intended to overcome investment barriers and create sustainable employment.

**Example:** Under a development partnership, graduate jobseekers in Morocco and nine other African countries are receiving training and certification as part of a three-month course in digital technologies run in cooperation with the technology firm *SAP*. Graduates of the program benefit from introductions to job opportunities within the *SAP* ecosystem to help them secure a position. The project hopes to **train a total of 600 people and find employment for 450**. It is being implemented as part of the *SAP Young Professional Program*, which has already created over 2,550 jobs for graduate jobseekers in 23 countries all over the world.

**Grant funding** worth between EUR 1 million and EUR 10 million is being awarded for **investment projects** in a competitive process. This funding is aimed at removing barriers to the creation of more and better jobs and training in the private sector. To this end, interested companies from Morocco, other African countries and Europe will be able to submit their proposals.

## We are supporting attractive business locations and growth industries

Together with our Moroccan partners, we are developing **attractive business locations**, including business and industrial parks, and are promoting selected growth industries. In Morocco, our work focuses on areas including the **automotive industry** as well as the **agriculture and food industry**. Our support is not limited to these industries.

The **automotive industry** is one of the biggest growth markets in the country, accounting for 13.2 per cent of total exports in 2018. The Special Initiative is providing targeted support to this up-and-coming industry in partnership with the *Moroccan Ministry of Industry, Trade and Green and Digital Economy*, the *Moroccan Investment Development Agency* and the *Moroccan Automotive Association*.

The **agriculture sector** contributed some 14 per cent of GDP in 2018 and employs over a third of all Moroccans. With the sector playing a key role in the country's economy, Invest for Jobs is geared towards supporting the agriculture and food industry.

## We are strengthening Moroccan SMEs

We are supporting **small and medium-sized enterprises (SMEs) in Morocco** and helping to establish business links between Moroccan and European – especially German – SMEs. Measures to improve the quality of Moroccan products are also boosting export potential and creating new jobs.

## Other offers of Invest for Jobs

**Partnerships with chambers and business associations as well as vocational training institutions** are improving vocational qualifications, education and training in Morocco.

Within the framework of the **University-Business-Partnership Programme**, higher education with a practice-oriented focus is encouraged and labour-market relevant courses of study are developed.

Under **partnerships between civil society and the private sector**, training and job creation is supported through joint projects with civil society organisations.

In all our activities, we set great store by **cooperation** between the companies and investors involved, the German Chambers of Commerce Abroad, civil society, the Government in the partner country and the German Government.

Please get  
in touch!

info@invest-for-jobs.com  
invest-for-jobs.com