

Groupe d'analyse des marchés internationaux

Market Report Environment Sector

Morocco



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GRAMI

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Regional Development
(Quebec)**

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1. Market Profile

1.1 Geopolitical Considerations

Morocco is a constitutional monarchy made up of 42 provinces and 9 prefectures. Rabat is its capital, Tangier and Casablanca are other major cities. As part of the Maghreb, the country's climate is favorable to agriculture.

Morocco is situated at the western extremity of Northern Africa and is bordered to the north by the Mediterranean, to the east by Algeria and to the south by the Sahara.

Even though the population is Islamic with Arab dominance, according to available analysis, the country does not have bases of support to religious fundamentalism such as found in its Algerian neighbour.

Arabic is the language of use but as the country is a former French colony, French is often used and remains the language of business and diplomacy.

Since 1961, Morocco is governed by King Hassan II. The king chooses the prime minister as well as the Cabinet members. The house of representatives is two thirds elected by universal suffrage while the last third is elected by syndicated representatives, colleges and universities, and government professionals.

The population is mostly rural (54 % in 1991) and is increasing rapidly. It is foreseen that the population will reach 30 million by the year 2000 and 43 million by the year 2025. Finally, the social fabric is very young as it is mainly composed of people under 24 years of age.

Area	446 300 km ²
Comparison	29 % of Quebec
Borders	Algeria Western Sahara
Population (1995)	29 779 156
Active Population	10 200 000
Demographic Growth	2,05 %
Population Breakdown (1995)	0-14 yrs : 38 % 15-64 yrs : 58 % 65 and + : 4 %
Life Expectancy	67,53 yrs (M) 71,61 yrs (W)
Ethnic Distribution	Berber 99,1 % Other 0,9 %
Present Languages	Aarabic (official) French Berber Dialects
Religions	Muslim (98 %) Christian (1,1 %) Jewish (0,2 %)
Literacy rate	43,7 % Men : 56,6 % Women : 31 %



Source : Central Intelligence Agency, 1995.

1.2 Climate

Morocco enjoys a mediterranean climate with hot summers and temperate winters in most of its northern lowlands. The average temperature in Rabat is 23°C in August and 12°C in January. More important climatic variations are observed in the region situated between the coast and the mountains, with in comparison, the average temperature in Marrakesh being 29°C in August and 11°C in January. Rainfalls are most important in the North and they decrease towards the South. Situated close to the Strait of Gibraltar, Tangier receives an average of 890 mm of rain annually. Agadir, situated on the south coast bordering the Atlantic Ocean, receives an average of 230 mm of rain. In the mountains, the average annual precipitations is of 1 000 mm which can be either snow or rain. In the desert, precipitations are unpredictable and usually average 100 mm. In 1995, there was a severe drought. This caused harmful effects on the economy which essentially relies on agriculture. The situation improved in 1996.

1.3 Infrastructures

Thanks to multilateral loans from foreign banks, the Moroccan government continues to expand its infrastructures. The sectors that benefit from this are telecommunications, the road network, water distribution and electrical installations. Internal telecommunication are adequate but international transmissions are difficult. The country benefits from transportation infrastructures that are very well developed throughout the territory. There are over 29 440 km of paved roads in Morocco as well as an efficient railway service for the transportation of people and merchandise. Finally, there are ten principal ports and six international airports in the country.

1.4 Economy

Morocco faces the typical problems of developing countries. With the support of the International Monetary Fund since 1980, the government follows an economic plan which aims to reduce expenses while liberalizing international commerce and internal economic activities. Moreover, the government is trying to control the rate of inflation in order to attract foreign investments.

Despite these initiatives, the country's unemployment rate is high (16 %), its balance of trade is in deficit (-2 billion US dollars in 1996 and an expected -2.3 billion US dollars for 1997) and the country widely depends on foreign creditors with an external debt of 23.4 billion US dollars in 1996 (24.2 billion US dollars predicted for 1997).

		1995
GNP per capita	\$ U.S.	3 000
Annual Growth of the GNP		-7.6 % 12 % for 1996
Inflation		6.1 %
Unemployment		16 % (1994)
Exports	\$ U.S.	6.9 billion
Imports	\$ U.S.	9.3 billion
External Debt	\$ U.S.	23.8 billion

Morocco's economy is strongly based on the exploitation of natural resources and on agricultural activities. The latter represents about 20 % of the gross national product. Also, half of the Moroccan labor force works in the agricultural sector.

1.5 Investments and International Trade

Canadian exports to Morocco have more than doubled between 1993 and 1996, representing from 93 million to 198 million respectively for these years. However, Quebec's performance for this period is much less important with a setback of 3 million dollars in total.

Trade Balance of Morocco (in \$ millions cad.)	1993	1994	1995	1996
With Canada				
Exports towards Morocco	93	74	189	198
Imports from Morocco	69	50	70	82
With Quebec				
Exports towards Morocco	27	15	16	23
Imports from Morocco	32	27	37	37

In \$ millions Canadian.

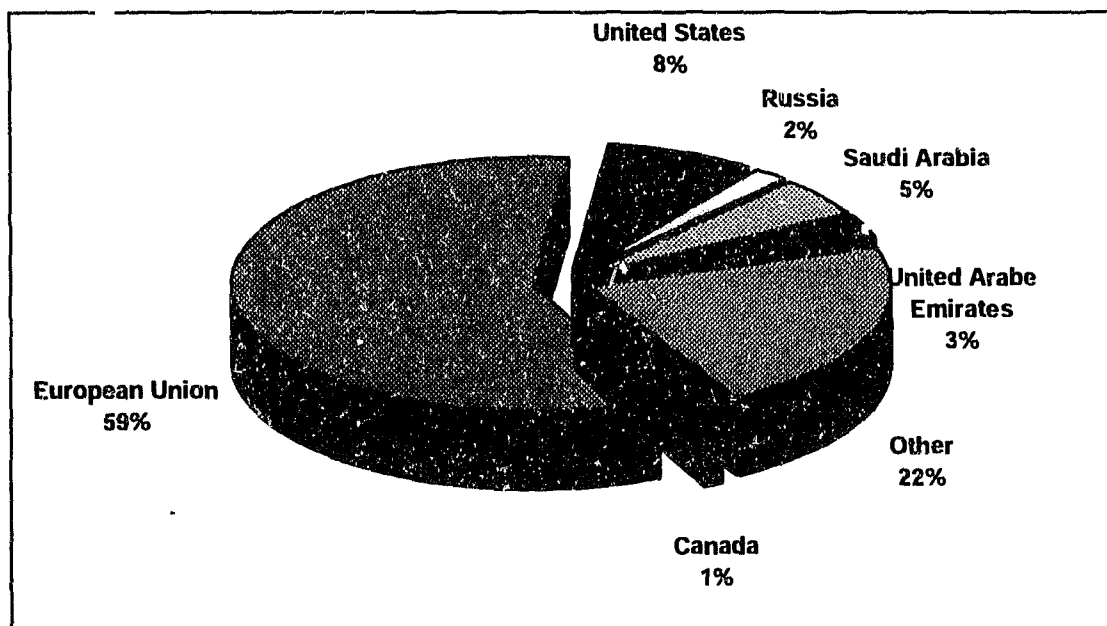
Source : Industry Canada

Despite the strong increase of Canadian exports towards Morocco and the fact that this country is our third most important partner in Africa, our trade relations are still at an embryonic state.

The Moroccan government is presently looking to attract foreign investments. Among the displayed measures to reach this goal are the simplification of procedures and tax alleviations such as a 35 % reduction of company taxes with the possibility of total exemption for export businesses during a five year period. Also, there is an exemption of the VAT (value added tax) and a reduction of custom tariffs at a rate of 2.5 % to 10 % on the purchase of equipment.

The countries that trade the most with Morocco are members of the European Union (59 %). The country's principal exports are phosphate, phosphate by-products and semi-transformed goods (raw materials subject to a first transformation). Its principal imports are petroleum, foods, chemical products and machinery.

Efforts are being made to reduce the country's dependance on the import of petroleum. Since 1976, Moroccan products benefit from the preferential status of the European Union.



Principal Trade Partners of Morocco.
Source : Central Intelligence Agency, 1995.

The Canadian share of Moroccan imports is minor but it is strongly increasing. Our principal products exported to Morocco are hard wheat, sulfur, butter, electrical apparatus, aluminium and aluminium by-products.

In November 1995, Morocco signed a partnership agreement with the European Union preparing the set-up of a free-trade area following a transition period of twelve years. The country is a member of the WTO and of the Union du Maghreb arabe (UMA). Morocco is presently working to

strengthen its relations with its partners (Algeria, Libya, Mauritania, Tunisia) in order to establish a wider economic integration between these countries.

1.6 Canadian Aid to Morocco

Many Canadian agencies offer aid to Morocco for different projects: the CIDA (Canadian International Development Agency), the Export Development Corporation, the IRDC (International Research and Development Center). This aid is of a financial or technical nature and it essentially aims at favouring cultural and economic exchanges between the two countries as well as helping Morocco benefit from a certain knowledge of Canada's own expertise sectors.

Among the CIDA's programs, it is important to mention the *Programme du Fond de Développement du Secteur Privé (PFDSP)* in Morocco which was launched by the Canadian International Development Agency (CIDA) and the Moroccan Ministry of Finance and External Investments. Through this Program, admissible private businesses and other organizations can request aid in order to transfer Canadian know-how in management and technology and purchase Canadian technology. An institutional aid for the reinforcement of the entrepreneurial context is also offered.

The clients of the PFDSP are small and medium size manufacturing and service businesses in which there is the participation of a Moroccan majority as well as other organizations, public businesses and professional and industrial associations which have a strong influence on the entrepreneurial context. The sectors of priority are the agricultural food industry, fishing, food transformation, energy, environment restoration, water treatment, finances, computerized management technology and textiles.

2. Sector Profile

Morocco's environment market is growing with the years, mainly because of an increasing awareness of the environmental problem. On the one hand, the market offers a lot of opportunities but on the other, it is hard to approach.

Concerning advantages offered by the environmental market in Morocco, there is an absence of local competition. The whole sector depends entirely on foreign service and equipment imports. Also, as Morocco is a francophone country, this gives a competitive advantage to Quebec firms as they can market their products with more ease than foreign firms whose first language is not French.

However, European firms and especially French firms actually hold an important share of the market. These companies possess well established business networks as well as being able to rely on many years of field experience.

Concerning the market size of the environment sector in Morocco, the most conservative estimate is given by the American *Trade Department*.

	1995	1996 (e)	1997 (e)
Market Size	170	204	250
Growth	----	+20%	+23%
Local Production	0	0	0
Country's Export	0	0	0
Imports from Abroad	170	204	250
Imports from the United States	35	42	54

Market size of environmental services and products in Morocco.

Numbers in \$ millions US.

(e) : non official estimate

Source : Trade Department, USA.

We can only estimate the size of the environmental products and services market as this market is difficult to define. This fact must be taken into account when considering the market size.

Opportunities exist for Canadian firms of products or services having one or many advantages on the competition's technology. Moreover, the market growth, estimated at 50 million US dollars a year (or over 20% a year), opens the door to competition other than European.

Finally, thanks to this growth and to the increase of the local population's awareness concerning the environment, it is estimated that a cumulative total of 5.2 billion US dollars will be spent by 2011, mainly in the collection and treatment of municipal waste water.

2.1 Origin of Pollution Problems

The environmental problems of the region which are caused by an incomplete reform and the inadequate regulation are the following :

- energy policies without responsibility (distribution of combustion oil containing a high level of sulfur and distribution of gas containing lead) ;
- price control of energy sources at a low level which leads to their overconsumption ;
- highly polluting public companies which are still the principal source of pollution in the region ;
- high custom tariffs on the import of new vehicles prevent the replacement of old and polluting vehicles ;
- the profits of the public services (water, electricity, etc.) are brought back to the government which prevents these companies from expanding their services ;
- price control of water brings about waste and poor distribution ;
- the lack of regulation surrounding natural resources along with the rapid growth of the population.

(source : World Bank, 1996)

2.2 State of the Air Quality

The air quality in the capital (Rabat) is harmful to human health. It has been estimated that there is a level of dust and lead in the air which is 200% superior to the level recommended by the World Health Organization.

2.3 State of the Water Quality

Water sources are growing slimmer with intense industrial and demographic growth, irrigation works and soil erosion. Direct action for this problem is a priority for the Moroccan government as this situation is seen as a restraint upon future economic expansion. The Minister of the Environment, M. Nouredine Ben Omar Alami, estimates that the annual cost of pollution is of 2.3 billion dollars. With an annual increase for the demand of water of 25%, it is anticipated that a shortage may occur around the year 2010 in the cities of Rabat, Casablanca and in the Oum-Er-Rbia basin.

Moreover, as cities are not equipped for the treatment of waste water coming from sewers, the quality of water sources is affected. To this regard, the discharges coming from companies producing olive oil reduce the quantity of drinking water produced by sewage works by 50 %. They also kill fish in the rivers and threaten the salubrity of the beaches necessary to the tourism industry.

The quality of ground water is also affected in agricultural area extensively using pesticides and fertilizers. Health problems linked to the water quality are detected in certain cities and they lead to a loss of profit on the economic front (fishing industry, tourism, etc.).

Finally, the economic problem that treating water for consumption represents in Morocco must be taken into account. As the principal water supply sources are outside the borders (Atlantic Ocean or Mediterranean Sea), conventional technologies are put to a difficult test. Desalination plants represent the best potential but also pose problems concerning capacity and construction and operation costs. Alternative technologies offering an advantage concerning treatment efficiency (water quality and treatment capacity) or concerning costs are ahead of the competition.

2.4 Solid Waste

The collection of garbage represents a serious problem in most urban centers of Morocco. Many cities can be considered insalubrious because of the non regulated storage of waste. Presently, only 2 % of domestic waste is recycled, compared to 50 % in Belgium and to 35 % in France. The balance of waste is stored without any control and burned in open fires.

Despite deficient regulation, there is a need to develop the population's awakening to the problems that stem from this poor system of waste management. The population is used to an anarchic management of waste and it does not see the advantages of a more efficient program because this would entail higher costs in the end.

Concerning programs of selective waste disposal (recycling), such programs are very rare if they even exist. There is therefore potential in this field.

The business able to offer an efficient service (planning) or product (management systems, etc.) using modern technology at low cost presents a competitive advantage.

2.5 Business Opportunities

Different business opportunities have been identified by contributors of the environment sector in Quebec, by the Canadian government and by the American *Trade Department*. These are :

1. Treatment and distribution of drinking water and sewers ;
2. Recycling ;
3. Industrial discharges ;
4. Controlling and testing of atmospheric pollution (stationary and mobile) ;
5. Controlling and testing of aquatic pollution ;
6. Service of environmental consultation ;
7. Studies of master plans in the field of water purification, treatment and recycling ;
8. Geological studies ;
9. Studies concerning the protection of the environment, waste management and the struggle against pollution ;
10. Studies on maritime and port development ;
11. Hydraulic, geological and geophysical equipment ;
12. Laboratory materials.

Morocco is in great need of foreign expertise, as much on the level of products as for services, in order to establish its environmental needs and the necessary solutions. However, the fields of water (treatment, management and distribution) and of solid waste management (collection, storage and recycling) are presently the priority. As mentioned earlier, drinking water is not accessible to all and those who do have access aren't necessarily receiving water of great quality.

3. Distribution Channels and Clients of the Private Sector

Moroccan environmental fields (firms of representatives and non producing) are looking for foreign partners in order to establish their own credibility on the market. Most of these firms already have foreign connections.

European manufacturers are locally represented by agent/distributors or by company subsidiaries. They offer products intended for the market of small companies in search of a low cost product. They have exclusive distributors who have been trained to offer an after-sales service.

To access the market, it is recommended that Canadian firms plan for Moroccan competence able to offer customer service on Moroccan ground. Familiar with the commercial customs of the country, the local partner will facilitate transactions as well as supply storage space for exported

material. Finally, Canadian firms will have to offer products that are easy to use and adapted to local conditions.

4. Clients of the Public Sector

Sales carried out to the Moroccan government are decentralized. Thus, the department or ministry making the demand or the public tender deals directly with the designated supplier. Public tenders are published in local newspapers. Copies are conveyed to the different Moroccan consulates abroad. However, it is necessary to check with the Canadian Embassy in Morocco in order to know of the most recent public offers.

The closure of tenders is usually of 30 to 90 days after the publication of the offers and they depend on the complexity of the project. All tenders must be written in French. The potential supplier's tender must include two copies of the following information :

- the name of the company ;
- the address of the company ;
- the company's activities ;
- bank account numbers ;
- bank guarantees ;
- the company's technical and human resources ;
- references (undergone projects, sub-contractors, etc.).

It is recommended to use the help of a local partner in order to complete the necessary documentation for the tender. Usually, the contract is granted to the lowest bidder. Generous funding plans offered by the bidder or his government of origin can also weigh in his favour.

5. Factors to Consider to Access the Market

5.1 Standards, Certification and Local Registration

Even though ISO 900 certification is not required by the Moroccan government, European firms use it as a sales argument. Having this certification places the Canadian business on equal footing with the competition.

5.2 Import Regulations

In accordance with the economic orientations of the government aiming notably to relax barriers to entry, custom tariffs have been lowered and now vary from 0 to a maximum of 35 % of the

imported goods value. It must be noted that the highest tariffs are imposed on luxury goods and goods that compete with locally manufactured products.

Moreover, an additional charge of 10 to 15 % can be imposed. Finally, an import surcharge (VAT) is applicable on products imported to Morocco. This tax varies from 7 to 19 %.

Equipment or material which save water or energy or protect the environment are exempted from custom duties and sales taxes. These demands of exemption must be requested to the Moroccan Ministry of Industry.

5.3 Local and Foreign Competition

There simply aren't any local producers in the environmental sector. Competition essentially comes from European companies, mainly French, which benefit from a privileged access and government export grants.

It is estimated that French firms hold 40 % of the market, followed by Belgian firms with 20 % and English firms with 15 %.

5.4 Copyrights

The legal system regulates patents and other copyright titles. Morocco has signed many international agreements that guarantee copyrights.

5.5 Financing and Payment

The majority of efforts to get rid of pollution come from government initiative. Financing these projects is made possible thanks to special lending programs of the World Bank, the African Bank for Development and other European and world organizations.

Most Moroccan imports are paid by an irrevocable letter of credit emitted by a well-known local bank having branches in the supplier's country. Terms of payment are usually of 90 days.

6. Cultural Considerations

When doing business with commercial partners, despite the existence of a certain standardization of transactions (shipment and reception of merchandise, methods of payment and required documents) particularities surface in the preliminary phase of closing a transaction. As the

negotiator has a cultural background different than yours, you may not understand things the same way. However, as Morocco was under French influence for many years before its independence in 1956, many of the country's business customs and traditions are similar to those prevailing in the Western World.

6.1 Particularities

Even though religious fundamentalism is not established in Morocco, the Muslim religion prescribes certain rules to follow. Thus, it is forbidden to drink alcohol during the Ramadan period, except for foreigners.

6.2 Travelling Inside the Territory

There are certain unstable zones in Morocco, notably in the Western Sahara which is the object of sovereignist claims from the Polisario Front. Though a ceasefire is in force, the region is considered unstable due to many incursions in the sector.

Also, certain unexplored zones are bristling with anti-personal mines. This is the case for the Western Sahara and the regions along the Mauritanian border. A special permit is required for all travel in this sector.

6.3 Measure Standards

The metric system is used in Morocco. Electrical standards are of 50 cycles, one and three phases, with a nominal voltage in the major cities of 110 or 220 volts (mostly 220 volts).

6.4 Currency

The local currency is the dirham (DH). There are 100 centimes in each dirham. Bills have a denomination of 200, 100, 50, 20 and 10 dirhams.

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U.S. DEPARTMENT OF STATE (1996), *Morocco Country Commercial Guide*.

WORLD BANK ORGANISATION (1997), *Middle East and North Africa Region*.

Useful Websites

Moroccan government

http://194.204.210.2/frensh/f_page.html

Moroccan Ministry of the Environment

<http://www.minenv.gov.ma>

Department of Trade (U.S.A.)

<http://tepnt1.italep.doc.gov/>

Ministry of Foreign Affairs and International Trade (Canadian government)

<http://www.dfait-maeci.gc.ca>

Export Source (Canadian government)

<http://exportsource.gc.ca>

Virtual Office of the Environmental Industry

<http://virtualoffice.ic.gc.ca/>

Canadian Strategy for the Environmental Sector

<http://www.dfait-maeci.gc.ca/english/TRADE/CIBS/francais/strategy/16sf.htm>

Trade Compass

<http://www.tradecompass.com>

Groupe d'analyse des marchés internationaux – GRAMI [French only]

<http://cetal.hec.ca/grami>

Federal Office of Regional Development

<http://www.bfdrq-fordq.gc.ca>

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Appendix 1

Trade Shows

For more information concerning trade shows in Morocco contact :

L'Office des Foires et des Expositions de Casablanca (OFEC)

General Management : 11, Rue Boukraa (ex. Jules Mauran), Casablanca, Maroc

e-mail: ofec@casanet.net.ma

Tel: (212) 2 27 15 45 / (212) 2 27 16 64 / (212) 2 27 15 32

Fax: (212) 2 28 49 49

Adr. teleg: FOIRINTER - Telex: 22093 M

ARCADIE (International show of architecture, urbanism and environment)

Date : October 9 to 12 1997

Location : Casablanca

Contact : OFEC

Environmental Mission of Canadian Companies in Morocco

Date : January 19 to 22 1998

Location : To be determined

Contact : M. Jacques Laberge, (MAECI),

Tel : (613) 944-6590

Appendix 2

Canadian Contacts

2.1. Sectorial and Professional Associations and Consultants

Association Québécoise des techniques de l'environnement

911, Jean-Talon est
Bureau 220
Montreal, (Quebec)
H2R 1V5
Telephone : (514) 270-7110
Fax : (514) 270-7154
Representative : Julie Langlois

Association des entrepreneurs de services en environnement du Québec

911, Jean-Talon est
Bureau 220
Montreal, (Quebec)
H2R 1V5
Telephone : (514) 270-7110
Fax : (514) 270-7154
Representative : Julie Langlois

Grappe de développement des industries de l'environnement

878, Abbés-Primeau
Boucherville, (Quebec)
J4B 3P8
Telephone : (514) 449-1051
Fax : (514) 449-7512
Person in charge : M. Serge Cabana

Centre de recherche industrielle du Québec (CRIQ)

8475, rue Christophe Colomb
Montreal, (Quebec)
H2M 2N9
Telephone : (514) 383-1550
Fax : (514) 383-3250

2.2. Government Contacts

Canadian Embassy

13 bis, rue Jaafar As-Saddik,
Rabat-Agdal, Maroc
Adresse postale :
B.P. 709,
Rabat-Agdal
Maroc
Telephone : (212-7) 67-28-80
Fax : (212-7) 67-21-87
Ref. : Mme Najat Benyahia

Industry Canada

Environmental Affairs

5, Place Ville-Marie
7th floor, bureau 700
Montreal, (Quebec)
H3B 2G2
Telephone : (514) 283-4259
Fax : (514) 283-8916

Ministry of Foreign Affairs and International Trade of Canada (MFAITC) - Department of market information

125, promenade Sussex
Ottawa, K1A 0G2
Telephone : (613) 996-1431
Fax : (613) 943-8820
Representative : Gilles Potvin

Federal Office of Regional Development (Quebec)

800, Tour de la place Victoria
C.P. 247
Bureau 3800
Montreal, (Quebec)
H4Z 1K8
Telephone : (514) 283-3836
Person in charge : Ronald Cyr

Ministère de l'industrie, du commerce, de la science et de la technologie (MICST)

710, Place d'Youville, 5^e étage
Quebec, (Quebec)
G1R 4Y4
Telephone : (418) 691-5951
Fax : (418) 643-6669

FEDERAL OFFICE OF REGIONAL DEVELOPMENT (QUEBEC)

SMALL BUSINESS ACCESS CENTER -
Abitibi/Témiscamingue
 906 5th Avenue
 Val d'Or, Quebec J9P 1B9
 Telephone : (819) 825-5260
 Fax : (819) 825-3245

SMALL BUSINESS ACCESS CENTER - Bas Saint-
Laurent/Gaspésie/ Îles-de-la-Madeleine
 2 Saint-Germain Street East, suite 310
 Rimouski, Quebec G5L 8T7
 Telephone : (418) 722-3282
 Fax : (418) 722-3285

SMALL BUSINESS ACCESS CENTER - Bois-Francs
 Place du Centre
 150 Marchand Street, Suite 502
 Drummondville, Quebec J2C 4N1
 Telephone : (819) 478-4664
 Fax : (819) 478-4666

SMALL BUSINESS ACCESS CENTER - Côte-Nord
 701 Laura Blvd, 2nd floor
 Suite 202B, P.O. Box 698
 Sept-Îles, Quebec G4R 4K9
 Telephone : (418) 968-3426
 Fax : (418) 968-0806

SMALL BUSINESS ACCESS CENTER - Estrie
 Place Andrew Paton
 65 Belvedere Street North
 Suite 240
 Sherbrooke, Quebec J1H 4A6
 Telephone : (819) 564-5904
 Fax : (819) 564-5912

SMALL BUSINESS ACCESS CENTER - Île de
Montréal
 800 Place Victoria Tower
 Suite 3800, P.O. Box 247
 Montréal, Quebec H4Z 1E8
 Telephone : (514) 283-2500
 Fax : (514) 496-8310

SMALL BUSINESS ACCESS CENTER -
Laval/Laurentides/Lanaudière
 Tour du Triomphe II, Suite 204
 2540 Daniel-Johnson Blvd
 Laval, Quebec H7T 2S3
 Telephone : (514) 973-6844
 Fax : (514) 973-6851

SMALL BUSINESS ACCESS CENTER - Mauricie
 Le Bourg du Fleuve
 25 des Forges Street, Suite 413
 Trois-Rivières, Quebec G9A 2G4
 Telephone : (819) 371-5182
 Fax : (819) 371-5186

SMALL BUSINESS ACCESS CENTER - Montérégie
 Complexe Saint-Charles
 Suite 411
 1111 Saint-Charles Street West
 Longueuil, Quebec J4K 5G4
 Telephone : (514) 928-4081
 Fax : (514) 928-4097

SMALL BUSINESS ACCESS CENTER - Nord-du-
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 800 Place Victoria Tower
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 Telephone : (514) 283-5174
 Fax : (514) 283-3637

SMALL BUSINESS ACCESS CENTER - Outaouais
 259 Saint-Joseph Blvd
 Suite 202
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SMALL BUSINESS ACCESS CENTER -
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SMALL BUSINESS ACCESS CENTER - Saguenay/Lac-
Saint-Jean
 170 Saint-Joseph Street South
 Suite 203
 Alma, Quebec G8B 3E8
 Telephone : (418) 668-3084
 Fax : (418) 668-7584

Appendix 3

Moroccan Contacts

3.1. Sectorial and Professional Associations and Consultants

Association marocaine de consultants en ingénierie

16, rue Ait Atab
Rabat
Maroc
Telephone : (212-7) 75-51-91
Fax : (212-7) 73-03-53

Office des foires et expositions de Casablanca

11, Rue Bookraa
Casablanca
Maroc
Telephone : (212-2) 22-38-40
Fax : (212-2) 26-49-49

Association marocaine du caoutchouc au Maroc

Km 11 500 autoroute de Rabat
AIN SEBAA
Telephone : (212-2) 35-17-24

Association de la mécanique générale industrielle et rectification

147, rue Mohamed Smiha
Casablanca
Telephone : (212-2) 30-20-24
(212-2) 30-16-83
Fax : (212-2) 30-92-63

Association professionnelle des travaux publics, du bâtiment et des industries annexes

Immeuble Ortiba
25, rue D'Azzal
B.P. 667
Casablanca
Telephone : (212-2) 31-59-81
(212-2) 30-75-10

Association professionnelle des transitaires agréés au Maroc

74, boulevard Mohamed Smiha
Casablanca
Telephone : (212-2) 30-03-30
(212-2) 31-88-67
Fax : (212-2) 30-03-30

Fédération des chambres de commerce et d'industrie du Maroc

56, avenue de France - Agdal
Rabat
Telephone : (212-7) 77-65-23

Association marocaine du Conseil et de l'Ingénierie

Charii Maryninyines, Secteur 22 Hay Ryad
Rabat
Maroc
Telephone : (212-7) 73-46-60
Fax : (212-7) 72-42-96

3.2. Government Contacts

Office national de l'eau potable

6, Bis Rue Patrice Lumumba
Rabat-Chellah
Maroc
Telephone : (212-7) 72-65-15
Fax : (212-7) 73-13-55

Laboratoire public d'essais et d'études

Complexe d'activités Oukacha
Boulevard Moulay Slimane - Ain Sebaa
Casablanca
Maroc
Telephone : (212-2) 66-08-37
(212-2) 66-08-38
Fax : (212-2) 66-08-40

Ministère du Commerce et de l'Industrie

1, Place Sefrou
Rabat
Maroc
Telephone : (212-7) 76-50-33
Fax : (212-7) 76-06-75

Ministère de l'Environnement

36, avenue Al Abtal
Rabat
Maroc
Telephone : (212-7) 77-76-81
Fax : (212-7) 77-76-97

Ministère des travaux publics

Avenue El Haouz, Hay Nahda
2 Takadoum
Rabat
Maroc
Telephone : (212-7) 76-54-73
Fax : (212-7) 75-00-11

Administration des douanes et de la TVA

Place Mohammed V
Casablanca
Maroc
Telephone : (212-2) 22-41-16
Fax : (212-2) 26-07-06

3.3. Private Contacts**Conquête**

Avenue du Congo
B.P. 1312
Rabat
Maroc
Telephone : (212-7) 72-50-50
Fax : (212-7) 72-14-58

Corsin Aquatra

57, Boul. Abdallah Ben Yacine
B.P. 2150
Casablanca
Maroc
Telephone : (212-2) 30-11-06
Fax : (212-2) 30-52-18

Protec

625, Boul. Mohammed V
Casablanca
Maroc
Telephone : (212-2) 24-84-41
Fax : (212-2) 24-79-38

Hydrosystèmes

86 A Boulevard d'Anfa
Casablanca
Maroc
Telephone : (212-2) 20-24-28
Fax : (212-2) 20-24-27

Aquatec

43, avenue Houmane El Fetouaki
Casablanca
Maroc
Telephone : (212-2) 26-44-40

Fabelmar

10, Allée des Citronniers
Casablanca
Maroc
Telephone : (212-2) 35-04-52
Fax : (212-2) 35-05-50

Helvetec

61, Avenue Hassan II
Casablanca
Maroc
Telephone : (212-2) 22-20-95
Fax : (212-2) 26-93-49

Hydroconsult

15, rue des Mouahidines
Appt 3
Rabat
Maroc
Telephone : (212-7) 70-14-42
Fax : (212-7) 70-16-95

Etametal

192, boul. Moulay Ismail
Casablanca
Maroc
Telephone : (212-2) 24-50-26

EMT Entreprises

75, rue El Mansour El Abidi
Casablanca
Maroc
Telephone : (212-2) 25-13-01
Fax : (212-2) 25-51-37

Technical Equipments

121, Boulevard Emile Zola
Casablanca
Maroc
Telephone : (212-2) 24-06-21
Fax : (212-2) 24-86-28

Hydromontages Maroc

5, rue d'Aquitaine
Casablanca
Maroc
Telephone : (212-2) 27-32-24
Fax : (212-2) 27-32-24

Cherifienne des Travaux Africains

1, boul. De Fouarat
Casablanca
Maroc
Telephone : (212-2) 24-26-96

Fenie Brossette

650, boul. Mohammed V
Casablanca
Maroc
Telephone : (212-2) 40-11-01
Fax : (212-2) 24-50-83

3.4. Banks

Banque commerciale du Maroc

2, boul. Moulay Youssef
Casablanca
Maroc
Telephone : (212-2) 22-41-69
Fax : (212-2) 49-14-88

Wafabank

163, Avenue Hassan II
Casablanca
Maroc
Telephone : (212-7) 22-41-05
Fax : (212-7) 29-72-72

Banque marocaine du commerce extérieur

140, boul. Hassan II
Casablanca
Maroc
Telephone : (212-2) 20-03-25
Fax : (212-2) 26-49-20

Crédit du Maroc

48-58, boul. Mohammed V
Casablanca
Maroc
Telephone : (212-2) 22-41-42
Fax : (212-2) 27-71-27

Banque marocaine pour le commerce et l'industrie

26, Place Mohammed V
Casablanca
Maroc
Telephone : (212-2) 22-41-61
Fax : (212-2) 20-89-78

Société générale marocaine de banques

55, boul. Abdelmoumen
Casablanca
Maroc
Telephone : (212-2) 27-92-69
Fax : (212-2) 20-09-52

Banque centrale populaire

101, boul. Mohammed Zerktouni
Casablanca
Maroc
Telephone : (212-2) 20-25-33
Fax : (212-2) 26-78-89

Citibank-Maghreb

52, avenue Hassan II
Casablanca
Maroc
Telephone : (212-2) 22-41-68
Fax : (212-2) 20-57-23

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