Project Summary

Project Background
The Free Trade Zone (zone de libre échange ZLE) between Morocco and the EC will come into force by 2012 and will offer new chances to the Moroccan industries. It will, however, also pose substantial challenges for certain industries, which will lose the tariff protection enjoyed so far. The automotive components industry and plastic goods and components producers will have access to the wide EC market, provided that companies can attain the quality and logistics standards required for such subcontracting cooperations.

Project Objectives
Two major studies were undertaken for the Plastics and the Automotive Components sectors to provide a comprehensive situation analysis, establish an information reference frame, identify investment opportunities, define conducive framework conditions and develop strategies for entering the EC markets.

Project Activities
The work included activity clusters for each sector leading to the sector analyses and an interlinked strategy:
- Capacity and institutional analysis of the sector, SWOT Analysis
- Analysis of market developments, export and subcontracting potential
- Needs analysis for sector development
- Vision and sector development strategy; benchmarks
- Enterprise level recommendations
- Concept and proposals for Technical Assistance

Implementation Features
Two studies were conducted, whereby the Plastics Sector Study preceded and contributed to the Automotive Components Analysis. In parallel with the situation analysis in Morocco, possible cooperation partners and customers were interviewed in three European markets. The studies covered 80 selected SMEs in the Moroccan Plastics Sector and 30 for Automotive Components and were implemented in close cooperation with the Trade Associations of the respective sectors, i.e. the Association Marocaine de Plastics (AMP) and the Association de l’Industrie et de Commerce de l’Automobil (AMICA).

Services Provided
- 2 sector analyses; interviews with 110 Moroccan enterprises
- Market analyses in 3 EU countries, interviews with 40 EU enterprises
- SWOT analyses for 2 sectors
- Development of 2 interconnected sector strategies incl. benchmarks
- Needs analysis and concept of TA
- Enterprise level recommendations

Morocco

Sector Analysis and Export Strategies for the Plastics and Automotive Components Sectors

Client
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)

Duration
2003

Personnel
2 Teams of STE (6 PM)
- 3 international STE for research and strategy, economist, sector specialists/engineers
- 1 local STE, plastics and automotive sectors