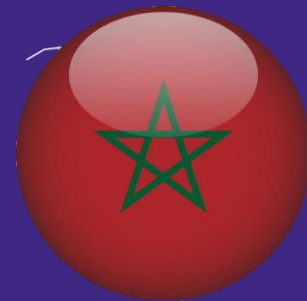




AMITH



WWW.AMITH.MA



AMITH

A vision for new ambitions

Moroccan Association of Textile and Clothing Industries (AMITH)

- Founded in 1960, AMITH represents over 1600 textile and clothing companies in Morocco.
- It promotes competitiveness, sustainability, and innovation in the textile industry.
- It provides services such as training, business development, and access to international markets.
- AMITH collaborates with the government to improve industrial policies and attract investments.
- It organizes events and fairs like MIM (Maroc in Mode), connecting local companies with global players.
- Focused on value chain integration, from raw materials to finished products.



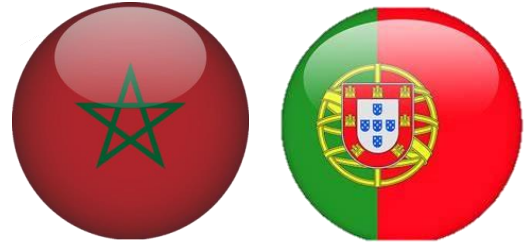
Eco-responsibility

Quality

Agility

Innovation





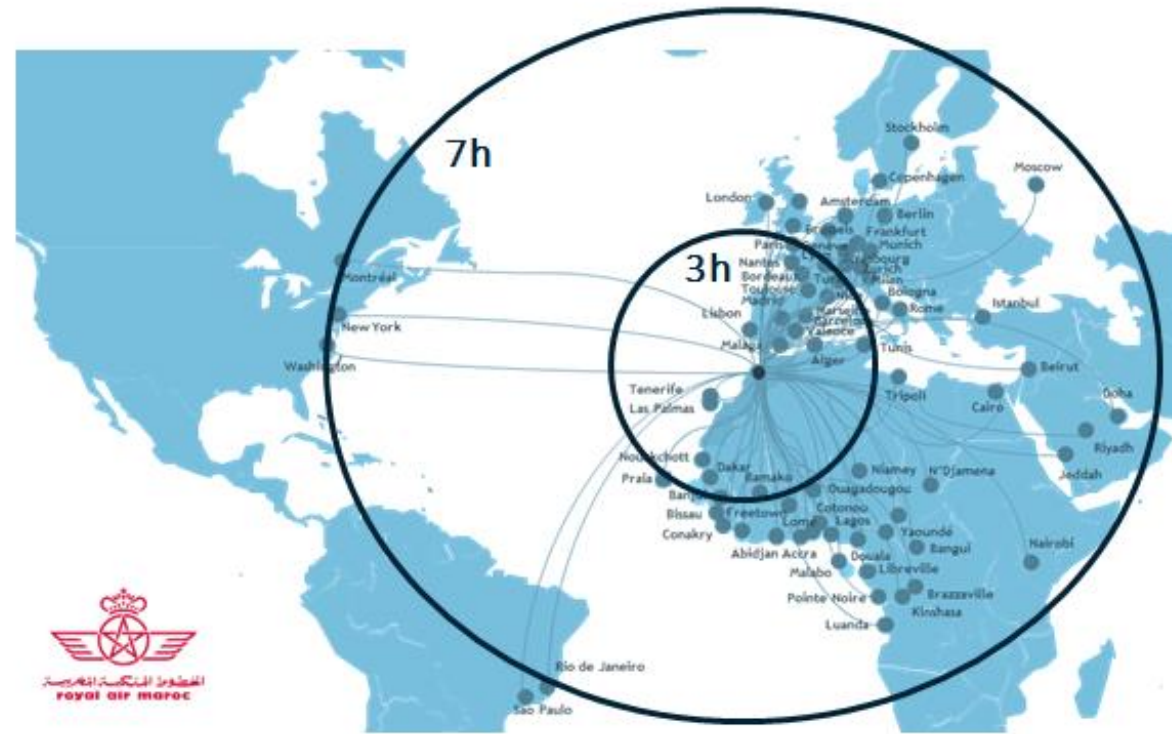
Morocco-Portugal partnerships goals

- Sharing a Growth development, build partnership, in a win win collaboration and prepare our future with shared goals .
- Sharing best practices, leverage new technologies, and open new markets for our respective members.
- A strong and innovative Portuguese upstream, partnered with an agile, competitive, and flexible Moroccan downstream, enables us to build a resilient ecosystem with a complete and transparent value chain, in preparation for the much-anticipated digital passport and in anticipation of upcoming European regulations.
- This unique opportunity for our two neighboring countries, driven by the nearshoring trend, positions us as a united front and a key global leader, offering European brands low-carbon products with shorter lead times.
- This partnership project, co-written with an innovative strategy, will allow our industries to thrive and achieve even greater performance.
- We are eager to learn from each other, exchange ideas, and identify practical ways in which we can work together more effectively. Your perspectives and contributions are invaluable, and we look forward to a fruitful discussion.



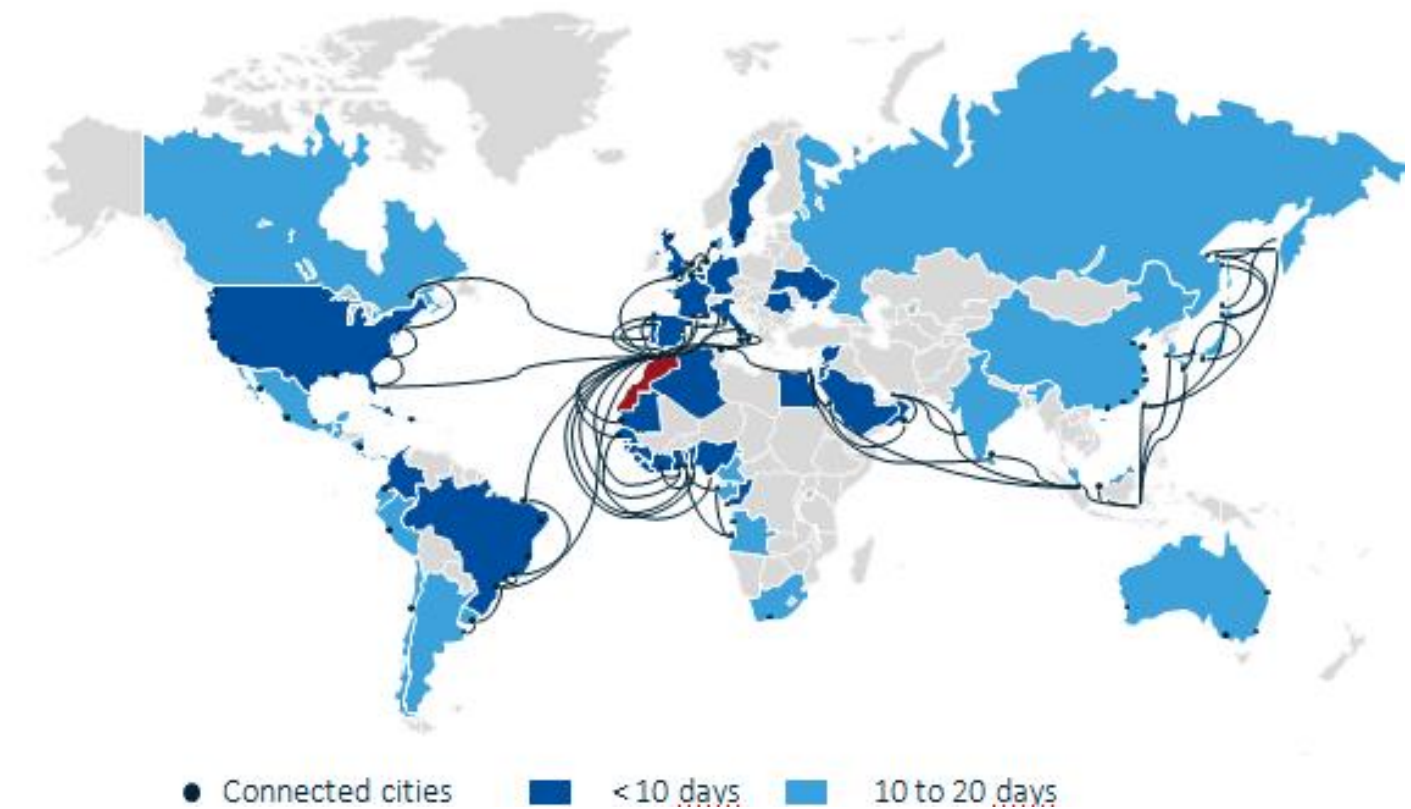
Morocco is strategically located and equipped with modern infrastructure

A platform for travelers between Africa, Middle-East, Europe & America



- 7 hours flight to North America
- 19 international airports
- Open Sky agreement with the US, the EU and Canada
- Casablanca #1 hub between Europe and Africa
- More than 1,200 weekly flights

Tangier Med, 1st Global Free Zones of the Year 2019 in Africa (Global Free Zones 2019)



- 1st sea connectivity in Africa, # 20 worldwide (UNCTAD)
- Tangier Med is connected to 186 ports in 77 countries
- 95 % of the Moroccan foreign trade transits through sea routes
- Closest African country to the US and Europe
- 14km from Europe

MOROCCO IS A FINANCIAL HUB

Casablanca Finance City (CFC), the 1st financial center in Africa

Attractiveness for international corporations



1st Financial Center in Africa (GFCI, 2021)

1st green financial center in Africa and the Middle-east (GGFI, 2021)

- CFC is positioned as a regional financial hub and a gateway into the African markets
- Attractive setup

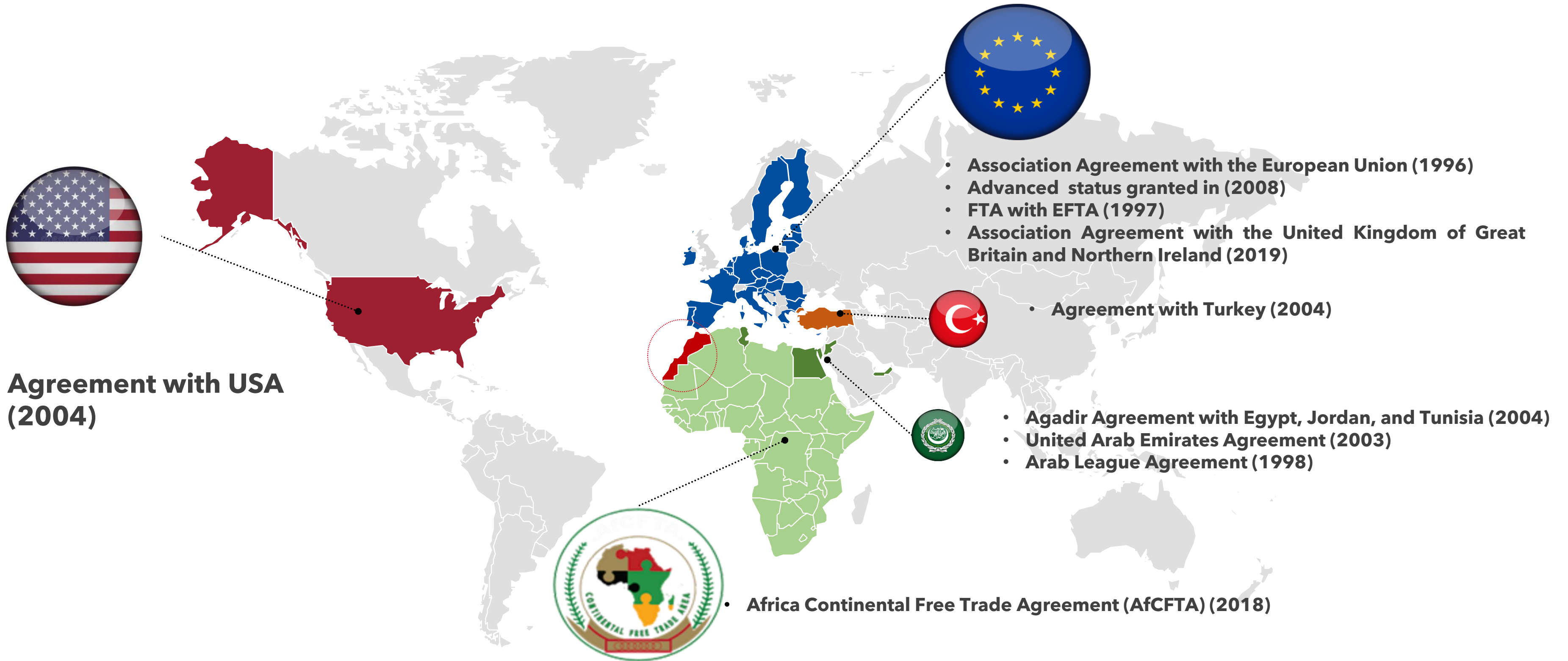


BANKING & INSURANCE				
AIG	BNP PARIBAS	SOCIETE GENERALE	LOCKTON	coface
Albaraka Bank	FINANCIA CAPITAL	TRUST RE	International General Insurance	BOA CAPITAL
ASSET MANAGEMENT & PRIVATE EQUITY				
AFRICA 50	BROOKSTONE PARTNERS	WENDEL	THE ABRAAJ GROUP	
GLOBAL NEXUS	INFRA INVEST	CDG CAPITAL	ASCENT Capital Partners	OBAFRIC
BMCE CAPITAL	CD CAPITAL	EASTON CAPITAL AFRICA		
CONSULTING & AVOCATS				
BAKER & MCKENZIE	BCG	CLIFFORD CHANCE	DLA PIPER	Roland Strategy Con
Acquis Trust Group	Sia	infomineo	VALYNS	ASTROLAB
Commodity Connect DMCC		hopscoatchys		
MULTINATIONALES NON FINANCIÈRES				
MoneyGram	MasterCard	Ford	Dow	Continental
HUAWEI	essil			
VIVO	Power	ALLIANCES	TRACTAFRID MOTOR	AKWA
SICPA	RETAIL HOLDING	tractafid	AREN	

Source: Institutional website, Global Financial Centres Index (GFCI), Long Finance, 2020

EXPORT PLATFORM

Free Trade Agreements giving access to 50+ countries



MOROCCO BRIDGING EUROPE, AMERICA AND AFRICA



World-Class Infrastructures

PORT OF TANGIER MED, #1 TRANSSHIPMENT HUB IN THE MEDITERRANEAN

AND AFRICA

4

4th largest
container port
out of 348

700k

Annual capacity
of 700,000 trucks

9M

Annual capacity
of 9 million
containers

184

Connections
with 71
countries

90 min

To Spain

3 Days

To Germany

MOROCCO IS INDUSTRIALIZING...



Automotive

- +300 companies
- ≈ USD 16 bn revenues
- 1M vehicles
- 70% local integration rate
- + 220,000 jobs



Aeronautics

- +160 companies
- USD 2,5 bn revenues
- +20% average growth
- 38% local integration rate
- 15,800 jobs



Chemistry / Parachemistry

- +2400 companies
- USD 3 bn in turnover
- USD 500 m added value
- 15,500 jobs

Ambitious Industrial Recovery Plan 2021–2024 strengthening the position of the industry

Best performer automotive industry in MENA region and AFRICA

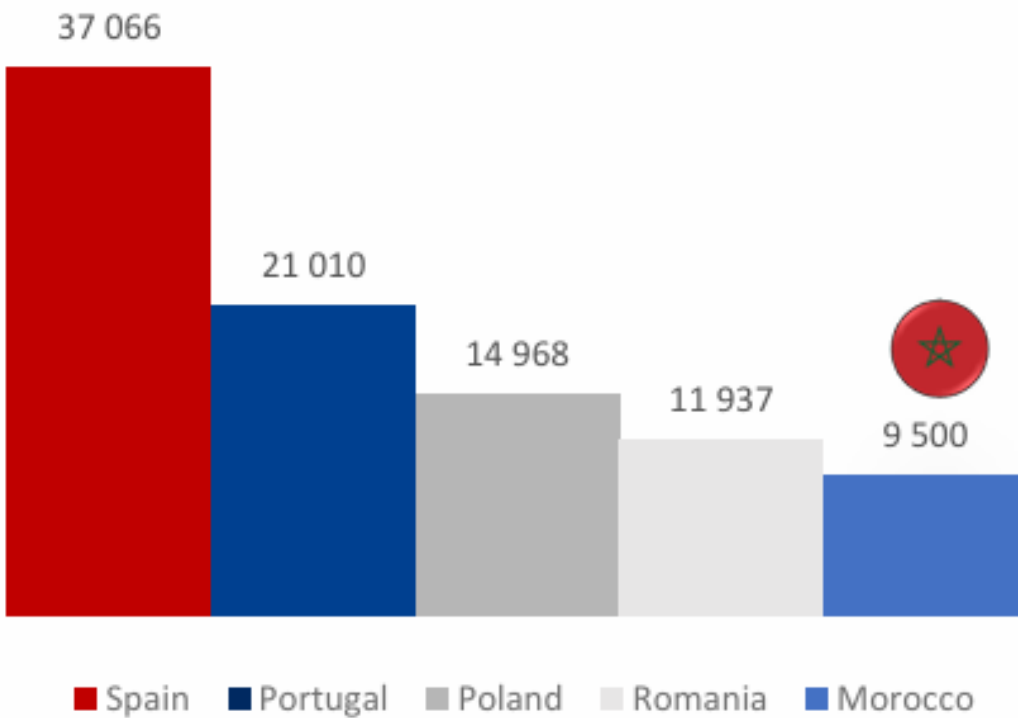
Success stories (Renault, Collins Aerospace, Safran, PSA, ...)

A COMPETITIVE LOCATION

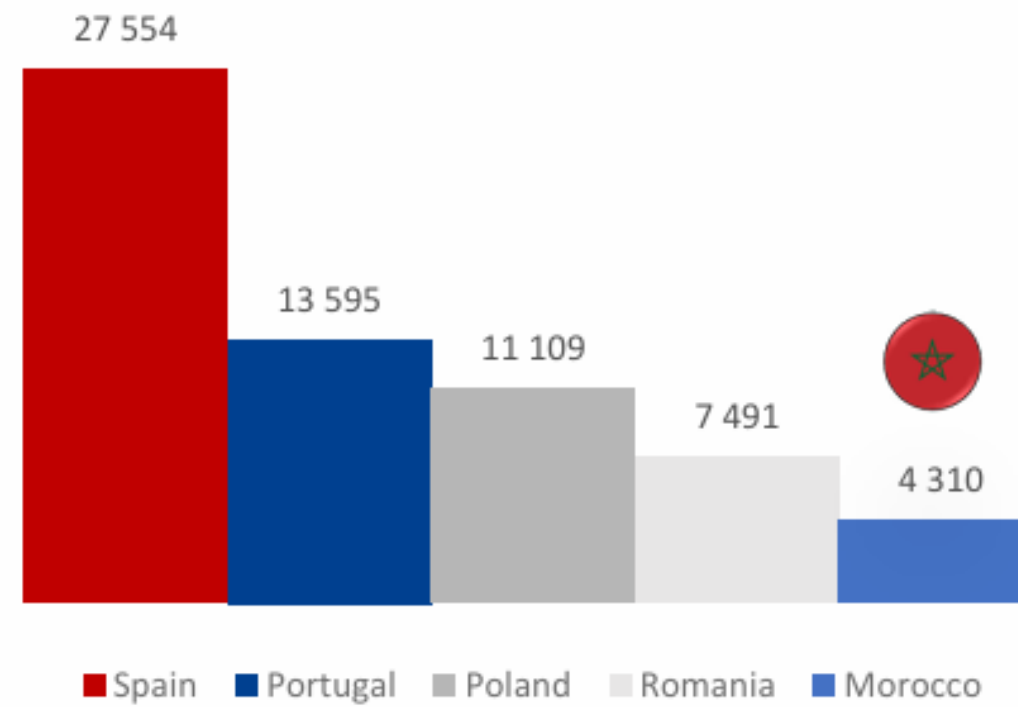
Cost effective

ANNUAL LABOR COSTS

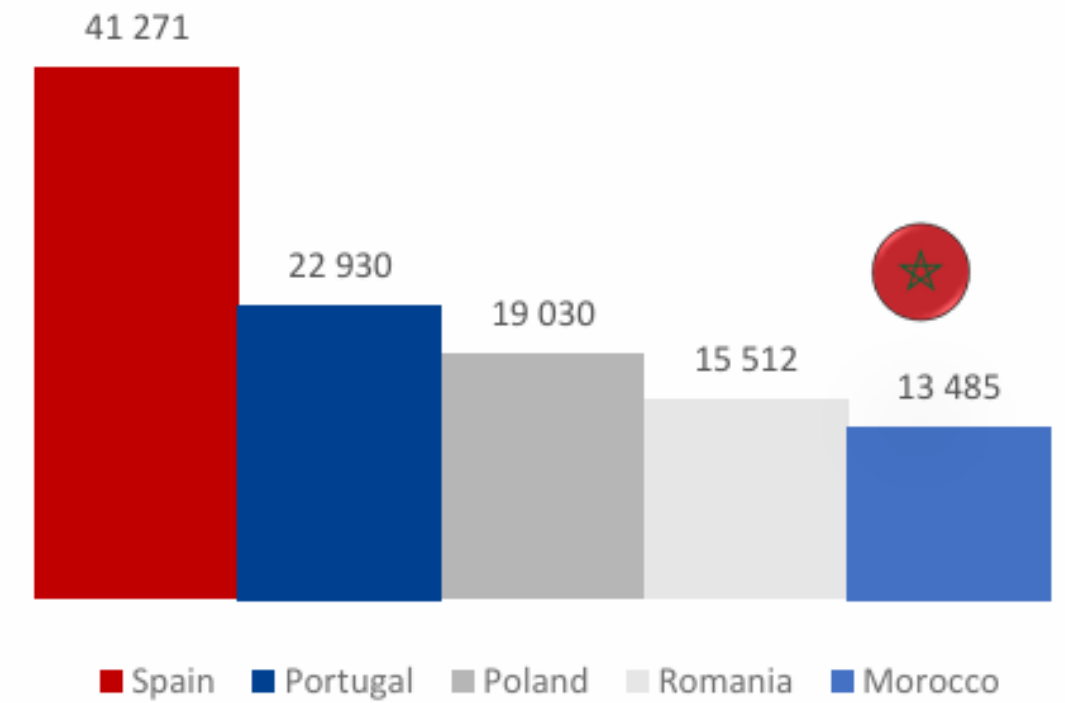
Production Operative (Skilled)

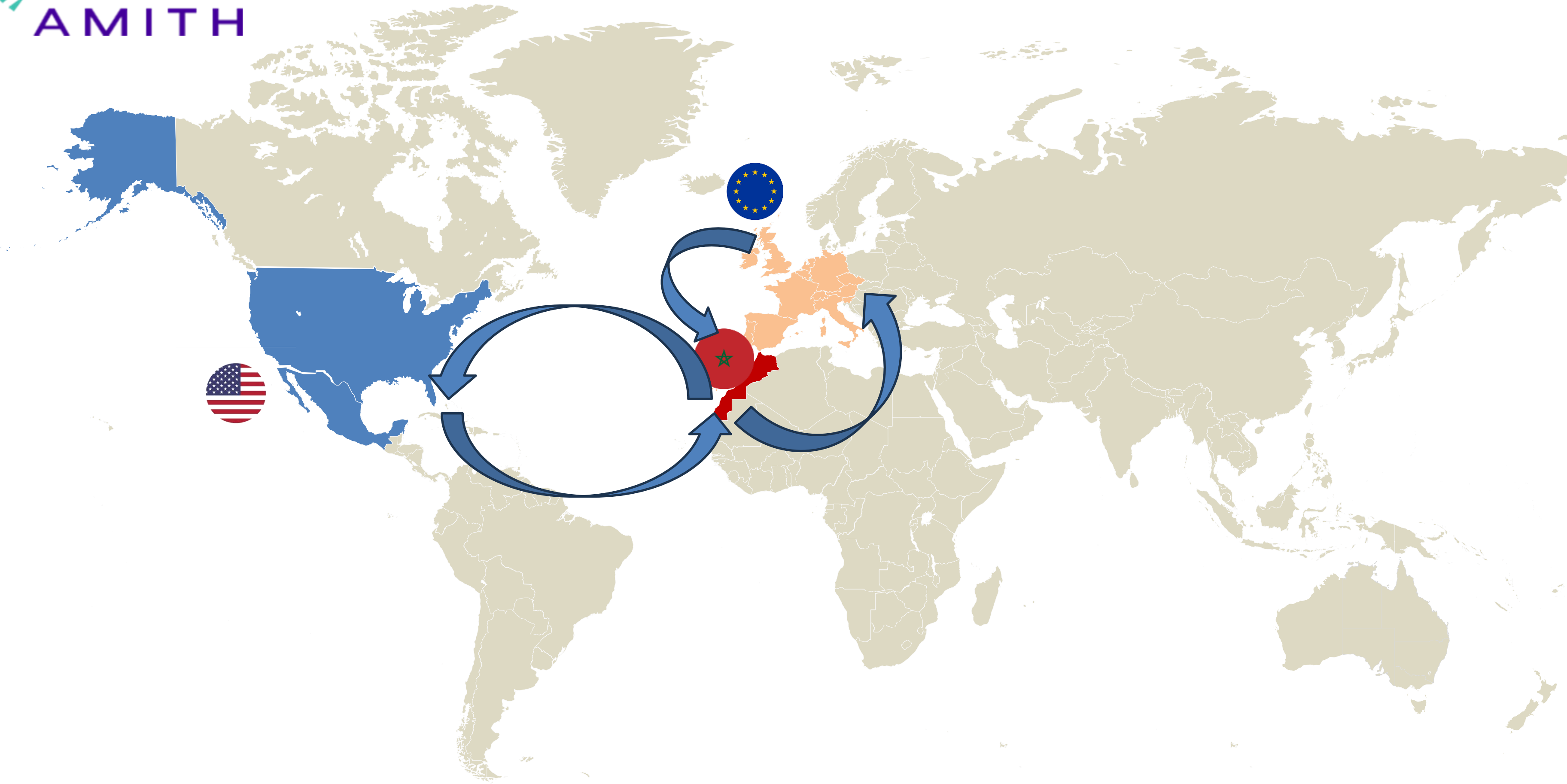


Production Operative (Unskilled)



Quality Control Specialist





A SOLID ECOSYSTEM TO INTEGRATE THE VALUE CHAINS

POLITICAL STABILITY AND ECONOMIC GROWTH

1st

APPARELS EXPORTER TO EU
IN AFRICA

25%

Of sales growth between 2021
and 2024

1st

Industrial Employer in Morocco

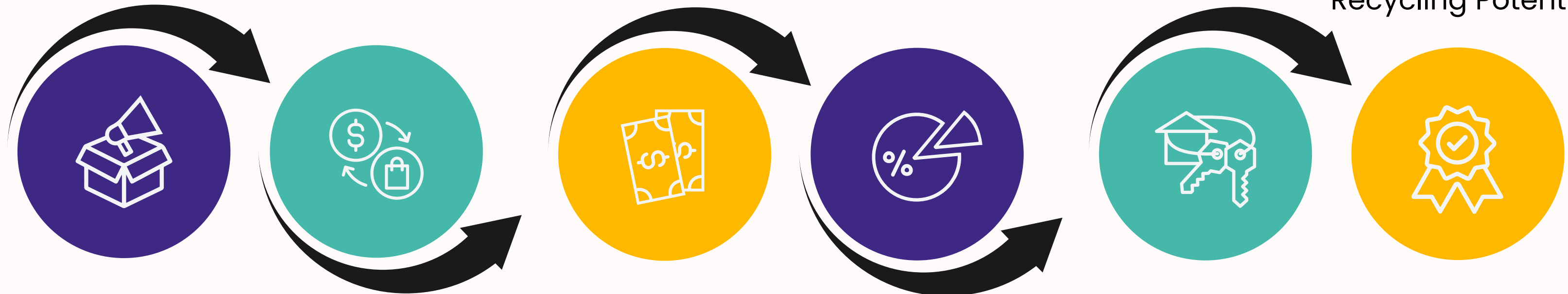
**TRUSTED BY
THE BIGGEST
FASHION
LEADER
GROUPS**

YOUR WORLD-CLASS HUB FOR SUSTAINABLE INVESTMENT AND TRADE

Business Opportunities
Along the Value Chain
Maximizing efficiency and
profitability through
Upstream Integration

Predictable and
Execution-Driven
Consistent Investment-
Friendly Framework
Fast Project Delivery

Sustainability: 38% of
production capacity
from renewable
sources (2022)
Textile Waste
Recycling Potential



World-Class Infrastructures
and Industries
#1 Sea Connectivity in
Africa
#1 Apparel Exporter to the
EU in Africa

Privileged Access to 2.5
Billion Consumers
Free Trade Agreements
with Over 50 Countries
Connected to Over 70
Countries

An Abundant, Well-Trained,
and Competitive Workforce
Median Age: 29
Availability of Technical
and Managerial Skills:
Laborers, Technicians, and
Engineers

What does AMITH do ?

01

Effectively mobilize resources at the national and international levels to support and promote the interests of operators.

02

Create training programs tailored to the textile and clothing industry (ESITH/CMA/CTTH).

03

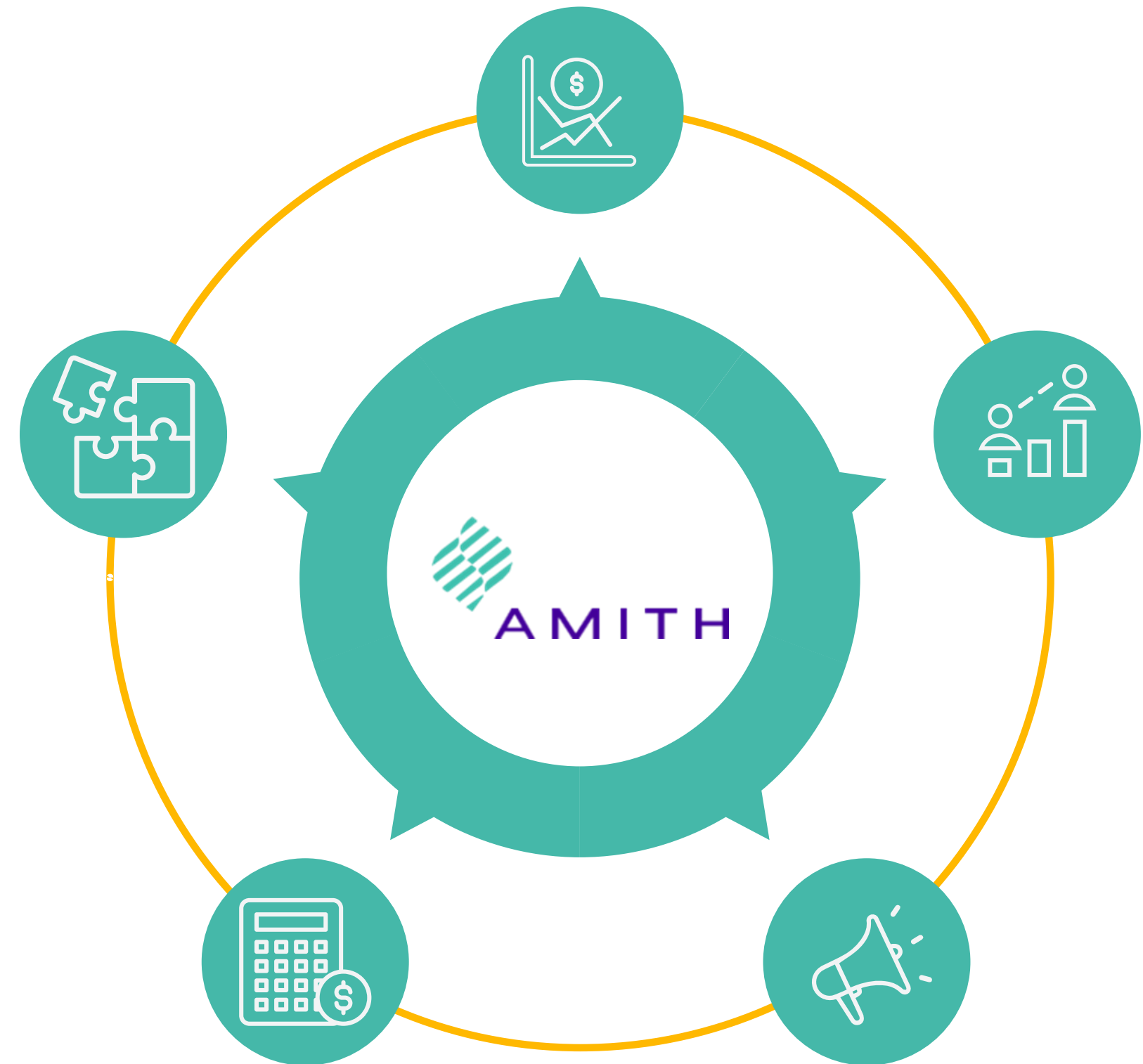
Negotiate for the simplification of administrative procedures.

04

Represent and defend the interests of the profession alongside any other stakeholders involved in the organization's activities.

05

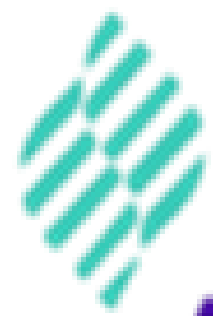
Develop and participate in related sectors (laboratory testing and quality control, (ESITH/CTTH) creation and design centers (CMA)





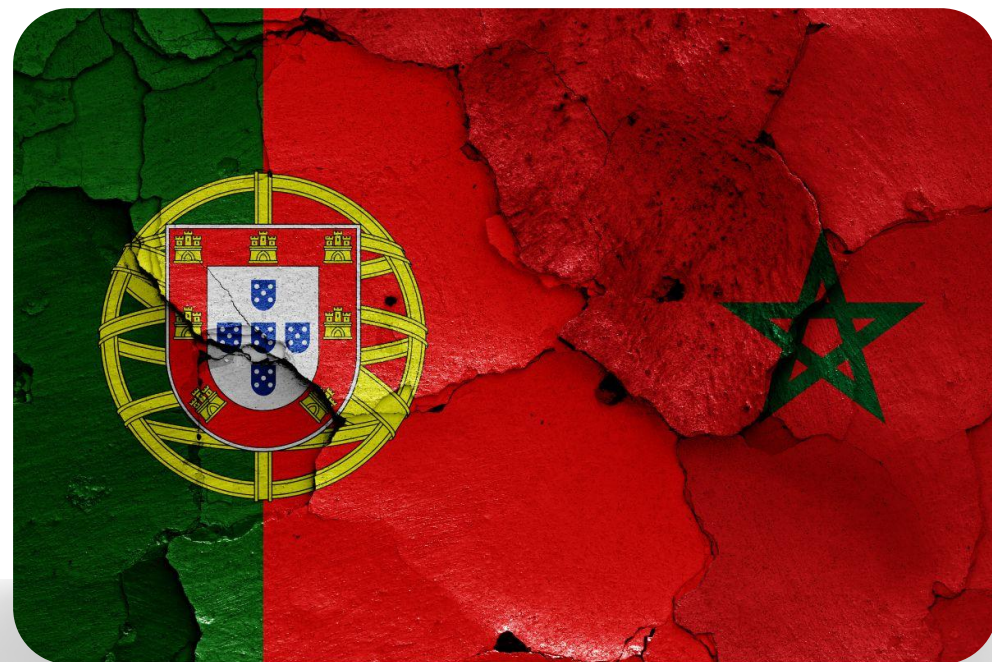
Areas of Collaboration

- A strong and innovative Portuguese upstream, partnered with an agile, competitive, and flexible Moroccan downstream, enables us to build a resilient ecosystem with a complete and transparent value chain, in preparation for the much-anticipated digital passport and in anticipation of upcoming European regulations.
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AMITH

الجمعية المغربية لصناعات النسيج والألبسة
Association Marocaine des Industries
du Textile et de l'Habillement



THANK YOU

