

Throne Day of Morocco

PUBLICITY

Morocco and Japan celebrate long, lasting relations

By **Rachad Bouhial**
Ambassador of the Kingdom of Morocco to Japan

July 30 this year marks the 24th anniversary of the enthronement of His Majesty King Mohammed VI. On this auspicious occasion, I would like to convey my respectful greetings to their Imperial Majesties the Emperor and Empress, the members of the Imperial Family, His Excellency Prime Minister Fumio Kishida, the government and the friendly people of Japan.



Rachad Bouhial

Celebrating the Kingdom of Morocco's National Day in Japan is a great opportunity to highlight the long and lasting relations existing between Morocco and Japan, cemented by mutual respect and deep friendship between the Moroccan Royal Family and the Japanese Imperial Family.

Three years after the breakout of the COVID-19 pandemic, the world is witnessing systemic challenges stemming from profound change on the international stage, which could potentially hinder post-COVID economic recovery efforts being carried out by countries worldwide, including Morocco.

Morocco's economic and industrial strategy has provided the country with a resilient and flourishing business environment, illustrated by an industrial exports net worth of \$37 billion for the year 2022. Industrial clusters, bringing together manufacturers, suppliers and logistics providers, have been created in major industrial hubs in the country, in order to provide foreign investors with the best operat-

ing environment. Furthermore, Morocco has heavily invested in human resources development, creating a competitive advantage by providing a highly skilled workforce at optimum cost.

As a result, several Japanese companies, including in the automotive industry, opened up factories or re-located production plants from Europe to Morocco. Today, 75 Japanese companies operate in the country, making Morocco the second most popular location for Japanese companies in Africa, and Japanese companies the largest group of foreign private employers in Morocco, with more than 55,000 local jobs generated.

Economic resilience has also been built through a strong legal framework that provides security in economic relations. In April 2022, two important bilateral Agreements on the Promotion and Protection of Investments and on the Non-Double Taxation Convention entered into force, providing both Morocco and Japan with further legal and financial incentives and protection to take their economic and trade relations to the next level. In March this year, an additional step was taken by Morocco and Japan to strengthen their joint legal framework, with the authorization of imports to Japan of Moroccan mandarins and clementines.

Global issues such as food security, energy security and climate change mitigation are more acute than ever. In this context, Morocco has undertaken, for some years already, a strategy for building resilience in these areas, through strong investments in renewable energy and green hydrogen, as well as in the fertilizer industry. Structural projects like the Morocco-Nigeria gas pipeline and other infrastructure projects in the field of sustainable energy and food



Courtesy of Morocco Embassy

Above, His Majesty King Mohammed VI of Morocco; right, Casablanca Finance City



security would provide for supply chain diversification and resilience for Morocco's partners.

To conclude, I would also like to commend the excellence of relations between Morocco and Japan, which have undergone steady development in recent years, at all levels. I am also glad to note that Morocco and Japan have a shared vision for economic and social co-prosperity, and that they have several opportunities to work together to that end.

Japan-Morocco relations enter new phase

By **Hirofumi Nakasone**
President, Japan-Morocco Parliamentary Friendship League

On this auspicious occasion of the 24th anniversary of the enthronement of His Majesty King Mohammed VI, I am delighted to extend my sincere congratulations, on behalf of the Japan-Morocco Parliamentary Friendship League, to His Majesty, the Royal Family and the people of the Kingdom of Morocco.

Morocco and Japan have maintained excellent relations since the establishment of diplomatic relations in 1956, as symbolized by the close friendship between the Imperial and Royal families and active high-level reciprocal exchanges. In particular, the attendance of Head of Government Aziz Akhannouch at the state funeral of former Prime Minister Shinzo Abe last September was an expression of Morocco's deep friendship and solidarity with Japan, for which Japan is very grateful.

The relationship between the two countries, bound by such history and friendship, has entered a new phase. In addition to the political field, economic exchanges are becoming increasingly active due to the growing number of Japanese companies attracted by the Moroccan market's high potential. Parliamentary exchanges between both countries



Hirofumi Nakasone



Courtesy of Morocco Embassy

Green energy wind farm

are also becoming more active, such as with the visit to Japan in March this year by the Hon. Rachid Talbi El Alami, the speaker of the House of Representatives, at the invitation of Hiroyuki Hosoda, his Japanese counterpart. As president of the Japan-Morocco Parliamentary League, I am determined to keep contributing to the promotion of exchanges at the parliamentary level between our two countries.

I wish for the health and prosperity of the people of Morocco, as well as further development of the cordial relations between our two countries.

Morocco aims to be Europe's 'production hub'

By **Haruko Hirose**
President, Japan Morocco Association

On the occasion of Morocco's Throne Day, I would like to extend my sincere and heartfelt congratulations to His Majesty King Mohammed VI on behalf of all members of the Japan-Morocco Association.

On this auspicious occasion, I would also like to express my sincere greetings to all members of the Royal Family, as well as to the people and Government of the Kingdom of Morocco.

Morocco is a stable country that has been steadily developing in both economic and social terms. In recent trends for the Moroccan econ-

omy, we have seen amazing progress across various areas, such as in the automotive industry, which has further increased its productive capacity; the aerospace industry, where many foreign aircraft component manufacturers are accelerating investment; and the green hydrogen and ammonia industry, where Morocco is actively promoting the development of such energy, as the country aims to be a "production hub" for Europe.

I do hope that Japan will contribute as a reliable partner to such remarkable progress in the Moroccan economy.

Lastly, I would like to praise the Moroccan football team, which made great strides in the FIFA World Cup 2022, attracting international attention and respect, and embodying a hopeful future for the country.



Haruko Hirose

2023

Warmest Congratulations

TO HIS MAJESTY, KING MOHAMMED VI OF MOROCCO on the 24th anniversary of his accession to the throne of his glorious ancestors.

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