

# Throne Day of Morocco

PUBLICITY

## Morocco and Japan enjoy long-lasting ties, friendship

By Rachad Bouhlal  
Ambassador of the Kingdom of Morocco to Japan

This year marks the 25th Anniversary of the Enthronement of HM King Mohammed VI. On this auspicious occasion, I would like to convey my respectful greetings to their Imperial Majesties the Emperor and Empress, to the members of the Imperial Family, to Prime Minister Fumio Kishida, to the Government and to the friendly people of Japan.



Rachad Bouhlal

Celebrating the Kingdom of Morocco's National Day in Japan is always 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.

Under the leadership of His Majesty King Mohammed VI, Morocco has become one of the key emerging and developing countries in Africa and the Middle East, recognized as an important actor and partner in addressing many global issues.

In terms of economic infrastructures, several key projects, such as the Tangier Med port and the creation of high-end Industrial Free Zones throughout the country, were achieved and many more are ongoing, such as the construction of deep sea ports of Dakhla Atlantic and Nador Medport.

In the sector of energy sustainability, Mo-

rocco has been implementing, since 2009, an ambitious plan aiming at producing 52% of its electricity from renewable sources, by 2030. We can already see the results as Morocco hosts one of the largest solar power plants in the world and is implementing major regional and international projects such as the X-links Project, to supply electricity produced by renewable sources from Morocco to the UK via underwater cables, and the Morocco-Nigeria gas pipeline that will connect 13 African countries to Europe.

Regarding agriculture and food security sectors, Morocco is implementing a successful strategy aiming at mitigating the impact of climate change and enhance water management efficiency by building water highways, more dams and water desalination plants. These projects demand a high level of technological development and engineering and are a testimony of Morocco's ability to adopt advanced solutions for current global issues.

In terms of technological development and connectivity, Morocco has one of the most efficient ICT coverage in Africa. Moreover, Moroccan telecom companies have also the largest reach in Africa, building and operating telecommunication networks all over the continent.

Tourism is also growing, as in 2023, Morocco welcomed 14.5 million international tourists. It is the highest record to date, showing that the sector has not only recovered from the impact of the COVID-19 pandemic, but has grown even stronger.

All these major achievements were in part possible thanks to the existing strong



Courtesy of Morocco Embassy

His Majesty King Mohammed VI of Morocco

and fruitful partnerships with the Japanese government and major Japanese companies that have continuously invested in and operated from Morocco.

Finally, I would like to highly commend the Moroccan community living in Japan, which plays an essential role in fostering human ties and interactions between our societies and cultures. I would also like to commend the excellent relations between



Courtesy of Morocco Embassy

Mohammed VI cable-stayed bridge in Rabat

Morocco and Japan, which have witnessed a steadfast development, in recent years, at all levels. I am also glad to note that over the past 13 years, the number of Japanese companies established in Morocco has more than doubled, reaching more than 75

companies, making of Morocco the second most popular destination for Japanese companies in Africa. Furthermore, Japan is the largest foreign private employer in Morocco, generating more than 50,000 local jobs.

### Morocco-Japan relationship enters new phase

By Hirofumi Nakasone  
President of the Japan-Morocco Parliamentary League

On this auspicious occasion of the 25th anniversary of the enthronement of His Majesty the King Mohammed VI, I am delighted to extend my sincere congratulations, on behalf of the Japan-Morocco Parliamentary League, to His Majesty, the Royal Family and the people of the Kingdom of Morocco.

Morocco and Japan have enjoyed 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.

The relationship between the two countries, bound by such history and friendship, has entered a new phase. Economic exchanges are becoming increasingly active, with an increasing number of Japanese companies attracted by Morocco's political and social stability, access to European markets, numerous special economic zones and FTAs with a number of countries.

Also, after COVID-19, people-to-people exchanges have been revitalized. Most recently, H.E. Mr. Nasser Bourita, Moroccan Foreign Minister, visited Japan in May this year, and the Japan-Morocco Foreign Minister's meeting was held.

The two foreign ministers signed a Memorandum of Cooperation on Enhanced Partnership, which



Hirofumi Nakasone



Courtesy of Morocco Embassy

Youssef Ibn Tashfin dam

stipulates bilateral cooperation not only in the traditional political and economic fields, but also in a wide range of promising fields such as space, fisheries, culture, science and technology, and sports. This achievement gave momentum to our bilateral relations in the future.

As President of the Japan-Morocco Parliamentary League, I myself concurred with H.E. Mr. Nasser Bourita, Moroccan Foreign Minister, to further promote bilateral relations.

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.

### Celebrating Morocco's vibrancy in economy and other sectors

By Haruko Hirose  
President, Japan-Morocco Association

On the 25th anniversary of His Majesty King Mohammed VI's enthronement, I extend heartfelt congratulations to His Majesty, the royal family, and the people of Morocco on behalf of the Japan-Morocco Association.

Our nations share a longstanding friendship, characterized by mutual respect and active high-level exchanges since we established diplomatic relations in 1956.

Despite the challenges posed by the devastating earthquake in Al Haouz last September, we commend the swift action taken to raise funds and provide aid. To the affected communities, we extend our solidarity, support, and heartfelt condolences.

In the economic realm, Morocco has strengthened its legal, economic, and trade framework with Japan through bilateral agreements on investment promotion, protection, and the elimination of double taxation. Japanese companies are increasingly investing in various Moroccan industries, including the automotive sector, benefiting from strategic industrial clusters and a skilled workforce. This expansion has also contributed to the growth of employment in Morocco.

Morocco's commitment to building resilience in the face of global challenges related to food security, energy, and climate change is evident, with its renewable energy capacity currently at an impressive 38%. We



Haruko Hirose



Courtesy of Morocco Embassy

Renault factory in Tanger

also celebrate Morocco's vibrancy in fields beyond the economy, including infrastructure development, tourism, and sports.

Once again, congratulations to His Majesty King Mohammed VI, and may our enduring friendship continue to flourish.

**Our Warmest Congratulations on the National Day of the Kingdom of Morocco**

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**Congratulations on the Anniversary of the Accession to the Throne of His Majesty King Mohammed VI**

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**Warmest Congratulations TO HIS MAJESTY, KING MOHAMMED VI OF MOROCCO on the 25th anniversary of his accession to the throne of his glorious ancestors.**

**ofs** **FURUKAWA ELECTRIC GROUP**

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**Our Warmest Congratulations on the 25th Anniversary of the Accession to the Throne of His Majesty King Mohammed VI**

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