

Throne Day of Morocco

PUBLICITY

Key Rabat-Tokyo trade pacts now in place

By Rachad Bouhhal
Ambassador of the Kingdom of Morocco

On the occasion of the 23rd anniversary of the Enthronement of His Majesty King Mohammed VI, I would like to convey my respectful greetings to Their Imperial Majesties the Emperor and Empress, the members of the Imperial Family, the Prime Minister HEM Fumio Kishida, the government and the friendly people of Japan.



Rachad Bouhhal

More than 66 years have passed since diplomatic relations between the Kingdom of Morocco and Japan were established. Since then, our friendship has been continuously enhanced by the privileged ties that bind our two countries. These ties are founded upon the long-standing friendship between the Moroccan Royal Family and the Japanese Imperial Family, and fostered by shared values and mutual respect.

On Sept. 8, 2021, Moroccans in the 12 regions of the country participated massively in the elections to choose their representatives in the Parliament and also in the municipalities. These elections were organized in total transparency, as evidenced by the various reports of observers and international organizations.

This year has also been marked by a development that will undoubtedly consolidate the potential of economic cooperation between our two countries. Thereby, on April 23, 2022, two major trade agreements between Morocco and Japan — the Convention for the Elimination of Double Taxation and the agreement for the promotion and protection of investment — entered into force. These two agreements represent a huge step in the process of providing a better business-friendly environment for Japanese investments, and they should encourage more Japanese companies, especially small and medium enterprises, to settle in the Kingdom. Morocco has signed agreements of this kind with more than 50 countries, which proves the unwavering will to position the country as one of the most competitive and attractive investment destinations in Africa.

In the same vein, the Kingdom of Morocco launched, in February 2022, a "New Investment Charter" aiming to boost investment in the country. This charter is intended to increase the share of private investment to two-thirds of total investment by 2035. The project is



His Majesty King Mohammed VI was enthroned in Rabat on July 30, 1999.

part of Morocco's "New Development Model" with a focus on creating more jobs, protecting the environment, reducing the cost of production and investment, and prioritizing promising sectors to boost the country's economy.

Over the past 10 years, the number of Japanese companies operating in Morocco has more than doubled, making Morocco, with more than 70 firms, one of the top three destinations for Japanese companies in Africa. Today, these companies employ more than 50,000 Moroccans, making the Japanese private sector the largest foreign employer in the Kingdom, contributing thus effectively to the socio-economic development of our country.



The Kingdom of Morocco became in 2018 the first African country to launch high-speed train operations, connecting Casablanca and Tangier, northern Morocco.

Japan-Morocco relations have never ceased to expand

By Hirofumi Nakasone
President of the Japan-Morocco Parliamentary League

On this auspicious occasion of the 23rd 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 League, to His Majesty, the Royal Family and the people of the Kingdom of Morocco.



Hirofumi Nakasone

Our countries have deepened the ties of friendship for many years. Although we have faced many challenges including the Covid-19 pandemic, our bilateral relations never ceased to expand under these difficult circumstances, which I believe demonstrates the strength of our ties. As President of the Japan-Morocco Parliamentary League, I am determined to further promote our long-time relationship based on friendship and cooperation

through parliamentary exchanges. Welcoming the entry into force, in April this year, of the Investment Agreement and the Convention for the Elimination of Double Taxation between our two countries, I strongly hope that the two agreements will further promote not only our bilateral economic relations but also people-to-people exchanges.

Given the turbulent situation that we see in the world,

I am convinced the people of both countries can strengthen existing friendly ties through mutual cooperation leveraging each other's strengths. The TICAD8, to be held in Tunisia on Aug. 27 and 28 this year, will be a significant opportunity for this purpose.

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's diplomatic missions in Japan

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Minami Aoyama 5-4-30, Minato-ku, Tokyo
Honorary consular offices
Maebashi, Gunma Pref.; Minokamo, Gifu Pref.;
Osaka, Osaka Pref.; Sasebo, Nagasaki Pref.

Warm congratulations to the Kingdom of Morocco

By Haruko Hirose
President, Japan Morocco Association

On the occasion of Morocco's Throne Day, I would like to extend my sincere and warm congratulations to His Majesty King Mohammed VI on behalf of all the members of the Japan-Morocco Association. On this auspicious occasion, I would also like to express my sincere greetings to all the members of the Royal Family, as well as to the government and the people of the Kingdom of Morocco.



Haruko Hirose

Since the enthronement of His Majesty Mohammed VI, 23 years ago, Morocco has been an example of stability and steady economic and social development, which is a rare and valuable asset in the region and in the world.

It was a great pleasure that the Investment Agreement and the Convention for the Elimination of Double Taxation between Japan and Morocco came into effect on April 23, 2022. I strongly wish that these two agreements will further accelerate bilateral economic activities and strengthen the friendly relations between the Kingdom of Morocco and Japan.

I also pray for the end of the long battle against Covid-19, and the good health and happiness for His Majesty King Mohammed VI and the Royal Family.

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

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TEL: 03-3461-0707 URL: <https://japanarganoil.org>

Congratulations
on the National Day of the Kingdom of Morocco

JAPAN TUNA

Japan Tuna Fisheries Co-operative Association
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on the National Day of the Kingdom of Morocco

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on the National Day of the Kingdom of Morocco

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2022

WARMEST CONGRATULATIONS
TO HIS MAJESTY, KING MOHAMMED VI OF MOROCCO
on the 23rd anniversary of his accession to the throne of his glorious ancestors.

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

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