



CASABLANCA FINANCE CITY
القطب المالي للدار البيضاء

YOUR BUSINESS PARTNER FOR AFRICA'S POTENTIAL

WELCOME TO CFC

CASABLANCA FINANCE CITY
القطب المالي للدار البيضاء

The African financial center committed to the continent's future, uniquely located and equipped to connect with other business hubs and markets around the world.

 **BUSINESS
ENVIRONMENT**

 **COMMUNITY
INTELLIGENCE**

 **LIFESTYLE
& CULTURE**

LOOKING TO THE FUTURE

Africa presents untapped potential, with future growth being built on opportunities unique to the continent, including:

- ▶ an accelerating digital economy
- ▶ the world's youngest workforce
- ▶ agriculture
- ▶ natural resources
- ▶ renewable energy

However, Africa remains fragmented, with complicated economies and markets, with diverse legal and regulatory frameworks and a lack of robust market data.

MOROCCO

A stable African country that uniquely combines a monarchy dating back over 12 centuries with economic strength and political leadership - Morocco is an international location for those wanting an **entry point**, **localized expertise** and a **support network** to access Africa's opportunity while mitigating its complexity.



Africa's population is one of the youngest in the world, with a median age of **20 YEARS**

Morocco: 29.5 years

US: 38 years

UK: 40 years

Europe: 43 years

OPPORTUNITIES IN AFRICA

▶ DIGITAL ECONOMY

Mobile subscriptions have grown 20% per annum; to 760M in 2017 from 87M 2005 - the fastest growing market in the world.

▶ ARABLE LAND

Africa holds more than 60% of the world's arable land, though the continent's share in global agriculture remains low.

▶ NATURAL RESOURCES

The world's largest mineral industry with leading reserves of bauxite, cobalt and phosphate.

▶ YOUNG WORKFORCE

Approximately 34% of Africa's population is aged 15 to 34, the youngest population in the world.

▶ RENEWABLE ENERGY

The world's least electrified continent—however, clean, renewable energy, such as solar and wind power, is rising rapidly. For example, in 2019 Kenya established Africa's largest wind farm and will soon run on 100% renewable energy.

MOROCCO

▶ DIGITAL CONNECTIVITY

Morocco has some of the best 4G coverage in Africa, with 60% covered by LTE technology.

▶ FINANCIAL SECTOR

Sound and resilient financial sector, present in 34 African countries, with limited currency risk exposures and a transition to a more flexible exchange-rate regime

▶ AGRICULTURE & AGRO-INDUSTRY

The main driver of Morocco's economic growth, the agriculture and agro-industry contributes 27% to GDP and employs a workforce of over 4M people.

▶ MINING

Morocco holds almost 77% of the world's phosphate reserves.

▶ ENERGY LEADER

One of the *Top Three Performers*, alongside Denmark and Sweden, in the Climate Change Performance Index 2020, Morocco also has the world's largest concentrated solar farm, and is unique in its ability to store energy for later use.

UNIQUELY
LOCATED



+200 CFC MEMBERS
OPERATING IN 50 OF 54
AFRICAN COUNTRIES

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القنصل المالي للدار البيضاء

MOROCCO

TIMELINE OF FREE TRADE AGREEMENTS

- 1964 - African Union founding member
- 1995 - World Trade Organisation
- 1996 - European Free Trade
- 2004 - Arab Free Trade
- 2004 - Turkey
- 2004 - U.S. only FT agreement in Africa
- 2019 - U.K.
- 2020 - Africa Continental Free Trade Area

IN DISCUSSION

- ▶ Canada
- ▶ Russia

UNIQUELY LOCATED

Direct flights from Mohammed V International Airport to 113 destinations, including London, New York and Beijing, in 53 countries.



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07:00

12:00

19:00



BUSINESS ENVIRONMENT

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MEMBER SPOTLIGHT CHOOSING CASABLANCA



Africa is the future of Orange

Stéphane Richard - Chairman & CEO, Orange SA, 2020

Multinational telecommunications corporation Orange **chose CFC as the location for its first MEA operational headquarters.**

Arriving in 2020, the 900 square-meter office is spread over two floors in the CFC tower and accommodates 80 Africa and Middle-East Orange employees.



CONNECTIVITY

June 2020, the World Bank approved \$500M to support Morocco becoming a leading digital hub in Africa by 2025.

"Today, more than ever, digitalization opens up new opportunities for Morocco, ranging from more fluid economic transactions to better services for citizens and businesses."

Jesko Hentschel - World Bank Maghreb Country Director

MEMBER SPOTLIGHT

RECRUITMENT & LOCAL TALENT

“ We favour the recruitment of 'repats'... an employee born or trained abroad who returns to occupy a position in their country of origin... repats are a true accelerator of expertise.

Souleymane Khol - VP Sales, Marketing, Distribution & Revenue Management Africa & Indian Ocean, Accor Groupe, 2019

“ The training that young (Moroccan) graduates receive is of high quality... there is a certain desire to learn and work in an international context, which allows a rapid rise in skills of employees.

Christophe Bachelet - Country Manager Partner, Dla Piper, 2019

“ To date, 90% of our employees are local employees.

Patrick Grosse-tête - Managing Director, Onomo Hotels, 2019



• EDUCATION

- Morocco's students must achieve proficiency in 2x foreign languages; French, Spanish or English. Scientific and technology subjects must be taught in foreign languages.
 - ▶ 1 in 2 university students studies law, economics or social sciences, and 1 in 5 university students studies science, technology, engineering or mathematics.
 - ▶ 8.5K scholarships have been granted by Morocco to non-Moroccan/African students.
 - ▶ CFC has partnerships with CFA, CII and CISI to encourage the expansion of this talent pool.

OUR LOCATION & NEIGHBORS

- ▶ CFC first tower awarded LEED Gold certification by U.S. Green Building Council in 2019.
- ▶ Designed by Pritzker award-winning American architect Thom Mayne, the CFC First Tower is most iconic commercial structure in Morocco.
- ▶ New U.S. Consulate Project has broken ground in CFC district
- ▶ Anfa Park has opened, with 18 Ha of green spaces as a first phase. 50% of CFC's location is planned for green spaces.
- ▶ High-speed travel connections with two tram stations; 30 minutes by car to Mohammed V International Airport.
- ▶ Casablanca is a 1-hour drive from Morocco's capital Rabat, 2.5 hours' drive from the popular tourist city of Marrakech, and 2.5 hours' high-speed train to Tangiers.



CASABLANCA

- ▶ One of Africa's largest ports, Casablanca is Morocco's largest city and its economic capital.
- ▶ ~32% contribution to Morocco's GDP

COMPREHENSIVE ADMINISTRATIVE SUPPORT

STREAMLINED PROCESSES

- ▶ 2 days to set up companies
- ▶ Consolidated form for Financial institutions that combines both CFC status and licensing applications
- ▶ Remote document notarization and re-certification via our new e-services platform
- ▶ 2 days to receive work permit
- ▶ 1 day to receive business visa
- ▶ 10 days to complete residence permit application; receipt within 2 days that allows applicant to act as a resident
- ▶ Members are not required to certify absence of national candidates for open roles

Certifying absence of national candidates for open roles is not mandatory for CFC members

MULTI-LINGUAL MEDIATION & ARBITRATION

- ▶ Legal support from Casablanca International Mediation & Arbitration Center (CIMAC); an experienced and independent body that operates internationally in English, French, Spanish and Arabic

MEMBER INCENTIVES

CORPORATE INCOME TAX

- ▶ A unique 15% rate

PERSONAL INCOME TAX

- ▶ 20% flat rate for first 10 years

DIVIDEND DISTRIBUTIONS

- ▶ Exempt from withholding tax on dividends distributed to residents and non-residents

REGISTRATION DUTIES

- ▶ Exempt from company registration fees and capital increase duties

NO CAPITAL CONTROLS

- ▶ No exchange control on foreign currencies
- ▶ Unrestricted transfer of management and technical assistance fees within the group



COMMUNITY INTELLIGENCE

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BUSINESS NETWORKING

- ▶ +200 Registered Member Companies
 - Operating in 50 of 54 African Countries
 - Allowing CFC members and associated partners to share collective intelligence at regular in-person and virtual events
- ▶ Build your connections to navigate the complexities of the region
- ▶ Connect with on the ground introductions to Investment Promotion Agencies

BANKING & INSURANCE

AIG, Allianz, Bank of Africa, Bank of China, BNP Paribas, Lloyds of London, Societe Generale

ASSET MANAGEMENT & PRIVATE EQUITY

Africa 50, Ascent Capital Partners, Atlantic, BOA Capital, Silk Invest, Themis,

MULTINATIONALS

Accor Hotels, Ford, Huawei, Marubeni, Mastercard, OLAM, Orange, Posco, Refinitiv, SAP, Schneider Electric, Shell

LAW & CONSULTING

BCG, Clifford Chance, Deloitte, McKinsey, Michael Page, PwC, Sage



OUR PARTNERS

20X SOUTH-SOUTH

Senegal, Guinea, Ivory Coast, Nigeria, Niger, Cameroon, Congo, Rwanda, Tanzania, Mauritius, Madagascar, Zambia, Burkina Faso, Mali, Togo, Ghana, Gabon, Democratic Republic of Congo, Benin, South Africa.

15X INTERNATIONAL FINANCIAL CENTERS

London, Shanghai, Singapore, Beijing, Luxembourg, Frankfurt, Paris, Montreal, Toronto, Abu Dhabi, Busan, Nur-Sultan (formerly Astana), Barcelona, Brussels, Hong Kong.

SUPPLEMENTING CFC'S COLLECTIVE INTELLIGENCE & NETWORKING WITH MARKET DATA & REGIONAL INSIGHTS

Regular publication of CFC country factsheets, Africa news, sector reports, expert insights, articles and podcasts accessible through our increasingly expanding members-only portal.



COUNTRY
FACTSHEETS



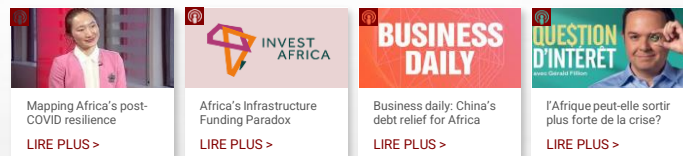
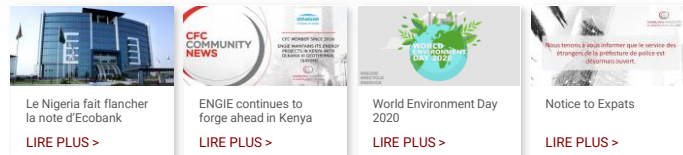
AFRICA
NEWS



AFRICA INSIGHTS
REPORTS



PODCASTS



EXPAT CENTER

Providing support throughout your expat experience, from start to finish.

BEFORE YOUR ARRIVAL

- ▶ Virtual tour of Casablanca
- ▶ Reconnaissance trip
- ▶ Move coordination

WHEN YOU ARRIVE

- ▶ Accommodation search, short or long term
- ▶ Administrative support, including opening bank account(s)
- ▶ Your move-in
- ▶ Cross-cultural and language training
- ▶ Spouse career opportunities and job search
- ▶ School search

WHEN YOU DEPART






- ▶ Administrative support, including closing bank account(s)
- ▶ Termination of leases and your move-out

If moving to another African country, CFC will provide the above support, plus:

- ▶ Reconnaissance trip
- ▶ Accommodation search
- ▶ School search

PREMIUM ACCESS

Connecting our member community with hand-picked services, amenities and exclusive offers, including:

-  INTERNATIONAL SCHOOL OF CASABLANCA
-  FINANCIAL INFORMATION PLATFORMS
-  BANKING SERVICES
-  VIP TRANSFERS
-  OTHER SERVICES

A photograph of a Moroccan-style living room. The room features intricate tilework, including a large archway and a wall with a repeating geometric pattern. The furniture consists of a striped sofa, a patterned sofa, and a small table with a teapot. A large potted plant is visible on the right. A large red diagonal graphic is overlaid on the left side of the image.

LIFESTYLE & CULTURE

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EXPERIENCE MOROCCO

CULTURE

Morocco's cities, medinas, sites and centuries of being at the crossroads of influential cultures and historical trade routes is at the heart of the country's openness and warm welcome, and why in 2019 it was the most visited country in Africa, according to the UN World Tourism Organisation.



EXPERIENCE MOROCCO

GASTRONOMY

Moroccan cuisine is regularly top of world rankings with its signature flavors, spices, and ability to be experienced as either humble street food or at destination restaurants run by world-renowned chefs.

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EXPERIENCE MOROCCO

SPORT

Morocco has more than 30 golf courses and recently hosted the PGA Tour Golf Champions, the first ever to be hosted in Africa. Courses vary from 9 to 36 holes, with some designed by renowned masters Jack Nicklaus and Robert Trent Jones.

Morocco also has a spectacular coastline with a thriving local surf culture providing exceptional locations all year round, especially in the regions of Agadir and Essaouira.



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