

MOROCCAN ECONOMIC DIPLOMACY IN AFRICA

from 2000 to 2019



Case study : **SENEGAL**

01

MOROCCAN ECONOMIC DIPLOMACY IN AFRICA

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SUMMARY

01

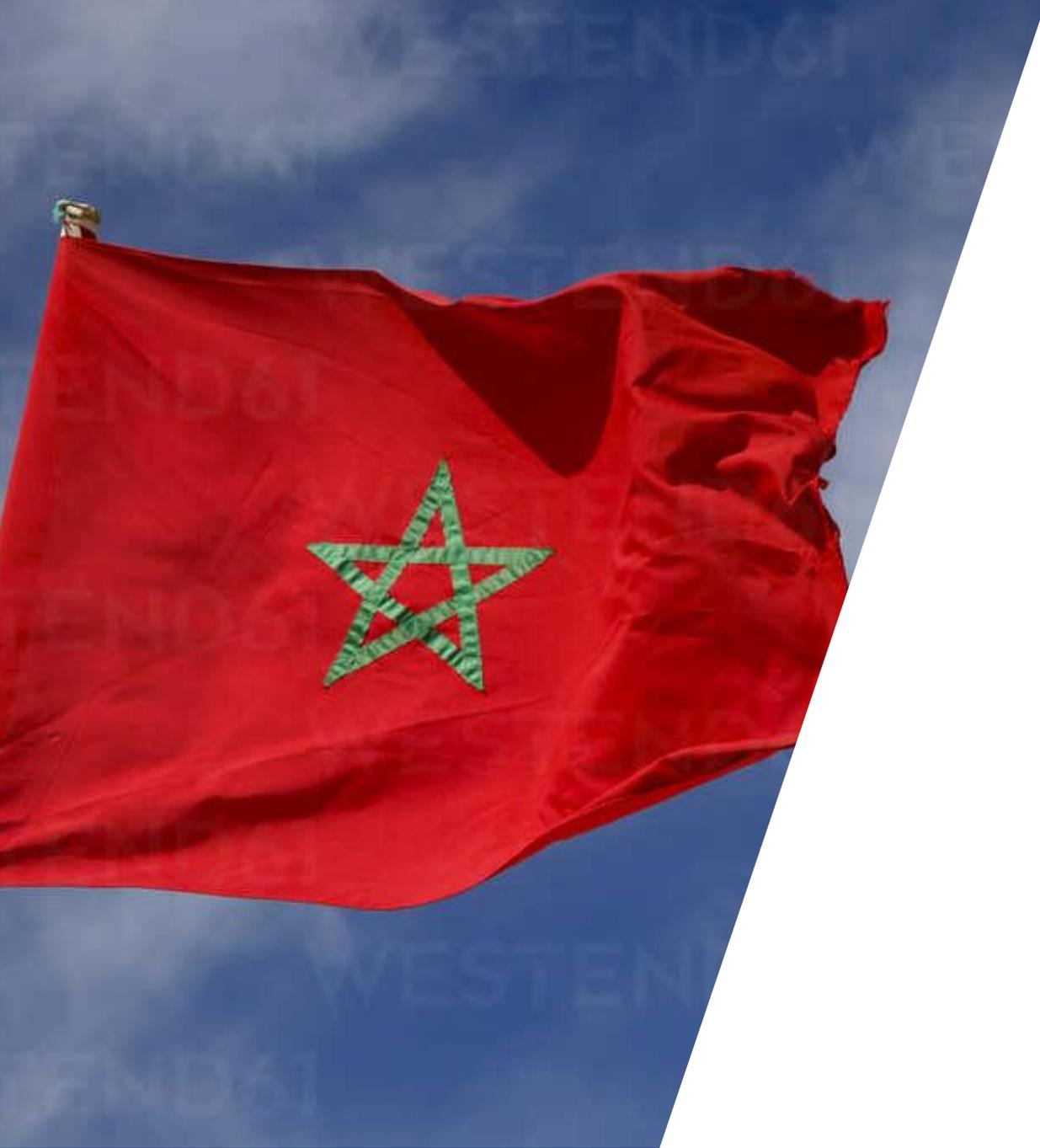
Morocco in Africa : In a pursuit of leadership

02

Economic diplomacy at the center of the economic making decision

03

Study case : Senegal



01

**MOROCCO IN AFRICA :
IN A PURSUIT OF
LEADERSHIP**

01

MOROCCO IN AFRICA : IN A PURSUIT OF LEADERSHIP

Before 2000 : The empty chair policy



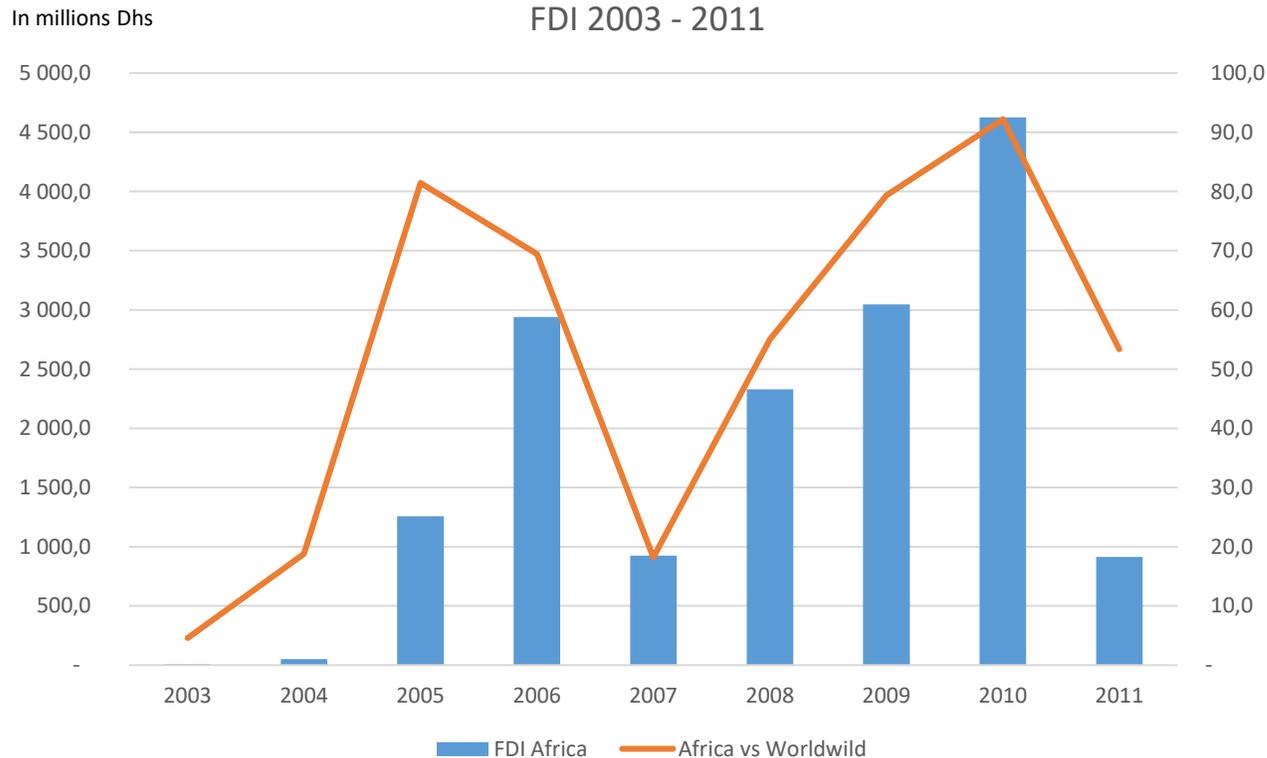
Initiatives making and continental economic topics linked and dictated by the territorial integrity (Sahara topic)

Whidrawel from the African union in 1984

Main focus on relations with « les pays frères »

Sénégal as Morocco speaker person in the continent

The economic interaction with the African countries restricted to the basic trade



Initiation of Royal African tours (8 countries visited)

Establishment of new economic and commercial partnerships (No FTA, simple preferential agreements)

The « initiation » of the Moroccan FDI in Africa

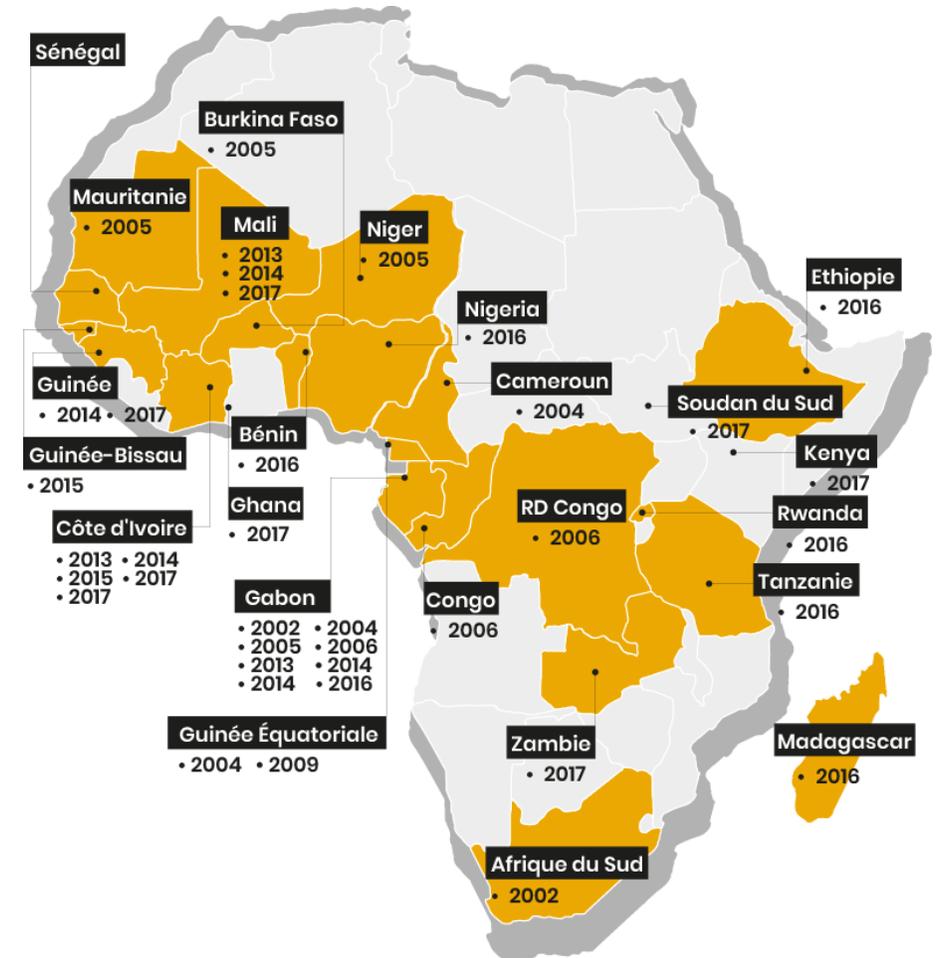
Integration of the South-south cooperation in the constitution (2011)

Intensification of royal tours (44 countries)

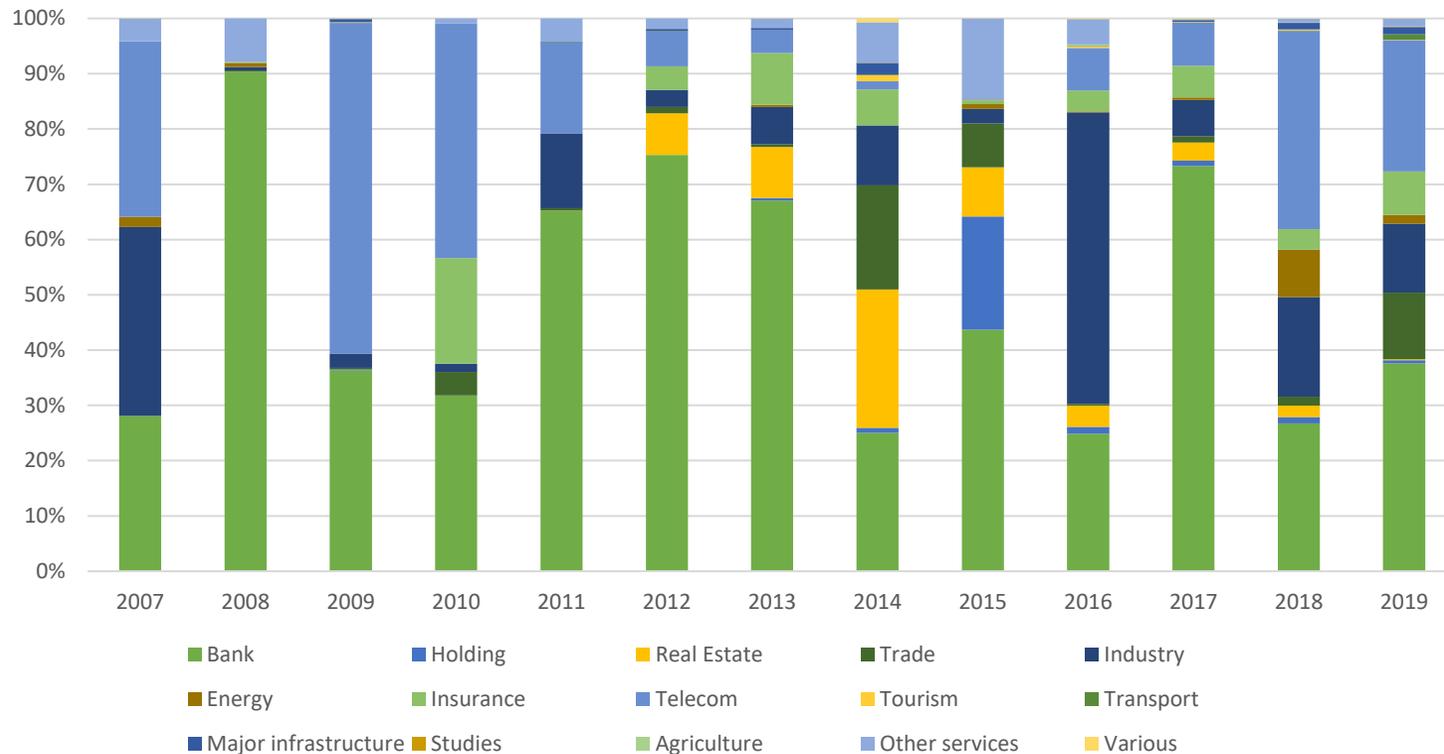
FDI as the main tool for this African expansion

Come back to the Africa Union (2017)

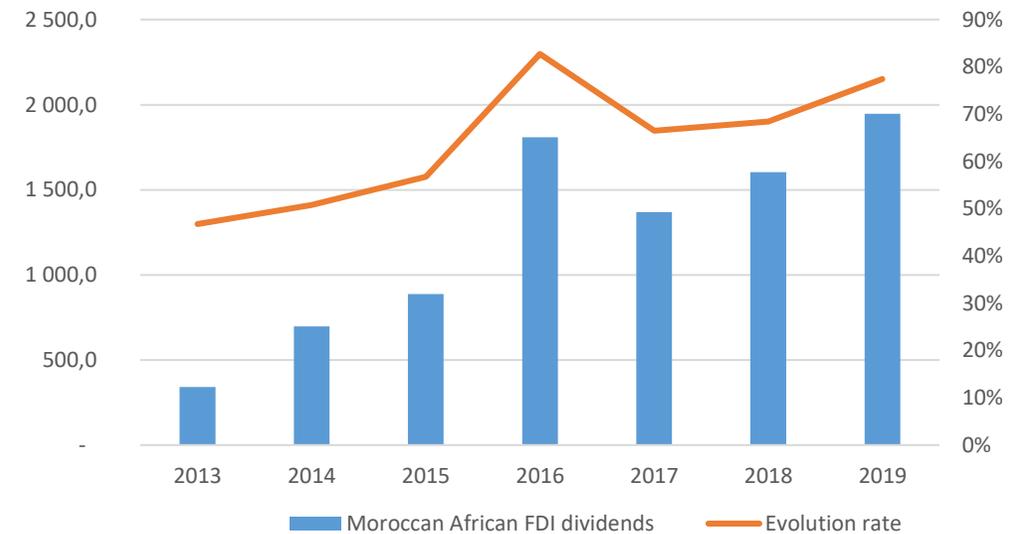
A dedicated Ministry to the South-South cooperation focused mainly in Africa



FDI in Africa per sector 2011 - 2019



Moroccan African FDI dividends





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02

**ECONOMIC
DIPLOMACY AT THE
CENTER OF THE
ECONOMIC MAKING
DECISION**

International Relations

AARON:

Approaches international relations as a set of factors that will help to interpret and integrate the consequences of human action in history. Aaron seeks to bring out the impact of each actor in decision-making and the consequences of those choices at the national level and on the various actors that make up "the international system".

Geo-Politics

Yves LACOSTE:

Any rivalry of power over or for territory. Incorporate everything that concerns rivalries for power or influence over territories and the locals. It mainly aims to evaluate and study the power balance in a defined area.

K. Macdonald et S. Woolcock

« The New Economic Diplomacy »

Explain that the state's role in policy-making and economic diplomacy has changed under pressure from interest groups (private economic actors acting in different sectors) who come together to lobby and promote their own interest in institutional decision-making powers.

Diplomacy is a promotional tool for businesses

K.S. Rana

« Economic Diplomacy. The Experience of Developing Countries »

Some developing countries have successfully interacted with the globalized world by using specific tools:

- Their work
- Diplomacy promotion
- Regional diplomacy

Its success is based on the right combination of an effective economic policy with pro-active economic diplomacy.

Diplomacy is an active contributor to business promotion and globalization

02

ECONOMIC DIPLOMACY AT THE CENTER OF THE ECONOMIC MAKING DECISION

SOUTH-AFRICAN CASE

- In 2019, South Africa was the first African investor in Africa, ahead of Morocco with 3,1 billions \$ invested vs 1 billion \$ for Morocco.
- The South African diplomatic approach is based on:
 - Its positioning as a « Peacebuilding » actor: using its history to build partnership = Supervisor of the African and regional intercity
 - Using its power to implant and promote the public companies « parastatals » in order to rebuild the local economies
- The private sector is mistrustful of the government and public investors = defiance because of the corruption and the lack of organization of the public structures

The economic diplomacy is based mainly on its history and the promotion of the public sectors = State acts for state no real support for the private sector expansion overseas

The private sector does not benefit from any of the regional or continental interaction of the local government : they build their expansion on their own



03 **STUDY CASE**
SENEGAL

03

STUDY CASE : SENEGAL

METHODOLOGY



Interest for companies that invested in the country since the enthronement of Mohammed VI



Choice of companies based on the agreements acted between the 2 countries



Contact and exchange with around twenty companies and institutional representatives



Concerned sectors: Finance, real-estate and agro food

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STUDY CASE : SENEGAL

THE IMPORTANCE OF CONVENTIONS IN THE IMPLEMENTATION OF MOROCCAN COMPANIES IN SENEGAL



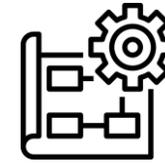
Initiation of the royal tours to promote the Moroccan brand



Discussions and agreements on acts of partnerships and sectoral conventions between the 2 countries



Establishment of a commission in Morocco to detect solid economic actors who can invest in the said countries



Choice and appointment of the company and setting of the implementation deadline



Implementation of the company and set up on the Moroccan side of a monitoring committee

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STUDY CASE : SENEGAL

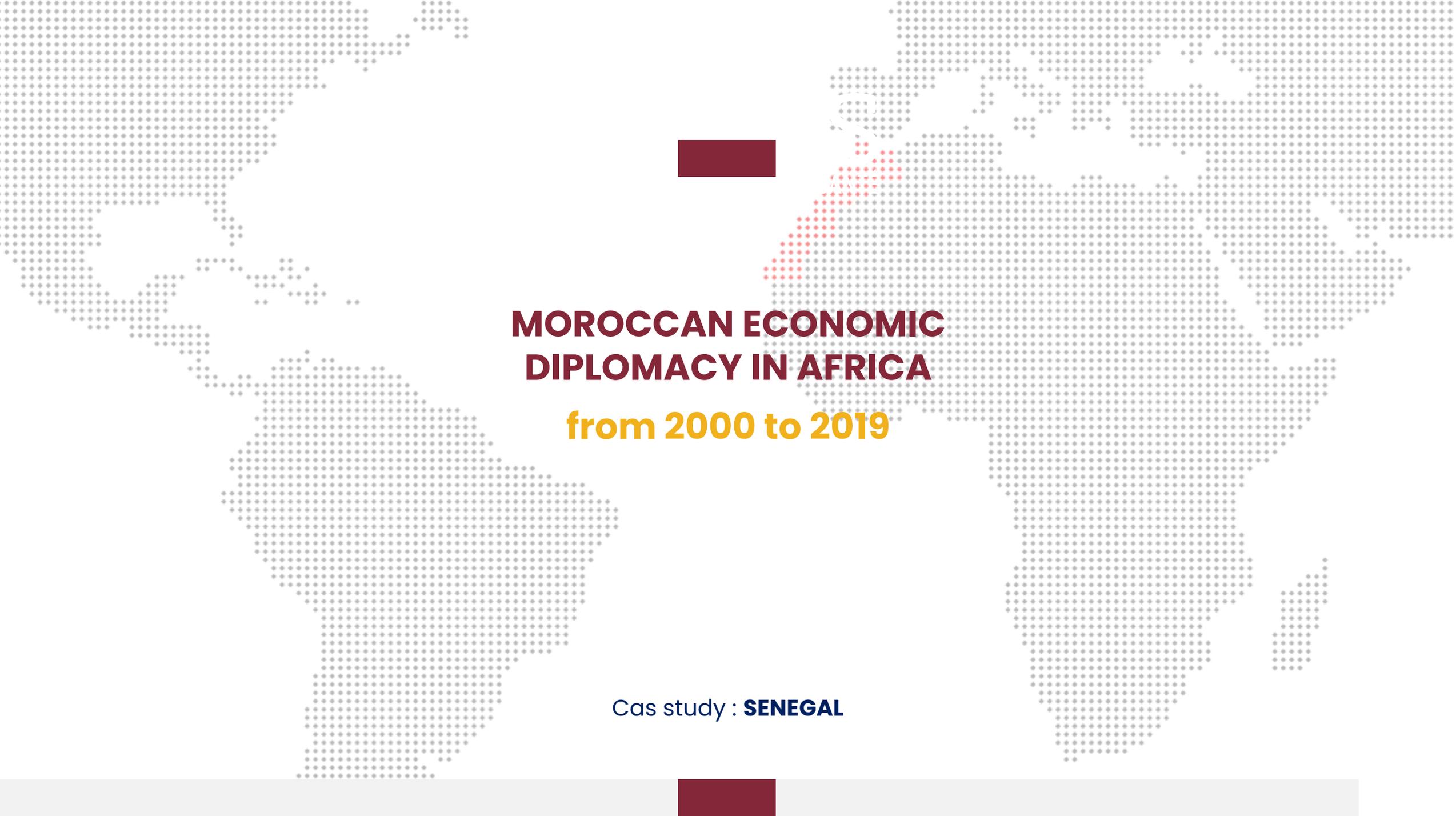
The introduction of a new approach

- Diplomatic actors are the new promoters of the Morocco brand
- The agreements are sectoral: a double-edged sword:
 - Conventions recorded only during the royal tour with diplomatic actors who act as analyzers market opportunity
 - Agreements signed upon request from a state partner
- Businesses support continental policy of the Kingdom

Moroccan companies serve as support tools, support and promotion of the South-South policy advocated by the King of Morocco.

Diplomacy becomes the bearer of opportunities and the factor of continental openness for Moroccan companies





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