



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

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Mohamed Aref Hassani, Managing Director,
Midparc Casablanca

Major automotive supplier’s investment in Morocco creates 10,000 jobs

Yazaki Corporation of Japan invested in three plants in Morocco (Tanger, Kenitra and Meknes), employing over 10,000 staff. The project enabled strengthening the industrial supply chain, developing skills, expanding export and wealth creation. The company’s investment was followed by many other Japanese investors, making a positive contribution to Morocco’s inclusive and sustainable industrial development.

UNIDO’S APPROACH

UNIDO’s Investment and Technology Promotion Offices (ITPOs) promote quality and high impact private sector investment in developing countries. UNIDO’s ITPO in Tokyo cooperated with the Government of Morocco under the delegate programme. Mr. Mohamed Aref Hassani visited Japan on several occasions, where he identified, met and supported many Japanese companies to invest in the country since 1997. One of the companies, Yazaki Corporation, is a global leader specializing in wire harness production. Assistance provided to the company through UNIDO’s services included facilitation of bilateral discussions with government counterparts, finding suitable locations for investment, obtaining of licenses, hiring of staff, and logistics.

IMPACT

Yazaki Corporation started their investment in Morocco modestly at first in 2000, but expanded quickly, taking advantage of Morocco’s labor and strategic location with proximity to major markets and clients in the European Union. The company ended up establishing three plants, including Yazaki Morocco S.A., in Tanger in 2000, Yazaki Kenitra S.A., in Kenitra in 2010, and Yazaki Meknes S.A., in Meknes in 2014. In total 10,000 jobs were created, contributing to inclusive and sustainable industrial development. The investment also led to Moroccan SMEs’ development and strengthened their participation in global value chains. “The assistance of UNIDO ITPO Tokyo was essential in promoting the potential of Morocco to the company” commented Mr. Hassani.

WAY FORWARD

Yazaki Corporation’s investment in the automotive sector and other such investments helped Morocco become the second largest recipient of foreign direct investment in Africa, and paved the way for the country to target even higher technology industries, such as the aerospace sector. Morocco is now progressing to create jobs in this sector, and UNIDO continues to promote quality and high impact investments from Japanese manufacturers to the country, both in the aerospace and conventional sectors, with the aim of further contribution to Morocco’s development of its industrial base, and the integration of its SMEs in global value chains.

AT A GLANCE

Project title	Automotive parts investment in Morocco
Thematic area	Advancing economic competitiveness
Donor	Japan
Project counterpart	Government of Morocco
Budget	n/a
Duration	1997-2014