

Moroccan American Trade & Investment Center

Textile and Clothing Industry in Morocco

Diversification, European market repositioning, widened possibilities due to Free Trade Agreements that have opened access to duty-free markets for nearly a billion consumers, and an international sales network are all among Morocco's new assets in textiles and clothing.

Sector Description

1700 companies represent more than 40% of the industrial workforce and generate USD 2.7 billion in export revenue. All facets of the industry, from spinning and weaving to cutting, assembly, production and distribution are represented.



Structure of the Market

More than 60% of production is handled by large companies, of which 33% have foreign participation, covering a wide range of products including: mesh, chain and screen, jean/denim, knit, sportswear and household textiles.

As a result of the low level of channel integration in Morocco, wire, fibers and fabrics for clothing represent more than half of overall textile imports. In terms of exports, France, England and Spain buy more than 70% of Moroccan textile and clothing production.

Opportunities

The textile sector in Morocco offers a wide range of investment opportunities. Its strategic reform plan offers companies with facilities in Morocco concrete tools to increase their competitiveness in a better structured environment at the crossroads of Europe, the U.S., the Middle East and Africa. This objective will be achieved through:

- Tariff reduction
- Technical assistance
- Finance options
- Investment incentives
- Streamlined customs procedures
- Promotional fund for the sector

Source: AMCHAM Trade Guide 2007

For more business opportunities, please visit the Moroccan Textile Association (AMITH) website:

<http://www.amith.org.ma>



The **Moroccan American Trade and Investment Center (MATIC)** was established under the Royal Patronage of His Majesty King Mohammad VI as a vehicle to promote the Moroccan-US FTA. MATIC is an American based non-profit trade association that assists the country of Morocco in its quest to encourage economic growth and stability through the promotion of its private sector. Through its Brand Morocco program, MATIC has identified strategies for firms electing to take advantage of the unique location that Morocco provides as a platform from which new business initiatives can be launched into markets throughout the region.

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