



Sveriges Ambassad Rabat

## **BEYOND BORDERS & BOUNDARIES: Global Insight journeys**

### **Upcoming destination: Morocco, May 20-22, 2025**

"Beyond Borders & Boundaries" is a new initiative by the West Sweden Chamber of Commerce, launched in collaboration with Sweden's diplomatic missions and embassies abroad. The goal is to seek inspiration from new perspectives, different conditions and alternative ways of tackling challenges. Only through a broad range of insights can we become truly competitive.

We are starting this initiative together with the Swedish Embassy in Morocco and are offering a unique business trip focused on perspectives, insights, and business opportunities.

### **Morocco and the program**

How do other countries strengthen their business environment, create the right conditions for growth? How are key future challenges such as skills supply, AI, digitalization, and the green transition tackled? The goal with visiting Morocco is to gain insights, benchmarks, and ideas to bring home - not only for individual inspiration and business opportunities but also as input for strengthening collaboration between businesses and policymakers.

Morocco is often described as "a bridge between Europe and Africa", with only 14 km to Spain. This lower middle-income country has in recent years implemented major reforms and investments to strengthen economic development, diversify its economy, and become a more inclusive society. The main economic sectors are agriculture, industry, and services.

Morocco's geographical proximity to Europe and its ambition to remain competitive in the EU market push the country to align with European standards. As a result, an increasing number of companies are choosing Morocco as a production hub, and many international businesses have established regional offices there, among them several Swedish. As part of our visit, we are planning to visit four such companies: **Stena Line**, that has acquired 49 percent of one of the companies running the ferry route between Morocco and Spain in 2024; **SKF**, that has invested in a new production facility.; **Volvo Trucks**, that operates in Morocco and delivered Africa's first heavy-duty electric truck in Morocco; **Trelleborg**, investing in new production facilities for the aerospace sector.

Moreover, along with Spain and Portugal, Morocco will host the 2030 FIFA Men's World Cup, expected to further accelerate economic growth in the region.



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## Examples of key areas where Swedish solutions are in demand:

- **Green Transition:** Morocco is at the forefront of sustainability efforts, with significant investments, a well-developed policy framework, and strong ambitions to phase out fossil fuels.
- **Healthcare/Life Science:** Morocco is undertaking one of the world's largest healthcare reforms, expanding its social security system and upgrading as well as expanding the hospital infrastructure.
- **Digitalization:** Morocco has a complex bureaucracy, and both the public and private sectors are highly interested in digital transformation. Large investments are being made in digital infrastructure, 5G deployment, and various e-solutions.

## Program (Monday 19<sup>th</sup> MAY – Arrival Rabat, Flight)

### TUESDAY 20<sup>th</sup> MAY - RABAT

#### Introductory meeting & program

##### Ministry of Industry and Trade

Business opportunities, how to move forward in the energy transition, investment/business climate.

##### Agence de Développement du Digital

Agency responsible for implementing Morocco's digital development strategy and promoting the dissemination of digital tools and the development of their use by citizens. Key player in upcoming 5G roll-out.

##### AMDIE, Agence Marocaine de Développement des Investissements et des Exportations

Moroccan equivalent to Business Sweden. Potential areas of co-operation between Morocco-Sweden, business climate in Morocco.

##### Working lunch (with international finance institutions)

Business climate in Morocco, financing opportunities for business through international institutions, procurements ahead.

##### Visit Université Rabat Polytechnique (UM6P)

UM6P is oriented towards applied research and innovation. It is ranked among the Top 500 in the 2025 Times Higher Education World University Rankings and is the best ranked university in Morocco & North Africa.

##### Dinner at the Swedish residence (with invited guests)



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## **WEDNESDAY 21<sup>st</sup> MAY - TANGER**

### **Tanger Med industrial port complex**

[Tanger Med](#) is located 45 km northeast of Tanger and opposite of Algeciras, Spain, with handling capacities of 9 million containers/year. Tanger Med is one of the largest industrial ports in the world, and the largest port in Africa.

Meeting management of port complex and Magnus Lundgren, manager APM Terminals (daughter company of Maersk).

### **SKF + Regional investment center**

Investment climate in Morocco, experiences of establishing production in Morocco, companies' role in the green transition.

### **Stena Line**

Stena Line has acquired 49 percent of the shares in Morocco based ferry company Africa Morocco Link (AML) that operates between Morocco and Spain.

## **THURSDAY 22<sup>nd</sup> MAY - CASABLANCA**

### **CTTH, The Cluster of Moroccan Textiles and Techniques (C2TM) Moroccan Textile and Clothing Industry Association (AMITH), Technical Center of Textile and Clothing**

These key players in textile industry visited West Sweden in November last year and met with various textile and fashion companies.

### **Volvo Trucks**

Volvo Trucks is based in Casablanca since 2001. The company delivered Africa's first heavy electric truck in Morocco.

### **CCISCS (Morocco's Chamber of Commerce)**

CCISCS – La Chambre de Commerce, d'Industrie et de Services de Casablanca-Settat

Business climate, Morocco's trajectory ahead.

### **Technoparc**

Technoparc are the Moroccan equivalent to science parks and provide assistance for start ups to scale up.

### **Trelleborg**

In 2024 Trelleborg invested in a new production facility, focusing on sealing solutions for the aerospace industry. The new facility will produce for several customers while also increasing capacity to meet the industry's strong global growth. Trelleborg already has a facility for the production of automotive boots in Morocco.

### **Dinner in Casablanca**

**END PROGRAM**



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**Fee:** 15 000 SEK (The participation fee to cover basic preparatory/administrative costs), including the full program and local travel costs (bus) during the trip).

**Traveling and accommodation:** All participants cover their own accommodation and travel costs to/from Sweden. We will pre-book a hotel for you at a reasonable price.

**Seminar, preparatory meeting:** Before the business trip we will arrange a meeting for the participating companies. The Swedish Embassy will be with us online for some insights on Morocco and the program.

**For questions please contact:**

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