

Federal Department of Economic Affairs. Education and Research EAER State Secretariat for Economic Affairs SECO

Swiss Confederation

# Morocco

Cooperation Programme 2025 – 2028



## Towards a competitive, sustainable, and job-creating economy

Morocco is a new priority country for Switzerland's economic development cooperation. The country plays a key role at the crossroads of Africa and Europe and has embarked on an ambitious transformation agenda. Its strategic geographic position, political stability and strong reform momentum offer a window of opportunity to boost sustainable growth, attract investment and generate decent jobs.

To support Morocco's ambitious trajectory, the SECO Cooperation Programme 2025–2028 will concentrate on enhancing competitiveness and catalysing employment in sectors with high growth potential to foster a competitive, sustainable, and job-creating economy.

More information







### Opportunities and Challenges

Morocco stands out for political stability and its strategic geographic position at the crossroads of Africa and Europe. Over the past two decades, the country has steadily grown and has made remarkable progress in diversifying its economy, developing key sectors like automotive, aerospace, and renewable energy. Guided by the New Development Model (NMD 2021), Morocco is advancing structural reforms to build a competitive, job-generating economy, prioritising sustainable value chains, tax modernisation, digital and energy transitions, and a more attractive investment climate.

Despite these advances, several challenges remain. Economic growth faces ongoing hurdles, as does the creation of quality jobs, particularly for youth and women. Regional disparities and the significant size of the informal economy continue to shape the economic landscape. There is scope to continue advancing reforms and improve access to finance in order to better support private sector development. At the same time, the prevalence of informality, along with gaps in digitalisation and innovation, highlight the need to further unlock Morocco's economic potential. Additionally, climate-related risks such as droughts and water scarcity are growing concerns.

Morocco is well-positioned to turn current challenges into opportunities by building on its reform momentum, advancing inclusive growth, and reinforcing economic resilience. These efforts will lay the foundation for a sustainable future that benefits all segments of society.



#### Past Achievements

Morocco is a priority country for SECO's economic cooperation since 2025. The new programme builds on earlier SECO initiatives that supported legal and regulatory reforms, fostered a more competitive, investment ready business environment, strengthened macroeconomic stability, and increased support for SMEs and sustainable exports.

- → Swiss-backed initiatives contributed to a 23% rise in the country's textile export volumes, driving industry growth and generating income and jobs throughout the value chain.
- → At the Marrakesh-Safi Regional Investment Centre, invoice payment times fell by 17 days, improving operational efficiency and helping mobilise USD 15 million in foreign direct investment.
- → Trade promotion efforts supported five Business Support Organisations, enabling over **30,000** exporting enterprises to innovate, meet international standards, and expand into global markets, creating more than **10,000** jobs.



#### Vision and Priorities

The SECO Cooperation Programme Morocco 2025–2028 supports the country in realising its ambition of becoming a dynamic, competitive, and inclusive economy. Switzerland's engagement focuses on unlocking the full potential of Morocco's private sector, empowering people with better opportunities, and ensuring that growth benefits are both sustainable and widely shared.

Through targeted reforms and strategic investments, Switzerland aims to strengthen Morocco's economic framework and accelerate its transition towards a future-oriented economy that creates decent jobs, enhances regional equity, and responds to global climate and market dynamics.



To realise this vision, SECO will prioritise the following areas:



## Enhancing an innovation-friendly business environment

Switzerland supports Morocco in enhancing the business environment by supporting the effective implementation of the Investment Charter. This involves removing regulatory barriers, strengthening institutions at both regional and national levels, and promoting an innovative and competitive private sector.



#### **Fostering Job Creation and Workforce Alignment**

Switzerland supports policies and initiatives that enhance job creation and align workforce development with evolving market needs, with a focus on strategic sectors. This approach creates opportunities and contributes to Morocco's economic competitiveness and sustainability.



#### **Promoting Sustainable Value Chains**

Switzerland helps companies in key sectors integrate into national and international value chains. This includes promoting sustainability, supporting industrial innovation and linking Moroccan SMEs with Swiss and global partners.



#### **Expanding Access to Finance**

To catalyse business growth, Switzerland supports Moroccan financial institutions in expanding tailored financing solutions for SMEs in high-potential sectors, with a focus on digitalisation and green investments to boost competitiveness and sustainability.

#### **Publisher**

Federal Department of Economic Affairs, Education and Research EAER State Secretariat for Economic Affairs SECO Economic Cooperation and Development Holzikofenweg 36, 3003 Bern info.cooperation@seco.admin.ch www.seco-cooperation.admin.ch

#### **Design and layout:**

Push'n'Pull AG

#### Photos:

SECO Cooperation Morocco, CasaModa Academy

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## More information



