

# First Asian Business Forum & Expo in Morocco

## General Presentation

*We live in a transition period where technological advances, globalization and the rapid development of Asia hold promise, but require a knowledge of ways to engage and knowledge of all the possibilities and implications to better take advantage .*

*Thus, the widespread interconnections between people, companies, cities, states, led to a transformation of the economy. Despite the vagaries of international finance and the stagnation of global growth, Asia continues to develop its growth to eventually become the world's largest economy, ahead of Europe and the United States. Incentives offered by Morocco, to the local and foreign investors, can galvanize national economic, while absorbing some of the surplus productions always Asian.*

*The free trade agreements concluded between Morocco and its long-term partners are an asset that the country can use to develop a new kind of partnership between Asia and Africa.*

***The time is now, the place is Morocco - gateway to Africa.***

*Due to its mission, the Diplomatic Foundation is particularly concerned with the control of multiple issues and challenges to international relations within the framework the Kingdom of Morocco.*

*The Diplomatic Foundation organizes, on 15 and 16 March 2012 in Rabat, the First Asian Business Forum & Expo in Morocco with the essential aim to take stock and reflect on the development of trade relations with Asia and their impact in Morocco and Africa.*

*The conclusion of the Forum will be around a round table where participants try to identify a number of recommendations that will ensure a harmonious development of Morocco in its interaction with Asia.*



**Asian Business Forum in Morocco  
Forum d'Affaires Asiatiques au Maroc**

**MOROCCO ASIA FORUM**

**CONFERENCES - FORUM D'AFFAIRES - EXPOSITION - B2B ET B2C MEETINGS**

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New-York : +1-(202)-379-0012 Paris: +33-(0)1.75.43.85.85**

## **SESSION 1**

### ***The Future Cooperation with Asia***

*This session is intended to draw the major trends in the evolution of financial interactions, economic and trade between Morocco, Africa and Asia. Further analysis of these trends is fundamental to clarify the conditions for control and practice of trade.*

## **SESSION 2**

### ***Opportunities for Africa-Asia Business***

*Open markets and trade liberalization in Morocco: what is the role of Government, public and private operators? How to draw in practice Free Trade Agreements, and what will be the future in this area? Getting the most of regulatory frameworks? What are the growth sectors to invest in (renewable energies, tourism, mining, heavy infrastructure,...)?*

## **SESSION 3**

### ***Economic incentives: here and elsewhere***

*This session aims to detail the economic incentives, benefits of different regulations, here and elsewhere, to maximize economic interactions and expand margins.*

## **SESSION 4**

### ***Strategic Alliances: sharing of experiences***

*Trade with Asia is currently undergoing a decisive change in its organization and its regulation. This session will attempt to answer many questions: issues for public and private operators, consumer issues, impacts on the economic and social development for Morocco and Africa.*



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## THEME OF THE ROUND TABLE

### «Morocco-Asia: towards a new kind of partnership»

*Globalization has become part of everyday business. We got back in the era of global village and the jungle of business is becoming more and more dense while the profitability is shrinking.*

*How Morocco, and Africa, with significant potential for growth, can build on its advantageous geographical location and Free Trade Agreements to contribute to the construction of an exemplary co-development, and register as a partner in itself.*

*Will participate to this panel great witnesses, domestic and international leading analysts. They will try to identify some recommendations to initiate a South-South partnership of a new kind with Asia, within the financial, economic and societal perspectives open in Africa.*



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