



SOUSS MASSA REGION IN FIGURES

Land of Excellence
Land of Excellence



A REGION RICH
IN HUMAN, ECONOMIC AND
NATURAL RESOURCES

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SOCIO-ECONOMIC DATA*

64 Billion MAD
GDP : 7% domestic



POPULATION : 2,7 million inhabitants
950.000 working individuals
Population Density **49,8** inhabitant per km²



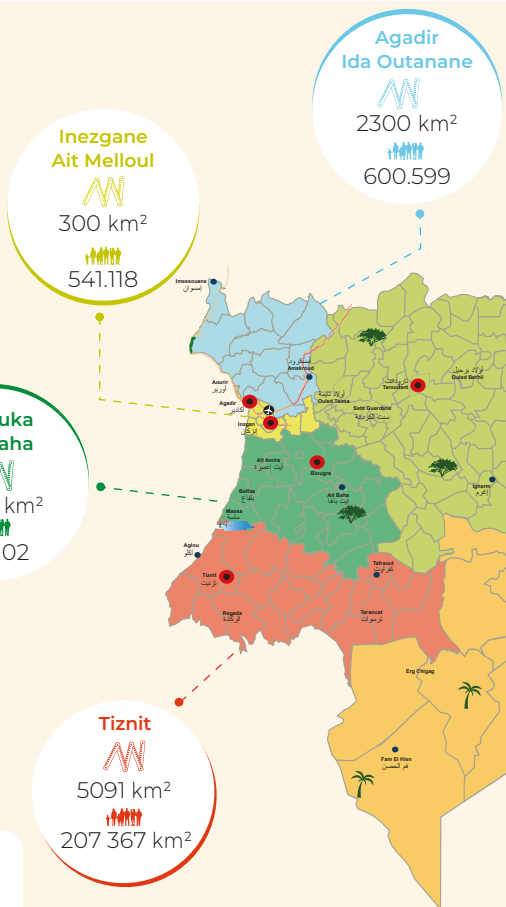
- Agadir Al Massira International Airport
- Tata Airport
- Taroudant Aerodrome



- Agadir Commercial Port
- Anchorage points : Boulfdaïl, Aglou, Tifnit, Imi Ouaddar
- Fishing Sites : Imessouane, Taghazout, Tamghart, Douira, Sidi Rbat, Mirelleft

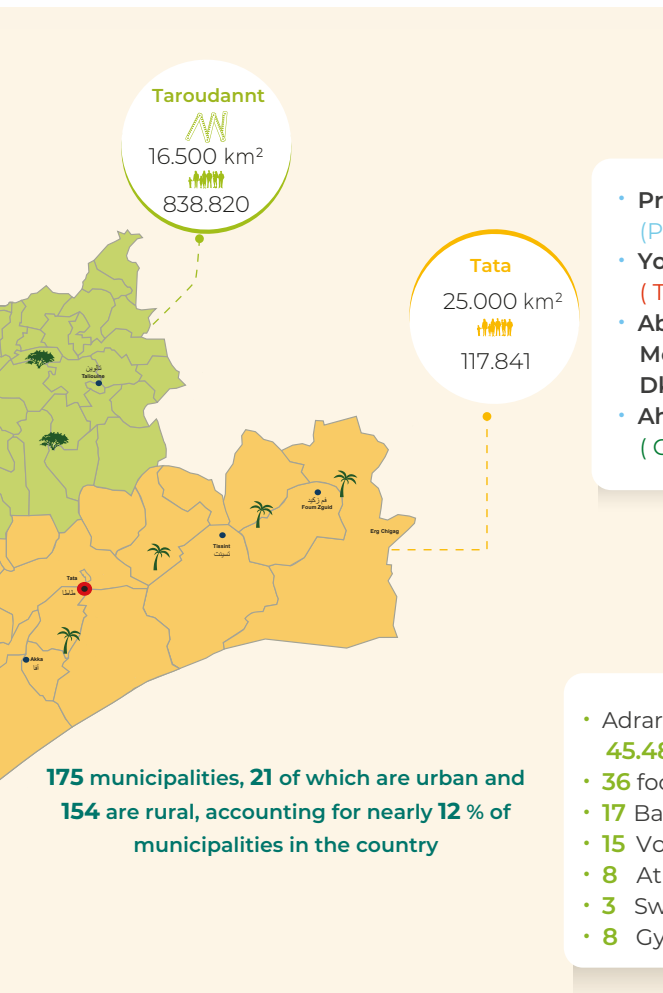


- **8000** km of paved road
- **250** km of Highway Agadir/Marrakech
- **90** km of freeway Agadir/Tiznit
- **70** km of Freeway Agadir/Taroudant





Total Area : 53.789 km² of territory,
7,6% of the total national territory



- **Prince Moulay Abdallah**
(Province Agadir Ida Outanane)
- **Youssef Ben Tacheffine**
(Tiznit Province)
- **Abdelmoumen / Aoulouz Mokhtar Soussi / Imi Lkheng Dkhila** (Taroudannt Province)
- **Ahl Souss**
(Chtouka Ait Baha Province)



- Adrar Stadium ,**18.000** m² in area and **45.480** seats
- **36** football fields
- **17** Basketball courts
- **15** Volleyball courts
- **8** Athletics' halls
- **3** Swimming pools
- **8** Gyms

GDP, INTERNATIONAL TRADE



Primary **12 853**
Secondary **10 117**
Tertiary **29 412**

*Census (HCP 2014)

AGRICULTURE

Souss Massa, an agricultural Region :

Boasting of promising and varied production networks, the agricultural sector in Souss Massa, the first exporting region of citrus fruits and vegetables at the national level, offers great opportunities for both national and international investment. According to stats of the Regional Agricultural Development Office, this sector represents 85% of vegetable exports, 65% of citrus fruits' exports, 15% of dairy production and 86% of Argan tree production. It generates 33 million working days (man-day) per year.

1st REGION

in exporting Citrus Fruits
and Vegetables

**9% of the
national
GDP**



**17,3 % GDP
of the regional
Agricultural**

33 Million
work Days
in production

Exports

2017-2018 in tons

Market
Gardening
960 114
Citrus Fruits
446 416

1,2 Million
vegetables
exported annually

650.000 T
of Citrus fruits
exported annually

TOTAL AREA
5 371 000 ha
• Used Agricultural
lands **475 426 ha**
• Irrigated lands
158 433 ha

TOTAL LIVESTOCK
1 292 001 heads
139 000 of
which are bovine



PRODUCTION

Citrus Fruits
700 000 T
Market Gardening
1 665 000 T
Red Meat
28026 T
Milk
223,5 ML



AGROPOLE AGADIR

This project is a regional reference platform for processing, marketing and distributing agricultural products. Agropole brings together on the same site an agro-industrial activity area, logistics and commodities area, marketing and distribution platforms, a reception center for services to businesses and individuals as well as "Qualipole", which mainly hosts research and control laboratories and a training center.

An industrial zone for
Agro-industries

Competitiveness Cluster and integrated platform



Developer
Haliopolis SA
company



Number of Lots
215



Area
75
Hectares



Sale price From
570 to 600 MAD/m²



A Region with Great Potential :

Fisheries is the third economic pillar of Souss Massa alongside Agriculture and Tourism, with its abundant fishery resources, the area has taken up today the challenge towards a rational and sustainable management.

The Region has also gained a boost on in the sector of aquaculture. 23 aquaculture projects were selected as part of two public invitations by the National Aquaculture Development Agency (ANDA). The investment amount is 400 million MAD, ultimately direct jobs are 620. 60 production units will thus exploit 900 ha to produce 62 000 tons/a year of selfish and seaweeds. Totaling 78% of forecasts of the Aquacultural Plan estimated at 80 000 tons per annum.

COASTLINE

180 km



30% of the national
fisheries GDP

6%

of the total GDP

33%

of national exports
Of semi-preserved
products

FLEETS

Artisanal : **1450** against
14225 nationally (10%)

Coastal : **465** against **2835**
nationally (16%)

Deep-sea : **223** against
442 nationally (48%)



50%

of national exports
Of preserved
products

Contribution to trade
balance

National :
Export sales

13,2 billion MAD

Regional :
Export sales

7 billion MAD

Contribution
to employment

National :
170.000 direct
jobs

490 000
indirect
Regional :

72.000
direct and indirect

83 factories of export
processing (preserved,
semi-preserved, frozen)
+14.000 jobs

Exported fishery products in the port
of Agadir (in tons) : **137.830**

Total export sales by industry :
13,2 billion MAD

PRODUCTION PORT AGADIR 2018*

WEIGHT IN T / VALUES IN MILLIONS DH



41655 Tons
1971 Millions dh

Deep-sea fishing
28145 / 1760

Coastal fishing
11374 / 170

Artisanal fishing
2136 / 41



HALIOPOLIS

It is the first ever industrial park dedicated to processing seafood products, bringing together companies of similar activities :

- Factories of seafood product processing
- Logistics park
- Industry support
- Services for companies and individuals. (Maintenance, offices, catering, hotels, research and development, business incubators...)

SITUATION

Planned investments
656 MDH

Number of intended jobs
10 000 jobs

AGADIR HALIOPOLE Cluster

Research, development and innovation... missions

- The Halieutic pole is an association bringing together all operators in the industry
- Its goal is to stimulate and develop the sector of processing seafood products in Souss Massa Region

DEVELOPMENTAL LEVER

As a very popular destination among national and international tourists, Souss Massa has the advantage of combining seaside with rich and diverse inlands; making it one of the best tourist destinations in the world, especially for European tourists. Hotel facilities in Agadir offer nearly 30% of the total national bed capacity

1 million
tourists per annum
and nearly
5 millions
overnight stays
in 2018

30.943
beds

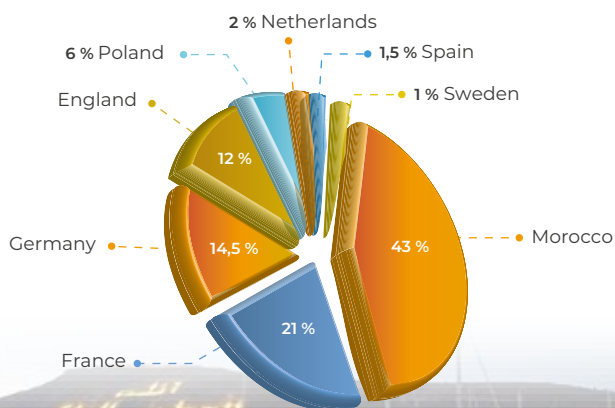
7% of the regional **GDP**
120.000 direct and indirect
employment created

MAD **20** billion of
regional revenues

**Passenger traffic in the airport
during the first 10 months of 2018**

1,611.750 against **1,277.740** during
The same period of 2017,
Registering an increase of **26.13%**

**Key
markets**
data 2018



TOURIST ATTRACTIONS AND LEISURE



PLACES TO VISIT

| | |
|------------------------------------|------------------------------------|
| Souk Al Had Agadir | Ramparts of Taroudant |
| Museum of Amazigh Culture - Agadir | Palm Grove - Tiout |
| Souss Massa National Park | Zaouias, Ksours ... |
| The Agadir Oufella Kasbah | Ancient Murals and Oasis in Tata |
| Souk Inezgane | Crocoparc |
| Architecture Chtouka Ait Baha | Dolphinarium |
| Paradise Valley - Imouzzar | Breathtaking landscape in Tafraout |



There's more ...

...Miles of golden sand beaches in Agadir, Imouran, [Taghazout](#), Imi Ouaddar, Imsouane, Aglou, Tifnit....

SEASIDE RESORT TAGHAZOUT BAY

Key Figures :

- A total area of **615 Hectares** of land
- Total Plot ratio : **9,7 %**
- Number of available beds : **12 376**
- Tourism Capacity targeted : **7450 beds**
- **8** hotel units and **1** vacation village
- Estimated total investment : **10 Billion MAD**
- Direct and indirect jobs planned : **20.000 jobs**

www.taghazoutbay.ma





Sustainable Tourism Development Network (RDTR)

RDTR aims to enhance practices of rural tourism in Morocco, while defending the legitimate interests of its members. Thus, it actively takes part in the sustainable development of both regional and national tourism in order to become a leader in the sector of rural tourism.

The main missions implemented to achieve this goal include upgrading and preserving the heritage and rural environment as well as promoting member structures for the brand image of the destination.

RDTR is currently working on a project to create topic-oriented agro-touristic routes to develop organic agriculture and all local products through rural tourism.

www.maroc-tourisme-rural.com



Implementation of the National Plan of Industrial Growth (PAI) in Souss Massa

The industrial sector holds a special place in the social and economic development of Souss Massa, with predominance in the Agri-food, chemical and chemical-related sector.

Moreover, Souss Massa is the first region to have implemented the National Plan of Industrial Growth, an extension of the Plan Emergence. This industrialization strategy that created added value and jobs, aims to increase the role of industry in the national GDP. The aim is to move from 14% to 23% by the beginning of 2020.

Souss Massa is the first region to implement

440 industrial plants.



3 Growth Areas

Agricultural
Industry
Chemistry
shipbuilding

DOMINANCE OF THE AGROCHEMICAL FIELD



10,6
Billion MAD.



24.000
estimated jobs by
2020.



5 Emerging Areas

Offshoring
Automotive
industry
Leathery, Plastics,
Construction
materials

Industrial Zones

A Free zone in Agadir of 300 hectares/the launch of its first **64 Ha** section is due in 2019

| | | | |
|----------------------|---------------|--------------------------------|---------------|
| I.Z. of Anza | 100 Ha | I.Z. Taroudannt | 35 Ha |
| I.Z. of Tassila | 290 Ha | I.Z. Inezgane Ait Melloul | 370 Ha |
| I.Z. of Ouled Teima | 116 Ha | Logistic Area Ait Melloul | 172 Ha |
| I.Z. of Sidi Bibi I | 23 Ha | Logistic Area Taggadirt | 70 Ha |
| I.Z. of Sidi Bibi II | 117 Ha | Agadir Agropole and Haliopolis | 150 Ha |
| I.Z. of Tiznit | 84 Ha | | |



STRUCTURE SERVING THE INDUSTRIAL ECOSYSTEM

Technopark Souss Massa

A structure that supports innovation and entrepreneurship.

- **Target** : SME and start-up, service sector, Communication technologies, Green Tech ...
- **Capacity** : **120** Companies
- **Area** : **10.000** m²
- **Total amount of investment** : **45** Billion MAD

Place of Innovation

Having a structure that encourages sharing and forwarding north-south and south-south information, hosting an African hub of Research and Development that positions the area according to Morocco's goals in Africa.

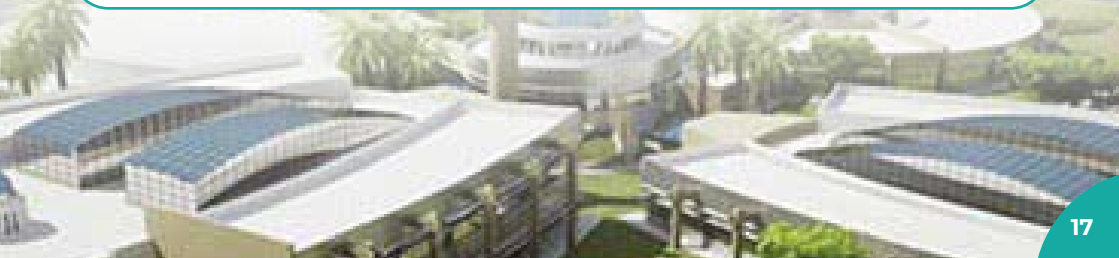
- **Laboratories, incubation units, monitoring ... 4.900** m² dedicated to learning.
- **Total amount of investment** : **42** million MAD
- **Place of operation is at the heart of Ibn Zohr University.**

Free Zone

The free zone of Souss Massa offers multiple tax benefits to investors and promotes creating jobs in the region.

The first phase of the project, for which works have already begun will officially be launched in June 2020.

- **Total Area** : **300** ha
- **First Section** : **64** ha
- **First Section** : **265** million MAD
- **Sale price per m²** : **450** dh



HANDICRAFT

In Souss Massa, the handicraft sector reflects the diversity of the local culture, it is a traditional knowledge. Babouches of Tafraout, brooches and jewelry of Tiznit, local pottery and many others, have always attracted clients with their locally unique trademarks. Their regional labels and marks ensure their good quality and their geographical origins.

Given the importance of the handicraft sector for the region's socioeconomic development, a strategy has been set up to mentor craftsmen and artisans, mainly in vocational training and continuous training.

Jobs created
40 000



Exports
15 Million MAD

Handicraft Units
20 000

Functional Literacy
3 246

Vocational training and continuous training for Artisans

05 centers for vocational training

Residential Training
988

Continuous Training
8 726

Apprenticeship Training
1 208

Leather Dressmaking Textile Wood

Babouche (Slippers)



Pottery wickerwork Carpets Metals

120 HANDICRAFT COOPERATIVES :

Jewelry



Idoukan Oudrar :
Leather Babouches
(slippers)

Tazerzit :
Silver jewelry
in Tiznit

LABELLING

El Madmoun :
Pottery

Ouaouzgit :
Carpets

Technical Support for professional organizations : 9 333 145,00 MAD

Famous craft trades in the region :

Leather slippers and sandals, wickerwork, Ouaouezguite carpets, jewelry, local pottery, Berber wood-carved sculptures...

Turnover made in jewelry making in 2018 is 307 millions MAD.

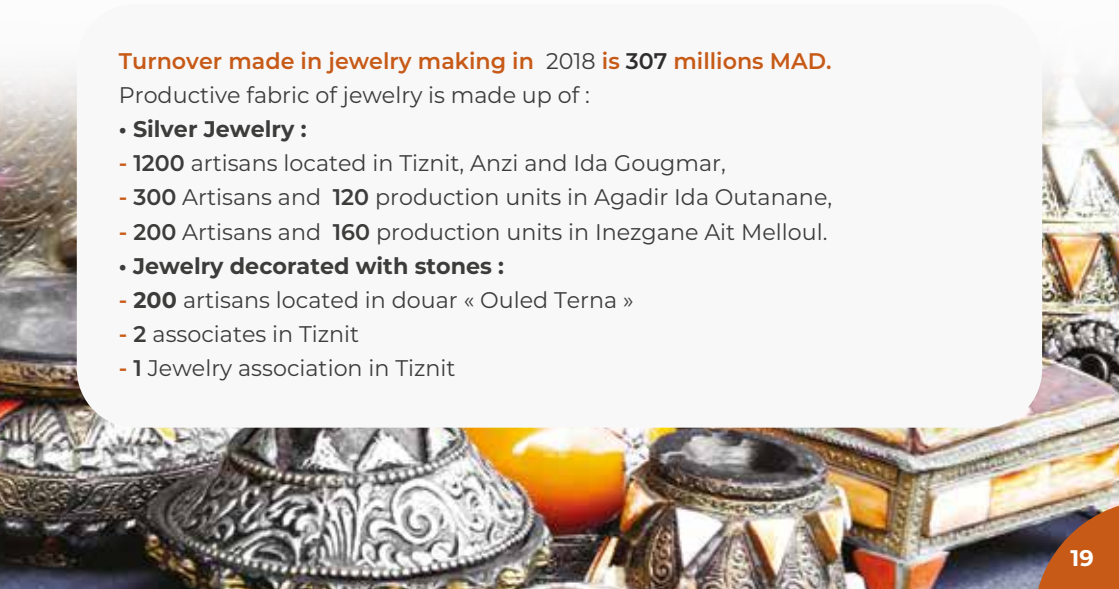
Productive fabric of jewelry is made up of :

• Silver Jewelry :

- 1200 artisans located in Tiznit, Anzi and Ida Gougmar,
- 300 Artisans and 120 production units in Agadir Ida Outanane,
- 200 Artisans and 160 production units in Inezgane Ait Melloul.

• Jewelry decorated with stones :

- 200 artisans located in douar « Ouled Terna »
- 2 associates in Tiznit
- 1 Jewelry association in Tiznit





Culture and Heritage, a human and territorial development lever :

The intangible heritage and the regional cultural capital play an important role in human development and the region's influence. Being aware of this, the regional Council of Souss Massa created a strategy for culture ten years ago. In that light, Souss Massa Center for cultural development was created. It has one mission: Work towards strengthening the institutional framework and culture through a series of partnerships, programs and several other activities. The vision is to contribute to restructuring the cultural sector and preserving and promoting the region's heritage.

Cultural Potential of Souss Massa Region



8

Museums



15

Cultural complexes and
houses of culture



10

Art galleries
and showrooms



30

Grand festivals
and more



33

Public libraries



2

Municipal
conservatories



7

Theatres

1

Art house

1

Regional cultural center

2

Ancestral towns

1

The historical Kasbah
of Agadir Oufella

City walls
and Kasbahs

Over **100**
Igoudars





SOUSS MASSA CENTER FOR CULTURAL DEVELOPMENT

The center was set up in 2010 as an instrument to operate and follow-up the regional cultural strategy. Aware of the need to achieve synergy and mobilize stakeholders and funding, many measures have been taken on structuring the cultural sector

THERE IS GREAT POTENTIAL IN THE SOUSS MASSA REGION

Cultural, architectural, archeological and historical sites and monuments ;

Handicrafts that reflect the Amazigh art of life and traditions.

Traditional skills uniquely linked to agriculture, products of the land, culinary arts, medicine and water management...

An Intangible capital reflecting the extraordinary richness and vitality of the Amazigh culture and its historic millennium heritage ;

A modern production, innovative and dynamic.
(Music, Rap, Theatre, Amazigh Cinema...)



In accordance with the Royal guidelines announced in the speeches made on July 29th and August 20th in 2018, Souss Massa has invested in supporting schooling children in remote rural areas. Many efforts have been made to prevent school drop-out, limit overcrowding in classes and stop teaching multiple grades in one classroom, renovate schools and boarding schools, 150 schools will be built by 2021.

The aim is to improve the teaching model and enhance education in the region.

On a Higher Education level, almost all disciplines and branches are covered and taught in the Souss Massa region. For officials in the sector, the issue is to adapt offered trainings to the local job market.

School Education / Souss Massa

976 schools,
624 of which are in remote areas.

13.053 classes, **3609** of
which are multi-level
classrooms

27.553 employees, **23.050** of which are
under the regional academy of education

96,9% of classes contain 30 or less students.

Students

**Number of
Students**

- **Primary School** : **366.362** students, **49.259** of which are in private schools
- **Middle School** : **145.473** students, **10 632** of which are in private schools
- **High School** : **86.397** students, **6383** of which are in private schools.
- **Total** : **589.232** students, **662 274** of which are in private schools.

HIGHER EDUCATION



Ibn Zohr University



185 subjects

In Agadir :

- 1 Faculty of Medicine and Pharmacy
- Faculty of Sciences
- Faculty of Legal, economic and social sciences
- Faculty of Literature and Humanities

In Taroudant :

- 1 Multi-disciplinary Faculty

In Ait Melloul :

- University campus assembling 4 faculties
- Faculty of Sharia and Islamic Law



University



Schools

- 1 Engineering School
- University of trade and management
- 1 University of technology
- 1 University of architecture



Centers

- Center of Doctoral Studies.
- Innovation Center
- Business center, incubation center
- Language center
- Center for meteorite studies

ENVIRONMENT

Mountains :

- High Atlas to the North
- Anti Atlas to the South
- And to the East

2 Lowlands :

- Souss
- Massa

180 km
Atlantic Coast

Oasis
of Tata

Climate of the region :

Dryland to
semi-dryland
with landscapes,
oceans, and
the Sahara

1 Biosphere
Reserve

1 National park
of Souss Massa

Rainfall :

- At least **30** days per year ;
- **300** to **600** m in the High Atlas ;
- **200** mm in the landscape of
Souss and in valleys ;
- **120** to **150** mm in the south and in
the Tiznit province.

RENEWABLE ENERGIES

In accordance with the measures taken by the Moroccan government to control its energy costs, and the will of the Regional Council of Souss Massa to actively take part in developing the region's renewable energies and the energy's efficiency, in collaboration with the AMEE and other local partners, new projects will be launched in the region to support renewable energies

4 Projects for energetic efficiency

Establishing the association :
Reseau Vert (Green Network)

20
Micro-companies

2 Sale measuring
points

1 Solar power complex
Noor Tata

CLIMATE CHANGE

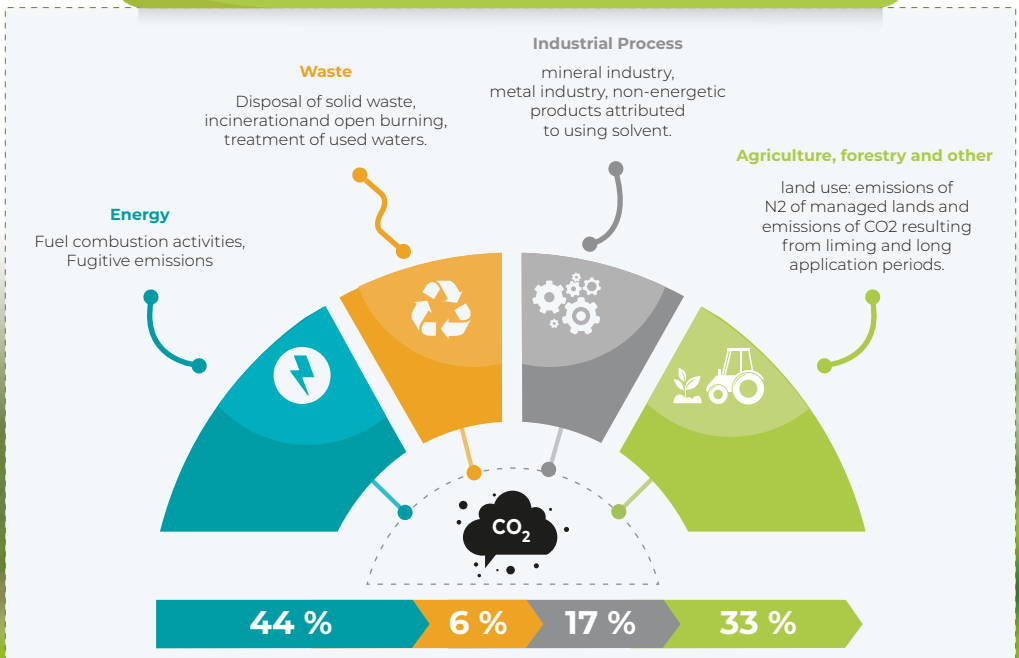
Souss Massa : a region of commitment

The Souss Massa region is the first in Morocco to have put in place a territorial plan to fight Climate Change. This instrument of environmental governance is a real roadmap in the region's territory that suffers from lack of water resources due to climate change. Souss Massa is also the first region to launch a regional detection system of hazardous products: detecting, reporting and checking in October 2018.

Greenhouse gas emissions (GGE) at the level of SMR
(data 2013 in kit Eq-CO₂)*

4146,5 Gg Eq-CO₂ in CO₂ and N₂O

Distribution of Emissions per Sector In 2013



* Data of the Synopsis
of the Territorial Plan
to fight climate change (PTRC)



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giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

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