

MOROCCO INVESTMENT SEMINAR

Program

Date & Time: July 21, 2017 (Fri) 13:30-17:00 (door opens at 13:00)

Venue: World Bank - Tokyo Development & Learning Center
(10F Fukoku Seimei Bldg., 2-2-2 Uchisaiwai-cho, Chiyoda-ku)

Organized by: Japan-Morocco Association, Embassy of the Kingdom of Morocco in Japan, Invest in Morocco & JETRO

Supported by: World Bank Group, UNIDO and The Africa Society of Japan

MC: Mr. Hiroshi Miyazaki, Managing Director, Japan-Morocco Association

Part 1 – Introduction

13:30-13:35	Opening remarks	H.E. Mrs. Haruko Hirose Chairperson, Japan-Morocco Association
13:35-13:40	Guest's remarks	Mr. Tsutomu Nakagawa Deputy Director-General for International Trade Policy Ministry of Economy, Trade and Industry
13:40-13:45	Organizer's remarks	H.E. Mr. Rachad Bouhlal Ambassador of the Kingdom of Morocco to Japan
13:45-13:50	Supporter's remarks	Mr. Koji Jinno Chief Investment Officer - International Finance Corporation (World Bank Group)

Part 2 – Case Studies of Japanese companies in Morocco

13:50-14:20	Keynote speech: "Morocco – A Competitive Manufacturing and Development Platform for the Automobile Industry"	Mr. Khalid Qalam Senior Advisor for Automotive Industries Invest in Morocco
14:20-14:35	Case Study 1: "Sumitomo Electric Industries in Morocco" - Sumitomo Electric's Business Development in Morocco	Mr. Yoshiyuki Ogata Executive Officer, Automotive Business Hdqtrs. Sumitomo Electric Industries, Ltd.
14:35-14:50	Case Study 2: "Geographical Advantages as the Hub of Northwest Africa" - Importance of the Casablanca Airport as the hub for Africa	Mr. Jun Nakazawa Team Leader, Business Development Team Global Business Development Division (Former Representative of Casablanca Office) H.I.S. Co., Ltd.

14:50-15:05 Case Study 3: “Mitsui’s Contribution to Morocco through Investment in Infrastructure, and our Future Vision”
Mr. Yoshio Kometani
Managing Officer, Chief Operating Officer
Infrastructure Projects Business Unit
Mitsui & Co., Ltd.

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Part 3 – For Future Development

15:25-15:55 **Keynote speech:**
“Casablanca Finance City (CFC) – Your Privileged Gateway to African Markets”
- Key facts about the African continent and its opportunities highlighting Morocco and Casablanca’s key position as a hub for the continent. CFC’s unique value proposition for Japanese corporations.
Mr. Said Ibrahim
CEO, Casablanca Finance City Authority

16:55-16:05 Future perspective 1: “Expectation on Joining CFC”
- Marubeni hopes that entering the CFC will lead us to collaborating with companies from Morocco in African Business
Mr. Hajime Kawamura
Managing Executive Officer, COO, Plant Div.
Marubeni Corporation

16:05-16:20 Future perspective 2: “Legal Framework and Vision of Morocco”
- When thinking of going to Africa, “risk” may come to mind. While giving the overview of the risk in investing in Africa, will explain the legal framework of Morocco, including the recent development of the country and effort for the future.
Ms. Mina Arai-Ito
Head of Middle East & Africa
Attorney-at-Foreign Law, Baker & McKenzie

Part 4 Wrap-up

16:20-16:35 “Status quo and Vision of Morocco, and Involvement of Japanese Companies”
- Business environment of Morocco, and the position within African Market. Overview of the Japanese companies in Morocco.
Mr. Daisuke Mizuno
Representative, JETRO Rabat Office

16:35-16:55 Q&A session MC: Mr. Daisuke Mizuno

16:55-17:00 Closing remarks H.E. Mr. Tsuneo Kurokawa
Vice Chairman, Japan Morocco Association

17:00-17:30 Networking (business card exchange, etc.) - door close at 18:00