



Joint Press Release MICEPP/MTNRA

Launch of Investor Journey Simplification, a Strategic Initiative for Business Climate

Rabat, February 28th, 2024

Mr. Mohcine JAZOULI, Minister Delegate to the Head of Government, in charge of Investment, Convergence and Evaluation of Public Policies, and Ms. Ghita MEZZOUR, Minister Delegate to the Head of Government in charge of Digital Transition and Administration Reform, co-chaired the kick-off meeting of the study on simplification and optimization of the investor's journey.

In line with the High Directions of His Majesty the King, may God Assist Him, this initiative signifies the Government's determined commitment to effectively meet the expectations of investors to "remove the obstacles that continue to hinder an effective revival of national investment" (Excerpt from the speech of His Majesty King Mohammed VI, may God Assist Him, to the Parliament on the occasion of the opening of the 1st session of the 2nd legislative year of the 11th legislature).

This strategic initiative, jointly led by both ministries in collaboration with regional investment centers and various stakeholders, aims to durably facilitate the act of investing and aligns with the implementation of the business climate improvement roadmap 2023-2026, launched in March 2023 by the Head of Government. It also comes within the framework of supporting the Ministry in charge of Digital Transition and Administration Reform (MTNRA) in simplifying and digitizing processes across public administrations to provide citizens and businesses with quality public services that meet their aspirations.

The purpose of this study is to simplify the main administrative procedures related to the act of investing, using an innovative "end-to-end journey" approach, relying notably on digitization and interoperability of information systems across different administrations.

During this meeting, emphasis was placed on prioritizing around fifteen key journeys, such as the one for implementing an investment project in the hospitality sector or a manufacturing unit project in the industry. The prioritization of these journeys will be based on their impact in terms of job creation and the recurrence of the journey by region.

To ensure effective collaboration on this strategic initiative for the business climate and seamless integration with other e-gov projects led by the Department of Digital Transition, a partnership agreement was also signed between the MICEPP and the MTNRA during this launch meeting.