

CONCEPT NOTE

Morocco-Japan Business & Industrial Roadshow

Event Name	Morocco-Japan Business & Industrial Roadshow
Organizers	- Tanger Med Zones (TMZ) - Sumitomo Mitsui Banking Corporation (SMBC)
Strategic Partner	- Sumitomo Corporation
Moroccan Delegation	- Embassy of the Kingdom of Morocco in Japan - Moroccan Agency for Investment and Export Development (AMDIE)
Dates & Locations	▪ Osaka: November 9, 2026 – SMBC Osaka Headquarters ▪ Tokyo: November 12, 2026 – SMBC Tokyo Headquarters
Format	Afternoon Plenary Seminars, Testimonials, Interactive Q&A, and B2B Meetings
Target Sectors	Automotive, Aerospace, Electronics, Logistics & Renewable Energy

1. CONTEXT AND STRATEGIC RATIONALE

Building upon the momentum of Morocco's positioning as the leading automotive and logistics hub in Africa, this roadshow serves as a strategic bridge connecting Japanese technological excellence and long-term capital with the world-class infrastructure and competitive nearshoring environment of Tanger Med.

The roadshow will include meetings with key Japanese industrial players, particularly in the automotive, aerospace, electronics, logistics, and renewable energy sectors. This mission will also serve to deepen collaboration between our respective industrial ecosystems, fostering technological cooperation and the development of high value-added projects.

This initiative forms part of shared commitment to strengthening economic and industrial ties between Morocco and Japan. The objective is to showcase the investment opportunities offered by the Tanger Med industrial platform, and the Moroccan industrial ecosystem.

2. MAIN OBJECTIVES

- Foster Industrial & Technological Cooperation:

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Deepen integration between Moroccan and Japanese supply chains, fostering technology transfer, co-development, and sustainable green manufacturing.
- Targeted Japanese Industrial Engagement:

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Engage C-level executives and key decision-makers from leading Japanese corporations in priority high-value manufacturing and technology sectors.
- Direct Matchmaking and B2B Deal-Flow:

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Facilitate structured one-on-one business-to-business (B2B) networking sessions between Japanese investors, Moroccan authorities, and zone operators to initiate concrete investment pipelines.

- **Showcase Tanger Med Industrial Platform:**
 - Present the full spectrum of competitive advantages, world-class infrastructure, and plug-and-play industrial real estate across Tanger Med complex (the #1 port and logistics hub in Africa and the Mediterranean).

3. SCHEDULE & VENUES

The roadshow will be conducted across two major Japanese economic centers, hosted in the afternoon at SMBC headquarters:

City	Date & Time	Venue	Format
Osaka	November 9, 2024 Afternoon (14:00 – 17:30)	SMBC Osaka Headquarters	Plenary Seminars, Presentations, Q&A, and B2B Meetings
Tokyo	November 12, 2024 Afternoon (14:00 – 17:30)	SMBC Tokyo Headquarters	Plenary Seminars, Presentations, Q&A, and B2B Meetings

4. TARGET SECTORS & VALUE PROPOSITION

The roadshow will prioritize high value-added sectors where Moroccan capabilities and Japanese industrial expertise create powerful synergies:

- **Automotive & E-Mobility:**
 - Capitalizing on Morocco's position as the leading vehicle producer in Africa, with over 250 automotive suppliers, wire harnesses, precision parts, and battery supply chain projects.
- **Aerospace & Advanced Engineering:**
 - Leveraging a dynamic ecosystem of aerostructures, wiring systems, precision mechanics, composite materials, and MRO activities.
- **Electronics & Mechatronics:**
 - Expanding high-precision electronic assemblies, passive components, sensors, and power electronics for global export markets.
- **Logistics & Global Supply Chains:**
 - Leveraging Tanger Med's direct connection to 180+ global ports and world-class logistics free zones for nearshoring and just-in-time operations.
- **Renewable Energy & Green Transition:**
 - Harnessing Morocco's renewable energy leadership (solar, wind, green hydrogen) and decarbonized industrial manufacturing zones.

5. Expected Outcomes

1. Direct mobilization of over 100+ senior Japanese corporate leaders and decision-makers across Osaka and Tokyo.
2. Generation of qualified investment leads and project pipelines for establishment within Tanger Med Zones.
3. Strengthened long-term partnership with SMBC and the Sumitomo Group as strategic facilitators of Japanese FDI in Morocco.
4. Agreement on targeted follow-up roadmaps, including exploratory business delegation visits to the Tanger Med complex.