



COMPACT II

“INDUSTRIAL LAND” ACTIVITY

The "Industrial Land" Activity, with a budget of around \$128.6 million, aims to design and promote a new approach for the planning, development, revitalization and management of industrial zones, driven by demand and favouring public-private partnerships (PPP). This activity, implemented in close cooperation with the Ministry of Industry, focuses on the implementation of three components:

128.6
MILLIONS USD



Providing technical assistance to stakeholders in the development and management of industrial zones. The Center of Expertise for Industrial Land Development (CEILD), created within the MCA-Morocco Agency, support the government, in particular the Ministry of Industry, in the design and implementation of a new model for the planning, development and management of industrial zones. This support is provided in particular through the establishment of a legal framework relating to industrial zones, the strengthening of the capacities of stakeholders concerned in the planning, development and management of industrial zones and the identification and dissemination of best practices in the matter.



The design of a new model for the development of sustainable industrial zones and the revitalization of existing industrial zones, encouraging public-private partnership and the promotion of environmental and social sustainability, and geared towards meeting market demand. This model is implemented at three demonstration sites in the Casablanca-Settat Region. According to the new model, the revitalization/extension of two industrial zones in Bouznika and Had Soualem and the development of a new industrial zone in Sahel Lakhyayta are carried out. The sites to host these zones were identified on the basis of a set of criteria, including mainly demand, economic impact, financial viability, mobilizable surface and the absence of major risks.



The establishment of the Sustainable Industrial Zones Fund (FONZID) to support private or public initiatives improving the governance and sustainability of existing or new industrial zones. This fund will increase the industrial land supply that meets the needs of companies, particularly in terms of location, infrastructure quality, support services and competitive prices, thus contributing to increase private investment and jobs generated and to improve the productivity and environmental and social performance of companies in the industrial zones concerned. Set up jointly with the Government, this fund is endowed with \$ 30 million.