

I N T E R N A T I O N A L T R A D E &amp; D E V E L O P M E N T

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## Join Enterprise Florida on an Export Sales Mission to Morocco

April 14 - 18, 2019  
Casablanca, Morocco

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Enterprise Florida (EFI) will lead a business delegation of Florida manufacturers and services providers to facilitate business cooperation between the Florida delegates and their counterparts in North Africa. This trade mission also aims to further trade relations between Florida and Morocco.

Morocco is seen as the gateway to sub-Saharan Africa with its developed trade environment. With a total population of 35 million people and having the sixth largest economy in Africa, Morocco has become a top destination for foreign investments and trade. Morocco has increased investment in its port, transportation, and industrial infrastructure to position itself as a center and broker for business throughout Africa. The U.S.-Morocco Free Trade Agreement (FTA), signed in 2006, is the only U.S. FTA with an African nation. The FTA eliminated tariffs on 95 percent of currently traded consumer and industrial goods exported to Morocco; provides enhanced protection for U.S. intellectual property rights, including trademarks and digital copyrights; expanded protection for patents and product approval information; and enforces stricter penalties for piracy and counterfeiting.

Enterprise Florida is collaborating with the U.S. Commercial Service (USCS) in Casablanca to coordinate the mission and facilitate meetings for the Florida participants. Additionally, mission participants will benefit from networking events and meeting contacts outside of the scheduled appointments.

### Best Export Opportunities

The industry sectors listed below provide the best opportunities for exports from the United States to Morocco. There are many ample opportunities that may not be explicitly listed. If your industry is not mentioned below, please contact us for a no-obligation assessment.

- Construction and infrastructure – urban, rural and industrial projects, port and airport upgrades, road and rail,

affordable housing

- Agriculture equipment
- Medical devices
- Healthcare – training, hospital construction and management
- Education/University partnerships
- Tourism and recreation – leisure facilities & resort development
- Safety and Security - border and access control, surveillance and detection equipment, imaging and police technology
- Renewable energy development
- Aviation, MRO equipment and services, pilot training
- Water and waste water management

### Gold Key Package

The U.S. Commercial Service will schedule one-on-one appointments with pre-screened companies in Casablanca that have expressed an interest in your product or service. The price of this service is \$2,300. Gold Key participation will be limited to Florida manufacturers and professional service companies that best meet the participation criteria. Selection of these firms will be on a first-come, first-served basis by the U.S. Commercial Officer after a review to ensure market suitability. This option is limited to twelve (12) Florida companies.

Companies who qualify for the Gold Key as a “small business” based on SBA size standards may qualify for a [Gold Key Grant](#) from Enterprise Florida which will reimburse 100% of the Gold Key Package Registration fee. A separate online application will be provided to companies once they are approved by the USCS for the Gold Key Package as a small business to determine if they qualify for the grant.

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#### For more information, please contact:

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