

Casablanca Finance City

Your gateway to Africa's potential



CASABLANCA FINANCE CITY
القطب المالي للدار البيضاء

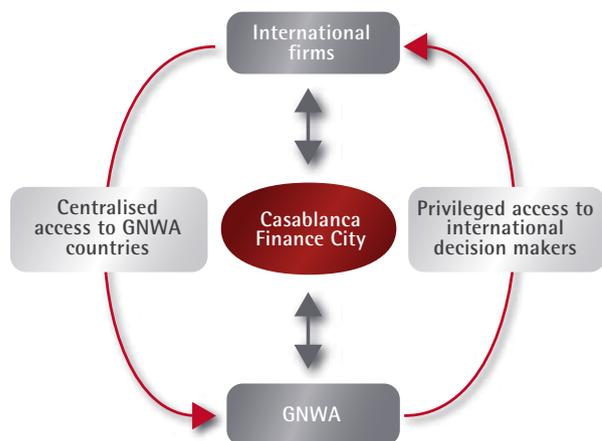
Casablanca Finance City: Access to a thriving business environment

By bringing together institutions from the North and the South, Casablanca Finance City (CFC) will give international firms a platform to better access key African markets whilst providing companies from Greater North West Africa with privileged access to international businesses.

Ultimately, through a comprehensive business ecosystem, Casablanca Finance City will ensure effective sharing of necessary resources and an improved understanding of the target markets through vital proximity to African businesses themselves.



Casablanca Finance City will act as a hub...



... for three major types of institutions

Financial Institutions	Regional Headquarters of multinationals	Professional Services
Investment Banking	Financial and non financial decision centres supervising and coordinating activities in at least one foreign country	Specialised (financial rating, research market data provision...)
Corporate Banking		Strategic, legal, financial and tax consulting services, audit, actuaries, HR services
Asset Management / Private Equity / Private Banking		
Insurance/ Reinsurance		Financial offshoring

What Casablanca Finance City offers you:

A trusted label

The "Casablanca Finance City Status" will gather businesses operating across Greater North West Africa under the umbrella of a trusted label.

The Casablanca Finance City label stands for a shared set of values in business standards, code of conduct and business ethics and a shared vision of the potential of the Greater North West Africa region and a wish to be part of it.

Being part of Casablanca Finance City offers the guarantee of international quality regulation, government support and a well-run business environment, but it also offers financial benefits through tax incentives and the free transfer of capital. This will ensure the integrity of a state-of-the-art regional financial center that will not only offer the companies within Casablanca Finance City a competitive business environment but also provide a label to symbolize their shared standards and vision.



Specific advantages

► Tax incentives:

- 0% corporate tax rate for 5 years for financial institutions and professional services (8.75% thereafter on sales and gains from foreign sources)
- Max between 0.5% of operating expenses and 10% of adjusted profit before tax for regional headquarters
- 20% flat rate personal income tax for first 5 years for all employees of CFC companies (excluding solidarity contribution)
- Exemption of stamp duty tax for company set-up and capital increase

► Free flow of people and capital:

- Streamlined visa and work permit application processes
- Free repatriation of capital and profits for foreign Investors
- Unrestricted fee transfer between subsidiaries and parent company

► Partnership benefits including facilitating access for business resources:

- Access to a pool of international investors through single entry point
- Business ecosystem offering access to necessary professional, financial and services infrastructure
- A dedicated legal body to ensure best-in-class arbitration

► World class real estate:

- The Casablanca Finance City area, 100ha central axis within the new Casablanca - Anfa city centre
- Cost competitive business and lifestyle offering including dedicated office, residential, commercial and cultural real estate
- 50ha dedicated to a park area
- Strong transport and connectivity
- An attractive living environment & lifestyle

► Moroccan Financial Board support:

- Comprehensive support at every stage - from application, through integration and beyond

How it works:

Management and partnerships

In 2010, the Moroccan Financial Board was established and charged with steering and promoting Casablanca Finance City. The former General Treasurer of the Kingdom, Mr. Saïd Ibrahim, was appointed as CEO by His Majesty King Mohammed VI in April 2010 to lead the company and ensure the success of the project.

The Moroccan Financial Board is responsible for Casablanca Finance City development strategy, promoting the city to international businesses and overseeing the real estate project, as well as providing advice and assistance to companies throughout the process.

Casablanca Finance City also benefits from the cooperation and support of numerous government agencies and ministries in order to ensure its success. From the Ministries of Interior and Foreign Affairs working to ensure staff are able to get in and out of the country as quickly and as easily as possible, to the combined efforts of the Ministry of Economy and Finance, Central Bank, Capital Market Authority and Stock Exchange in ensuring the smooth running of financial markets, the Moroccan Financial Board has the support of all the institutions needed to succeed.

Strategic partnerships with London, Singapore, Luxembourg, and Paris financial centres

The Moroccan Financial Board has signed partnerships with major financial centres whose successful experience will inspire CFC in its development and commitment to align its offer with best international standards.

Through these partnerships with London, the world's leading financial centre, Singapore, a world-class business hub in Asia, Luxembourg, one of the largest investment funds and private banking centres in the world, and Paris Europlace, the main gateway to euro zone markets, Casablanca Finance City will benefit from a global support and a strong and diversified expertise. The cooperation areas cover a wide range of subjects, including strengthening the institutional and regulatory framework, improving the capital markets competitiveness, training programmes, research and financial innovation, and improving the doing business for international investors looking to take advantage of new opportunities in Greater North West Africa.



Greater North West Africa: A \$800bn opportunity

The new investment map of Africa

With political stability, greater economic diversification and a wealth of resources in a world that is resource hungry, Africa is set to be the world's next great growth story. The opportunity spans beyond the Sub-Sahara to the Greater North West Africa (GNWA) region, which encompasses 28 countries, most of which are primarily French speaking, and represent a significant proportion of Africa's investment and growth potential.

GNWA is an economic area worth circa \$800bn today and is estimated to rise to over \$1.2 trillion by 2020. It has a developing population of over 500 million people and growth across numerous industries ranging from infrastructure and health to agriculture and consumer goods and services.

Casablanca is ideally positioned to be the leading business hub and access point for this region.



Morocco: The best entry point to Greater North West Africa

A stable and competitive business-friendly environment

Morocco provides a stable political and economic environment for business. Over the last 5 years, the country recorded an average annual GDP growth of 4.9% and the lowest inflation in North Africa.

Alongside this stability, Morocco offers an open economy with 36 double tax treaties and free trade agreements covering over 50 countries through Europe, the US, Middle East and Africa, including an advanced status with the European Union.

Morocco is already home to Africa's second most advanced financial sectors and an extensive pool of qualified local finance professionals. Likewise, Casablanca offers businesses unrivalled connectivity. It boasts the largest airport in North West Africa, providing direct flights to 30 cities in Africa and 37 in Europe. Morocco also has one of the world top 20 maritime connectivities, including the largest harbor in the Mediterranean. Perhaps most importantly, though, Casablanca offers its residents a high quality of life. It is a safe, vibrant and cosmopolitan city with a long cultural tradition that offers a large number of international schools. It is a place where you can make your home.



Casablanca Finance City provides the ideal platform for businesses to take advantage of Greater North West Africa's economic opportunities.



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Moroccan Financial Board

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For further information or documentation on administrative and application processes relating to the various aspects of Casablanca Finance City:

Please visit our website at
www.casablancafinancecity.com