

 Support to an Enabling Business Environment for
MSMEs Development & Financial Inclusion

**Digital support services for
exporting SMEs**

Regional meeting

Rome – June 20 & 21, 2023

<<<Morocco>>>



National export strategy in the light of the pandemic and GVCs reorganisation

Morocco, like all countries around the world, has been affected by the repercussions of the health crisis on its economic activity and entrepreneurial field.

During this particular year, Maroc PME Agency has strengthened its existing support system with specific programs adapted to each phase of the Covid-19 pandemic. The objective is to assist national industrial SMEs in managing the difficulties generated by the crisis and in preparing and implementing plans to revive their activities.

IMPLEMENTATION OF SPECIFIC PROGRAMS TO ADDRESS THE PANDEMIC AND SUPPORT BUSINESS RECOVERY



PHASE I: BEGINNING OF THE PANDEMIC:

"ISTITMAR COVID-19"

- Maroc PME Agency launched the "ISTITMAR-Covid-19" program at the beginning of the health crisis, targeting industrial SMEs. The aim is to encourage investments in equipment used to combat the pandemic.
- By the end of 2020, the Agency had selected 77 Covid-19 technological investment projects, with a total amount of 544 million dirhams, and commitments to create 4,325 direct and indirect jobs. 76% of the selected projects involve the installation of industrial units for the production of hand sanitizers, disinfectants, and masks, with a total daily production capacity of 5.8 million masks.



PHASE I: BEGINNING OF THE PANDEMIC:

"ISTITMAR COVID-19"



PHASE II: BUSINESS RESUMPTION - COVID-19 CONSULTING AND TECHNICAL EXPERTISE PROGRAM

In the second phase, alongside the gradual lifting of restrictions, the Agency launched a special Covid-19 Consulting and Technical Expertise program for industrial SMEs. The objective is to support these businesses in managing the challenges associated with the pandemic and in preparing plans to revive their activities.

This program covers six areas, including:

- Crisis management and recovery plan preparation.
- Liquidity and financing management.
- Leadership and human resources support.
- Sales security and development.
- Production and supply chain optimization.
- Digital transformation of the company.



These various actions aim to enable companies to ensure the continuity of their operations while preserving the safety and health of their workforce. They also aim to help industrial SMEs make informed choices regarding strategic repositioning, sustainability, and business development.

In 2020, a total of 512 projects were supported under this program, distributed across the following domains:

- 35% for production and supply chain optimization.
- 24% for leadership and human resources support.
- 21% for digital transformation of the company.







APPEL À MANIFESTATION D'INTÉRÊT

TPME, ENSEMBLE NOUS TRAÇONS L'AVENIR



COVID-19
 UNE OFFRE DE CONSEIL ET D'EXPERTISE TECHNIQUE
 POUR ACCOMPAGNER LE DEPLOIEMENT DES PLANS
 DE RELANCE DES TPME ET MIEUX REBONDIR

Accompagnement du dirigeant & des ressources humaines

- Se conformer aux exigences sanitaires liés au COVID 19.
- Reorganiser les effectifs et développer les compétences des équipes



Gestion des liquidités et financement

- Optimiser la trésorerie et sécuriser les liquidités.
- Établir un plan de financement pour la relance



Sécurisation & développement des ventes

- Sécuriser les ventes
- Développer une offre produit/service pour répondre aux nouveaux besoins du marché.

Plan de relance & gestion des risques

- Déployer un plan d'urgence (court terme)
- Mettre en place un plan de relance (moyen terme)

Transformation numérique de l'entreprise

- Sécuriser les échanges et les données
- Adopter une stratégie de transformation numérique

Optimisation de la production & de la Supply Chain

- Optimiser la supply chain dans le contexte COVID 19.
- Reorganiser les processus de production

Prise en charge allant jusqu'à **80%** du coût de l'accompagnement

Les entreprises intéressées sont invitées à renseigner le formulaire
<http://candidature.marocpme.ma/transformation-entreprise/>

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