

# AUSTRALIA MOROCCO

BUSINESS NETWORK

## WELCOME TO AMBN

The Australia Morocco Business Network (AMBN) is proud to support Australian companies grow through exporting to or expanding into Moroccan and the African markets as well as attracting direct investment from Morocco into Australia. The AMBN is the only national association for two-way trade and investment between Australia and Morocco.

By partnering with AMBN, you will have unprecedented access to the decision makers who impact on your business will be a powerful part of the one voice that speaks on behalf of businesses working in Morocco to the state and federal governments and foreign missions in the region.

We bring together Governments and Industry leaders along with our members to explore the great potential that Australia, Morocco and Africa have to offer. If you import or export and if you are looking to grow your operation nationally or internationally, the AMBN can help you.

Our objective is to provide our members with up-to-date intelligence and information of opportunities in Australia and Morocco. We do this through our quarterly newsletter, training programs, events, connection and trade missions. We are focused on opening pathways for our members into the Moroccan and African Market.

By working with AMBN, we will work together to ensure your business is a success.

A handwritten signature in blue ink, appearing to read 'Sounane Kboub'.

**Sounane Kboub**

Chairman and National Board Member





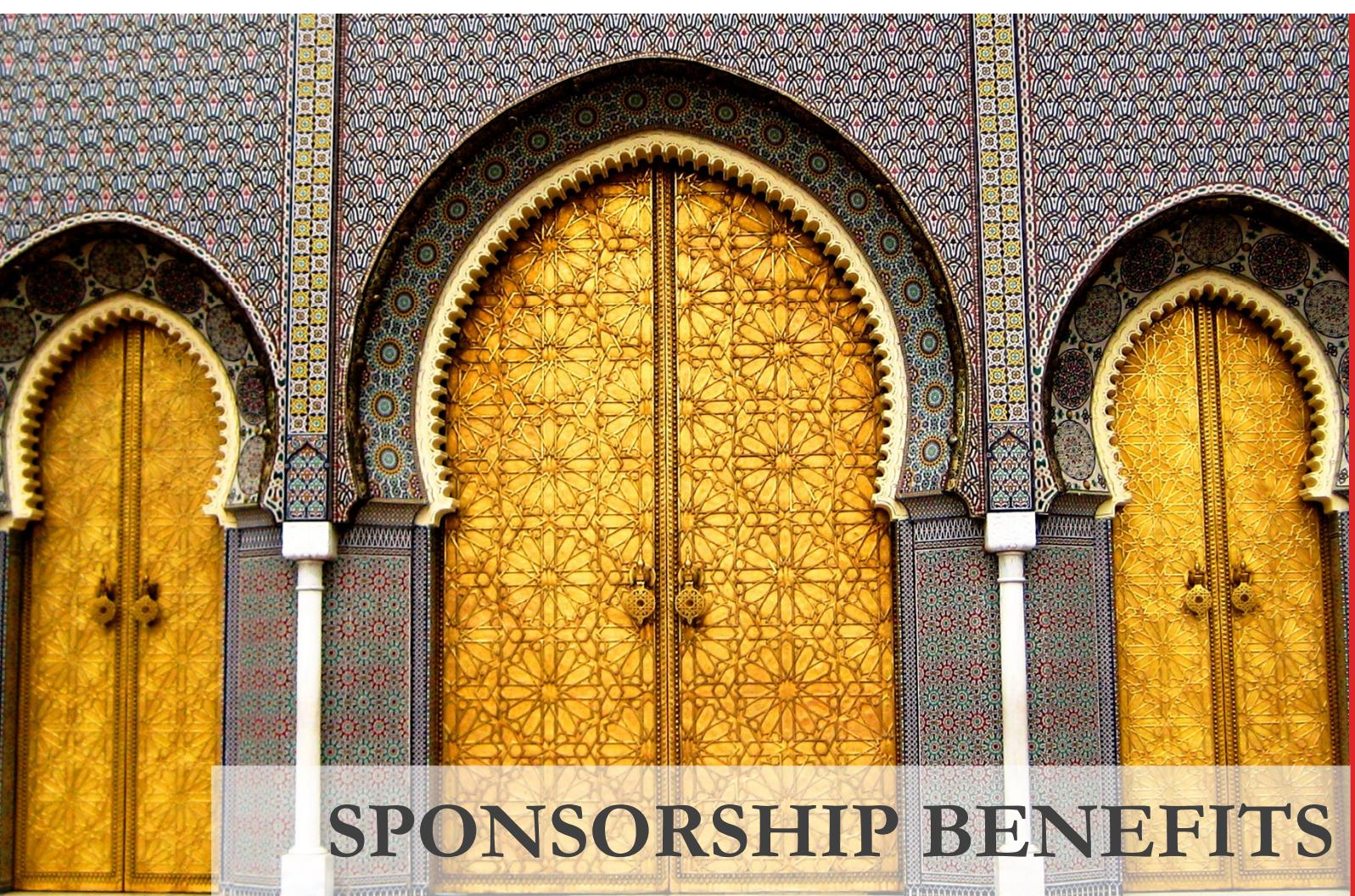
# THE AUSTRALIA MOROCCO BUSINESS NETWORK

AMBN is the only national association for two-way trade and investment between Australia and Morocco.

At AMBN we create opportunities for members and guests to network and expose their business to a wide community. AMBN produces a publication that addresses current business issues and updates on international trade relations.

We bring together Governments and Industry leaders along with our members to explore the great potential that Australia, Morocco and Africa have to offer. If you import or export and if you are looking to grow your operation nationally or internationally, AMBN can help you.

Our objective is to provide our members with up-to-date intelligence and information of opportunities in Australia and Morocco, we do this through our quarterly newsletter, connection and trade missions. We are focused on opening pathways for our members into the Moroccan and African Market.



## SPONSORSHIP BENEFITS

AMBN is a membership based with targeted industry sectors and Australian companies, all of whom are either currently doing business in the Region or are interested in expanding into Morocco and the African Region.

We hold a number of events annually and sends regular updates to our database which will provide your business with the opportunity to collaborate with the leaders in the Australian business community working in the Region.

An additional benefit of your sponsorship will be the ability to influence both the events that we hold and the advocacy agenda of AMBN. As a strategic partner you will be engaged in the discussions about AMBN's response to government policy and legislation and will have a front row seat in developing our submissions to decision makers in Australia and in Morocco.

Details of the different sponsorship packages AMBN offers can be found on the following page.

To discuss your sponsorship options with AMBN, please do not hesitate to contact us.



# SPONSORSHIP PACKAGES

Benefits	Gold	Silver	Bronze	Event Specific
<b>Sponsorship Value (or in-kind)</b>	\$10,000+	\$5,000+	\$2,000+	\$1,000+
AMBN membership worth \$3000 with all the benefits that are included	✓	✓	Foundation member	Foundation member
Recognition of your company on the AMBN website	✓	✓	✓	✓
Company details provided to all event attendees/delegates	✓	✓	✗	✓
Share company materials developed by your company to AMBN's database	3 mailouts annually	2 mailouts annually	1 mailouts annually	3 mailouts associated with the event
Exclusive social media posts and case study about your company	3 posts and case study	2 posts and case study	1 post and case study	1 post
Free tickets to AMBN paid events	2 annual tickets	1 annual tickets	2 individual tickets	2 tickets to sponsored event
One-to-one meetings with visiting delegations	✓	✗	✗	✓ (sponsored event only)
Major partner recognition in social media strategy	✓	✓	✗	✗
Display your collateral/pull up banners at our events	✓	✗	✗	✓
Your logo included on all event collateral	✓	✓	✓	✓ (sponsored event only)
5 minute presentation at AMBN events	✓	✗	✗	✓ (sponsored event only)



## MEMBER SERVICES

As a member of AMBN you will get access to our specialised services including:

**BUSINESS INTRODUCTIONS** help our members expand their businesses across Morocco and Africa, through our extensive networks we will work with you to understand your needs and introduce you to relevant businesses in the region.

**AMBN EVENTS** are a combination of free and discounted events offered by AMBN throughout the year. These include networking opportunities, insights from other businesses about their successes and challenges and sessions with decision makers to inform you of what is happening in the Region.

**BUSINESS ADVOCACY** is provided as part of your membership. AMBN takes a leading role in working with governments in both Australia and Morocco to open up new opportunities and to get the best regulatory environment for your exports. AMBN actively lobbies on behalf of our members to achieve the best business environment for this state. We are our members voice and represent and advocate strongly the business perspective on current and emerging policy issues. We consult closely with our members and work with government and political leaders to achieve positive and constructive outcomes for local industry and commerce.

**DISCOUNTED TRAINING** is provided to members, from our range of training courses, including; Doing Business in Morocco and Cultural Awareness courses. We have capacity to attend a course at one of our locations, or we can deliver bespoke training solutions at your location. A \$100 training voucher is also available to new members.



# MEMBERSHIP PACKAGES

PREMIER   CORPORATE   SME   INDIVIDUAL\*   STUDENT

\$3000   \$1,500   \$800   \$400   \$150

## ACCESS

Invitation to networking functions, conferences, webinars, and trade missions	•	•	•	•	•
Invitation to private executive discussions	•	•			
Invitation to pre-dinner reception with dignitaries at selected events	•	•			
VIP seating for CEO/Chairman at selected events	•	•			
Facilitation of direct access to dignitaries prior to selected events	•	•			
Leadership role in setting the strategic direction of the AMBN	•				
Eligible for “Chairman’s Roundtable” events	•				
Eligible to serve on AMBN Board or Committees	•	•	•	•	•

## ANALYSIS

Exclusive member-only subscription	•	•	•	•	•
– A Business Guide to Morocco	•	•	•	•	•
– AMBN Monthly Bulletin	•	•	•	•	•

## ADVOCACY

Briefings on Australian commercial interests in Morocco to members of Parliament	•	•	•	•	•
Direct engagement on advocacy-related issues with Government officials	•	•			
Priority notice of special events with Australian and Moroccan Government leaders	•	•			
Eligible to participate in setting AMBN advocacy goals	•				

## ADVANCEMENT

Opportunity to raise company profile on AMBN website, publications, and social media	•	•	•		
Opportunities for sponsorship at events held by or supported by the AMBN	•	•	•		
Counselling on cultural and business practices for doing business in Morocco	•	•	•		
Eligibility to speak at events, conferences, webinars	•				



# WHY DO BUSINESS IN MOROCCO?

Morocco has proven to be a reliable business partner with a strong macroeconomic landscape that insulates its domestic economy from global volatility. Over the past two decades, Morocco has tripled its GDP while maintaining a steady inflation rate. Today, Morocco boasts a resilient economic environment supported by a conducive legal and regulatory framework, with unrestricted repatriation of profits and capital for foreign investors.

Morocco has ratified 72 investment treaties for the promotion and protection of investments and 62 economic agreements, including those with the United States and most EU nations, aimed at eliminating double taxation of income or gains. Foreign investors are attracted by the country's stability, Tax incentives, skilled labor at competitive wages, proximity to European and African markets, and access to other markets via free trade agreements.

Under the "New Investment Charter," efforts are underway to further improve the business climate in Morocco. This includes the development of new industrial free zones in each of the country's 12 regions and extending business incentives to qualifying companies outside these zones. Such incentives include comparable benefits for export-oriented industries and a five-year corporate tax exemption for new industrial companies. Of significant note, the new charter also recognizes indirect exporter status, a provision that is expected to bolster support for Morocco's automotive industry.

To encourage investments in various regions, the charter offers territorial primes of up to 15% of eligible investments for projects established in specific provinces. Additionally, an extra 5% bonus is granted on eligible investments for projects operating in priority sectors such as tourism, industry, digital economy, transportation, outsourcing, logistics, cultural industries, aquaculture, renewable energy, and waste management.



## CONTACTING AMBN

Chairman  
**Soufiane Rboub**  
E: [contact@smartrd.com.au](mailto:contact@smartrd.com.au)

Secretary  
**Jade Evans**  
E: [ambn2024@gmail.com](mailto:ambn2024@gmail.com)