

Protection of the Environment

at the heart of the Kingdom's policies

HEALTHY AND STABLE CONTEXT

- GDP up by 4.3% in 2011 (Coface estimate)
- Low inflation (1.3% in 2011 - Coface)
- Macroeconomic **stability**
- Reforms and pursuit of economic liberalization in order to **stimulate growth** and job creation
- Political, economic and social **modernization**
- 'Coface rating' A4 / Acceptable level in 'country risk' and 'business environment': N°1 North African country.



PRINCIPAL NATIONAL STRATEGIES AND ACTION PLANS:

- Environment charter
- National water strategy
- National programme for waste equivalent to household waste
- National energy strategy
- Green Morocco Plan
- National action plan to combat desertification
- National Climate Plan
- National biodiversity action plan
- Oasis Rehabilitation Plan
- Reafforestation framework plan

Numerous plans and investment projects

WASTE: Morocco, a major market in terms of demand.

- 6.7 million tonnes of household waste/year.
- 40,000 tonnes of medical waste/year, including over 10,000 tonnes classed as very dangerous.
- 974,070 tonnes of industrial waste/year, including 118,900 tonnes of dangerous industrial waste.

Goals:

- To ensure the collection and treatment of household waste and to achieve a collection level of 90% in 2015 and 100% in 2020
- To create monitored landfill sites for household and equivalent waste for all urban centres (100% by 2015)
- To refurbish or close all existing dumps (100% by 2015)
- To develop the 'sorting-recycling-exploitation' channel with pilot initiatives in order to achieve 20% recycling by 2015

- World Bank Loan in Support of Development Policies in the Waste Sector.
- Total investments estimated at DH 40 billion, with 72% being in collection and cleaning and 14% in landfill management.



WATER

• **National Water Strategy:** Additional investment of 82 billion Dirhams updated over the 2009-2030 period, including:

- Management of water demand and exploitation of water: DH 33 billion
- Management and development of the supply: DH 65 billion
- Preservation and protection of water resources: DH 43 billion
- National Liquid Sewerage and Waste Water Treatment Programme (PNA)

Goals:

- To achieve an overall level of connections to the network of 80% by 2020 and 90% by 2030
- Reduce domestic pollution by 80% in 2020 and 90% in 2030
- 100% of waste water collected treated and reused/exploited in 2030

• **Performance improvement programme in the field of drinking water**

Goals: to achieve a distribution network performance of 76%, a production performance of 94% for distribution centres, and 96% for production centres by 2015.



ENERGY

€2.2 billion of investment planned by 2020 including 1 billion from the Energy Development Fund.

- **Energy strategy:** efficiency a priority for buildings and industry.
- Building: 36% of final energy consumption, with 29% being residential and 7% service sector/energy efficiency potential in excess of 29% by 2020.
- National energy efficiency programme in buildings being steered by ADEREE:
 - Development of standards and technical guides for building professionals.
 - Implementation of a strategy to mobilize and raise the awareness of relevant public and private sector operators.
 - Identification and promotion of energy efficiency investment in the building sector through the realization of a portfolio of demonstration projects.

Renewables in Morocco

Renewables: goal of 42% of installed electrical capacity from renewables by 2020.

Potential: Solar = average insolation of 5 kWh/m²/day
 Wind = in excess of 6000 MW
 Water = over 200 exploitable sites
 Biomass = 9 million hectares of forests

Green energy development plan / goal: to raise the share of electrical capacity generated from renewables (wind, solar, water) to 42% by 2020.



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Partnership Organisation



FORUM 7

Morocco's number 1 communications agency by the "AAC". Forum7 since 1987 organised more than 80 major Moroccan and international events with international partners.

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www.pollutec-maroc.com

REED EXPOSITIONS FRANCE

Reed exhibitions France/ Pollutec The experience of the world's number one organiser of trade and consumer exhibitions (over 460 events in 34 countries, including more than 60 in France) and of the Pollutec international team - the world's biggest and most successful environment trade exhibition.

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 A division of Reed Business



Pollutec

MAROC 4th international exhibition of environmental equipments, technologies and services

3 > 6 OCT.
2012

Foire Internationale of
Casablanca



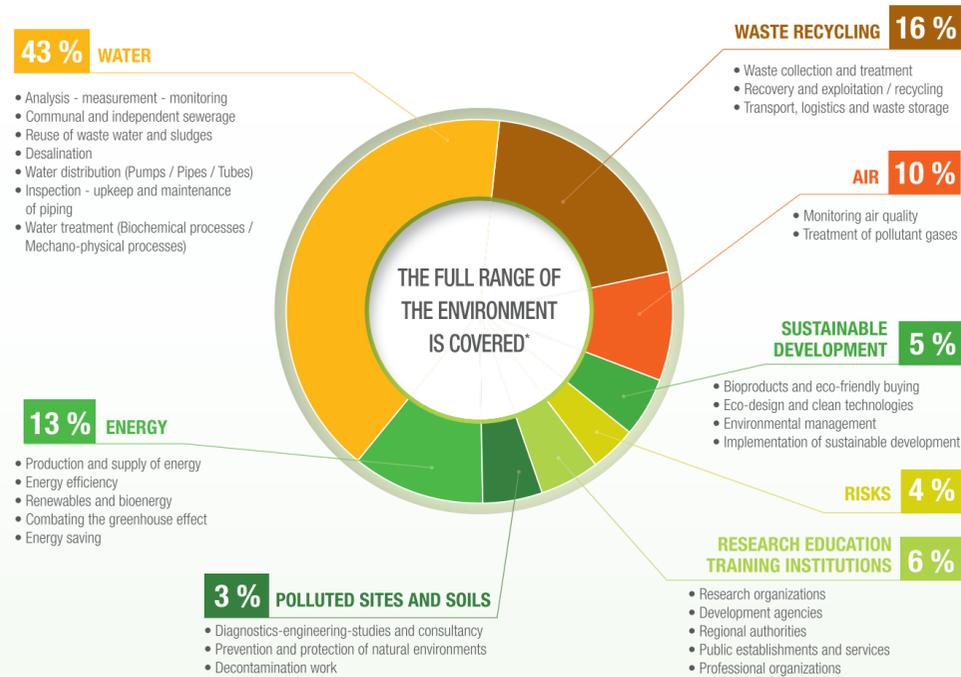
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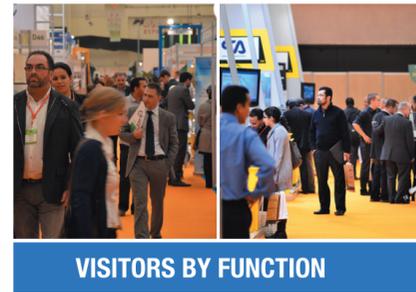
www.pollutec-maroc.com

All the environment in one show

For its 4th show, Pollutec Morocco, the international reference event for environment professionals, will bring together **450 Moroccan and international eco-industries** – equipment suppliers and service providers in the Water, Waste, Recycling, Risk Prevention and Sustainable Development sectors – and almost **8,000 professional visitors**, specifiers and decision makers in the sector drawn from national and local authorities, industry, eco-business, building and civil engineering and services.



Numerous qualified professional visitors



VISITORS BY FUNCTION

50 % SPECIFIERS

Engineer: **20 %**
 Manager, executive: **14 %**
 Consultant, project manager: **6 %**
 Architect: **2 %**
 Technician: **8 %**

36 % DECISION MAKERS

Administrator, general manager (CEO, manager): **17 %**
 Director, department head: **16 %**
 Craftsman, salesman: **1 %**
 Chairman, Deputy Chairman: **2 %**

14 % OTHER

Education - Research: **3 %**
 Other: **11 %**

15 % INDUSTRY

- Agriculture / Food industry
- Chemicals and related products
- Metallurgy
- Energy (production and services)
- Automobiles
- Electronics / Electricals
- Plastics
- Pharmaceuticals / Cosmetics
- Paper Board / Packaging

21 % SERVICES

- Consultancy / Studies / Audit
- Engineering
- Hotels / Restaurants / Tourism
- IT and Telecommunications
- Property
- Insurance / Banks and financial institutions

19 % ENVIRONMENT - ECO-INDUSTRIES

- Waste (equipment and services)
- Water (equipment and services)
- Recovery / Recycling / Exploitation
- Energy (equipment and services)
- Sites and soils
- Air (equipment and services)
- Cleaning
- Risks

8 % ENERGIES

8 % BUILDING, CIVIL ENGINEERING

6 % COMMERCE, MASS DISTRIBUTION

7 % EDUCATION TRAINING

1,5 % HEALTH

2 % ASSOCIATIONS

1,5 % TRANSPORT LOGISTICS

2 % RESEARCH (organization, laboratory)

9 % NATIONAL, REGIONAL AND LOCAL AUTHORITIES

Wide ranging promotion to an international audience

- A media schedule involving over **30 trade, business and general titles** in Morocco and abroad
- A massive mailing of invitations to over **30,000 recipients** in Morocco and abroad
- **150,000 e-mails** sent to professionals and economic players
- An **extensive poster campaign** in the major cities of the Kingdom
- Targeted promotional visits in the regions of Casablanca, Rabat, Mohammedia, El Jadida, Khouribga, Settat, Meknès and Fez
- Over 100 articles published in the national and online press
- Promotion of the event via radio stations

Pollutec Morocco a springboard for know-how and innovative technologies



A packed lecture and technical workshop programme

Pollutec Morocco, together with the environment market experts and the Moroccan and European professional associations who are its partners, will be offering a **high level programme dealing** with topical subjects that match the priorities and needs of the country. The 4th show will be an opportunity to tackle **topical themes** in conjunction with **sector experts and professionals** through **numerous lectures and technical and training workshops**. The **sustainable city** will be the central theme for the discussions and lectures at the 2012 show.

Testimonials:

Laurent Fauque / Manager Hydrocentrale S.A.R.L.

Pollutec Morocco offers its participants [...] a profile that no other show in the water and environment field can match. When we state that we have taken part in Pollutec Morocco every year since the first show, people are reassured about the stability and future existence of our company. [...] Pollutec is the show that professionals in our field most visit [...] and it forms part of our communication strategy. It is over its four days that we make the most contacts, where we make ourselves known and, above all, where customers who we do not necessarily know come to visit us from all corners of Morocco and Africa. Visitors to Pollutec are primarily visitors in the field of water and the environment. Often people who work in the public authorities or for companies [...] who are major players in the water field today. For Hydrocentrale, this show is crucial for its development. It really is an opportunity to meet all those people who we have not been able to get to see but who come to see us during the show. [...] Today, having done all the Moroccan shows in our field, I know that Pollutec is the one that delivers most in terms of contacts, requests and development.

Get more out of your trade fair participation thanks to the b2fair business meetings



- Register your co-operation profile online on www.b2faironline.com/pollutecmaroc2012
 - Select your individual business meetings online
 - Meet up to 10 potential business partners from many European countries per day
- Finding the right commercial, industrial or technological business partner couldn't be easier!

POLLUTEC MOROCCO : a reference show

KEY FIGURES FOR 2011

- **6,800 visitors**
- **412 exhibitors** from 15 countries (60% international)
- **11,000 m² of exhibition space**
- **4 international pavilions** (France, Spain, Italy-Piedmont and United States) and **three further countries represented** (Germany, China and Poland)
- **29 lectures and technical workshops** and 1,300 conference attendees
- **83% of exhibitors were satisfied with their participation** in 2011 and stated their intention to return in 2012
- An average of **50 useful contacts** with nearly **2/3 of these being new contacts**
- Over **60% of exhibitors** expect to **finalize deals** within 6 months to a year following the show



Friedrich Wagner - Foreign Trade Department - VDMA (Verband Deutscher Maschinen- und Anlagenbau German Engineering Federation) :

For the German suppliers of environment equipment, technologies and services the Pollutec Maroc 2011 was a perfect showcase to present their products and services 'Made in Germany' to key players and decision makers from all over Morocco and the entire region. For the future they expect expanding business opportunities in this region.

