



Social and Solidarity Economy in Morocco

Trade+Impact as an example

Seoul, November 29th, 2016



Morocco - المغرب - Maroc





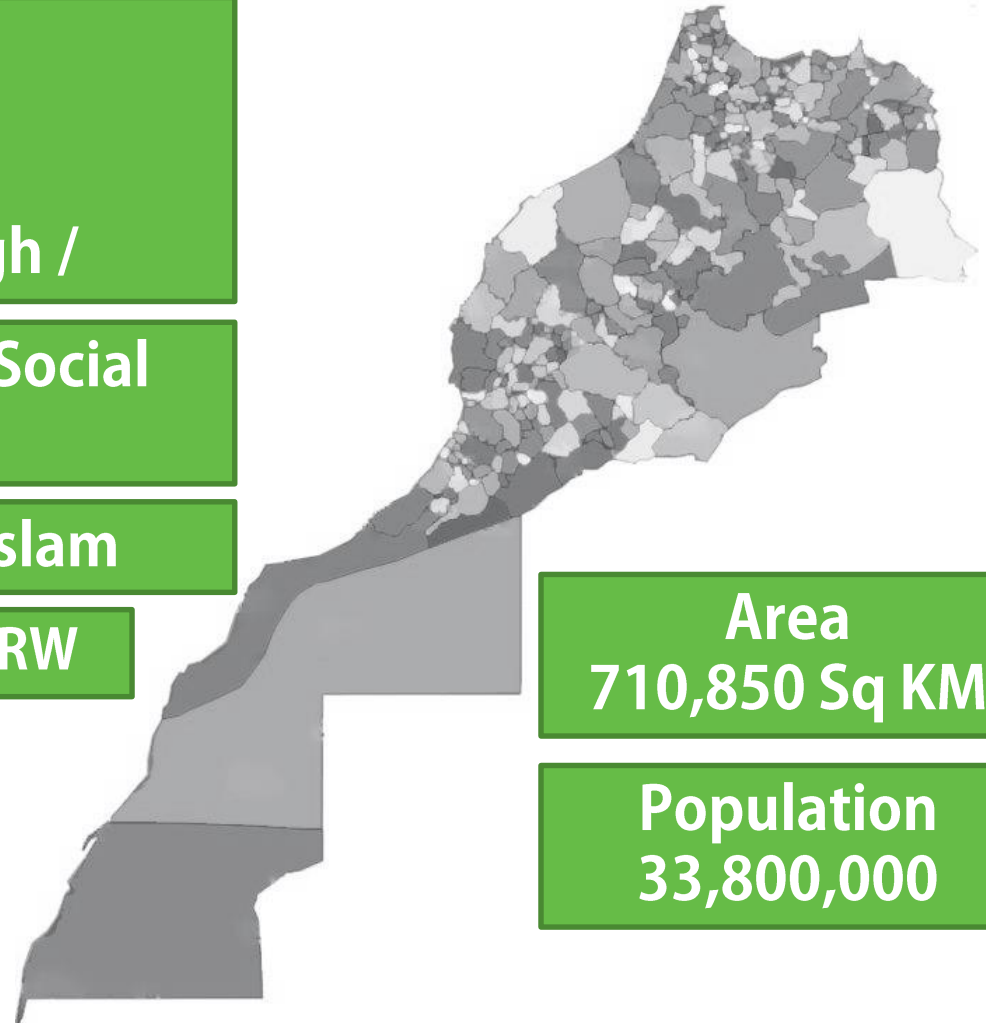
Country profile

Capital: Rabat
Climate: Mediterranean
Time Zone: GMT / GMT+1
Languages: Arabic / Amazigh /

Governance: Democratic & Social
Constitutional Monarchy

Religion (by constitution): Islam

1USD = **10,09 MAD** = 1172,8 KRW



Area
710,850 Sq KM

Population
33,800,000

Economy Overview

Facts

Developing country

Liberal Economy

5th Economy in Africa

N° 3 producer of Phosphates and n° 1

Exporter

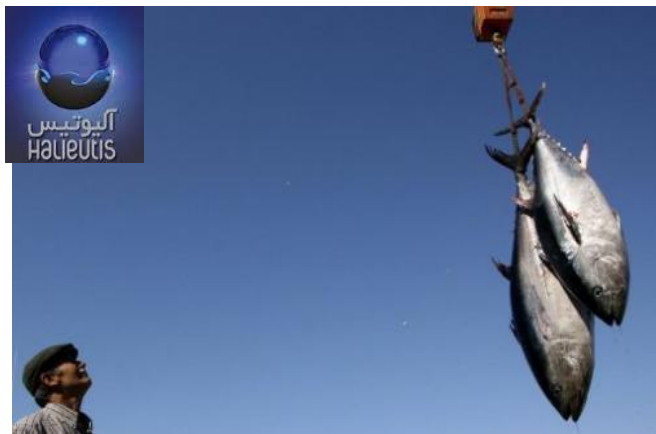
Growth Rate (Exp 2016) = 2,4%

Financial inclusion

Population holding bank account 59%

Population with formal saving 27%

Population making borrowing 7%



Commercial exchanges

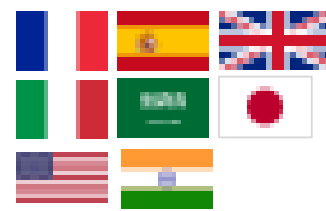
Imports
38 Billion USD

Crude petroleum, textile fabric,
telecommunications
equipment, wheat, gas,
electricity



Exports
22 Billion USD

Textiles, electric components,
inorganic chemicals,
transistors, motor vehicles,
citrus fruits, vegetables, fish



Social vs regular economy

Various forms of production and exchange but common objectives

- ✓ **Reconnect economic activities - Ethical values - social justice**
- ✓ **Aim at satisfy the needs of the population**
- ✓ **Help reinforce resilience**
- ✓ **Develop human capacities**
- ✓ **Emancipate women**
- ✓ **Enable democracy at workplace**
- ✓ **Promote ways of life that care about human beings and the environment**

SE in Morocco



Current Obj 2020

➤ **Penetration of cooperative (active pop.)**
7.5%

3.1%

➤ **Number of employees by Cooperatives**

50,000

175,000

➤ **Contribution in GDP**

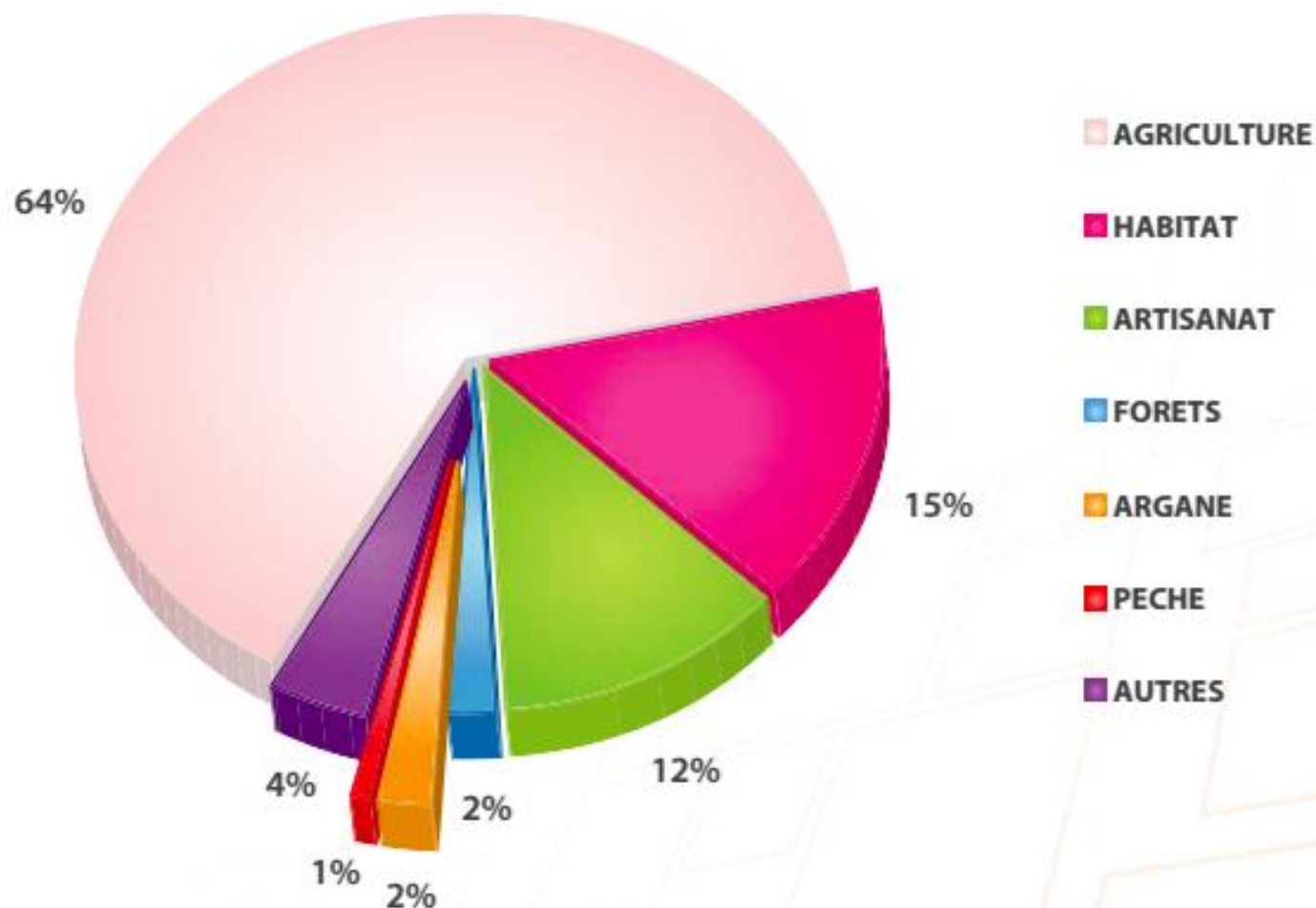
1,6%

3,9%

The Moroccan definition of SE

Is considered as social enterprise a cooperative, association, foundation **or any form of organization that respects the values of Social Economy** or recruits people in precarity, invests in education or trainings of the population, or considers the protection of the environment in managing its production

Dispatch of SE by sector



Our initiative



What we are

A women led social enterprise, based in Canada, with branches in Kenya, Swaziland, Qatar and Morocco

Our mission

To increase the impact of women-led social enterprises in their communities and beyond, by providing a ground breaking platform for increased trade, investment and skills development

Why social entrepreneurship?

Reason # 1

“Women understand the necessity of transforming the economy and the world as an interconnected and interdependent systems

<http://www.forbes.com/sites/yec/2013/10/17/can-women-lead-the-social-enterprise-revolution>

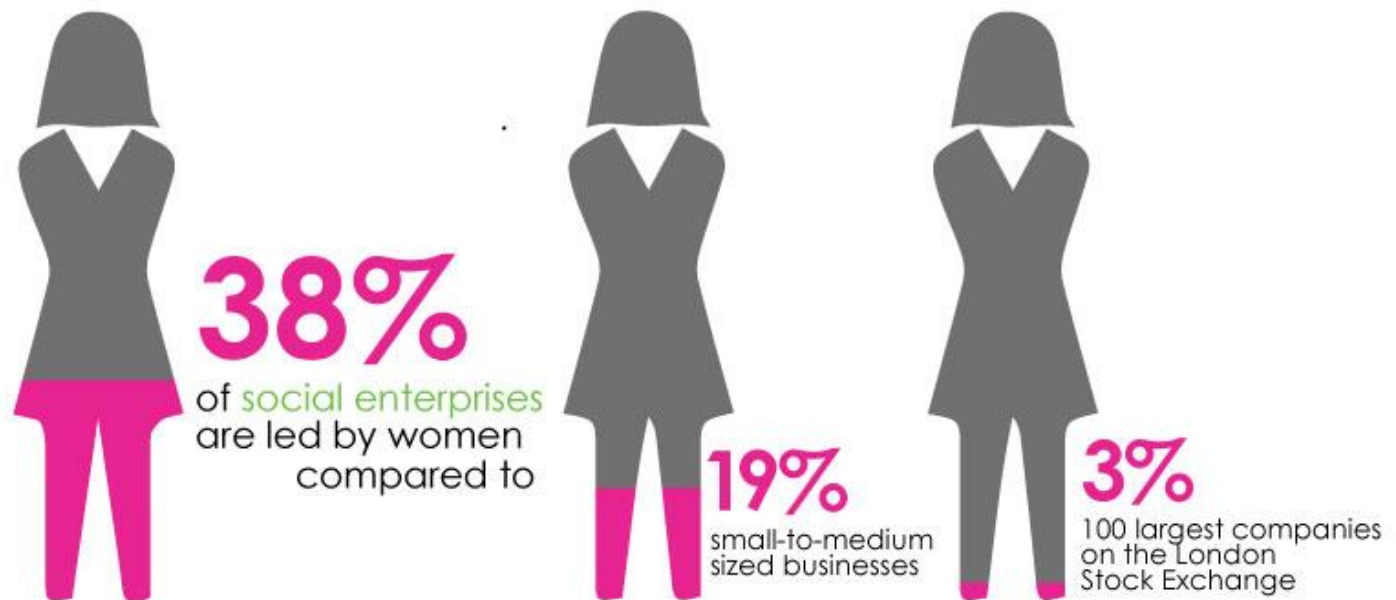
Reason #2



<http://www.forbes.com/sites/yec/2013/10/17/can-women-lead-the-social-enterprise-revolution/>

Why social entrepreneurship?

Reason #3



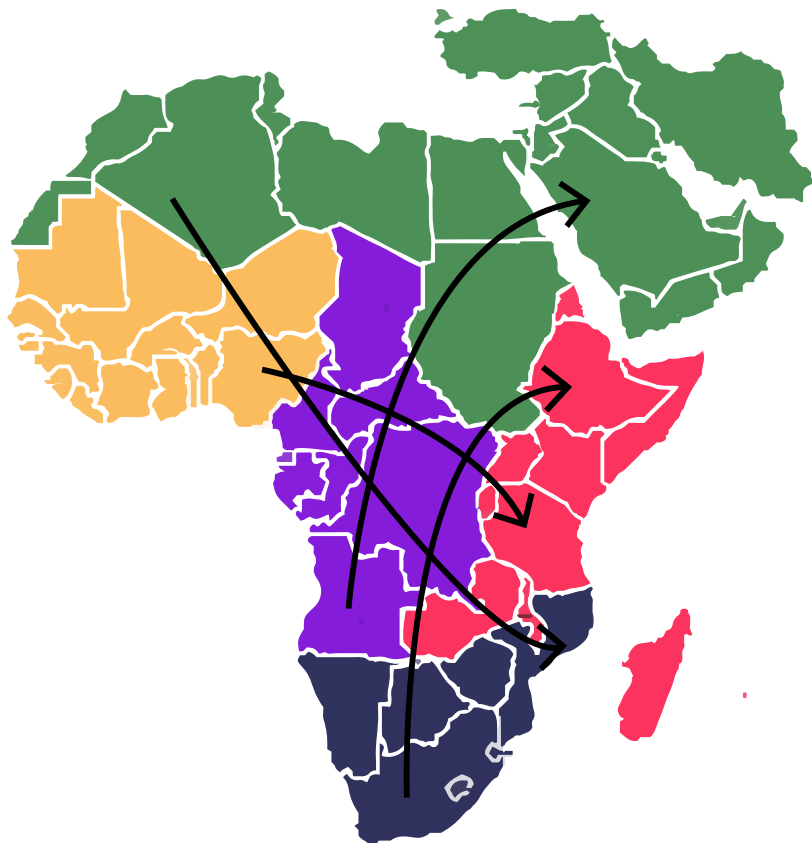
* 2013 State of Social Enterprise Survey in the UK

Focus SE in AFRICA

- Women SME' s in Africa = Women-led Social Enterprises
- In the **agribusiness and craft sectors** across Africa, women led enterprises have been **around for decades** positively impacting their communities



Significant Opportunity to boost intra-African trade



only about 10 - 13% of African trade is with African nations*

Craft+textiles+skincare products are relevant and **in demand across Africa+ME**

*<http://foreignpolicyblogs.com/2011/12/13/'intra-african-trade'---a-renewed-urgency-for-further-regional-integration-by-the-au/>

Importance of advancing Women-led social enterprises in Africa

“Economic empowerment of women underpins sustainable development in Africa.”

- “Our focus should be to help women access new markets.”
- “We must put the fundamentals in place to ensure women have access to credit, knowledge and technology that would enable them to trade within and beyond the borders.”



Liberian President Ellen Johnson Sirleaf speaks during an **International Forum on Women in Business** on the sidelines of the World Trade Organization Tenth Ministerial Conference in **Nairobi, Kenya, Dec 2015**.

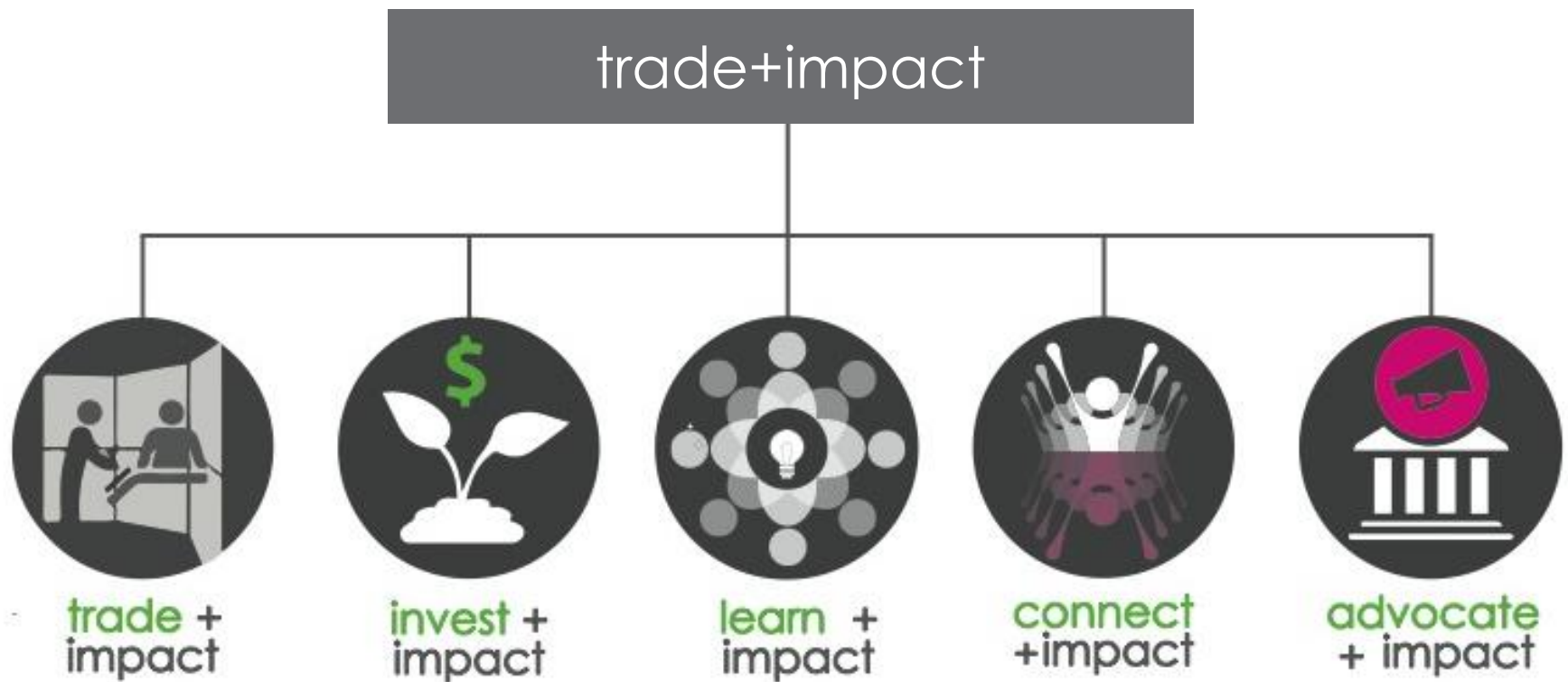
Our definition of a social enterprise

FOR PROFIT ORGANIZATION → Sustainability

IMPACT THE COMMUNITY → Positive change



A ground breaking platform



Sectors with a Significant global demand

CRAFT/TEXTILES - Handmade, Artisanal products



Sustainable, Natural and Organic BODY CARE



Future focus:

Local, eco – TOURISM & voluntourism experiences



THE INAUGURAL LAUNCH OF trade+impact Morocco September 2016

**trade +
impact**
women-led social enterprises

Morocco
**TRADE+INVESTMENT
SUMMIT** 19-23 Sept, 2016



Annual Summit

Trade
Technology
Investment
Skills Development

Connect SE with
Global buyers +
Investors

1ST time ever GLOBAL buyers can attend **one expo** to find **top**
craft+textiles+natural skincare products from across Africa+ME



350+
Total attendees

trade+impact
Who attends?

Participants will include:

- women-led social enterprises
- African, Middle East & International Buyers
- African & Middle East Government Representatives
- Social Impact Investors
- Women & Social Enterprise Associations and Organizations
- Donors / Sponsors / Media
- Successful global business women, potential mentors

trade+impact

Typical Participant: Gone Rural, Swaziland



Gone Rural Swaziland is a craft social enterprise with more than

750 rural women producers

To increase incomes for these producers, Gone Rural needs **profitable market growth.**



International Trade Shows are costly and not sustainable for African social enterprises



trade + impact
women-led social enterprises

Morocco
TRADE+INVESTMENT
SUMMIT 19-26 Sept, 2016



trade+impact

Prestigious and reliable partners

➤ New Trade Partnerships – sales growth



➤ New Investment Partnerships – enabling growth



➤ Education in new technology & social media – operational efficiencies



➤ “Leadership capacity building” – greater impact

Outcome of 1st edition

75 Exhibitors
25 countries

40 global buyers
9 countries

50 international
speakers

8 plenary sessions
14 thematic workshops

15 confirmed orders
placed

12 Promesses to
order immediately
after summit

100% of buyers intend to
order in the coming 6
months



THANK YOU FOR ATTENTION
YOUR QUESTIONS ARE WELCOME