

GERMAN FOREIGN TRADE PROMOTION AND DEVELOPMENT COOPERATION IN MAROCCO

SERVICE OFFER & CONTACTS

This compendium provides an overview of the service offer and contacts of German development cooperation and foreign trade promotion for German and European enterprises. It was coordinated by AWE for the Moroccan-German Business Day October 6th, 2026.



Opportunities and challenges for businesses in the growth markets of the Global South



Opportunities

- Open up **new export markets** and expand existing ones
- **Diversify** procurement and make it **sustainable**
- Develop **new market segments** through innovation
- Establish **production sites**
- Take advantage of Africa's **growing workforce**



- How** does my potential **market** work?
- What** **entry points** do I need at local level?
- How** can I protect against financial and non-financial **risks**?
- Which** **support programme** is most suitable for me?
- Who** is the **first contact** for me as a newcomer on the market?

Agency for Business and Economic Development (AWE)

One-stop shop for businesses on German development cooperation



We're the people to talk to

about your ideas for doing business sustainably in developing countries and emerging economies.

On behalf of the



Implemented by



Years of **experience** and country-specific insights



Contacts with partners from politics and the private sector



Advice on financing options and support to minimise your financial and non-financial risks



Bringing together investors, know-how, resources, ideas, projects and decision-makers

From initial information to cooperation

Services alongside the needs of companies



1 Market & Country Information

2 Partners / Networks & Business Matchmaking

3 Project Development

4 Financing & Funding (incl. De-Risking)

5 Sourcing

6 Training, Capacity Building & Local Expertise

7 Sustainability, Standards & Due Diligence

✓ Political Framework, Government Dialogue & Reform Processes

1

Market & Country Information



Online Tools

Germany Trade and Invest (GTAI): [Africa Business Guide](#)

[GTAI Database](#)

[GTAI Exportguide](#)

[SME Index Africa \(AWE\)](#)

[Funding Database](#)

[Förderlotse](#)
[Wachstumsmärkte](#)

Advisory Services in Germany

Joint Advisory Service GTAI / AWE: [Afrika Lounge](#)

[„Beratungsgutscheine Afrika“](#)
(Africa Consultancy Vouchers)
by BMW

[Nah- Und MittelOst-Verein](#)

[German-African Business Association \(Afrika-Verein der deutschen Wirtschaft\)](#)

Advisory Services in Morocco

General Consulting Services by [AHK Morocco](#)

[Agency for Business and Economic Development \(AWE\)](#) in Morocco

Information on standards, metrology, testing, accreditation, conformity assessment, regulatory requirements by [Physikalisch-Technische Bundesanstalt](#)

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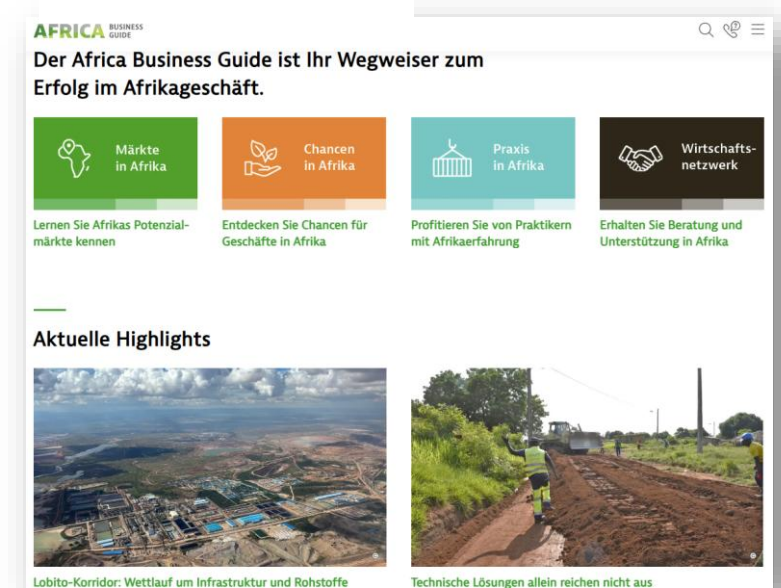
Germany Trade & Invest (GTAI)

Germany's international economic promotion agency



GTAI supports SMEs in exporting and expanding abroad and helps foreign investors establish their business in Germany.

- [Market intelligence](#) in 150+ countries: Economic data, sector studies, legal and customs information
- [Projects and tenders](#) worldwide
- [Africa Business Guide](#): Practical online guide for doing business in Africa
- Export and market entry support
- Internationalization programs
 - [Market Entry Program](#)
 - [Start-up program](#)
 - [Africa Business Network](#)



Förderlotse Wachstumsmärkte

Discovering new markets with artificial intelligence



The AI-supported platform Förderlotse Wachstumsmärkte

assists companies in quickly finding suitable funding and advisory services, as well as business partners and digital tools.

presents all services offered by German development cooperation and foreign trade promotion.

was developed jointly by Germany Trade & Invest (GTAI) and the Agency for Business and Economic Development (AWE) on behalf of the German Federal Ministry for Economic Affairs and Energy (BMWE) and the German Federal Ministry for Economic Cooperation and Development (BMZ).



2 Partners / Networks & Business Matchmaking



Matchmaking

Import Promotion Desk: Matchmaking with reliable trading partners Morocco, with a focus on verified producers and qualified service providers for natural ingredients, seafood and cut flowers.

Agency for Business and Economic Development (AWE) in Morocco: Connecting to partners in politics, business, and other organizations.

Afrika kommt! brings together Africa's most visionary young future leaders with leading German companies, creating a platform for mutual exchange and sustainable partnerships.

DEinternational Consulting by AHK Morocco: Qualified matchmaking between German and Moroccan business partners through Delegation Trips, Fact Finding Missions (via Market Entry Programme, BMW), Networking Events, etc.

Physikalisch-Technische Bundesanstalt: Facilitation of contacts and networking with accredited laboratories, metrology, standards, accreditation and conformity-assessment bodies. + Dialogue with Moroccan quality infrastructure institutions on concrete challenges faced by German companies.



Import Promotion Desk

Quality from Morocco– certified producers for the German and European markets

The IPD supports European importers in sourcing from Morocco

- IPD is continuously reviewing suitable producers of fresh produce as well as natural ingredients in Morocco.
- Strict selection based on criteria such as quality, exportability, and compliance with international standards and certifications.
- Matchmaking: Presentation of the reviewed companies at European trade fairs and direct contact with importers.

Successes to date

19 companies are currently supported by the IPD, and

9 have already successfully completed business deals.

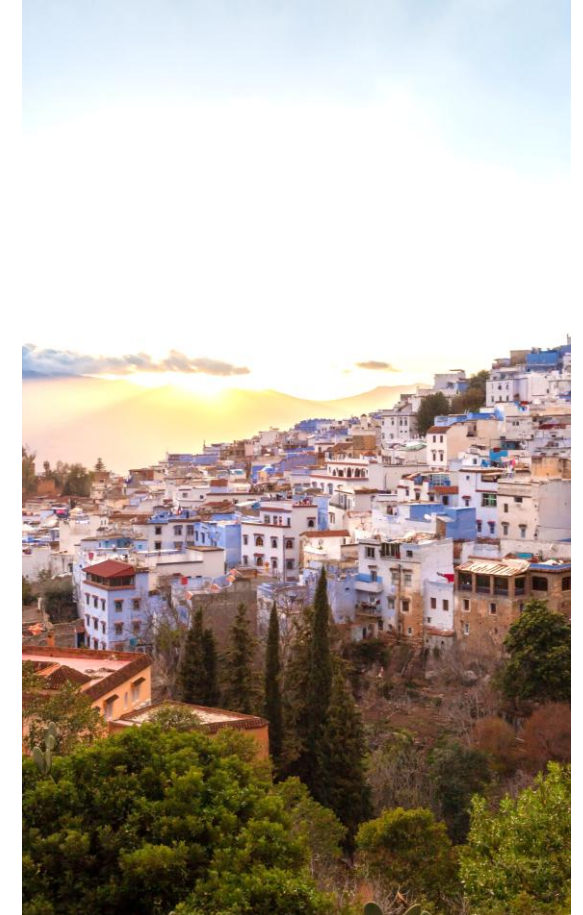


Fact Finding Missions to Morocco



Organization of general or sector-specific Fact-Finding Missions to Morocco for organization, groups and individual companies – supported by the BMW MEPP (Market Entry Programme) and implemented by AHK Morocco

- ➡ Country briefing and presentations by industry experts
- ➡ Project and company visits
- ➡ Individual B2B and B2G
- ➡ Networking Events
- ➡ Travel and Visa Support Services



Consulting Vouchers Africa



Consulting Vouchers Africa: Turning market opportunities into projects in African markets.

- Up to **15 subsidized consultant days** for SMEs with registered office or branch office in Germany
- **75% of consulting costs covered**
- Can be used up to **three times per year**
- Support provided by **qualified consulting organizations** in Germany and Africa
- Available for **all African countries and sectors**
- **Typical use cases:** Market assessments and feasibility studies, business partner identification, regulatory and legal requirements, market entry and expansion strategies, business case calculation



3 Project Development



Project development with companies

develoPPP Classic: Companies that want to invest sustainably in a developing or emerging country and expand their local operations can receive financial and technical support under the programme.

GET.invest: Is a leading European programme that mobilizes investment in clean energy, closing the gap between finance demand and supply.

Project development for companies

GIZ International Services (InS): If a company is willing to bear the full cost, GIZ InS handles everything from concept development to implementation.



develoPPP: Investing responsibly. Promoting development.

develoPPP is a funding programme of the German Federal Ministry for Economic Cooperation and Development (BMZ). It addresses companies wishing to **invest sustainably in a developing or emerging market country** and to **expand their local operations**.

- Technical and financial support worth **up to €2 million**
- Public-sector contribution of **up to 50%**
- Competent **advice and on-site support**
- Available **worldwide in over 60** developing and emerging market countries
- develoPPP is implemented by GIZ and DEG Impulse



4 Financing & Funding



Guarantees

Export Credit Guarantees Euler Hermes:

Protect German exporters against commercial and political payment risks.

Coverage is available for:

- Short-term transactions: contract values of up to 100,000 €
- Medium- and long-term transactions: On a case-by-case basis.

Loans

ImpactConnect: Attractive financing for German companies in developing and emerging countries.

GET.Invest: Mobilizes investment in clean energy by linking project developers with financiers.

KfW IPEX-Bank: Tailored export and investment financing with ECAs, government-backed instruments, and funding schemes for complex risk structures.

KfW Development Bank: provides loans and grants to governments for infrastructure projects. Goods and services are procured through open, competitive bidding, offering international companies fair market access. International tenders of KfW-funded Projects are published under GTAI.

DEG: tailor-made long-term financing (equity, mezzanine, loans, bonds) for private companies investing in developing and emerging markets in combination with co-financing of advisory services



Target countries (OECD DAC 2025)

- BMZ-funded program implemented by DEG
- Loans of up to EUR 10 million – depending on creditworthiness, impact, and availability of funds
- Direct disbursement to the local company term of up to 7 years
- Risk sharing generally without a guarantee from the Group
- Financing and support for German companies to strengthen their international competitiveness
- Already over 90 companies in 22 countries – including Morocco

A light blue outline map of Germany is positioned in the top right corner of the slide.

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5 Sourcing



Near Shoring Hub – Automotive and Aerospace

Morocco offers German companies an attractive nearshoring opportunity right on Europe's doorstep. Strong industrial ecosystems in automotive and aerospace provide interesting opportunities for sourcing components, expanding supplier networks and bringing production closer to European customers.

Supply-Chain-Diversification and protection

From electronics and textiles to industrial supplies and components, German companies can tap into alternative sourcing markets while strengthening the resilience of their supply chains

Raw Material Fund: The fund aims to participate in projects both in Germany and abroad that contribute to safeguarding the supply of raw materials (incl. extraction, processing and recycling). Further critical raw material financing options exist both from KfW IPEX-Bank, DEG or KfW Development Bank.

Gateway to Africa and Europe

Closer sourcing means faster, more flexible supply chains. Morocco combines proximity to Europe with emerging opportunities in renewable energy and green industries, while its manufacturing base also offers potential for selected consumer goods destined for the European and African markets.



6 Training, Capacity Building & Local Expertise



Training & Capacity Building

- **Invest for Jobs / Partnerships for Job Creation:** The project helps companies with local representations build the skills and capacities they need to grow and create jobs – through tailored training, capacity building and expert coaching. Examples include training in technical and soft skills, machine operation, health & safety, and other company-specific needs.
- **The African Skills 4 Germany (AS4G)** is a pilot project funded by the Federal Ministry for Economic Affairs and Energy (BMWE), aimed at addressing Germany's long-term shortage of skilled workers and apprentices through targeted recruitment in African partner countries. In the pilot phase at AHK Morocco, the focus has been placed on skilled trades in the metal and automotive technology, electrical/electronics, construction, and metallurgy sectors.

Local experts

- **Senior Expert Service (SES):** Placement of retired experts and executives with local companies and organisations for short-term support assignments.



7 Sustainability, Standards & Due Diligence



Cross-sectoral support

- **Helpdesk on Business & Human Rights**: Advises companies of all sizes on the implementation of human rights due diligence processes across global value chains.
- **CSR Risk Check**: A free online tool providing information on challenges and possible solutions to ESG topics and an entry point for companies to identify material issues.



Helpdesk on Business and Human Rights



© Helpdesk WiMR/Laurin Schmid

Confidential initial consultation

For companies and associations

Advice on support and financing instruments



© Helpdesk WiMR/Laurin Schmid

Individual training sessions

Individual training sessions on human rights due diligence

[eLearning course](#)



© GIZ/Thomas Ecke

Events

Exchanges between business, politicians and civil society

Presentations and participation in panel discussions

Online seminars



© Unsplash/Glenn Carstens-Peters

Online offerings

[SME Compass](#)

[CSR Risk Check](#)

[Business and Human Rights Navigator](#)

[Media library](#)



Political Framework, Government Dialogue & Reform Processes



Renewable Energy and Energy Efficiency

Improving framework conditions including market reforms and regulations for renewable energies, energy efficiency and the Green Hydrogen Economy.

Targeted investments to strengthen energy security, drive the expansion of renewable energy and strengthen grid operation and reliability.

Support to the private and the public sector.

Sustainable economic development

Framework conditions and regulations for job creation and business development.

SME and business support in the fields of female entrepreneurship, energy, FinTech, agribusiness/food, logistics, and the pharmaceutical sector, among others.

Climate Protection and Adaptation

Supporting ambitious, internationally recognized climate goals, large-scale reforms and investment programs.

Strengthening structural reforms in the areas of climate protection and climate adaptation.

Targeted investments particularly in the areas of water, urban development, agriculture, and mobility.



Creating opportunities in areas where German industry has competitive advantages.

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Your contacts (1/2)



Programme	Contact	Website
Afrika Lounge	Via website form	Afrika Lounge
Afrika Kommt!	Afrika-kommt@giz.de	Start - Afrika kommt!
Agency for Business and Economic Development (AWE)	beratung@wirtschaft-entwicklung.de	www.wirtschaft-entwicklung.de/en
African Skills 4 Germany	sara.razzi@marokko.ahk.de	African Skills 4 Germany (AS4G)
AHK Morocco	info@marokko.ahk.de	AHK Marokko
Alliance for Integrity	Carolina.echevarria@giz.de	Alliance for Integrity
Business Membership Organization Partnerships (KVPs)	Matthias.Hertin@sequa.de	KVP + BBP
Bundesverband Der Mittelstand, BVMW e.V.	zakaria.korte@bvmw.de	BVMW Morocco
DEinternational advisory services	info@marokko.ahk.de	DEinternational
develoPPP Classic	beratung@wirtschaft-entwicklung.de	develoPPP Classic – Projektförderung für Unternehmen – develoPPP
develoPPP Ventures	beratung@wirtschaft-entwicklung.de	develoPPP Ventures – Wachstumsförderung für innovative Start-ups – develoPPP
Export Credit Guarantees Euler Hermes	Über Webformular, AP je nach Thema	Export Credit Guarantees of the Federal Government
Funding Database	Christina.Pfandl@giz.de	Förderdatenbank Entwicklungsländer Agentur für Wirtschaft & Entwicklung

Your contacts (2/2)



Programme	Contact	Website
Germany Trade and Invest: Africa Business Guide	Africa Business Guide - Kontakt	Africa Business Guide - Wegweiser für Ihren Erfolg in Afrika Germany Trade and Invest
GIZ Morocco	giz-maroc@giz.de	GIZ Morocco
GIZ International Services (InS)	internationalservices@giz.de	International Services: sustainable solutions made to measure GIZ
GET.invest	michael.franz@get-invest.eu	Home - GET.invest - Funding Database - GET.invest
Invest for Jobs	morocco@invest-for-jobs.com	Invest for Jobs Morocco
KfW Morocco	KfW.Rabat@kfw.de	North Africa and Middle East KfW Development Bank
Import Promotion Desk (IPD)	maul@importpromotiondesk.de	www.importpromotiondesk.de
KfW IPEX-Bank	info@kfw-ipex-bank.de	Exportfinanzierung Projektfinanzierung
KfW DEG	Franziska.Hollmann@deginvest.de	https://deginvest.de
Nah- und MittelOst-Verein (NUMOV e.V.)	numov@numov.de	www.numov.de
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Senior Expert Service (SES)	yvonne@ses.africa	Senior Expert Service
SME Index Afrika	beratung@wirtschaft-entwicklung.de	Mittelstandsindex Afrika

THANK YOU!

