

Kingdom of Morocco Throne Day Special

Long-standing relations built on mutual respect

RACHAD BOUHLAL
AMBASSADOR OF MOROCCO



Today marks the 23rd anniversary of the enthronement of H.M. King Mohammed VI. On this auspicious occasion, I would like to convey my respectful greetings to their Imperial Majesties

Emperor Naruhito and Empress Masako, the members of the imperial family, Prime Minister Fumio Kishida, the government and the friendly people of Japan.

More than 66 years have passed since diplomatic relations between Morocco and Japan were established. Since then, our friendship has been continuously enhanced by the privileged ties that bind our countries. These ties are founded upon the long-standing friendship between the Moroccan royal family and the Japanese imperial family and fostered by shared values and mutual respect.

This year was marked by the entry into force on April 23 of two important trade agreements between Morocco and Japan: the convention on the elimination of double taxation and the agreement for the promotion and protection of investments. These agreements represent a major step in

the process of providing a better business-friendly environment for Japanese investments in Morocco, and should encourage more Japanese companies to settle in the kingdom. Morocco has signed agreements of this kind with more than 50 countries, which proves the unwavering will to position the country as one of the most competitive investment destinations in Africa.

Moreover, in February Morocco launched a new investment charter aiming to boost investment in the country. This charter is intended to increase the share of private investment to two-thirds of total investment by 2035.

Over the past 10 years, the number of Japanese companies operating in Morocco has more than doubled, making Morocco, with more than 70 companies, one of the top three destinations for Japanese companies in Africa. Today, these companies employ more than 50,000 Moroccans, thus contributing effectively to the socio-economic development of our country.

This content was compiled in collaboration with the embassy. The views expressed here do not necessarily reflect those of the newspaper.

Promoting economic relationships

HIROFUMI NAKASONE
PRESIDENT OF THE JAPAN-MOROCCO
PARLIAMENTARY LEAGUE



On this auspicious occasion of the 23rd anniversary of the enthronement of His Majesty King Mohammed VI, I am delighted to extend my sincere congratulations, on behalf of the Japan-

Morocco Parliamentary League, to his majesty, the royal family and the people of the Kingdom of Morocco.

As the president of the Japan-Morocco Parliamentary League, I am determined to further promote our long relationship based on friendship and cooperation



Left: Tanger Med port is the largest transshipment platform in Africa. Right: Rabat boasts a modern tramway. EMBASSY OF MOROCCO

through parliamentary exchanges.

Welcoming the entry into force in April of the investment agreement and the convention for the elimination of double taxation between our countries, I strongly hope that the two agreements will further promote not only our bilateral economic relations, but also people-to-people exchanges.

I am also convinced that the people of both countries can strengthen existing friendly ties through mutual cooperation leveraging each other's strengths. The eighth Tokyo International Conference on African Development, to be held in Tunisia on Aug. 27 and 28, will be a significant opportunity for this purpose.

I wish for the health and prosperity of the people of Morocco, as well as further development of the cordial relations between our two countries.



His Majesty King Mohammed VI

Model of fiscal, social progress

HARUKO HIROSE
PRESIDENT, JAPAN-MOROCCO
ASSOCIATION



On the occasion of Morocco's Throne Day, I would like to extend my sincere and warm congratulations to His Majesty King Mohammed VI on behalf of all the members of the

Japan-Morocco Association. On this auspicious occasion, I would like also to express my sincere greetings to all the members of the royal family, as well as to the people and

government of the Kingdom of Morocco.

Since the enthronement of his majesty 23 years ago, Morocco has been an example of stability and steady economic and social development, which is rare in the region and in the world.

It was a great pleasure to see the investment treaty and tax treaty between Japan and Morocco take effect on April 23. I strongly hope that these two agreements will further accelerate bilateral economic activities and strengthen the friendly relations between the Kingdom of Morocco and Japan.

I also pray for the end of the long battle against COVID-19, and for the good health and happiness of his majesty and the royal family.

Congratulations
on the Anniversary
of the Accession to the Throne of
His Majesty King Mohammed VI



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