

LEA Global Middle East & North Africa Conference 2024

February 19, 2023





Introduction to Morocco

Morocco, located in North Africa, is a land of vibrant culture, rich history, and stunning landscapes. From the Sahara Desert to the Atlas Mountains, Morocco offers a diverse and awe-inspiring experience for visitors and an interesting business landscape for professionals

Culture and Tradition

1 Vibrant Festivals

Discover the richness of Moroccan traditions through vibrant festivals that showcase music, art, and local craftsmanship.

2 Exquisite cuisine

Experience the diverse flavours of Moroccan cuisine, characterized by a blend of spices and regional influences.

3 Hospitality and Tradition

Morocco is known for its warm hospitality and deep-seated traditions that are an integral part of everyday life.



Key Highlights and Attractions

1 Historical Sites

Explore ancient medinas, historic palaces, and architectural marvels like the Hassan II Mosque

2 Natural Wonders

Immerse in the beauty of the Sahara, the stunning waterfalls, and the picturesque coastal towns.

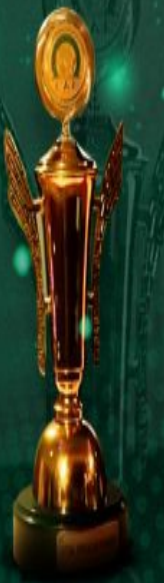
3 Cultural Experiences

Engage in local markets, traditional music, and the vibrant nightlife found in Moroccan cities.



Must-attend Events

Get ready to witness an unparalleled display of talent and teamwork at the World Cup 2030 and CAF 2025 in Morocco. It's a celebration of football excellence and a must-attend events for sports enthusiasts.



Economy of Morocco

1 Diverse Sectors

Morocco's economy spans agriculture, tourism, manufacturing, and renewable energy, offering unique investment and business opportunities.

2 Trade Connections

Benefit from Morocco's strategic location, serving as a bridge between Africa, Europe, and the Middle East.

3 Free Trade Zone

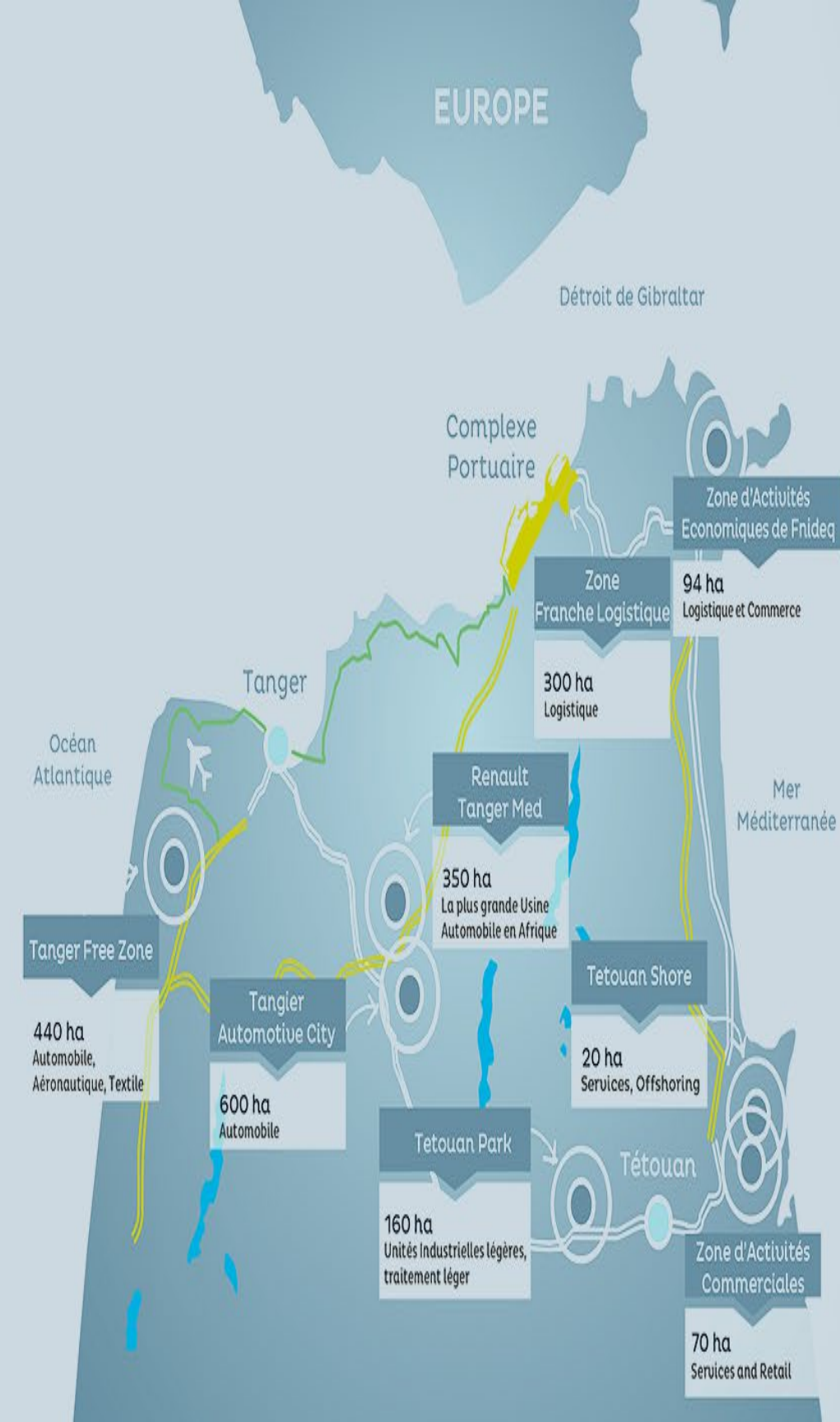
Morocco has several industrial and economic free trade zones that offer foreign companies competitive advantages



Free trade Zone

North of Morocco

- TFZ : tangier Free Zone : Textil and Apparel Sector
- Tangier Automotive City (TAC) : Automotive Sector
- Renault Tanger Med
- Others regions
- Midparc Free Zone : Aerospace Sector
- Kenitra Atlantic Free Zone : Agibusiness Sector
- Casanearshore : IT Sector



Casablanca , pillar of Moroccan Economy

Casablanca, the largest city in Morocco, stands as the economic powerhouse of the country. Renowned for its vibrant marketplaces and bustling port, Casablanca plays a pivotal role in driving economic growth and development in Morocco.



Key Industries and Sectors in Casablanca

Manufacturing

The manufacturing industry, particularly textiles, food processing, and electronics, serves as a cornerstone of Casablanca's economy.

Finance & Banking

Casablanca is a prominent financial hub, home to a thriving banking sector and the Casablanca Stock Exchange.

Logistics & Transportation

Its strategic port and efficient logistics infrastructure account for the city's robust transportation and distribution sector.

Member Firm Presentation

AD ASSOCIÉS



Firm Presentation

Figures

4 Partners	over 50 Staff
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1 office	Location Casablanca
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Facts

founded in

1998

15 % of annual
revenue growth

Joined LEA in

2017

40 % of our clients are
part of international
groups

Specialized expertises of our partners



Fouad AKESBI

Assurance and
Statutory auditing

Legal, Social and Tax
advice

Individual taxation

Asset and Property
management

Litigations

Transaction Advisory,
Restructuring and
Equity deals

Company Crisis
Counseling



Siham ALAMI

Accounting outsourcing
and supervision

Company Support
(restructuring/processing/
optimization of flows)

Legal and Tax Advisory

Legal Secretariat

Equity transactions
(capital increases and
reductions, mergers,
spin-offs, IPOs)

Control Management



Ali AKESBI

Assurance and
Statutory audit

International reportings
Project Management

Organization, Internal of
procedures control,
Implementation

Restructuring

M&A

Public Institutions
Assistance



Kenza GNAOUI

Accounting outsourcing
and tax filings

Accounting review and
supervision

Statutory audit and
contractual audit

Tax audit

Payroll management
and social declarations

Group accounts
consolidation in
Moroccan standards
and IFRS



Madiha CHICHAOUI

Legal and Tax Advisory

Legal Secretariat

Equity transactions
(capital increases and
reductions, mergers,
spin-offs, IPOs)

Specialized in
employment Law

Our services and expertise

01

Audit Services

% of revenue : 30%

- Accounts certification
- Internal audit
- Due Diligence
- Consolidation
- Consulting

02

Client Accounting and Bookkeeping Services

% of revenue : 40%

- Missions of local and international accounting
- Payroll management
- Delegation of the financial direction

03

Tax Services

% of revenue : 12%

- Assistance to tax and social audits
- Litigation management (for companies and individuals)
- Tax optimization consulting
- Fiscal engineering of the operations intra-group and international

04

Legal Services

% of revenue : 18%

- Conception, Coordination and Realization of operation inherent to the social life of companies
- Establishment of contracts
- Conventions and shareholder agreements of all kind

THANK YOU

