Royaume du Maroc
جهة طنجة - تطوان - الحسيمة
RÉGION TANGER - TÉTOUAN - AL HOCEÏMA

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41 ALERTE

Automotive Industry: Renault Morocco Launches a New Phase of Sustainable Investment

CONTEXT

On Wednesday, 29 October 2025, the Head of Government Mr. Aziz Akhannouch received in Rabat Mr. François Provost, Executive Vice-President of the Renault Group, in the presence of the Minister of Industry and Trade Mr. Ryad Mezzour.
The meeting was marked by the signing of an amendment to the investment agreement between the Kingdom of Morocco and Renault Morocco, consolidating the long-standing strategic partnership between the country and the French automotive group — a pillar of Morocco's industrial ecosystem for more than two decades.
The new agreement provides for the creation of **7,500 direct and indirect jobs** and launches a new phase of industrial development focused on **energy transition, technological upgrading,** and the **production of electric vehicles by 2030.**

KEY INDICATORS

Indicator	Value / Target	Horizon
Jobs created	7,500 (direct and indirect)	2025 – 2030
New vehicle ranges	Hybrid & electric	2030
New R&D engineering center	Opening planned before end of 2025	
Renault Morocco production volume (2024)	413,000 vehicles	
Export share	90 % to 68 countries (2024)	

STRATEGIC ANALYSIS

1- A Strong Signal for Morocco's Industrial Competitiveness

This announcement reaffirms Renault Group's renewed confidence in the Moroccan industrial platform, already recognized as the most competitive in Africa.
The investment strengthens Morocco's position as a Euro-Mediterranean automotive hub at a time when global industry is shifting toward re-localization and green mobility.

2- Moving Up the Automotive Value Chain

The creation of an engineering and R&D center is a major turning point: it anchors Morocco in design, innovation, and technological mastery — beyond simple assembly.
Integrating hybrid and electric vehicle production paves the way for high-value technological manufacturing and the training of local specialists in electronics, batteries, and embedded software.

3- A Direct Lever for Employment and Training

The 7,500 announced jobs cover both the Tangier and Casablanca (SOMACA) plants, as well as the broader network of suppliers and subcontractors operating in Morocco.
This momentum will boost regional technical training centers (Tanger Med Skills, OFPPT, ISET), strengthening the alignment between education and industrial needs.

4- Alignment with the National Decarbonization Strategy

The agreement is part of Morocco's national energy transition policy and its Green Industrial Strategy, preparing the country for the implementation of the EU Carbon Border Adjustment Mechanism (2026).
Renault Morocco plans to modernize its facilities to cut industrial emissions and increase the use of renewable energy sources, in line with the Kingdom's climate commitments.

Territorial Implications (TTA Region)

- **Tanger-Med**, as the industrial core, will benefit from a logistical and technological multiplier effect, reinforcing its status as a hub for innovation and sustainable automotive production.
- The **Melloussa** and **Tanger Automotive City** free zones will host part of the industrial expansions and R&D activities.
- The regional ecosystem must support skills upgrading (engineering, technical training, robotic maintenance).
- Opportunity to further integrate local SMEs into the automotive supply chain through certification and competitiveness programs.

CONCLUSION

The signing of this amendment between the Kingdom of Morocco and the Renault Group marks a strategic milestone toward a greener, more inclusive, and more competitive automotive industry. It confirms the resilience and attractiveness of the Moroccan industrial model, built on stability, international openness, and rising value creation.
The expected impact — on employment as well as on the technological structuring of the sector — positions Morocco, and particularly the Tanger-Tetouan-Al Hoceima region, at the heart of the new global geography of sustainable mobility.

Sources
Press Release of the Head of Government (29 October 2025), Ministry of Industry and Trade, Renault Morocco Group – Impact Plus Analysis 2025.