NexusAI Lab

FIELD GUIDE FOR US MANUFACTURERS · MOROCCO

Tangier Med Free Zone Onboarding Playbook

Your first 30 days establishing a Tier-1 presence in Morocco's primary industrial zone — the legal, fiscal, and operational path, in order.

Built for US plant managers and operations leaders scaling into Tanger Med. Every step is what to do, who to file it with, and what it unlocks. No theory.

NexusAI Lab · Operational intelligence for the US-Morocco corridor · Marrakech

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WHY TANGIER MED

Morocco is no longer a destination. It is a competitive advantage.

For a US Tier-1 supplier, the case for Tanger Med is structural, not sentimental: duty-free reach into two continents, the largest port in Africa, and a free-zone fiscal regime built to attract exactly your kind of operation. This guide gets you established without the false starts.

Trade & logistics

The **US–Morocco Free Trade Agreement** gives duty-free access to North American and European markets. **Tanger Med** — the largest port in Africa and the Mediterranean — sits at the doorstep.

The fiscal edge

0% corporate tax for the first five years, then 15% (for post-2020 free-zone entities), plus permanent **VAT and customs exemptions** on imported capital equipment.

Human capital

A specialised, **OFPPT-trained** automotive workforce, at a labour cost materially below equivalent European sites (validate against your own benchmarks).

24/7 rhythm

The GMT+1 timezone overlaps the US business day enough to hand off, and runs ahead of it overnight — a **Follow-the-Sun** operating model, not a coordination tax.

THE 30-DAY PATH, IN FOUR PHASES

1	→	2	→	3	→	4
Legal entity & name	→	**Free-zone** status & fiscal	→	**Site** & logistics	→	**Workforce** & continuity

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PHASE ONE · LEGAL & STRUCTURAL FOUNDATION

Secure the entity before anything else

- [ ] **Reserve your name.** Obtain the **Negative Certificate** from OMPIC (the IP & commercial registry) — this reserves your corporate name.
- [ ] **Choose the legal form.** Usually a **SARL** or **SA**, aligned to your US parent's reporting needs.
- [ ] **Map your data flows for Law 09-08** (data protection, CNDP) — decide now what personal/operational data stays in-country.
- [ ] **Screen technical transfers for US export controls (EAR/ITAR)** before any blueprint moves to the Moroccan entity.

Counsel flag: the export-control and data-residency points are operational guidance for context — confirm with qualified US and Moroccan counsel before acting.

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PHASE TWO · FREE-ZONE STATUS & FISCAL SETUP

Lock the incentives in writing

- [ ] **Submit your investment program to TMSA** (Tanger Med Special Agency) to qualify for free-zone designation.
- [ ] **Document your fiscal position:** 0% corporate tax for years 1–5, then 15% (post-2020 entities); permanent VAT + customs exemption on imported capital goods.
- [ ] **Register the customs regime** for duty-free import of equipment and duty-free export under the US-Morocco FTA.

INCENTIVE	WHAT IT COVERS
Corporate tax	0% years 1–5, then 15% (post-2020 free-zone entities)
VAT	Exemption on imported capital equipment & inputs
Customs	Duty-free import; duty-free export via FTA rules of origin

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PHASE THREE · INFRASTRUCTURE & SITE

Choose the ground, map the flow

- [ ] **Evaluate sites** in Tanger Free Zone or Tanger Automotive City (TAC) on port proximity, utilities, and expansion room.
- [ ] **Map logistics to Tanger Med port** — sequence your inbound capital equipment and outbound export lanes before committing to a plot.
- [ ] **Structure duty-free export channels** back to North America and Europe under the FTA.

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PHASE FOUR · WORKFORCE & OPERATIONAL CONTINUITY

Staff it, then keep it running 24/7

- [ ] **Recruit through OFPPT** — the vocational-training system that sources and upskills specialised automotive technicians.
- [ ] **Register for CNSS** (social security) and align contracts with the Moroccan Labour Code (CDI/CDD).
- [ ] **Stand up the Follow-the-Sun handoff** — a structured shift-handover so the Moroccan team advances US-flagged work overnight, and your US team starts each day with a summarized production snapshot.

The lever most ramp-ups get wrong

In the first 90 days, **equipment reliability (MTBF) is the dominant driver of throughput** — more than the levers teams usually chase first. Buffer sizing matters as an interaction lever: it pays off most when reliability is still low and demand is variable. Sequence them in that order and new capital reaches its projected output faster. (Modeled from Sobol sensitivity analysis; calibrated to your line during a diagnostic.)

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BEFORE YOU SIGN A LEASE

See your ramp-up's leverage points before you install a single machine.

We run a modeled diagnostic on your planned line — reliability, buffers, shift handover — and hand you the ranked levers and a conservative payback picture. Modeled projections, calibrated to your real data during the pilot. The line diagnostic is credited against a pilot if you proceed.

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