

**T. C.**  
**ISTANBUL KULTUR UNIVERSITY**  
**INSTITUTE OF GRADUATE STUDIES**

**ECONOMIC DIPLOMACY THROUGH FREE TRADE AGREEMENTS**  
**(MOROCCAN CASE)**

**MA Thesis by**  
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**Department: International Relations**  
**Program: International Relations**

**Supervisor: Asst. Prof. Dr. Ahmet Cemal ERTÜRK**

**JUNE 2022**

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## **ÖZET**

Ekonomik diplomasi, özellikle küresel ekonominin sert rekabetinin yankılarının hala duyulabildiği az gelişmiş ülkelerde, kapsamlı kalkınma politikasıyla daha yakından ilişkili hale geliyor. Gelişmekte olan bir ülke olarak sınıflandırılan Fas, serbest ticaret anlaşmaları imzalayarak dışı açılıp ekonomik diplomasisini güçlendirmeye çalışıyor ve bu da Fas ticaret dengesindeki yapısal açıklara ışık tutuyor. Bu çalışmanın amacı, Fas ekonomik diplomasisini daha iyi anlamak, tüm sınırlamalarını hatırlayarak katkısını analiz etmek, Fas ekonomik diplomasisinin performansını değerlendirmek, konuları daha iyi anlamak ve Fas ekonomik diplomasisinin pratiğine ve dünyadaki rolüne ışık tutmaktır. Fas Krallığı'nın küresel ekonomiye entegrasyonu.

**Anahtar Kelimeler:** Ekonomik diplomasi, stratejiler, serbest ticaret anlaşmaları, küresel ekonomi

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### **ABSTRACT**

Economic diplomacy is becoming more closely related to comprehensive development policy, especially in underdeveloped nations where echoes of the harsh rivalry of the global economy can still be heard. Morocco, classified as a developing country, is working to strengthen its economic diplomacy by opening up to the outside through concluding free trade agreements, which in turn shed light on the structural deficit in the Moroccan trade balance. This study aims to better understand Moroccan economic diplomacy, analyze its contribution while remembering all its limitations, evaluate the performance of Moroccan economic diplomacy, better understand the issues, and shed light on the practice of Moroccan economic diplomacy and its role in the integration of the Kingdom of Morocco into the global economy.

**Keywords:** Economic diplomacy, strategies, free trade agreements, the global economy

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List of Abbreviations:

WTO: World trade promotion.

GATT : General agreement on tariff and trade.

AMU : World trade promotion.

UNSAID: United States Agency for International.

TTCSP : Think Tanks and Civil Societies program.

OECD : organization of economic co-operation and development.

TNC : Transportation network companies

IMF : international monetary fund

ITU : international telecommunication union

ILO : international labor organization

NGO : Non-governmental organization

MRA : Moroccans residing abroad

EU : European union

USA : United States

SFPA :Suspension of Favorable Personnel Actions

## **I. Introduction:**

Diplomacy has witnessed a remarkable development in recent years. And a set of modern concepts appeared in its practices, and in a world characterized by speed and movement, diplomacy has become one of the most important means that enables the state to confront external challenges and achieve progress and development. Given this, diplomacy has departed from the political sphere and expanded to include cultural, security, and economic diplomacy. The latter has an international influence that is expanding day by day, due to the policy of openness to the world that depends on the internal resources and components of the state on the one hand, and diplomatic relations with states on the other hand. Due to the influence of the economic factor and its increasing importance significantly, (Amer, 1985). We also find that foreign policy often draws its features from economic goals, there is a dialectical relationship between politics and the economy where political conflicts are linked to economic interests, and most studies related to diplomacy have dealt with diplomacy from the traditional side and addressed specific recurring points, while economic diplomacy is a modern topic as the new political and economic realities produced profound transformations within the international community that encouraged international actors to interdependence and made trade exchange necessary, therefore, if an international actor wants to be effective and has a place in the international community, he must not limit himself to the narrow framework of political diplomacy, battles, conflicts, and disputes are taking place with ferocity and more in the fields of technology, economy, and culture. (Amer, 1985).

Also, Economic Diplomacy was the mean that led to the conclusion of treaties and agreements between states and made their disputes settled, therefore it became a connecting thread between people, organizations, regions, and states. (La Carrière, 1998)

Given the importance of the economic factor in international relations and its contribution to the strength or weakness of the state, economic diplomacy is of great importance in the state's foreign policy in various circumstances as it contributes to the state's economic and political strength. (Fontanal, 2009).

So, this thesis focuses in general on economic diplomacy, its aims, tools, strategies, as well as the actors in its diplomatic field, taking Morocco as an example for the exploitation and implementation of this study.

The topic of the thesis tries to define the total scientific aspects that the Moroccan diplomatic and economic strategy accounts for, through a set of issues.

In the field of international trade, the topic assesses the structural assessment series of the driving forces of Moroccan economic diplomacy. (Taj al-Din al-Hussaini, 2006).

The study is of particular importance due to its consideration of consecrating a set of strategic issues that framed the relationship between Morocco and a group of countries such as the EU, USA, Turkey, Africa, and continental and regional economic blocs. Morocco's diplomatic strategy remains of paramount importance through this topic as it constitutes in the current era the development locomotive of Morocco. Therefore, necessary to know the reasons for action and the points of convergence of interests.

The ratification of the free trade agreement constitutes an important step in the development of relations between Morocco and a group of countries such as Turkey, the United States of America, the European Union, Maghreb, and Jordan, Etc, particularly on the economic front.

As a result, the free exchange initiative was launched to kick off a new approach to Moroccan foreign relations that represents a shift away from the logic of cooperation and aid and toward the logic of free exchange in all sectors. Likewise, this issue is important because the free trade agreement concluded by Morocco is characterized by diversity between bilateral and multilateral parties.

Based on the above, studying the topic of Moroccan economic diplomacy strategy through free trade agreements raises a central problem represented in its orientations and its ability to benefit from free trade agreements to raise the competitiveness to achieve the goals set within the framework of the comprehensive development strategy of Morocco.

This problem will give rise to the main questions: Did Morocco benefit from its strategies in better integrating the Moroccan economy in the international one? And how did free trade agreements contribute in all of this?

### **Research methodology**

To analyze academically the research question, this research will be using the literature survey method by focusing on secondary sources, in particular (books, thesis, dissertations and articles, and some reports), due to the nature of the study that interlinks several strategic and political angles, the analytical method was adopted to study and analyze the contents and dimensions of the topic and several previously significant international experiences in the field of diplomacy, owing to the requirement for research to support its dealings with the subject through digital data as a basis for evaluating the advances to go beyond the mere narration of facts and figures, statistical approaches were also required due to the economic character of the topic.

This thesis aim is to study Morocco's economic diplomacy through the free trade agreements process in order to strengthen its presence internationally.

This is done by describing the main areas of concern that are covered in the respective chapters, an introductory chapter will create a general picture of Morocco's economic diplomacy scene. The main body of the work will be presented in chapters three and four, which will investigate previous studies and specialist opinions about economic diplomacy through free-trade agreements generally and in Morocco specifically, historical context, and strategic decision-making in the field of economic diplomacy and its objectives. Different actors and their roles in it with the use of some models will be also discussed.

Chapters five and six, aim to describe the path of economic reforms in Morocco and the employment of economic diplomacy to benefit from FTAs between different countries, both developed and undeveloped. In the northern part, we focus on the relationships of Morocco and its agreements within the frameworks of what is known as the North-South relationship, while in the southern part we will focus on the relations of Morocco and its agreements within the system of South-South.

A final chapter will conclude the study, some results will be described, and recommendations will be made on the topic.

## **II. Literature reviews:**

Why do we practice economic diplomacy? The answer is not evident. Indeed, it is important to specify within the analysis of economic diplomacy that there is not a specific theory that can respond to how states, in given circumstances, will conduct their policies. (Bayne & Woolcock, 2011)

If there is a strong theoretical corpus in the analysis of foreign policy with a whole literature that aims to explain what are the factors that influence the choice of different strategies, the theoretical studies aimed at explaining the economic diplomacy are not abundant enough. As discussed by Kostecki and Naray, (2007), the body of literature on the topic is still limited. Literature does not identify, explain, or understand the greater influence of interests deprived in diplomacy and hardly draws a complete picture of all its aspects.

Pomes (2004) said from a theoretical standpoint, economic diplomacy contradicts free trade and the remittance of economic exchanges. Contrary to recommended liberal doctrine, economic nationalism is always a reality in the 21st century, states are increasingly intervening alongside their national companies to help them gain access to the strategic markets.

If the realistic theories, consider economic diplomacy as a tool for a state allowing it to strengthen its power against other states. Neorealism is distinguished by the consideration of interdependencies, and the need to reinforce the temporary logic of alliances in order to build security systems. Thus, the states would seek to maintain a permanent balance of power in order

to check the development of the power of other states considered as competitors in Lucas (2009). study.

On the subject of economic diplomacy, the Ricardian theory of comparative advantages, which serves as the foundation for international commerce and, eventually, globalization, has a parallel. Indeed, in this field, a certain level of specialization is observed, according to a *modus operandi* that allows a country to maximize its competitive advantage while reflecting its politico-administrative culture, whether large or small, emerging or established, and its ability to effectively integrate the key success factors that underpin optimal integration into the global production chain according to Kateb (2010).

The concept of comparative advantages is replaced by that of the competitiveness of nations. Strongly criticized by liberal economists for its irrelevance, the concept has nevertheless been integrated by the States, starting with the United States and the European Union, and the indices of its measurement have today become essential references. In the most general definition, the concept aims to measure the capacity of a nation to face international competition and its ability to create the conditions likely in order to achieve growth in a world that is open to international competition. Thus, comes into play, upstream, everything that is likely to influence the choices of investors and attracts favorably international investment, and downstream, everything that is likely to promote the competitiveness of "national" companies in international markets, as reported by Michelet (1999). From there, more than a regulator of economic activity, the State appears as a promoter, and this, in the triple sense of the term both as a seller of a product, the national economic space, as a buyer of a development factor, international investment, and as an assembler of energies, those of the nation. Conforming to Deblock (2002).

However, these theories make important simplifications about states considered unitary actors with clearly defined and stable political preferences, and it is possible to test whether they are

correct or not. Moreover, it makes no sense to think that states are unitary actors, that negotiators have full knowledge of national policy preferences or that these preferences will be stable and unaffected by changes in the market.

This kind of theory does not add any extra in terms of understanding the new economic diplomacy that is concerned with the interplay between national and international factors and between economic concerns and policies according to Bayne & Woolcock (2011).

In addition, several of the approaches identified are used both in the context of research in economics and political science. Some of the theoretical reviews to which we have referred attempt to bridge between the two disciplines. Economic diplomacy is a multifaceted field of study that sits at the crossroads of national and international politics, economics and politics, and national and private-sector concerns. It is subject to the influence of an increasing number of variables which, to be apprehended, a multidisciplinary approach as shown by the literature specialized in this field.

In this sense, Putnam (1988) proposed a solution allowing for the reconciliation of two levels at the same time (the Two-Level Games). According to him, the decision-maker is placed between two chessboards, one composed of all the constituents of the internal political scene, the other of all the data of international negotiation. Whenever the situation evolves on the second chessboard, he must go and negotiate on the first, then come back to continue the negotiation with a deal slightly modified on the second, and so on. The assumption is that no international negotiation can lead to a tangible result if there is not a sufficient coalition in the country to accept the decision and allow its implementation. According to (Smouts, 1988).

Also, la Carrière (1998) develops a new approach and proposes avenues for developing the theory classic to take into account the complexity of the actors involved, and the different models pursued by the states.

In this sense, a drawback of the literature is that the instruments of economic diplomacy have been studied in an isolated way.

The instruments may be linked in practice. For example, public agencies of export promotion often use the network of embassies and consulates abroad for information about a particular market. Therefore, both body types can benefit from considerable synergies. It is also a possibility that the activities of the instruments crowd out because they are employed simultaneously while the purpose of this intervention could also be achieved with only one instrument. As indicated by Veenstra, Yakop & Bergeijk (2010) in their study

However, a unifying approach is unacceptable, since economic diplomacy is concerned with the interplay of international and domestic factors and economic/political concerns, which are often quite various as claimed by Reuvers and Ruel (2012) in their research

Also, the literature in this analytical field is to a large extent, American and it devotes itself quite often to the study of US economic diplomacy. The theoretical approaches thus developed are generally conceptualized to explain American politics.

To summarize, neither defining nor theorizing economic diplomacy is an easy task in the sphere of international relations. Scholars have come up with many interpretations of the idea due to its interdisciplinary nature. While some focus on the tools and actors of economic diplomacy, others focus on the goals that economic diplomacy aims to achieve.

Also, Previous studies concentrated on providing a general understanding of economic diplomacy since they depended on the theoretical framework, which is insufficient to encompass the issue. Economic diplomacy is a multidimensional subject that varies based on the state and its power, and it cannot be confined to a single framework. From this perspective, my research will center on understanding economic diplomacy in Morocco and other nations

to understand the variations in the instruments, aims, and tactics utilized in this context, emphasizing free trade agreements and their critical function.

### **III. Economic diplomacy: Definition, aims, tools, strategies, and actors**

#### **1. Definition:**

Before defining economic diplomacy, we will start by defining diplomacy itself, as the definitions of diplomacy are many and varied, it was difficult to limit and compile them by definition.

As Charles Calvo describes it in the international civil law and the documents of treaties: 'It's the science of international relations. And as defined by Charles de Martins: 'It's a foreign science, the policy itself, which includes the science and art of negotiation.

And as Braden Food Barre put it: 'It's the art of representing governments and provincial interests, monitoring the rights and interests of citizens, and managing international affairs, and conducting political negotiations, by the directives issued in this regard. (Fadoua, 1989).

As diplomacy has become a multidisciplinary science and professional discipline, it is, therefore, necessary to define that field of communication dealing with the aspect of international relations. A simple thing, as there are many definitions of diplomacy, the definitions of economic diplomacy also vary. Some interpret it as the application of international laws by people of diplomatic means and methods, trade, commerce, finance, and technology to achieve their goals and provide guarantees to protect foreign economic interests and develop and benefit the National economy. (Doilat, 1996)

It was also defined as "Embassies that use economic factors for political cooperation" This definition refers to the state's use of its economic power to influence government and to direct its political conduct in a manner that serves the national interests of the state. This definition considered

Diplomacy is the art of using economic factors to solve prominent political problems between countries.

Before getting deeper into the subject, it is necessary to shed light on some concepts such as:

- **Soft power:**

It's the country's use of art, culture, money, and education to influence and garner interest from other countries to achieve its foreign policy goals.

The Marshall Plan, which America implemented after World War II to combat the Soviet communist wave, is an example of soft power. America deployed soft power in the form of humanitarian aid to Western European countries damaged by the conflict, as well as advising technical support to rebuild and restore the wrecked infrastructure. To those nations, in addition to financial help, and if we take a deeper look at us, it is the educational interchange between America and China during President Clinton's presidency. (Nye, 2004)

- **GATT:** (The General Pact on Tariffs and Trade)

It is a multilateral trade agreement that aims to enhance international trade and the body in charge of implementing it. The GATT body, based in Geneva, aims to provide a forum for debate of global trade issues and the methodical settlement of trade disputes based on the GATT's essential principles of non-discrimination, transparency, and most-favored-nation (MFV) treatment. Rounds are international meetings that aim to reduce tariffs and other trade barriers while also providing a consultative forum for governments to protect their trade interests. ("What is GATT? Definition and meaning", 2022)

- **WTO:**

The World Trade Organization (WTO) is the predecessor of the General Accord on Tariffs and Trade (GATT), which was established on January 1, 1995, as part of the Uruguay Round of multilateral trade discussions' final agreement. Its main objectives are to handle trade

agreements, act as a meeting place for trade negotiations, arbitrate trade disputes, review national trade policies, and assist developing countries with trade policy issues. ("WTO | What is the WTO?", 2022).

## **2. Aims:**

Economic diplomacy seeks to accomplish numerous goals, including expanding investment and commerce. In exports and imports, securing property rights and stabilizing economic relations, which includes negotiating investment treaties and trade agreements and influencing national foreign policies for the benefit of transnational companies, addresses the specific barriers that impede local companies, business interests, and the international expansion of commercial links between nations and international institutions using particular strategies for Countries. Obtaining favorable outcomes in the domains of economic, tourist, and investment cooperation (Jurje, 2017).

## **3. The strategies and tools of economic diplomacy:**

The strategy of economic diplomacy may be defined as a method based on many pillars that separate it from other approaches that other types of diplomacy might follow. These are the pillars.

Firstly, the method of economic diplomacy is a commercial method, based mainly on the idea of interdependence. And this idea represents the main starting point for the negotiators. There is a certain need that must be relied on to satisfy the other party, and therefore, there is no hostility between the parties, and any dispute or rivalry must be ended and settled. Each party, as it deals with the other party according to this method, realizes that its interest lies in the survival of the other party and having the ability to deal with it. A joint discussion about the perceptions of each of them of what they wish to do in international relations within the legal framework being prepared, technical, economic, and legal studies exchanged between the parties to reach the best legal framework, and a joint formulation of the content and content of

their international relations, which are imposed by the necessity of dealing with others and necessitated by the exchange process to satisfy needs and achieve gains. which is imposed by the necessity of dealing with others and necessitated by the exchange process to satisfy needs and achieve gains. (Makled, 1984)

Secondly, Economic diplomacy is founded on the existence of overlapping interests that motivate diplomatic efforts in a certain direction.

Coordination within the framework of a specific agreement governing economic contact between states, by pursuing the norms of an agreement controlling state conduct, the overlapping interests become common in nature rather than conflicting, making them a catalyst for agreement through the bargains that occur around the set of interests that are being negotiated.

Another strategy of Economic diplomacy is based on persuasion and enticement, in which negotiators attempt to persuade the negotiating parties of the importance of the benefits and objectives they desire, which will be realized if the parties reach an agreement. It is a way that tiny nations use since they do not have many other options. The efficacy of persuasion works in certain circumstances, but it can be less successful in some cases. The approaches are extremely dangerous and pricey. (Makled, 1984)

The wealthier countries use the temptation approach because their economic capabilities allow them to give grants and loans in exchange for what they desire.

Speaking of tools, the followings are the most essential techniques employed by economic diplomacy to achieve the interests of governments, whether economic or political:

Economic policies and initiatives are implemented to boost or increase trade connections in various areas. (Adila, 2016).

Import and export of commodities and services, as well as the legal and economic concerns associated with them, which include:

Policies Quotas and other quantitative constraints should be eliminated. As these policies are employed as an instrument of economic warfare, countries may resort to designating a set of quotas on importations to minimize their flow into the nation to assist promote local manufacturing and avoid cash leakage, Imposing limitations on external transfers, as the state uses this instrument to exert stringent or complete control over funds spent overseas, beginning with import transfers, Even what is spent on tourism as a diplomatic tool, as governments employ it, To preserve the balance of payments from a deficit that might occur if expenditure exceeds budgetary restrictions, or to prevent the purchase of products funded with hard currencies if the state's balance is insufficient, this mechanism can be used. (Adila, 2016).

As a result, in these circumstances, the state reduces the amount of hard currency or foreign money spent on essential commodities and supports the national economy, as a result, of these circumstances, the state restricts the use of hard currency or foreign exchange for necessary commodities and promotes the national economy rather than importing non-essential items. This tool also includes either imposing high taxes on foreign investments or providing them with some enticements and incentives by exempting them from those taxes in whole or in part and for a set period, depending on the needs that the state sets for itself in terms of attracting capital and foreign expertise. This procedure is carried out by the state by domestic legislation or within the context of an international treaty, whether bilateral, regional, or global. (Adila, 2016).

What differentiates economic diplomacy is the constant evolution, which we see in the strategies of even the most renowned countries in this sector. France, China, and the USA perhaps, are prominent examples of this tendency. (Adila, 2016).

✓ **France:**

The French Ministry of Foreign Affairs attempted to promote France's economic interests, both at the Ministry's central administration and via the complex network of French embassies. But what is wrong with modern diplomacy is that it has been obsessed with conventional tasks and has not always been able to adjust its aims in the face of different crises, methods, and organizational structures to prioritize economics the French Ministry of Foreign Affairs lacks economic sensibility. (Ministry of french foreign policy, 2013).

The French Ministry of Foreign Affairs has worked to promote the economic interests of France, both at the level of the central administration of the Ministry and the level of the Moroccan network of embassies. But what is wrong with this diplomacy is that it has been preoccupied with traditional functions, and in the face of multiple crises, it has not always been able to adapt its goals, means, and organizational structure to make the economic bet a priority, as it does not have “economic intuition” until now enough. (Ministry of foreign policy, 2013).

In general, French economic diplomacy aims to redistribute Power cards in a globalized world, in addition to the economic and development side, also has an environmental side, and they aim to achieve two complementary goals: supporting France's facilities in foreign markets and attracting foreign investments that create jobs in a country. In general, the French Ministry of Foreign Affairs has drawn up a road map that began to be implemented starting from 2013 in cooperation with other actors in the field of economic diplomacy, and it is based on nine main points (Ministry of french foreign policy, 2013):

- Inclusion of support for French enterprises at the international level, especially small and medium enterprises and large medium-sized enterprises, And the promotion of the French destination to foreign investors, within the priority permanent instructions of our diplomatic network.

-The creation of a department in the Ministry of Foreign Affairs dedicated specifically to supporting enterprises (for large groups, but also small, medium, and medium-sized enterprises) and for economic affairs.

-Appointing the ambassador to head the “France Export Team” so that this team includes all the public structures concerned with supporting enterprises at the international level and works to simplify these structures when necessary.

-Establishing an economic council surrounding each of the ambassadors in the main locations of France. (Ministry of french foreign policy, 2013).

-Establishing simple procedures that allow enterprises to present their aspirations, concerns, and interests before and during negotiations, in every diplomatic mission that deals with organizational or legal issues (particularly at the level of the European Union and especially in negotiations on agreements bilateral and multilateral trade Regularly defending the principle of reciprocity in European and international negotiations.

-Strengthening the economic aspect of visits and ministerial meetings.

-Developing links between France’s soft diplomacy tools (education for foreign students, scholarship programs, a network of schools abroad, the French Institute, etc.) Promoting economic interests. (Ministry of french foreign policy, 2013).

-Appointing international eminent personalities to accompany French diplomacy.

Strengthening the economic aspect of education programs for members of the diplomatic corps and encouraging the hiring of people with economic qualifications, especially in the areas of export and problems related to small and medium enterprises and innovation, Increasing the openness of the Ministry of Foreign Affairs to enterprises and developing regular dialogue with economic and social partners (such as the annual program “An Open Day at the Ministry of Foreign Affairs”, messages to enterprises through press releases, and dissemination of economic information through the websites and social networking sites of the Ministry).

All these measures were implemented in the first third of 2013 as a new impetus for the development of French economic diplomacy, which is not the only one that has developed its performance, but there are other countries like China, for example, which have adopted a new economic diplomacy plan. (Ministry of french foreign policy, 2013).

✓ **China:**

The Chinese model is considered one of the pioneering models in expanding the concept of economic diplomacy, saluting under the state from the old concept, especially in managing foreign economic relations considering changes in the international economic environment. Economic diplomacy is highly sensitive to market fluctuations.

Given the globalization trends, the Chinese government is seeking new methods to strengthen the notion of economic diplomacy as an essential means of enhancing and expanding the rewards of economic and social progress. (Lee, 2014).

- **Strengthening international relations by boosting the economy.**

In this context, China has gradually strengthened its foreign relations with developing and less developed countries by advancing economic development. Thus, China has helped the least developed countries build infrastructure projects. Until the end of 2010, China helped the least developed countries build 632 projects. China has expunged debts totaling 10.5 billion yuan to 31 African nations (1US dollar equal to 6.3 yuan) (Lee, 2014), It announced the implementation of zero-tariff treatment for 190 goods imported from 29 African least developed nations with diplomatic connections with China, which contributed to the building of an excellent foundation for the growth of China-Africa relations and economic cooperation. (Lee, 2014).

Although China adopted the principle of "strengthening international relations by pushing the economy", its problems began to appear in the light of the changes that occurred in which China

established basic projects are still unable to develop their economies due to tribal conflicts. (Lee, 2014) And ethnicity, which sometimes reaches civil war, and therefore it is difficult for these projects to play their role in the economic development of these countries. (Zhang, 2016). Hence, China began to expand the concept of economic diplomacy to adapt to international changes and help to develop and least developed countries with a new method represented in how to "form new blood cells" in the body of these countries, not just the blood transfusion process"(Lee, 2014).

- **Strengthening the economy through international relations**

Where China uses its established foreign relations with developing and least developed countries to enhance cooperation and economic and trade form, and in this regard, since it acceded to the World Trade Organization, China has signed a feast of economic and trade cooperation agreements during the visits of Chinese leaders to a group of countries. Strengthening these agreements during the year 2014. (Lee, 2014).

In recent years, Chinese economic diplomacy has witnessed a set of new changes, including the push for a free trade agreement, and the use of the economic factor as a tool of encouragement rather than intimidation. President of the People's Republic of China Hu Jintao announced at the 6th summit of the Group of 20 held in Cannes, France, his country's intention to apply zero-tariff treatment for 97% of exports in the tariff lines of least developed countries with diplomatic relations with China, which is a step New in Chinese economic diplomacy and its interest in expanding the concept of economic diplomacy (Lee, 2014).

✓ **USA:**

The United States of America followed a policy of balance of power to protect its strategic interests, so it resorted to holding international conferences with Latin American countries, through which the hegemony and control of the United States over those countries increased, and the South American continent fell under its control." In 1823, in a letter sent by American

President James Monroe to the US Congress, where this letter included what was later known as (the Monroe Doctrine, which states that the United States will not interfere in European affairs, and in return, it guarantees the independence of the Western Hemisphere against European interference and persecution or interference in their self-determination. This principle is the backbone of American political and economic diplomacy. (Bougnon-Mordant, 2001).

The Monroe Doctrine was not just a strict political stance, as it extended to be an umbrella that protects the developing American interests, especially the economic ones. One of the vital points that were mentioned in the Monroe Doctrine: Freedom of maritime trade in the Atlantic, freedom of access To European markets with American products, freedom of trade, and settlement in the American continent. (Nasr Muhanna, 2000).

#### **4. actors of economic diplomacy:**

We must identify the persons who practice the activity of economic diplomacy and take decisions after conducting negotiations, and if the diplomatic activity in political matters is carried out by the head of state, the prime minister, the minister of foreign affairs, and diplomatic representatives in embassies, this does not apply in economic diplomacy. (Donna & Hocking, 2010)

Economic diplomacy is not affected by the institutional framework in which work is carried out, and whether the representatives of this diplomacy are governmental or non-governmental only. Rather, the course, style, and purpose of negotiations within the framework of economic diplomacy change according to the framework of the sector's activity. Private sectors participate in economic diplomacy, in addition to public sectors and state trends. (Donna & Hocking, 2010)

The shift of diplomacy towards the economic and commercial fields is the most prominent new actor in the activity.

The diplomat, who was previously working under the Ministry of Foreign Affairs, intertwined economic relations, and increased accreditation.

The economist needs a large number of government departments that participate in conducting negotiations with the state, as it is affected by and concerned with the decision-making process that affects economic relations, such as central banks, the ministries of finance, commerce, and others. (Donna & Hocking, 2010)

The following part will explain how economic diplomacy develops through changing the players in its field, with the most important models being presented in the framework and the forms of meeting between actors.

#### **5. Economic diplomacy development and the change of its actors:**

At the outset, it is pointed out that the authority to negotiate and sign agreements is an area that has been distributed among government sectors, and thus there is an old rule concerning the total financial transactions, where priority in the field of economy is given to the minister of economy and finance about multi-lateral negotiations, whether it concerns the world of foreign trade or those related to negotiations with financial institutions (the international monetary fund, the world bank the world trade organization), or bilateral negotiations related to advertisements, loans, taxes, investment protection, and other related issues. (Med IV, 2013).

In addition to the above, the economic diplomacy files were distributed to a group of actors within the framework of a reorganization of the controls of economic diplomacy in its modern sense and thus the emergence of new actors contributing to this economic diplomacy, such as the emergence of local groups, non-governmental organizations and companies, but the role of these actors have become new. (Med IV, 2013).

and these actors are not directly authorized to intervene in the field of economic diplomacy, but they have become largely influential in inter-state relations. (Med IV, 2013).

There is a consensus that governments are no longer the main players in economic relations, and that the international changes that the world witnessed during the last two decades in various aspects, especially communications, technology, and economic interdependence given birth to new actors such as ministers, prime ministers, parliamentarians, independent public bodies, and affiliated institutions have a tangible influence in economic diplomacy, also, different non-governmental actors have become involved in economic diplomacy through their contribution to the development of government policies as independent actors within the framework of their normal rights. In the past, business cooperation was the most active lobbying group (Sheyat, 2004).

2004), and now the non-governmental organizations or the so-called civil society organizations have a large central role, it can't be hidden that international organizations have become important forums for negotiation, but many political and economic analysts try not to consider them as independent actors on their own, so the focus is on how governments use these forums to help them in their decision-making process. (Sheyat, 2004).

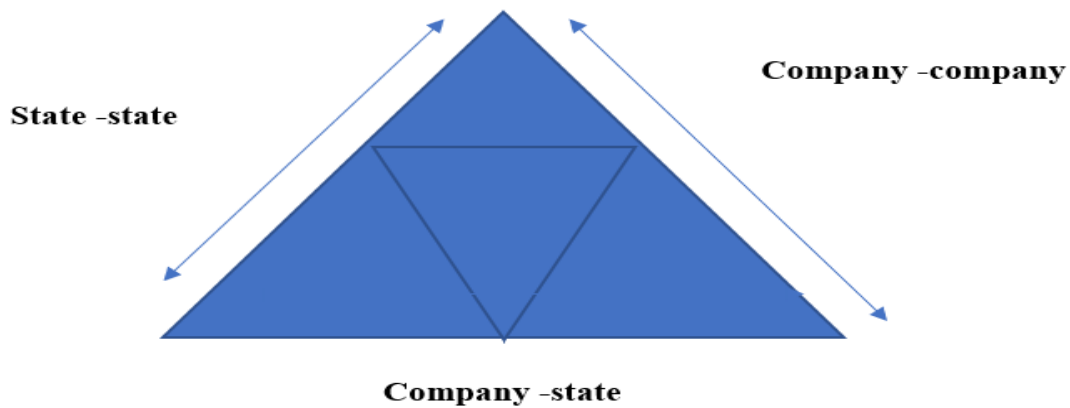
In short, under economic diplomacy, all diplomats related to economy, trade, and business are included, as this diplomacy is the umbrella for this sub-diploma.

Many thinkers have devoted themselves to giving a model such as Susan strange that can give an exemplary reading of the reality of economic diplomacy and the actors within it. The most prominent of these models that are rarely evoked in studies despite their importance are:

**a) Model triple diplomacy:**

Susan strange who proposed this model explained that there are three types of diplomacy between major actors:

- State-state diplomacy
- Company-company diplomacy
- State-company diplomacy



*Figure 1: Model triple diplomacy*

**Source:** Susan strange, *states and diplomacy, international affairs* (royal institute of international affairs 1944) UK, VOL68. No.1 (JAN.1992) P:22.

This point of view had many criticisms because it was unable to give a convincing explanation for the global changes since the early 1990s. It could not comprehend the complex reality surrounding us with the change in the international environment and the emergence of new players.

Even if coordination is made between the different levels of the state with the companies, it is difficult to achieve the expected results without listening to the rest of the actors.

In general, this tripartite model of diplomacy is concerned only with traditional bilateral diplomacy, and it has not given importance to multi-diplomacy despite its strong presence since the beginning of the 1990s. It has also overlooked an important engine of economic diplomacy since the beginning of the 1990s, which is the development and international cooperation in this field.

#### **b) The six aspects of Economic diplomacy**

Economic diplomacy has taken shape and takes a new model, and YIU and Saner have tried to develop a model of diplomacy based on six aspects, this approach sees that there is an urgent need to redefine diplomacy as a result of the presence of two disparate diplomatic players, but they can coexist on the economic side at the international level. these players have been classified according to their tasks and roles: (Yui & Saner, 2002).

- **Economic diplomacy and commercial diplomacy:**

These two diplomacies are functions of the state, and they are the roles played by the ministries responsible for economic and trade policies, in particular: the Moroccan ministry of foreign affairs and cooperation, the ministry of economy and finance, the ministry of industry, trade and modern technology also the economic diplomacy includes economic policy, such as the work of the delegation in organizations that set the international standard, such as the world trade organization, international settlements bank, and regional and specialized organizations furthermore monitoring economic policies in foreign countries by economic diplomats who report to the designated ministries, where they work on them, and advise their countries on how to better influence those policies, they also monitor commodity indices in the stock exchanges of the countries in which they work. (Saneer & Yui, 2002)

Economic diplomacy also uses economic resources, either incentive or soft power) or sanctions to achieve specific foreign policy goals, and for this reason, economic diplomacy is sometimes called the economic skill of the state. (Saneer & Yui, 2002)

On the other hand, commercial diplomacy is concerned with assisting the trade sector, national businesses in their Endeavor for economic success, and national development goals, which include promoting foreign investment domestically and national investment abroad, in addition to promoting trade and tourism, exporting and importing currency, and building a positive image of the country abroad. (Saneer & You, 2022)

Also, it should not be overlooked that economic diplomacy requires government entities, with the participation of non-governmental entities, to pursue a unified vision, just like commercial diplomacy, which requires concerted efforts by the ministry of foreign affairs and government agencies related to economic relations, parliament, and the business sector, to crystallize a common vision to address the negatives and develop positive responses that affect the interests of companies and private and public institutions abroad, within the framework of protecting national interests abroad. It should be noted that the head of the executive authority (the head of the Moroccan government according to the constitution 2011) is considered the first commercial diplomat inside the country while the head of the diplomatic or consular mission is the first commercial diplomat of his country abroad (Saneer & Yui, 2022).

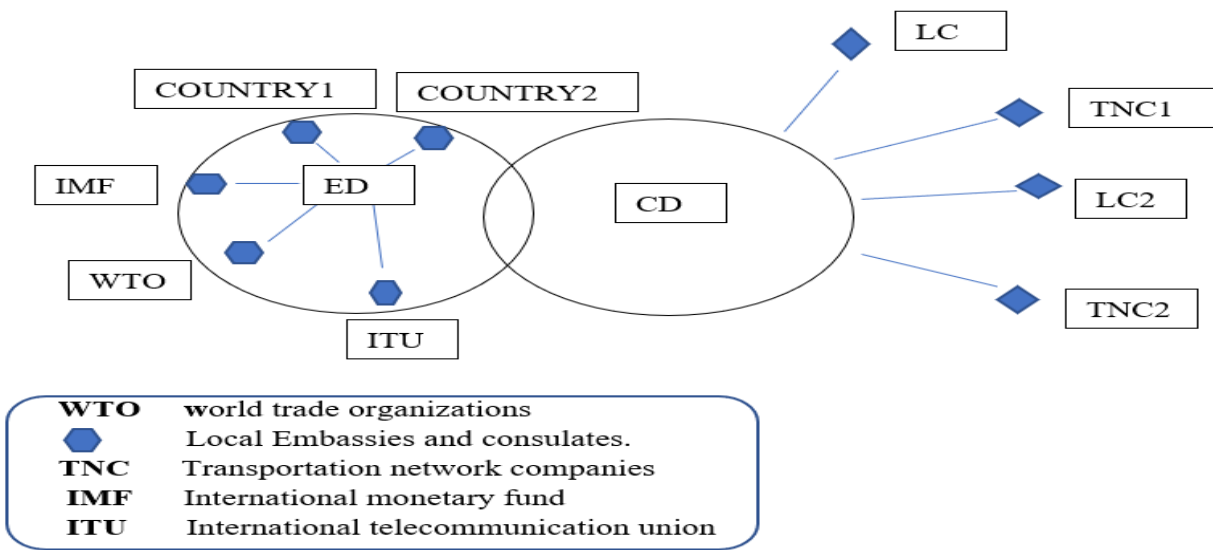


Figure 2: Facets of convergence and differences in economic and commercial diplomacy

**Source:** Raymond Saner and Lichia Yiu. discussion papers in diplomacy. international economic diplomacy, Geneva.2003 p:14

- **Companies and. businessmen diplomacy:**

Corporate diplomacy includes two organizational roles that are critical to the successful coordination of an international multinational corporation. This means that these companies need managers who can operate in two cultures:

Business unit culture or the prevailing culture within the company and company culture influenced by international companies mean acquiring a corporate culture amid internal business. (Saneer & Yui, 2002).

Business diplomats then are those employees who are fed by corporate culture and behavior, are multilingual, come from different professional backgrounds, and are accustomed to living in foreign countries with diverse cultures. (Saneer & Yui, 2002).

These two roles are necessary for the establishment of international structures, as these diplomats are relationship officers in various head offices or as temporary directors of new projects. With regards to business diplomacy, it aims to make the external environment for the branches of business enterprises an incentive for business activities.

Business diplomacy plays the role of an intermediary, or a type of brokerage and service between non-national companies and governments, non-commercial organizations, and actors. (Saneer & Yiu 2002) this function is performed by a company by consulting in specialized offices Thus, many gigantic companies have resorted to appointing business diplomats, who are former diplomates or managers on loan, to manage the process of communication between them and non-commercial organizations such as trade unions, tribal groups, NGOs, united nations agencies, and various civil society groups in foreign countries. (Saneer & Yiu, 2002).

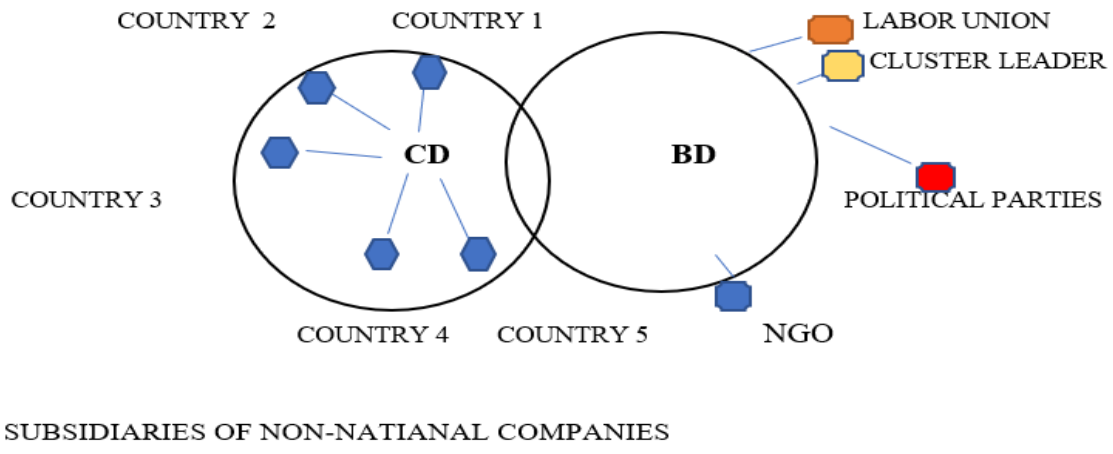


Figure 3: The intersections and differences between corporate and business diplomacy.

**Reference:** Raymond Saner and Lichia Yiu. discussion papers in diplomacy. international economic diplomacy, Geneva.2003 p:17

- **International national NGO diplomacy:**

A brief definition of these organizations can be provided through their characteristics, which is that they are “voluntary, declared organizations that have a permanent institutional form, established by non-governmental agreement between individuals or groups of private individuals, and these members belong to different nationalities, and they are independent of governments and do not work in politics. It aims to achieve humanitarian goals that have a global character without aiming to achieve profit, and it exercises its activities across the borders of countries, that is, in more than one country, or at least in three countries. ("Mission Impossible? Defining Nongovernmental Organizations", 2002)

Economic-oriented non-governmental organizations (Ngo's focuses on economic policy, and there are many other areas in which these organizations are active. however, a distinction must be made between the borders of national NGOs and transient non-governmental organizations(T-NGO), or between organizations that it operates within national and transnational borders. (Saneer & You, 2002p:18)

Diplomacy of national non-governmental organizations represents national economic non - governmental organizations and the interests of civil society in the economic field, and it consists of various groups from consumer protection and anti-corruption to the group of shareholders and environmental protectors. (Saneer & You, 2002p:18)

Sanner and Yiu believe that the number of these organizations is increasing rapidly in particular as a result of the fact that the public now has greater access to patriotism information and a stronger influence on the management or governance of the company, and the political and economic power holders can no longer ignore the voices of these organizations. and its opinions. (Saneer & Yiu, 2002).

**c) Diplomatic model of decimal angles:**

it is also called the new method of economic diplomacy, and Pereira has suggested replacing the problematic characteristic of Susan stranger's tripartite model. (Saneer & Yiu, 2002).

According to Pereira, there are ten branches of economic diplomacy corporate diplomacy among themselves, corporate diplomacy with the government, corporate diplomacy with NGOs, corporate diplomacy with international organizations, diplomacy between states, interstate, and non-governmental diplomacy, and interstate diplomacy. non-governmental organizations, diplomacy between international organizations, diplomacy between non-governmental organizations, and international organizations. (Saneer & Yiu, 2002).

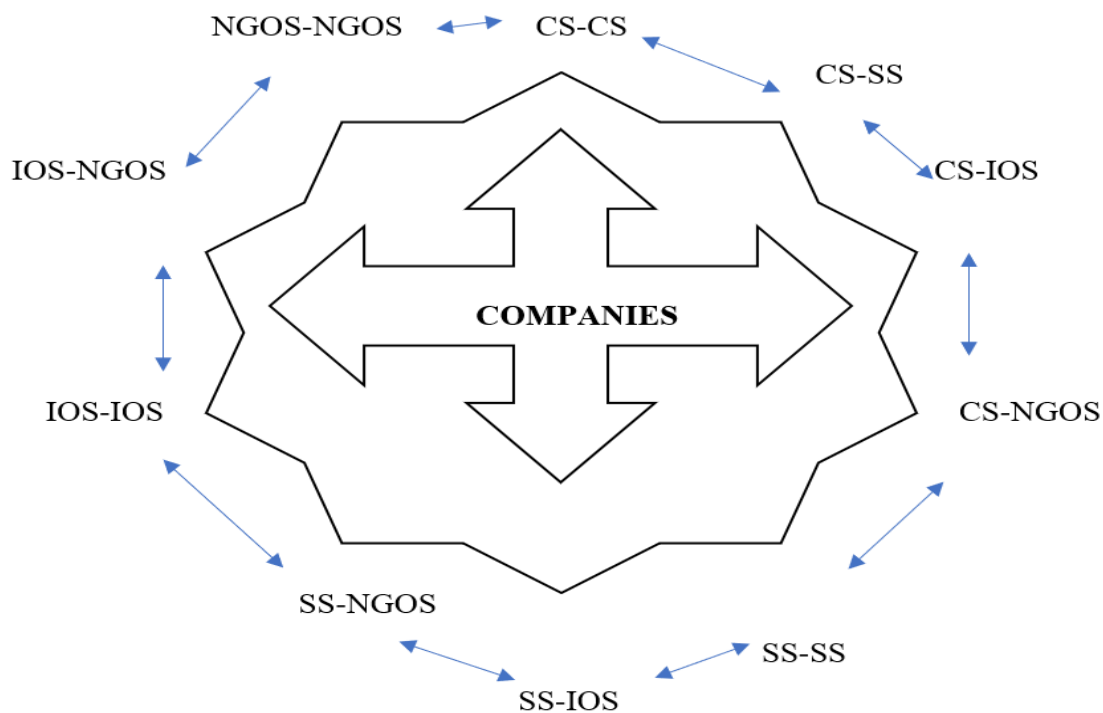


Figure 4: New diplomacy decimal angle model

**CS:** companies **Ss:** state **NGOs:** non-government **IOs:** international organization

**Reference:** Pedro Conceicao Parreira, some considerations about the state of the art of the new economic diplomacy. Lisboa. 2007. p:22

According to **Parreira** in the analysis the national borders of states are no longer adequately defined in the economic rules and procedures, but also does not mean the end of state diplomacy, as he considers that states are in the process of transformation as an inevitable and natural consequence of the inability to distinguish between the local level and the international distinction between international agreements and financial restrictions imposed on budgets, noting that the most active countries are in the process of moving to a new stage of government, that is a transformation into a catalyst state. he gave an example of Japan. (Parreira, 2007 p:23).

Also, this does not mean that the state and diplomacy lose their powers or that it imposed a fait accompli, but rather a re-emission and adaptation to a different reality that puts companies at the center of economic diplomacy.

Finally, Parreira admitted that these cooperative forms of diplomacy mentioned above do not always occur. (Parreira, 2007)

From the above, we conclude that all models focus on the economic problems of the developed countries and how to solve the complexities of the relations between them, as the economy is at the heart of these country's policies, these models provided visions for how to enhance cooperation and coordination between powerful countries and their companies and civil society organizations. (Parreira, 2007).

These models assumed that multifaceted economic diplomacy would prevail in the world, and therefore no place to classify countries. assuming that total competition exists between strong and least developed states in the field of international economic relations. (Parreira, 2007).

It can also be concluded that these models envisioned the world as living at a single advanced level and that the economic decision-making process became at the heart of politics and made proposals to strengthen bilateral and multilateral economic cooperation.

#### **IV. Moroccan economic diplomacy: actor's strategies, actions, and results**

Morocco's economy is characterized by a strong openness to the outside world. Since the early 1980s, Morocco has pursued an economic and financial openness strategy aimed at boosting foreign trade liberalization, integrating the Moroccan economy more deeply into the world economy, and strengthening its contribution to the formation of a multilateral trading system.

In this context, Morocco simplified foreign trade procedures, reduced trade restrictions, eliminated non-tariff measures, improved the business and investment environment, expanded

and diversified economic and trade relations, and finally, made regular contributions to the multilateral trading system.

The signing of multiple free-trade agreements by the Kingdom with its primary economic partners, including the European Union, the United States, and both Arab and African nations, exemplifies this opening. Furthermore, several legislative documents were enacted or amended to support these reforms. These include the Investment Charter, the Commercial Code, the legislation creating commercial courts, the Customs Code, the Law on free pricing and competition, the management of the State's markets, and the Law on industrial and commercial property protection. ("Morocco at a glance - The Ministry of Economy and Finance - MEF - Kingdom of Morocco", 2020).

Moroccan economic diplomacy is a natural extension of the country's development goals, which include progressively extending trade markets and growing exports in order to improve the trade balance, particularly through trade agreements. It also entails enhancing Moroccan enterprises' international status so that they can expand on a global scale using Africa as a foundation. Morocco has taken steps to finance trade while also boosting the variety of industrial products. Also, Morocco worked hard to improve transport infrastructure, especially in the aerial sector. ("Morocco at a glance - The Ministry of Economy and Finance - MEF - Kingdom of Morocco", 2020).

### **1. Moroccan economic diplomacy strategies, tools & actors:**

Within economic diplomacy, it is necessary to divide the actors according to their role inside and outside the state with the need to know the strategy followed by these actors and their distribution.

- Within the state:

The economic diplomatic work strategy revolves around seven basic objectives.

Firstly, promotion of trade with the focus on export and promote investment, especially foreign investments inside the state attracting and appropriate technology, economic aid, also promoting tourism and the domicile products, and this promotion serves the previous pillars, and mix it with what is called building the image by improving the image of the interior, one of the main tasks related to the various external activities.

In addition to that, sponsoring citizens for the labor-exporting countries, and attracting skilled workers for the receiving countries. (Ibrahimi, 1998)

Based on these goals, we wonder about the nature of economic diplomacy within the state and the strategy followed?

The internal economic diplomatic work strategy begins by formulating the economic goals of any country and its external action within the framework and functions of the country's foreign policy.

Economic diplomacy is the function of foreign policy that links the actions of this policy with the country's officials, so its goal is to use foreign policy tools to promote the country's economic interests and the interests of its citizens.

Moroccan economy includes establishing an effective framework of institutional cooperation with the aim of creating coherent approaches to achieving and developing the country's economic goals abroad, and it contributes to integrating national economic policies in the country's diplomacy with the outside world in general and the diplomatic corps in particular, and the home of economic diplomacy within the country, in general, is the ministry of foreign affairs that works to create a sense of ownership or participation by other agencies in this type of diplomacy and to promote national economic interests abroad. (Al-Siddiqi, 2002).

Diplomats are no longer the only ones who take care of diplomatic affairs, especially the economic aspect, and this is mainly a result of the transformations that can be summarized in the ease of communication and movement and the work of political officials themselves to

strengthen the field of people's diplomacy, mainly due to their conviction that the field of economy imposes speed of movement and decision-making (Saner &Yui, 2002).

The topics of economic diplomacy are building block policy in the series of transformations within the political decision in Morocco, without going into the details, it can be said that it has become more technical and complex to understand the relations Among a set of economic data, we must be economists well versed in the methods of analysis and the ability to forecast while allocating time for monitoring and examining the most important economic indicators.

(Saner &You, 2002).

An assistance scheme, for example, needs negotiators who have experience in financing projects.

The same applies to the issue of negotiating over the determination of the customs tariff, especially when the discussion goes beyond the legal aspect and stands at customs problems or when negotiations collide with a party or organization concerned with customs tariffs, we can add to this the problems of money transfer, tax decisions, methods of agricultural assistance, methods of protecting evidence, all these problems are only examples of the huge number of developments in the modern state, which impose special dealing techniques and skills, which traditional diplomats cannot have, neither in terms of training or experience Field and professional specialists must be available, not only in order to graft and strengthen the diplomatic and economic files and take note of their weaknesses, and their work should not be limited to linking the various administrative bodies in matters of tax or customs tariff, but their work today has become also necessary with regard to managing and directing international negotiations That is why the Moroccan Minister of Finance has become more and more international in his work and in his governmental rank within the ministries of finance in all countries of the world, including Morocco, there is a special directorate for international relations, and we can point out that the Moroccan-European partnership and the Moroccan-

American partnership made the Moroccan Ministry of Finance change Just like the Ministry of Finance in European countries and the United States, by setting a general vision that concerns the continuation and development of this partnership. (Saner & Yui, 2002).

- Out of the state:

**Companies:**

it is an actor that is not new in the field of economic diplomacy, as the companies have had a prominent role throughout Morocco's history, whether it is in the field of the fishery, the field of trade, and more recently the field of managing many public facilities in many countries, especially Africa: energy, communication, road construction or port construction, and airport.

what is new for these companies is that they are becoming more and more concentrated directly outside the framework of the relationship between countries. They need the intervention of the state to resolve some of the obstacles and provide protection, in order to avoid some decisions in the receiving countries. (Saneer & Yui, 2002).

**NGOs, lobby groups, and interest groups:**

Their role has emerged and increased, and all of them interfere significantly in a group of fields, whether to distance them from the political field:

Such as the red crescent, the red crisscross, or the 'no limits' doctor's organization. A part of their goal is to turn public opinion and put pressure on politicians to move toward their goals, especially the organizations concerned with the environment, Greenpeace, or international transparency (Fontanel, 2009).

Economic diplomacy cannot control the activities of these organizations, but the latter has a great influence on the fields in which they operate, such as the environmental area and what Earth summits witnessed, whether in Rio de Janeiro or Copenhagen.

The function of these organizations is extremely old, but what's new is that it's become multinational, transcending decisions, and the reports and suggestions they make have played a significant part in managing the state's economy and economic orientation. (Fontanal, 2009)

In this regard, it is not possible to ignore the important role of local groups is logical as long as economic diplomacy is concerned with the details of life within society, which forces giving importance to the roles of local groups and strengthening them, this does not apply only to federal countries such as the United States of America, Germany, Brazil, Belgium, Spain.

But it extends to non-federal countries such as France and Morocco, to strengthen their local communities and thus understand the reason for strengthening decentralization and going towards stabilizing expanded regionalism (Fontanal, 2009).

Decentralization and distribution are less prevalent in financial, customs, political, and macroeconomic affairs. Because most regions are known for their centralization, the search for foreign investors has become a matter of collective financial concerns, and we see this in the delegated management deals with foreign companies in the fields of hygiene, transportation, water, and electricity. Thus, the implementation of international agreements by decentralized bodies caused a major problem. These points were presented through the Marrakesh Agreements and were among the reasons for the delay of the organizations of economic cooperation and development in including the binding agreement on investments among the member states of the organization.

The advanced regional building workshops in Morocco make it a real test in this field, especially with the increase in foreign investments within the groups and the branching out of their activities at a time when the central administration leaves opportunities for managing local affairs to collective councils, and the delay in the issuance of the organizational law for regionalism is a significant loss in Moroccan economic diplomacy.

## **2- Morocco's actions to strengthen its international presence**

Economic diplomacy is one of the most powerful levers for business performance and competitiveness of the State and is therefore of great interest for understanding the dynamics of development internationally, both for States and companies. Its analysis within the framework of a given country appears decisive to judge its importance at the institutional level. In this perspective, Morocco has begun a broad process of liberalization of its economy since the adoption of the SAP system application and products data processing in order to achieve both its growth and the upgrading of its economy, to restore the balance as well both economic and financial, internal and external. (Economic diplomacy, 2022)

To do this, Morocco has adopted, in recent years, a specific economic policy on a certain number of axes: the first is to strengthen the macro-economic framework and the second is to integrate the Moroccan economy into its global and regional environment. This involves strengthening the macro-economic framework and defining plans for national actions. Major development projects and sectoral strategies that seek to give visibility to Moroccan and foreign operators have been launched (Tangier Med Project, Vision 2010 for tourism, Plan Azur, Emergence, Plan Maroc Vert, Plan Halieutis, Vision 2015 for crafts, Maroc Numeric for ICT, Morocco Export Plus and Morocco's energy strategy...). (Economic diplomacy, 2022)

Thus, Morocco is relying more and more on its economic diplomacy to succeed in the bet of integrating its economy into the international economy. occupying a strategic place and a member of several organizations international, the country multiplies the conclusion of free trade agreements and adopts an active strategy, aiming to diversify its partners, promote the attraction of foreign investment, and defend its economic interests. (Economic diplomacy, 2022)

Indeed, the strategy of Moroccan economic diplomacy is considered to be a balance of interests and pressures. The objective of supporting the economic development of the country must find

a balance between the different aspects associated with it: attracting foreign investment, supporting Moroccan investment activities throughout the world, promoting Moroccan exports, maintaining a stable relationship with the great powers by adopting contract diplomacy, contribute to regional stability and assume the responsibilities arising from the growing weight of Morocco on the regional scene. (Gomris, 2001).

However, Morocco is taking time to benefit from the various strategies developed. The Moroccan economy is increasingly further affected by an unprecedented liquidity crisis. The external balance deteriorates, and the country's trade balance is systematically in deficit with all its partners. Sources of foreign currency inflow into the country such as exports, FDI, tourism receipts, or MRA transfers having deteriorated, no longer meet expenditure. Added to this critical situation, the soaring prices of raw materials imported by Morocco and unbalanced free trade agreements benefit its trading partners more than the productive fabric of the country. In this sense, economic diplomacy at the service of the development of the nation and capable of meeting the challenges of globalization through a strategy centered on the promotion of investments and exports makes it possible to benefit from offshoring, knowledge economy, trade, and finance. All these elements have pushed Morocco to rely on its economic diplomacy to boost its growth. economy and balance its trade balance. Moreover, the renegotiation of free trade agreements, the defense of national products and national companies in the face of protectionism, the promotion of exports, and the attraction of foreign investments, the signing of international contracts for Moroccan companies, research opportunities for national industries as well as the provision of information to economic operator's strategies to make them more competitive are the stakes of the new Moroccan economic diplomacy. (Gomris, 2001).

Morocco's diplomatic rhetoric exemplifies the country's concern with growth. and given the strong link between economic recovery and the opening to the outside world, Economic diplomacy's role has become more delicate, if not crucial, making it the unrivaled locomotive of development. As a result, Morocco is like a collection of nations that have decided to redistribute their power cards across the world. . (Gomris, 2001).

Economic recovery has remained a goal and a top priority for the kingdom of Morocco, which requires diligent and continuous work at levels to achieve it according to the economic standard, it is normal then for Morocco to initiate its economic diplomacy when it feels that growth passes through it to consecrate its influence through several international and regional stations, to enhance its presence and effectively strengthen its influence in the foreign market, and to attract foreign investment after preparing the crisis environment and assistance, including facilitating procedures and strengthening the side of the commercial judiciary, deepening it to move the cycle of direct and indirect employment. (Gomris, 2001).

Now, the actors in the field of economic diplomacy have understood that it can be used to further deepen internal economic security, considering the supposed retreat of distance as a barrier to trade and the emergence of new actors in the global game. African and Middle Eastern in addition to the American continent. (Gomris, 2001).

This is what makes the diplomatic challenges multiply, especially those related to the economic field, as Morocco has expanded the horizons of economic diplomacy so that profitability is linked to achieving sustainable development in all the regions of the Kingdom, and in this regard, it was able to conclude several free trade agreements with the United States, the

European Union and several Middle Eastern and African countries, and the visits made by the Moroccan King at the beginning of 2014 to several countries in Africa, the most recent of which was the State of Mali, and before that, the tour he started towards Gulf and Jordan in 2013, to focus the presence in this geography as a vital area for the Kingdom by strengthening and diversifying Fields of cooperation that affect humanly, culturally and politically, including the economy, as a driving force for any progress and development.

There is no doubt that Morocco has a set of interests on the international scene that always needs skilled and experienced hands in dealing with important economic files, by including economic diplomacy in the list of priorities of the Ministry of Foreign Affairs and Cooperation (Bakhoch, 2011). What is required here of this ministry, with all its central administrative interests and at the level of embassies, is to double its expertise in the field. The international economic environment, sensitive to market and political fluctuations, should double its efforts towards opening up to all partners in the field of economic diplomacy, which we saw is not limited to government partners, but goes beyond it to private partners, businessmen and researchers in the diplomatic field. Therefore, it focused on two directions: (Bakhoch, 2011).

**a) First direction: Promoting Morocco's image:**

The king of Morocco has always supported strengthening economic diplomacy and making it a realistic strategy in Morocco's foreign relations. By influencing the diplomatic apparatus, he gives his clear indication of the diplomatic necessity corps approach to a policy of openness and promotion of the Moroccan model and works to create economic diplomacy that goes beyond traditional preoccupations by adapting goals and means to the economic variable that is currently the highest priority. (Michalet, 1999).

The scheme of the Moroccan Ministry of Foreign Affairs has given economic diplomacy a top priority as a goal to strengthen and develop relations of cooperation with the international community, and this is demonstrated by the strong presence of Morocco in several international

forums, organizations, and workshops such as the World Trade Organization, and at the level of strategic agreements with countries at the regional and international levels, Moroccan diplomacy is currently opening, it has new areas and additional markets. (Michalet, 1999).

In addition to the traditional markets of Morocco, especially Europe, the Moroccan monarch, the head of Moroccan diplomacy, sent a signal to move to new markets with new opportunities, such as the African and Gulf markets, especially after the visits made by the Moroccan King to each of the Gulf countries as well as the Sahel countries in sub-Saharan Africa.

as we explained at the beginning of this research, we cannot talk about economic diplomacy without mentioning what is political, and Morocco's interests are many in these areas, and the necessity of being present in all of them has become an absolute necessity as long as the new world order rejects the vacant position (Michalet, 1999).

Moroccan Diplomatic Network, is, therefore, facing the challenge of expanding the concept of economic diplomacy. For Morocco to adapt to international changes, a new method must be considered to create renewable arteries to revive development and the national economy, based on the basics of trade exchange between the Kingdom and several countries, including the European Union, the traditional partner, and the United States of America, the strategic partner, and the African continent as a new option within the South-South cooperation, the Moroccan model must be marketed and adapted to the market. Establishing a culture of security and stability is an important guarantee for investment and instilling confidence among international financiers. (El Othmani, 2003).

it is undeniable that strengthening the economic aspect in visits, ministerial meetings, and others, whether local or the international level, requires developing relations between Morocco's parallel diplomatic tools and how to promote Morocco's economic interests,

according to a work plan that takes into account the development of available and simple procedures so that economic diplomacy allows the presentation of aspirations And the concerns and interests of the Kingdom with the help of distinguished international personalities to accompany this diplomacy. (El Othmani, 2003).

Thus, this study proposes, to raise the efficiency of Moroccan economic diplomacy, to do the following points: 1. Incorporating the economic content as a curriculum in the education programs for members of the diplomatic corps. Integrating those with economic qualifications and competencies into the diplomatic job system in enhancing the economic aspect in training courses organized by the Ministry of Foreign Affairs so that it is open to everything that concerns the economy and development and to give an honorable interface to Morocco interacting with its surroundings positively.

The image of the Moroccan product must also be marketed as “nation branding” so that it becomes the theoretical and applied field in which the country’s reputation is measured and managed. (Oren, 2008).

Applying some approaches such as “symbolic value” For the products leads to confirming the special identity of Morocco to become the brand and the true image of the country, that the successful transfer of this image towards what we export is no less important than what it produces and sells, and despite the efforts that have been changed within the framework of marketing optimally for the image of Morocco financially 10 billion dirhams to market and improve the image of Morocco. (Oren, 2008), but there is still a problem of synergy and integration of government sectors among themselves on one side, as well as between the government and the private sector. The influence of the country of origin on the products through the image it promotes of its internal situation and its relations abroad is no less

important than the quality of the product in itself, but often may even exceed the quality of the product, and perhaps there are many examples of products that are not good but are in demand globally because behind them are countries that benefit their products only through the country's reputation abroad, and we mention here some Chinese and Turkish products that invade global markets (Oren, 2008).

Creating associations such as the “Moroccan Association for Marketing and Communication” to form a “think Tank” that provides advice and develops the skills of professionals on a large scale and works to enhance the business climate in its field of specialization, which is “Marketing the image of Morocco” and to provide associations' contributions to the Moroccan economy. (Wagner, 2005).

The “Morocco” brand at the national and international levels, as well as improving the performance of the national media to advance the national media scene, given the great role that the strong media plays in conveying the country's image abroad on the one hand and influencing national and international public opinion on the other hand. (Wagner, 2005).

Institutional partnerships must be created with representatives of companies large, medium, and small, as well as private and public offices and institutions, without forgetting to provide free support to newly established small companies in the field of marketing and communication, and to carry out studies on marketing the Moroccan product abroad The African portal remains of paramount importance to the Moroccan product, Only in the expansion of Africa, given the efforts made by Africa to convey the image of Morocco as a country that seeks to help its African neighbors and to share its African experience to develop with his friends. (Wagner, 2005).

#### **b) Second direction: developing the economic Intelligence**

Morocco's policy of open economy makes it open to the world and makes it vulnerable to international economic competition and puts on the shoulders of economic diplomacy to open

ways to identify new markets and protect Moroccan products and Moroccan enterprise, more than this anticipating international developments and fluctuations to own new keys to overcoming the obstacles and consequences of globalization.

The concept of economic intelligence beyond the Atlantic in the mid-eighties, where witnessed its most important developments. American literature prefers the use of the terms “marketing intelligence” and “economic intelligence” over the use of the term “competitor intelligence” which is a narrow concept. (Bloch, 1996).

As Alain Juliet, who served as the supreme official for economic intelligence in France in 2005, defined it as “involving the control and protection of strategic information for all economic agents to reach: competition in the economic field, economic security, security of institutions, strengthening the policy of influence.” (Khalil & Bouabdali, 2005).

It is clear from the above that the mainstay of economic intelligence is strategic information, as the latter represents all the information that can be of use to the projects of the organization (state - companies governmental, or non-governmental organizations).

This information is characterized by the fact that it pertains to multiple areas and cannot be segmented by relying on it in an integrated manner, the organization determines its activity and the axes of its development.

The permanent comprehensive task of economic intelligence is to respond to various needs and delicate and special activities in the various stages of diplomatic management, for example, opening new markets, based on a new free exchange agreement, and the entry of a new competitor in the market, it is necessary to know the nature of the market and the size of marketing, manufacturing, and production costs. etc. Each of these postures is based on useful and special information, which needs to be researched and exploited within certain limits (Bruno & Yves-Michel, 2001).

On the 7th of April 2014, the Agriculture Committee of the European Parliament imposed additional customs restrictions on the access of Moroccan agricultural products to European markets, this position made it quite evident that Morocco must reassess its diplomatic network and enhance it with information gathering and analysis technologies.

Morocco must go from being a recipient of external signals to being an actor and transmitter of signals to the rest of the world actors, and this cannot be accomplished without the ability to gather information and evaluate it properly and scientifically. (2013 Global GOT Think Tank index report, 2014).

in its annual report for the year 2013-2014 on the think tank published by Think Tanks and Civil Societies «TTCSP Programme, which highlights the most important thinking and opinion groups, where the report monitored the presence of 30 thinking groups in various fields in Morocco (2013 Global GOT Think Tank index report, 2014).

*Table 1: Number of thinking and opinion groups in the countries of the Middle East and North Africa 2013*

Algeria	Bahrain	Morocco	Egypt	Turkey	Emirates	Qatar	Yemen	Jordan	Kuwait
12	7	30	55	29	14	10	30	40	11

**Source:** 2013 Global Go to Think Tank Index Report, pennsylvania.2014.

In the field of the international economy, environment, and international relations, perhaps the most important thing to note in this report is the almost total absence of Moroccan think-tanks and opinion, especially this absence is inevitably justified in light of the limited funding granted to scientific research, and in the absence of the ability to search for information and the continuation of Moroccan diplomacy in the policy of Concealing the negotiations and not

involving the research and analysis centers in the decision-making, and the think-tanks appear strongly, and their bodies quickly become lukewarm, resulting from the aforementioned reasons. We refer here as an example but not limited to the Royal Institute for Strategic Studies, which was established in November 2009 and was able to occupy the year 2011- 2012 and ranked 52 globally according to the TTCSP report, its radiation immediately vanished, and it was not included in the previous ranking. According to the report of the same program TTCSP for the year 2013, the African Centre for Asian Studies was placed among the best new international thought and opinion groups. (Tawfik-Mulen, 2013)

*Table 2: The African Centre for Asian Studies” Rank 3 among the best new thinking and opinion groups*

1 instituto PVBLICA (Brazil)	6. Fundación Libertad y Progreso (Argentina)
2 Russian council on international Affairs RSMD (Russia)	7. Riley Center for Livable Communities (United States)
3 Centre Africain des Etudes Asiatiques (CAEA) (Morocco)	8. Regional Center for Strategic Studies in Cairo (RCSS) (Egypt)
4. Center for Research and Opinion Polls (CROP) (Togo)	9. Pueblos por Malvinas (Peoples for Malvinas) (Argentina)
5. Eupolis Lombardia ( Italy )	10. MISTRA: The Mapungubwe Institute for Strategic Reflection (South Africa)

**Source:** 2013 Global Go to Think Tank Index Report, Pennsylvania .2014.

This classification makes sense considering the tremendous push provided to these groups of thinking and opinion, which coincides with the This classification makes sense considering the tremendous push provided to this school of thinking and opinion, which corresponds with the current atmosphere of Moroccan-Gulf and Chinese ties, The coming years will remain a real test for the work of the African Centre for Asian, Perhaps the expansion of such groups is a sign of a healthy diplomatic climate, where diplomats can benefit from researchers' expertise to

analyze strategic information and provide diplomats with a more accurate framework for action within the information cycle

### **3- Morocco's economic diplomacy strategies results**

Moroccan economic diplomacy has enabled Morocco to be more open to the world economy, the international presence of Moroccan companies on the African continent, and the diversification of outlets for exports.

Thanks to its political stability and its good image with investors, Morocco is establishing itself as the first-choice destination for investors with the best investment promotion policy in Africa. it is the second African investor on the continent and the first in West Africa. (The Financial Times, FDI Intelligence, 2013)

The overall effect of economic diplomacy results from the combination of different actions and the mobilization of different actors and means. The links between the various actions of economic diplomacy and the performance of exports can therefore be very large and are often indirect. In fact, it could be that the indirect roles are visible more products than explicit customer-oriented services aimed at exporters if these replace support that the private sector would provide anyway, rather than providing additional assistance. Thus, the study of the effectiveness of economic diplomacy represents a certain complexity given the different objectives assigned to said diplomacy by Moroccan decision-makers. In this sense, political and geostrategic achievements are difficult to pin down. Moreover, the success of Moroccan economic diplomacy is linked to other microeconomic and macroeconomic Factors Indeed, the evaluation of the action of Moroccan economic diplomacy and the effectiveness of different promotional actions is not easy insofar as the association between action and result can only be made in one way. In General. An export operation is not always due to promotional efforts, and investment is not always due to a private-public negotiation. The study of the correlation between the budgetary and human resources and the results achieved is essential to better

measure the impact and contribution of Moroccan economic diplomacy. (The Financial Times, FDI Intelligence, 2013)

- RESULTS AT FDI ATTRACTION LEVEL:

Representing 6% of FDI destined for Africa in 2011 and 33% of FDI to North Africa, Morocco did better than some countries such as Tunisia and Egypt, whose FDI flows fell during in these years. Morocco ranks as follows as the 1st destination in North Africa and 2nd in Africa after South Africa. FDI receipts in Morocco less expenditure recorded, according to UNCTAD, an increase of 10.4% in 2012, reaching 2.8 billion dollars against 2.6 billion dollars in 2011, thus reducing the contribution of FDI flows to the GFCF at 9.1% and FDI stock at 49.1% of GDP, against 8.1% and 44.4% respectively in 2011. (UNCTAD, 2012)

In revenue, FDI inflows in Morocco reached 31 billion dirhams in 2021, the equivalent of 3.7 billion dollars, up 23% compared to 2011. The policy of attracting foreign direct investment has become the new imperative of industrial policy at the World level. From now on, it is not only a question of being competitive in terms of trade exchange but also necessary to be attractive to bring in the subsidiaries of foreign firms (Ward, 2021).

Countries of origin enhance incentive schemes and investments to gain the most benefit from the favorable technological "spill over" externalities provided by IDE. In this regard, (FDI) is one of the most significant avenues for knowledge transfer to developing countries. (Toufik, 2016).

In the next chapter of this study of Moroccan economic diplomacy, we will examine the various trade relations that Morocco has developed with its diverse partners, as well as the evolution of economic transactions conducted in this context.

- RESULTS AT FREE TRADE AGREEMENTS LEVEL:

To take advantage of free trade agreements, the trend towards regionalism and diplomacy's adoption of openness to the outside, in conjunction with the growing phenomenon of globalization, has become a distinctive feature of the global economy since the mid-1980s. Most of the evidence points to the increasing importance of this trend in the coming years, thus free trade agreements signed to form free trade zones between countries, as well as the intensification of economic blocs, will have important effects on the global economy in general and developing countries in particular. These countries have now Adopted A new wave of integration initiatives according to the logic of trade and economic openness. (Civic Consulting and the Ifo Institute May 2018) and To ensure the success of these attempts, some developing countries seek to establish partnerships and free trade agreements with highly developed countries, to get access to their markets, benefit from technology, enhance the economic outlook and improve rehabilitate the performance of their various economic sectors. (Plummer, Hamanaka, & Cheong, 2010).

Since their political independence, the developing countries have felt unable to pursue their economic growth and social development within the boundaries set for them (Elgar, 2005), and they have recognized the importance of economic integration among countries and the necessity of openness to the outside world.

Accordingly, the trend was clear toward the economic bloc and the conclusion of economic partnerships such as the European Common Market, the European Free Trade Area, the COMECON Organization, the Latin Common Market, and the Common Market in East Africa, as well as the Common Market of West African Countries, the Arab Common Market as well, (Lloyd, 1992).

Perhaps the most important common reasons that prompted developing countries to push their economic diplomacy towards concluding free trade agreements and entering into economic and

development partnerships, are there suffering from many structural economic problems, (Gurtner, 2010) including:

- Production growth, due to technical progress and the introduction of new machines with high production capacity that narrow the internal markets.

The Role of Foreign Technology and Indigenous Innovation in Emerging Economies, to catch up with the technological change, it was necessary to search for a wide market that could provide the emerging industries with energy Absorption of products with the possibility of specialization in production? (Xiaolan Fu et al., 2010)

The domestic Moroccan market, for example, is still poor due to its restrictions, national purchasing power, and customers' conservative approach, resulting in Morocco's openness to a market nearing 1 billion consumers through free trade agreements.

- The rise in production costs, owing to the development of machinery and equipment as well as the expansion of production capacity, (Schwab, 2019) has made it possible to produce small quantities of products to meet the needs of the limited internal market, resulting in the distribution of production burdens among a small number of products, resulting in higher production costs, an increase in product burdens, and a decrease in product competitiveness. As a result, stimulating investment, establishing industrial free zones, and diversifying exports while expanding into new markets are all variables that can decrease production costs. (Shukrany, 2014).

- The aggravation of the issue of unemployment: which resulted from the development of the technical level and raising the productivity of labor on the one hand, and the increase in the adequacy of machinery, on the other hand, a decrease in the demand for labor, at a time when the population was heavily decorated and the migration of agricultural labor to the cities was proceeding in full swing. It was not possible to absorb unemployment, except by expanding the

existing productive institutions or using them to their maximum capacity, while creating new job opportunities with international standards and with special training,

and this explains why the point “number of job opportunities” is included when signing any investment agreement, which also explains why Morocco, for example, created offshore zones.

-Obstacles to internal development: The developing countries faced many obstacles in the process of development, and these obstacles include a low rate of income, market narrowness to absorb large production, competition between similar products in the countries of the South, in particular, the displacement of the economic surplus from the developing countries towards the developed countries (Gurtner, 2010). the inconsistency in the distribution of capabilities and resources. In some countries there is labor power, in others capital is available, and in other countries large quantities of fertile lands and underground resources. As a result, no matter how large its territory, a single state cannot create an integrated economic unit capable of attaining growth on its own. (Gurtner, 2010).

The developing countries will realize this fact, even if belatedly, Perhaps the speech of the Moroccan monarch in Abidjan is a vivid example of the new model of self-development for developing countries. (Gurtner, 2010).

Based on these factors, we can imagine the importance of the intervention of economic diplomacy, not only to create developmental gains but also to preserve these gains. (Gurtner, 2010).

This next chapter will analyze the geographical dimension by setting a horizontal line. In its northern part, we will focus on the relationship between Morocco and its agreements within the framework of what is known as the relationship of the north to the south (part One), while in

the southern part, we will focus on the relationship of Morocco and its agreements within the South-South system.

## **V. The Moroccan economic diplomacy relation with northern countries**

In a changing world, the North-South relationship is gaining an increasing strategic advantage in recent years, where maximum, security and parliamentary cooperation from the North and South countries are being consolidated through signing and activating partnership agreements and the free trade zone to enhance security and stability in the region and encourage political, social, and economic declarations (Schwab, 2019).

Rabat has always represented the backbone of the relationship between north and south, according to two basic dimensions: the Euro-Mediterranean dimension on the one hand, and the American dimension on the other hand.

The Moroccan market is considered very small in comparison to the European and American markets, which are regarded as the world's top and second-largest commercial markets, respectively (Albehry & Hertel, 2006). Geographically and politically it is part of external schemes that Morocco is trying to exploit politically and absorb Economically, through the economic diplomacy portal, it is a method for accelerating the pace of integration of the Moroccan economy into the international environment and a basis for the actual dealing with globalization and a method to circumvent, even partially, on the negatives of the GATT agreements, and to compensate for the failure of the policy of building the Maghreb, which is an additional step in the series of an economic and political alliance between the countries of the North and southern Mediterranean and the two accords proximity are an expression of the silent conflict between the two economic poles in Africa and the competition between two Western projects, the Euro-Mediterranean project and the American project for the Middle East and North Africa in the context of the Greater Middle East. (El katani, 2008).

We have no doubts since the study of diplomatic relationships, in general, is characterized by a plurality of fields according to the desire of the parties, but the important thing is that diplomacy in itself is a relationship of interests and does not include moral and humanitarian aspects in its framework. (Wagner, 2005) They are relations founded on strength and power in all of their forms, (Military, economic, and political). Also, international relations between states are affected by historical circumstances, geographical factors, international phenomena, and even internal ones. (Sally Khalifa, 2012).

Hence, we find that defining the relationship between two states is not only attributed to their desire but also includes National factors (such as the pressure of lobbies, parliaments, internal and international parties and associations, the economic crisis, the emergence of new alliances, these factors are not fixed but change according to time and place, so they are called variables).

Therefore, studying Morocco's relationship with the countries of the North in its economic and diplomatic aspects is a complex study because it requires the researcher to take note of all the factors, variables, and reasons that accompanied that relationship, these factors may so often be unrevealed and indirect.

During this chapter, we will address Morocco's diplomatic and economic relationship through free trade agreements beyond their Mediterranean dimension and study the reality and prospects of the concluded free trade agreements.

### **1. The Moroccan-European Comprehensive and Deep Free Trade Agreement.**

Morocco and the EU signed a Cooperation Agreement in February 1996, with the goal of liberalizing bilateral commercial activity. This agreement tackles Moroccan market policies and modernization, as well as private business and investment enhancement, security, social development, environmental preservation, and scientific and cultural concerns. It particularly asks for the removal of all tariff barriers entre Morocco and EU member states for twelve years.

The Association Act came into force on March 1, 2000, following acceptance by Morocco and all EU member states. (Glania, & Matthes, 2005).

The free trade zone is fully operational for industrial items, and the increasing liberalization of agricultural trade is proceeding, according to an agreement between the EU and Morocco that went into effect on October 1, 2012. (The kingdom of Morocco, 2019)

The Association Agreement was updated by a letter exchange that comes into force on July 19, 2018, confirming the agreement's application throughout Morocco's territory.

In the perspective of the National Legislative and Regulatory Convergence Programme, nine indicative sectoral action plans have been established since 2015 to bring Moroccan legislation in line with specific EU laws and regulations. This action plans to address employment, road safety, air transport, aquaculture, consumer protection, watershed management, personal data protection, the postal sector, and nanotechnology. (The kingdom of Morocco, 2019)

The European Neighbourhood Instrument (the "ENI") is the primary financial tool supporting the EU's collaboration with Morocco from 2014 to 2020 (with total financing projected to range between €1.3 billion and €1.6 billion). Morocco gets EU assistance through Annual Action Programmes and regional and neighborhood-wide cooperation programs sponsored by the ENI on an annual basis. Morocco has received €807.5 million under the 2014-2020 ENI at the end of 2017 to fund a variety of programs, including those related to gender equality, social protection, forestry, health, and justice. (The kingdom of Morocco, 2019)

The European Union has supplied and will continue to contribute more funds to the Kingdom. During 2015 and 2017, the Kingdom received around €4.0 million from the European Instrument for Human rights And Democracy. (The kingdom of Morocco, 2019)

Morocco was given "Advanced Status" by the EU in October 2008, which establishes the basis for a profound strategic and economic orientation toward the EU, allows Morocco to participate in many European institutions, and strengthens Morocco's position within the EU's Neighbourhood Policy. Morocco is also qualified to participate in the EU's community agencies and community initiatives, thanks to a December 2010 agreement. (The kingdom of Morocco, 2019)

Morocco and the EU began talks in March 2013 to establish a comprehensive free trade zone. The EU and Morocco signed an aviation "Open Skies Treaty" in December 2006. (The kingdom of Morocco, 2019)

Following a four-year fishing deal reached in 2013 between Morocco and the EU, on 14 January 2019, the EU and Morocco signed the Sustainable Fisheries Partnership Agreement (the "SFPA"), which is scheduled to be in force for four years. The SFPA gives fishing chances to the EU in exchange for Morocco contributing €208.7 million to finance the four-year SFPA. This agreement applies to all waterways bordering Moroccan land. (Berahab, & Dadush, 2020).

#### MOROCCO -EU EXPORTS:

EXPORTs IN DH MILLIONS	2014	2015	2016	2017	2018	2019
Europe	135,872	149,968	158,395	176,816	192,953	88,039
France	43,894	44,69	48,152	56,886	59,784	27,652
Germany	5,722	5,572	6,177	7,015	8,709	3,824
United Kingdom	5,998	6,015	6,573	5,958	7,791	3,277
Spain	41,404	49,086	52,925	58,881	64,979	29,587
Italy	8,593	9,524	10,372	11,451	11,77	5,441
Netherlands	5,557	6,679	4,939	5,4	6,184	3,145
Other European countries	20,111	21,743	21,827	24,357	28,205	12,236

*Table 3 : MOROCCO -EU EXPORTS*

**Source:** The kingdom of Morocco, Rabat .2019.

#### MOROCCO-EU IMPORTS:

IMPORTS IN (Dh millions)	2014	2015	2016	2017	2018	2019
Spain	54,174	53,652	64,246	73,787	33,698	32,497
Germany	20,453	21,584	25,005	26,44	23,433	10,231
Italy	19,531	20,12	22,289	25,397	26,882	10,524
Netherlands	7,846	6,768	7,905	7,227	8,738	3,822
France	48,837	46,137	54,463	52,473	57,158	27,052
United Kingdom	6,981	7,964	7,823	9,91	10,612	3,748
Other Européen countries	69,214	66,907	64,791	71,662	84,478	34,787

*Table 4: MOROCCO-EU IMPORTS*

**Source:** The kingdom of Morocco, Rabat .2019.

Many Moroccan and foreign economic researchers argue that the Moroccan economy remains a "rentier economy", meaning that it has not advanced to the ranks of modern market economies with which a competitive partnership can be implemented in a globalized world that no longer recognizes such backward economies in managing public affairs.

(Walalou, 1997).

What we can see in the scope of the Euro-Moroccan cooperation, particularly after awarding Morocco advanced status, is a focus on establishing an economic partnership that will culminate in a free-trade zone.

The competition in the European market has become stronger and fiercer than in the past. The main competitors of the Moroccan industry remain, in the short term, the Union's partners belonging to the Mediterranean Sea. It concerns, in Tunisia the textile, and fertilizer, and in Turkey the manufacture of woven clothes and ready-made clothes. However, in the medium term, the scope for the competition will expand, as it is useful to mention that several countries do not have an advanced status with the European Union, yet they have already recorded achievements within the single market, more important than those achieved by countries that benefited from the regulations. Preference in the framework of cooperation agreements, the generalization of the preferential system, as Europe aspires to in the future, will pave the

conditions for the entry of new competitors, and this will result in a redistribution of market shares in favor of the more aggressive countries.

At the fourteenth meeting of the Association Council in June 2019, Morocco and the EU issued a joint declaration declaring the joint desire to give a new impetus to the strategic, multi-dimensional, and privileged relationship, an impetus consistent with mutual expectations and challenges of today's world, by developing a true "Euro-Moroccan partnership for shared prosperity." (The kingdom of Morocco, 2019).

This Euro-Moroccan partnership is expected to be built on four structural areas: a shared values area, economic convergence and social cohesion area, a shared knowledge area, and a political consultation and enhanced security cooperation area, as well as two key horizontal fields in which specific operational actions are expected to be carried out, namely cooperation in the environment and the fight against climate change, and cooperation in the field of education.

Morocco maintains strong relations and cooperates in matters of political, economic, and financial with EU member states, particularly with the larger member states that host a significant number of MRAs, such as France, Spain, Germany, Belgium, Portugal, and Italy, in addition to its relations with the EU. (The kingdom of Morocco, 2019).

Spain occupies two territories on Morocco's north coast, Sebta, and Melilla (also known as Ceuta and Melilla). The Kingdom does not acknowledge Spain's authority over these enclaves and other rocky islands and believes them to be part of Moroccan territory. Given the substantial and expanding economic links between Spain, the EU, and the Kingdom, the Kingdom is committed to a peaceful resolution of this subject. Spain is the Kingdom's most important commercial partner. (El Kettani, 2008).

The Kingdom is pursuing a variety of initiatives to address the challenges of illegal migration from its territory to the EU, as well as transmigration, which accounts for a sizable proportion of illegal immigrants entering the EU from Morocco. Morocco receives financing from the EU Emergency Trust Fund for Stability and Addressing the Root Causes of Irregular Migration and Displacement in Africa (Al Obeikan, 2007). Morocco had received €148 million in migration-related aid as of December 31, 2018. (The kingdom of Morocco, 2019).

## **2. The Turkish-Moroccan FTA agreements**

The Morocco-Turkey free trade agreement, the first of its kind agreed by Turkey with an Arab and Islamic country, is a significant step forward in a situation in which both Turkey and Morocco have grown conscious of the onerous obstacles that impose their acute advantage, reflected in blocs. Economic and regional integration brought about by the globalization age, as well as the requirement of working via diplomatic economic channels to promote the growth of the two nations (Rboub, 2012).

After five rounds of negotiations, the Kingdom of Morocco and the Republic of Turkey signed a free trade agreement on April 7, 2004. The agreement consists of forty different customs that cover everything related to trading exchange between the two countries, as its provisions include commercial transactions between Morocco and Turkey, in addition to the fact that the agreement is made up of three annexed documents. (Al Fatihi, 2005).

The importance of the Morocco-Turkey free trade agreement is clear in considering it a crucial step that qualifies Morocco to fully engage in the Mediterranean zone, especially because Turkey was on the list of European Union membership candidates. (Al Fatihi, 2005).

The agreement establishing the partnership between Turkey and the European Economic Community, as well as the Euro-Mediterranean agreement establishing the partnership between Morocco and The European Community, also referred to the two parties' affiliation to the World Trade Organization and the common desire to remove barriers that hinder trade between the two parties (Glania, & Matthes, 2005).and establish free trade zones.

The significance of this agreement stems from the fact that it permits Moroccan businesses to export their products directly to Turkey without paying any taxes or charges, starting with the date of its implementation. Turkish goods will be subject to a 10% reduction in customs taxes on an annual basis in return. also Reviving the harmonious development of economic relations between the two parties, by expanding the field of trade between them, providing the conditions for fair competition in trade between the two countries, and contributing to this trend in the harmonious development and expansion of international trade, by removing barriers in the face of trade, raising the level of cooperation between the two parties. (Lohabe, 2014).

MOROCCO-TURKEY EXPORTS (2014-2019) :

EXPORTS	2014	2015	2016	2017	2018	2019
DH MILLIONS	4,593	6,659	7,431	6,889	5,540	1,732
%	2.3	3.1	3.3	2.8	2.0	1.4

*Table 5: MOROCCO-TURKEY EXPORTS (2014-2019):*

**Source:** The kingdom of Morocco, Rabat .2019.

MOROCCO-TURKEY IMPORTS (2014-2019):

<u>IMPORTS</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
<u>DH MILLIONS</u>	14,445	15,814	18,143	19,260	21,527	11,002
<u>%</u>	3.6 4.2	4.2	4.4	4.4	4.5	5.3

*Table 6: MOROCCO-TURKEY IMPORTS (2014-2019)*

**Source:** The kingdom of Morocco, Rabat .2019.

Since the two countries signed the Free Trade Agreement in 2006, the trade exchange between them has increased by 100%, which is a very important amount. The year 2006 was about 500 million dollars, and in 2011 it became one billion and 300 billion dollars, But Turkey is the biggest beneficiary, thanks to the efficiency of the Turkish economy. (The Moroccan Exchange Office, 2014)

In 2016, Moroccan imports from Turkey reached 18,814 million dirhams, while Morocco's exports amounted to 7,431 million dirhams, this highlights that the deficit in the trade balance in favor of Turkey amounts to 11,383 million dirhams.

Morocco imports from Turkey cars, trucks, iron industries, textiles, and ready-made clothes, and in return, Turkey imports phosphates and, more recently, cars manufactured in Morocco, precisely in the Tangier region (Renault -Nissan). (The Moroccan Exchange Office, 2014).

Yes, building strong relations with Turkey is essential, and it should be Morocco's top strategic priority. However, the success and consistency of these ties require building them on a balanced name, which others will not be comfortable and Morocco will emerge as a loser. The trade balance tendency of Moroccan-Turkish relations in favor of the latter can be considered a "anbjective phenomenon," given the strength of Turkish companies on the one hand and their

benefit on the other. "Impairment" may be avoided through exchanging experiences in human, financial, and administrative growth. (Rabat's ambassador in Ankara, 2014).

What is required today is not to work to stop the dynamic of countries whose active diplomacy provides them with wide working spaces to deepen their presence on all fronts in the world, especially in the North African region, as much as we are asked today, to think Deep in national strategies that maintain and strengthen the policy of openness, and deepen relations with partners, but without this at the expense of exacerbating the trade deficit.

### **3. the Agadir Agreement and the Ambition of Integration**

The Agadir Agreement, signed on February 25, 2004, in Rabat by Egypt, Tunisia, Morocco, and Jordan (Agadir Agreement, 2017), is a successful initiative integrating Arab Mediterranean nations that make an essential contribution to accomplishing the aims of the Barcelona Declaration.

The Euro-Mediterranean partners agreed through the Barcelona Declaration to Establish a free Euro-Mediterranean area by 2012 (Agadir Agreement, 2017), which went into force on 6 July 2006, after important measures are completed by the four countries.

to support this goal, nine partners in the Mediterranean basin benefited by signing agreements that included detailed trade provisions with the European Union and were named the Association Agreement, and it can be said that the agreement had a relationship with a group of other agreements.

which the Agadir Agreement is an important step towards achieving the goals of the Barcelona Declaration, which calls for the establishment of a Euro-Mediterranean free trade area.

the Agadir Agreement's compatible with the principles and requirements of the World Trade Organization (WTO) which the four nations are members of this organization. (Agadir agreement, para:3)

The Agadir Agreement comes in line with the charter of the League of the Arab States, which calls for the promotion and support of joint Arab cooperation, in addition to its consistency with the implementation of the Greater Arab Free Trade Area. (Agadir agreement, para:4)

The agreements entered the framework of a set of arrangements to liberalize trade between the signatory countries:

Trade-in industrial and agricultural goods: complete exemption from customs duties and other fees and taxes with a similar effect on industrial and agricultural commodities exchanged between member states.

and trade-in services: Where the parties' governments are committed to executing the schedules of their duties under the World Trade Organization's General Agreement on Trade in Services, with the potential of subsequently contemplating increasing such commitments. (Agadir Agreement, 2017)

Perhaps one of the most important opportunities presented by the Agadir Agreement is the accumulation of origin between the member states of the agreement and with the Euro-Mediterranean countries, where the accumulation of origin allows the exports of any of the member states to obtain preferential treatment under the agreement when they are used for production components or inputs from any of the other party states when manufacturing the commodity and considering those components as local and not foreign components, without

adhering to the condition of adequate operation, provided that the exchanged goods accompany the Euro-Mediterranean Movement certificate. (Ward, 2021).

The Barcelona Declaration gives a new formula to the relations between Europe and the Mediterranean partners, considering that their multiple cultures and civilizations are a major pillar of the partnership, whether at the regional or bilateral level. (Inama, 2009).

The proclamation also advocates for the preservation of shared ideals, democratic principles, human rights, and the free market. Countries that have signed the Agadir Agreement can benefit from preferential access to the markets of the European Union (EU population is more than 600 million people and a combined GDP of 95 trillion euros) approximately, where the arrangements of cumulation of country origin, through the Euro-Mediterranean area cumulation system - the member states of the Agadir Agreement allow applying. (Inama, 2009).

#### **4. The weak competitiveness of the Moroccan economic diplomacy**

Morocco realizes the absence of intersection between sectoral policies, the absence of compatibility with free trade agreements, and the ineffectiveness of policies to rehabilitate and develop the competitiveness of the productive fabric. Hence, it appears necessary of evaluating sectoral policies to meet the challenges and exploit the opportunities available thanks to the free trade agreements of Agadir, despite, the Efforts made within the framework of sectoral policies, the export supply remains low, and there is a deficit in the competitiveness of Moroccan exports, which exposes public finances to great pressures. (Anouzla, 2014).

Morocco lacks the economic strategies necessary to bring about harmony between sectors to obtain optimal results, there is a strong relationship between competitiveness capacity and the high level of economic industrialization. (Anouzla, 2014).

The international comparative studies carried out by the Economic, Social, and environmental Council focus on the need for synergy between the various actors and emphasize professionalism in negotiating and activating free trade agreements, as well as crystallizing local strategies with the participation of the relevant actors, and criteria for entering the Moroccan market must be defined (Anouzla, 2014).

Without forgetting the Moroccan economic diplomatic actor, and the need to include many Moroccan institutions located abroad, which do the same thing in one institution, and are charged with defending Morocco's image and brightness, with the need to simplify procedures at the level of exports, and to continue developing the policy of economic openness, and here the importance emerges At the level of economic diplomacy, which must adopt an integrated approach, including the Arab member states, with the need to increase specialization and diversify of the local product. (Anouzla, 2014)

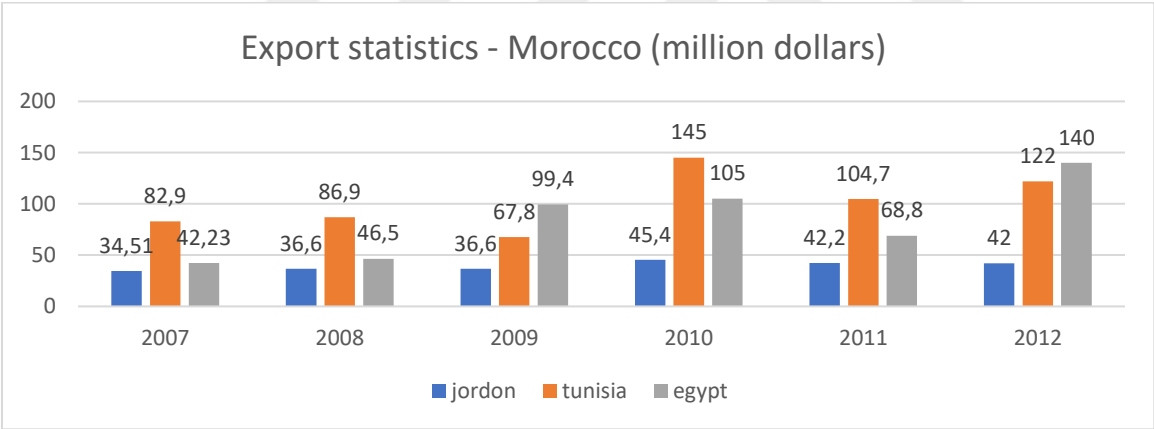


Figure 5: Export statistics -Morocco

source: Agadir agreement, Rabat .2012.

As it is noted in the above figure, Moroccan exports have experienced a relative decline with Tunisia and Jordan between 2010 and 2012, while the exports index has known an increase with Egypt, but this does not negate that the trade balance is in favor of Egypt if we compare the data with the figure below, which shows the development of our imports from Egypt.

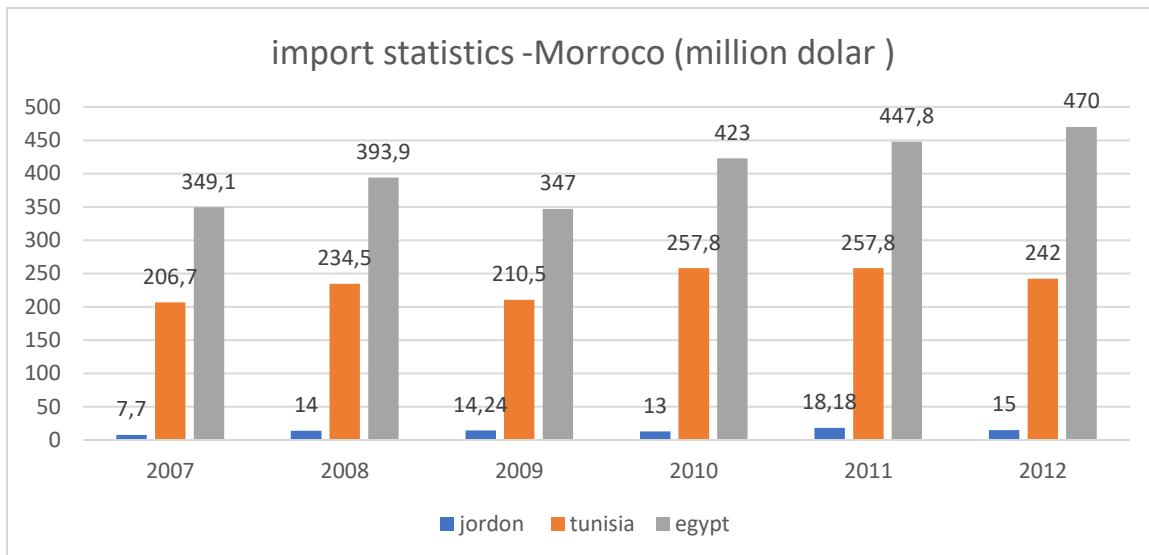


Figure 6: Import statistics -Morocco

**Source:** Agadir agreement Rabat .2012.

While Morocco's imports from Egypt amounted to 470 million dollars, exports were only 140 million dollars, which means that there is a clear trade imbalance in favor of Egyptian products. The problem here is not due to the "Agadir Agreement" nor the mechanisms of its application, but rather to the vision in which it is interpreted. Therefore, governments must adopt economic diplomacy through the advantages of trade openness, and they must be freed from the pressure of lobbies because this is the only way to change mentalities in the direction of a correct understanding of the benefits of the free market and the conviction that free exchange will always remain a game with a positive-sum.

### 5. The American-Moroccan FTA agreements

The United States of America is Morocco's third most important commercial partner (in terms of exports) after France and Spain, and the fourth most important trading partner is the United States (in terms of imports). Morocco was also the first country to ratify the United States' independence in 1777, and the United States established its first embassy outside of the country in Tangier. Morocco was classified as a Major Non-NATO Ally by the United States in 2004. (The kingdom of Morocco, 2019).

In 2004, the two nations signed a free trade agreement, which entered into force on January 1, 2006. Tariffs were promptly abolished on more than 95 percent of qualifying consumer and industrial products. Tariffs will be eliminated on a limited number of commodities over a 15-year period. Furthermore, the free trade agreement includes expanded service access, intellectual property protection, open government procurement, and labor and environmental safeguards. (Al-Momani, 2011).

Morocco and the United States reached agreements in December 2012 on a shared set of international investment standards, as well as services, information technology, and communications principles. Between 2013 and 2018, FDI from the United States averaged roughly Dh 2.7 billion each year in Morocco, accounting for 8.7 percent of overall FDI. (The kingdom of Morocco, 2019).

Morocco- United States Exports:

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
In DH Millions	7,188	7,691	7,794	9,775	12,941	4,768
In %	3.6	3.5	3.5	3.9	4.7	3.8

*Figure 7: Morocco- United States Exports*

**Source:** The kingdom of Morocco, Rabat .2019.

United States-Morocco imports:

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
In DH Millions	26,924	23,725	26,012	30,108	12,941	14,124
In %	6.9	6.4	6.3	6.9	7.9	6.7

*Figure 8: United States-Morocco imports*

Reference: The kingdom of Morocco, Rabat .2019.

The process of agreement between two countries must take size and power into account. The establishment of an agreement between two parallel countries, such as Morocco and Algeria, can benefit both parties; however, the agreement between ( USA and Morocco) concerns two countries, one of which is the first in the world by all standards, and the second occupies the lower ranks in a group of fields, making it impossible to imagine that the benefit from the agreement will be at the same level for the two countries.

## **VI. The vertical spread of Moroccan economic diplomacy within the context of the South-South relationship**

Morocco's relationship with the countries of the South might be viewed as a model for the reality of Morocco's economic diplomacy policy, this field is reaping the benefits of economic diplomacy, which was previously stated as one of its soft powers and is founded on interdependence , according to this strategy, Morocco established a strong relationship with African countries away from the Organization of African Unity and formulated its relationship with Gulf countries outside of the Gulf Cooperation Council, and concluded agreements with a group of Arab Maghreb countries outside of the Arab Maghreb Union. (Kifle & Olukoshi, 1997)

Over the decades, Morocco has presented a distinguished model for South-South cooperation at the African level and affirmed from the outset that building a new and developed Africa free from the remnants of the past is a collective dream that can be achieved as long as African capabilities are firmly mobilized. (Kifle & Olukoshi, 1997)

Africa, which includes 1/6 of the world's population, more than one billion people, and promising production opportunities, but nearly 50 % of them are below the poverty line.

Through the Moroccan private sector, took the bold initiative to penetrate African markets, benefiting first and foremost from the political momentum of the royal visits as a strong official engine and continuity of African countries, as well as from the bonds of belonging, in-depth knowledge of African peculiarities, diverse legal frameworks, and the presence of a Sophisticated banking network, secure airlines, which enabled Morocco to become the second investor in Africa and the first in West Africa, looking forward to intensifying and developing commercial exchanges, which are still hampered by customs and non-customs difficulties.

regardless of its absence from the African device on account that 1994, (Rousselet, 2014). Morocco has been in the lead of African nations advocating for sustainable improvement worries earlier than international forums and nearby agencies together with the monetary network of the West African States and the network of Sahel and Sahara. Africans got here together to shape a win-win alliance (Rousselet, 2014)..

it's far worth bringing up in this context, that similarly to the geographical, historical measurement, and the unity of destiny, we must now not lose sight of the pragmatic and hobby aspect of the Moroccan circulate, as all economic diplomacy must be for-profit, otherwise it is a failed diplomacy.

The Moroccan orientation towards Africa will give its strategic dimension more importance and attractiveness, as it will become the mediator closest to the four continents and the most

widespread economically and commercially and this means new investment opportunities and additional capital, and this fact may explain the fact that Morocco wants a stable Africa because stability is the basis of true development able to create markets and drive the economy towards more openness. (The kingdom of Morocco, 2019).

### **1. Gulf cooperation council (GCC)**

In reaction to the Arab Spring, some members of the Gulf Cooperation Council (GCC), which includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates, committed \$5 billion to finance economic and social development initiatives in both Morocco and Jordan. (Rousselet, 2014).

Morocco and Jordan each received \$5 billion from the GCC in May 2012.

The GCC boosted the committed sum to \$5 billion for Morocco and Jordan, respectively.

The funds will be used to assist several programs, including those in health, education, training, and infrastructure, as well as the National Human Development Initiative (the "INDH").

As of 30 September 2019, around 94 percent of the US\$5 billion grant has been granted, with an additional US\$46 million projected to be disbursed before the end of 2019, and an additional US\$180 million expected to be disbursed in 2020. (The kingdom of Morocco, 2019).

Relations with some of the GCC states are characterized by several active agreements, while others appear more modest at this level. Morocco, in particular, is linked to the UAE with a free trade agreement signed on June 27, 2001 (entered into force on June 9, 2003), and links it with Kuwait with a commercial agreement signed in June 2010, in addition to trade and customs agreements signed with each of the Kingdom of Saudi Arabia (6 September 1966), Qatar on 27 February 1990 (not yet entered into force), and the Sultanate of Oman on 9 February 1982 (also not yet entered into effect). (The kingdom of Morocco, 2019).

Despite political and financial efforts, the trade balance benefits Gulf states.

	2010	2011	2012	2013
Imports	20730	29218	31359	28000
%	7,0	8,2	8,1	7,3
Exports	1766	1188	1636	1224
%	1,2	0,7	0,9	0,7
Trade balance deference	-18 964	-28030	-29723	-26776
Coverage %	8,5	4,1	5,2	4,4

*Table 7: The development of trade exchanges between Morocco and the Gulf Cooperation Council*

**Source:** The kingdom of Morocco, Rabat .2019.

Analyzing the data above, trade exchanges between Morocco and the countries of the Gulf Cooperation Council have tripled during the past ten years, reaching 31 billion dirhams in 2012, and declining to 28 billion dirhams in 2013 due to the rise in oil and its derivatives. Moreover, Moroccan exports remain weak, as they do not exceed 1.2% of the volume of its imports from the Gulf states.

Thus, as the above table shows, the deficit in the trade balance stabilized at 26.8 million dirhams in 2013, compared to 29.7 million dirhams in 2012.

## **2. Moroccan-Maghreb Nations union (AMU)**

The states of the Maghreb, Morocco, Algeria, Libya, Tunisia, and Mauritania have attempted to set up an economic union. The “Arab Maghreb Union” or “AMU” was formally established in 1989. (The kingdom of Morocco, 2019).

Morocco continues to support the AMU as a framework for a future Maghreb Common Market, as well as a future Free Trade Maghreb Area.

The AMU treaty also calls for the creation of a regional development bank to fund project investment and international commerce. (The kingdom of Morocco, 2019).

In this regard, the Maghreb Bank for Investment and Foreign Trade (the "BMCIE") was founded in 1991 to strengthen the AMU's five nations' integration and expand intra-Maghreb investment and trade exchanges. (Bakhoch, 2011).

The bank was established after a general assembly in December 2015. Since 2018, the BMCIE has offered a total of US\$52 million in loans to trade promotion initiatives between BMCIE members, with Morocco benefiting from two financings totaling US\$19 million (US\$15 million to create a line of credit by the Moroccan Bank for Foreign Trade). (The kingdom of Morocco, 2019).

- **trade exchange in the Maghreb region in 2006 in millions of dollars**

Country	Export with AMU	Share AMU in%	Total of export
<b>Algeria</b>	514774,69	0,94	54612721,78
<b>Libya</b>	737139,21	1,87	39345886,53
<b>Mauritania</b>	29605,07	2,39	1239205,53
<b>Morocco</b>	201007,21	1,60	12530623,64
<b>Tunisia</b>	925899,35	7,92	11694350,65
<b>Total</b>	2408425,53	2,02	119422787,95

Table 8: trade exchange in the Maghreb region in 2006 in millions of dollars

**Source:** Albert Millogo Estimation of trade potential in the Arab Maghreb Union, not a gravity model. Economics and finance. 2011

- **Growth rate of potential Moroccan exports in case of establishing a Maghreb free market**

Import countries	Tunisia	Mauritania	Libya	Algeria	Total
Actual export	74.25	29,46	26,16	68.43	198.30
Exports Expected	35,08	4,64	34,43	760.08	834.23
Exports ratio	211,65	635,09	75.97	9.00	23.77

*Table 9: Growth rate of potential Moroccan exports in case of establishing a Maghreb free market*

**Source:** Albert Millogo Estimation of trade potential in the Arab Maghreb Union, not a gravity model. Economics and finance.Toulon. 2011.

As the two tables above show, Morocco's exports would increase by nearly 23.77% if the Maghreb Free Trade Zone was established, highlighting the magnitude of the deficit experienced by Morocco as a result of the Maghreb bloc process being disrupted. Strategic visions, political analyses, and economic projections affirm the impossibility of the area's continuity according to the political and economic logic that prevailed in the past after a detailed examination of the situation in the Maghreb region, in terms of economics, the global economy is operating according to the logic of large areas. (Al-Waqf, 2013).

Even at the expense of emerging local economies, which makes the Maghreb's economies vulnerable to being fully contained within the economic pattern of multinational corporations, at a time when an International Monetary Fund report in 2009 indicates that the lack of Maghreb integration misses these countries growth rates by up to three points without estimating the indirect effects of investments, as it is supposed to exceed 62 percent for Algeria, 85 percent for Tunisia, and for Morocco, The possible gain will be 167 percent. (Al-Waqf, 2013).

### **3. Moroccan African Sub-Saharan Union**

Morocco re-joined the African Union in January 2017 and has since taken an active role in its activities and operations.

Morocco has been elected to several African Union institutions, including the Peace and Security Council for a two-year term beginning in 2018 and ending in 2020, and the Specialised Technical Committee on Trade, Industry, and Mining Resources for a two-year term beginning in 2019 and ending in 2021. ("Morocco at a glance", 2021)

The Kingdom backed the creation of the African Continental Free Trade Area, which went into effect in May 2019 after being approved by 22 African countries. (The kingdom of Morocco, 2019).

The goal of the African Continental Free Trade Area is to progressively abolish tariff and non-tariff obstacles to trade in products and to gradually liberalize trade in services. The free trade zone's purpose is to stimulate investment, promote economic growth, generate wealth, and strengthen continental interconnection and African integration. The second round of talks is expected to start soon, with a focus on expanded collaboration in areas such as investment, intellectual property rights, competition, and the expansion of trade-related partnerships. (Minister of Economy and Finance, Morocco, 2014).

The government's goal for Africa's long-term development is based on the sustainability of a co-development plan based on intra-African collaboration, economic complementarity, diversity, and solidarity. There are three sorts of agreements that might be discussed in this regard. (DEPF, 2012)

a) **traditional agreements based on the MFN clause**

Morocco has signed with the countries of Sub-Saharan Africa 14 trade agreements of this kind, including 8 West African countries and 6 Central African countries.

Angola	23-10-1989
Benin	07-03-1991
Burkina Faso	29-06-1996
Cameroon	15-04-1987
The Central African Republic	26-06-1986
Congo	18-09-1996
Ivory Coast	22-09-1973
Gabon	06-11-1974
Guinea	12-04-1997
Equatorial Guinea	12-09-1986
Mali	17-09-1987
Niger	7-11-1982
Nigeria	4-04-1977
Sudan	9-09-1998
Chad	4-12-1997

*Table 10: traditional agreements between Morocco and Africa*

**Reference:** Ministry of foreign trade Morocco, Rabat. 2014.

This principle is considered the basic foundation for the liberalization of international trade, within the framework of GATT, and it means that any commercial concession between two countries of the agreement must automatically include all its other countries, without being required to do so. (Minister of Economy and Finance, Morocco, 2014)

If one of its counterpart nations offers a taxation reduction or exemption on a product imported from it, such reduction or exemption is extended to the same imported item from the other GATT countries, ensuring that they are all treated equally in international markets.

Morocco is equal in treatment between all countries with which it has agreements by this principle, and it is not granting special care to one of its countries, excluding the others. (Minister of Economy and Finance, Morocco, 2014)

#### b) Trade agreements of a preferential nature

Morocco has also signed a set of trade and customs agreements with the countries of Saharan Africa that provide for mutual customs preferences on some products. Conditions relating to rules of origin were chosen to allow a reduction in import rights or a total exemption from these rights, even some equal duties (Guinea, Chad, and Senegal). The provisions of these agreements also provide tax advantages if the direct transfer rule is respected (Study, Africa-Morocco Partnership, 2014).

Country	Signature date	Starting date
Guinea	12-04-1997	12-04-1997
Senegal	13-09-1987	03-12-1987
Chad	14-12-1997	04-12-1997

Table 11: Morocco Sub-Saharan Africa: Preferential Trade Agreements

**Reference:** Ministry of foreign trade Morocco, Rabat. 2014.

#### c) Agreements subject to the global system of trade preferences

The Global System of Trade Preferences (SGPC) is an instrument designed to enhance South-South cooperation that was launched in 1988. fostering and increasing commerce among its member nations and providing signatory countries with reciprocal customs and trade privileges based on reciprocity. Morocco became a member of this comprehensive system in 1998, signing its admission treaty on February 14, 1997. This system has 48 signatory countries, 33 of which are African countries. (Minister of Economy and Finance, Morocco, 2014)

#### 4. Investment agreement:

Morocco has signed several investment agreements with African countries however only agreements to promote and protect mutual investments concluded with Gabon, Mauritania, and Sudan, and the avoidance of double taxation agreement signed with Senegal has entered into

force. In the face of these obstacles, the expansion of Moroccan companies in sub-Saharan Africa continues to be delayed due to the implementation of agreements. (Lohabe, 2014).

a) **Activating bilateral agreements to encourage investment between Morocco and African countries.**

Morocco, through realistic economic diplomacy, aspires to activate the investment agreements recently signed with Mali and Congo, which are respectively the first and second destinations for Moroccan foreign investment in the region, (Al Ghazal, 2001) in addition to the work of Moroccan economic diplomacy Urging the State of Burkina Faso to ratify an investment promotion agreement signed in 2007, whereby Maroc Telecom’s investment represents, for example, the largest value in the field of transactions in the region, the ratification of this agreement would facilitate the company’s expansion not only in Burkina Faso but also in Mauritania, Gabon, and Mali, enabling it to cover more than 65.5 million inhabitants and become the main actor of communication in the region. ,(Heidi, 2018)

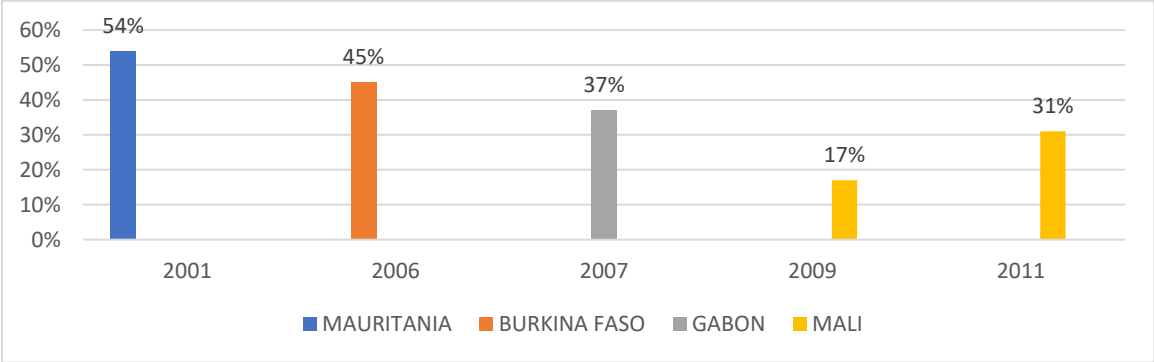


Figure 9: Maroc telecom’s shares in the market by region

**Reference:** Ministry of foreign trade Morocco, Rabat. 2011.

b) **The private sector: a pillar of Moroccan economic diplomacy in Africa**

The South-South cooperation approach is based on the Kingdom’s dynamic economic diplomacy, private sector participation, and fruitful communication with governments to respond to expectations and understand the company’s environment while respecting the local

culture, without forgetting the accumulation of rich experience and expertise for the sector. We note the strong spread of Moroccan companies across the continent and their ability to grow rapidly. (Mohamed Hamza, 2017).

Among the main Moroccan companies located in Africa, we find six of them are among the 40 most powerful African companies, namely: Attijariwafa Bank, Moroccan Bank for Foreign Trade, Office Sharif of Phosphates, Maroc Telecom, ONA Group, and Royal Air Maroc, noting that South Africa ranks first with 18 companies, followed by Egypt with 7 companies. (Study, Africa-Morocco Partnership, 2014)

The good concentration of Moroccan companies and contracting, whether private or public, in Africa contributed to raising the level of The Kingdom's share in the sub-Saharan African market, which has strengthened Africa's position on the map of its main partners of Morocco hence Africa become a strategic partner of the Kingdom, and Morocco's market share has increased According to the Moroccan Exchange Office, from 1.0% in 2000 to 4.0% in 2014. (Study, Africa-Morocco Partnership, 2014)

Trade exchanges between the Kingdom of Morocco and the countries of the continent have witnessed an important development in recent years Statistics to the Moroccan Exchange Office, the total commercial exchanges of the Kingdom amounted to 1.586 billion dirhams in 2014, and the African continent's share constituted 4.6%, or a total of 6.37 billion dirhams in 2014, compared to 4.28 billion dirhams in 2010, an increase of 4.32% between 2010 and 2014, In 2015, according to the economic and financial report accompanying the Finance Law for the year 2017, it amounted to Trade exchange between Morocco and sub-Saharan African countries is 40 billion dirhams, representing 7% of the total Kingdom's commercial exchanges. (Iyad, 2016). (Study, Africa-Morocco Partnership, 2014)

In 2015, sub-Saharan African countries absorbed more than half of Morocco's trade With the African continent, where its share amounted to 51% compared to 42% in 2014, (Minister of Economy and Finance, Morocco, 2014) exceeding the share of North Africa, whose share decreased to 49% in 2015, compared to 58% in 2014, and constitutes the western region Africa is Morocco's first partner in the region, with a share of 2.58% in 2016, followed by the region Eastern Africa with 5.15%, Southern Africa 4.13%, Central Africa 4.12%, and this According to the economic and financial report accompanying the Finance Act of 2017. (Mohamed Hamza, 2017).

The trade exchanges between Morocco and African countries know a tangible diversity, both at the level of exports and imports. Moroccan exports know diversity in terms of geographical distribution, as well as diversity in terms of the quality of the exported materials, which vary between fish and crustaceans prepared and preserved, petroleum oils, lubricants, and finished consumables. In addition, imports are also known for diversity, both concerning their geographical distribution, or regarding materials imported from sub-Saharan African countries, which are represented in petroleum laurel, crude oil, coffee, food industries, ammonia gas, and coal. (Study, African -Morocco Partnership, 2014)

Morocco has worked to strengthen its relations with sub-Saharan Africa due to the decline in Morocco's opportunities within the Maghreb space due to the hardening of the Algerian position on the Sahara file and the increasing atmosphere of political instability, in Libya. The geopolitical factor and historical experience are always determinants in explaining the actions of Moroccan foreign policy, especially in its orientation towards its African depth. (Saadallah, 2005).

Whenever Morocco feels tightness in its eastern and northern borders, it tries to untie itself by heading south, where the geoeconomics factor is concentrated given the weight that Africa

represents globally in terms of searching for economic opportunities (obtaining natural resources and searching for promising markets). Morocco's involvement in this path appears to be a strategic choice. (Wagner, 2005).

All these factors combined make us comprehend this diplomatic and economic move, although Morocco still needs to crystallize this strategic vision and move it to become integrated through the involvement of other parties, (Abu al-Dahab, 2011) namely political parties, the private sector, and civil society representations (associations, public opinion, universities, and research centers). (Abu al-Dahab, 2011)



## **Conclusion:**

Eventually, the process of economic openness and access to global markets is reinforced by the signing of free-trade treaties with The Us, the European Union, European free trade association, Turkey, and Arab League member states as part of the Greater Arab Free Trade Area, and Mediterranean Arab countries as part of the Agadir Agreement. ("Morocco at a glance", 2021) Furthermore, the EU has offered Morocco "advanced status," which allows it to further link into the European Single Market and participate in some inter-European cooperation programs reserved for member nations only, as a result of Morocco's privileged relations with the EU and the Kingdom's many reforms efforts on the continental level, strengthening collaboration with African nations has received fresh momentum during His Majesty King Mohammed VI's reign. This new vision of openness has manifested itself through the signing of over 1000 cooperation agreements with over 40 countries since the

early 2000s, as well as an increase in the country's direct investments in Sub-Saharan Africa, which have reached \$ 3 billion in the last ten years, placing our nation as the second African investor and the first in West Africa. ("Morocco at a glance", 2021)

To summarize, the challenge of successfully integrating the Moroccan economy into the global one necessitates the examination of economic diplomacy based on new criteria, particularly its capacity to emphasize the country's assets, as revealed by our research.

Morocco's primary competitiveness indicators demonstrate that, despite the efforts of numerous players and certain specific or sectoral triumphs, the nation has yet to reach the acceptable level to compete in the global market due to the persistence of several structural disadvantages so If economic diplomacy fails to achieve the objectives set, it would then be legitimate to ask the question as to the reasons behind this failure. In my opinion, the following points represent as many answers as possible:

Economic issues are not the only objective of economic diplomacy, geopolitics considerations can come into play to explain the choice of certain countries or certain regions of the world as partners.

The limits mentioned above concerning the practice of Moroccan economic diplomacy, evaluation of the current practice of economic diplomacy shows the extent of the reforms that should be achieved regarding the experiences of emerging countries.

The success of economic diplomacy is relative to other points, in particular, the development of the exportable supply and the improvement of the national added value of Moroccan exports fails to fulfill the goals specified, it is reasonable to inquire into the causes behind this failure.

So, it is important to stop at some of the obstacles that must be overcome for Morocco to shine brighter on the international stage and for its economic diplomacy to be more visible:

-First, there is a strategic necessity to engage the Partnership Agreement and Neighbourhood Policy with the European Union, not only as an international power but also because the European Union states to house the vast majority of Moroccans worldwide (about 4 million people out of five million, distributed over 27 European countries),

-Secondly, The need to represent the African continent as a unit and not just as a Francophone Island, since there are influential African countries, whether Morocco likes it or not, that have their mark on African politics, and they are countries that belong to the Anglo-Saxon part that Morocco avoids dealing with or developing our trade, university and party relations with (for example South Africa, Nigeria, Ghana, Angola + Portuguese Mozambique - Lusophone).

-Consolidating greater bilateral relations with the Arab countries, especially after the decline of the role of the Arab League, more exploitation of rapprochement with the Arab Gulf states, and better exploitation of the Agadir Agreement by correcting the trade imbalance with their countries.

-Openness to emerging markets in Asia and Latin America and exit from the cycle of seasonality that characterizes our relations with these countries, with the necessity of exploiting the leading role of Morocco in the framework of South-South cooperation.

-Working with Latin American countries such as Venezuela, Bolivia, and Cuba to resolve mutual conflicts. We are not considering negotiating with Cuba or opening up to it

economically or trading interests unless it is to ensure that Algeria and the Polisario do not move forwards there.

-Opening to the Northern European countries, as it appeared that the desired openness through the European Union gave only a limited result with the Nordic countries, noting that several of Morocco's troubles stem from the position of the Scandinavian countries, and renewing the relationship on economic grounds would melt the ice of these countries and send a spirit of warmth in diplomatic relations.

-Including Moroccan employees in international organizations by searching for talent and paving the way for them to run for executive positions in all international organizations (national, Islamic, or Arab) so that Morocco has eyes and ears in this system, and works according to the logic of information first by placing advisors and agents for diplomacy economy in the Kingdom's embassies and consulates, with cooperation from the private sector. Dealing with information more, by encouraging think groups and international studies offices, encouraging scientific research, seeking help from international expertise, and activating the role of the university in this field.

-Providing the appropriate means and the necessary economic diplomatic facilities to establish an infrastructure capable of promoting economic diplomacy and enabling it to play its full role in strengthening foreign relations.

There is no doubt that economic diplomacy is a daily interactive work based on realism, pragmatism, and innovation, and it is a lofty national affair aimed at achieving the national interest and therefore requires a collective contribution from various national actors, and this calls in particular:

-Vigilance and deepening awareness of the importance of the economic dimension in the daily practice of diplomacy in meetings and linking relations. -Promoting the real image of the country in the political and economic circles abroad to create an investment climate and attract foreign capital.

-Employing political ties and relations with friends of Morocco in the countries of accreditation to obtain up-to-date and accurate information and put it at the disposal of the concerned stakeholders, search for partnership and investment opportunities, as well as develop and diversify economic and commercial cooperation mechanisms, contribute to the advancement of Moroccan exports and attract investments and tourists.

-Coordinating efforts and initiatives between diplomatic, permanent, and consular missions, on the one hand, and representatives of other Moroccan ministries and structures abroad and the private sector, on the other. Economic Diplomacy Through free trade Agreements (Moroccan case) 94

-Delving deeper into the important investment and training fields provided by multilateral diplomacy in the field of sustainable development, especially since many organizations such as the “United Nations Development Program PNUD” and other regional and international donor institutions provide countries, especially developing ones, with opportunities to benefit from training, Therefore, in this regard, Morocco should explore these opportunities and search for ways to benefit from them.

-Putting more focus on tripartite cooperation because of the important funds it provides, enabling Morocco to continue employing Moroccan expertise, skills, and competencies abroad in various fields in which Morocco has gained important and rich experience, in full coordination with the various concerned structures and the role of donor organizations and countries that benefit from grants and funds within the framework of tripartite cooperation.

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