



TIJARIS



INTRA-OIC AND INTERNATIONAL TRADE AND INVESTMENT MAGAZINE

PUBLISHED BY THE ISLAMIC CENTRE FOR DEVELOPMENT OF TRADE - ISSUE 168, May-June 2022



**REMOVAL
OF TRADE
BARRIERS
COULD
CONTRIBUTE
TO BOOSTING
INTRA-OIC
TRADE FLOWS.**



Turkey, Central Asia: a Long-Standing Partnership is Back on the Agenda



Ukrainian crisis, great challenges await OIC member countries.

ASEAN-USA, an Economic Cooperation Project for Effective Bilateral Exchanges

Phosphate, a Financial Fortune and a Framework for Cooperation.

A certain interest in the Halal industry in Nigeria.

The Islamic Centre for Development of Trade (ICDT)

is the subsidiary organ of the Organisation of Islamic Cooperation, which has been entrusted with trade promotion among the OIC Member States.



Its main objectives are as follows :

- To encourage regular trade exchanges among Member States ;
- To promote investments likely to develop trade flows ;
- To contribute to the promotion of Member states' products and encourage access to foreign markets ;
- To promote trade information ;
- To assist Member States in the fields of Trade Promotion and international negotiations ;
- To extend assistance to enterprises and economic operators.
- To participate in the trade fairs organised by ICDT.

Trade Promotion :

- To promote contacts between Member States' Businessmen ;
- To ensure the promotion of Member States' production by regularly holding the Islamic Trade Fair and specialised showrooms ;
- To assist Member States with creating and organising Export Promotion Centres ;
- To extend consultancy and expert services to Member States in the field of trade promotion.

Trade Information :

- To collect and disseminate trade information ;
- To Develop Trade data bases and facilitate their remote access ;
- To Assist Member states with setting up and organising documentation and information centres and Trade Information Networks.

Investment Promotion :

- To encourage intra-O.I.C investments ;
- To promote foreign investments in the O.I.C Member States ;
- To encourage partnership between Member States' economic operators ;
- To provide consultancy and expert services to Member States in the area of investments promotion and in particular export oriented investments.

Studies and research :

- To publish an annual report on Intra-OIC Trade ;
- To undertake sectorial product and market studies ;
- To examine the ways and means likely to alleviate obstacles to trade among Member States.

Training :

- To organise seminars and training sessions ;
- To help Member States establish expert groups in the various fields of trade development.

International Negotiations :

- Assist Member States in trade negotiations ;
- Prepare and organize the Intra-OIC Trade negotiations.

EDITORIAL



TRADE PROMOTION IN THE OIC AREA: A TOOL FOR SUSTAINABLE TRADE DEVELOPMENT

The promotion of foreign trade is part of the commercial diplomacy among the States, and it remains a privileged instrument of trade promotion organs. Institutions such as the International Trade Centre, the International Chamber of Commerce, the Union of International Fairs and the Islamic Centre for Development of Trade, etc. have developed several programmes in this field to enhance the trade flows of their Member States.

These programs may take different forms, the most important ones are fairs, specialized exhibitions, business missions, and buyers-sellers meetings on strategic products with a high trade potential. These promotional events can be organized annually, biannually or in some cases, every five years, such as the World Expo which has just ended in March 2022 (Expo 2022 Dubai) and the next one will be held from May 3 to November 2025, in Osaka, Japan.

Regarding trade fairs and exhibitions, they constitute a regular economic forum to enable economic operators to meet, exchange, and explore the developments in their sectors at regional and global level. In fact, they offer these operators smart platforms to exhibit their products and exchange experiences in production, joint ventures and trade.

The COVID19- pandemic has had a strong impact on the export value chains of semi-finished and finished products between countries due to policies of closure and disruption of supply chains to contain the spread of the virus, but also due to the suspension of all promotional activities for more than two years.

Interestingly, companies, trade and investment promotion agencies, and trade fairs and exhibitions organizers have used new information technologies to continue their promotional activities through virtual exhibitions and trade fairs as well as digital business forums and meetings. Nevertheless, I am firmly convinced that the digitalization of promotional activities can indeed strengthen face-to-face promotional activities, but not substitute them. The physical contact and direct exchanges of operators is essential for the creation of business relationships between participants in these fairs and exhibitions.

As soon as the health situation improved and travel restrictions were lifted, ICDT resumed its promotional activities to help mitigate the effects of the health crisis on the economies of the Member States.

The first promotional activity carried out by ICDT after Covid is the 17th Trade Fair of OIC Member States. It is an institutional fair of the OIC that is held every two years in a Member State, and it represents an important economic meeting of the operators of the OIC space. This edition has been organized in partnership with the Islamic Development Bank and BADEA and the International Foreign Trade Centre of Senegal from 13th to 19th June 2022. The 17th Trade Fair of the OIC Member States has witnessed the participation of 41 countries and 13000 visitors, and it was consolidated by the organization of a series of high-level side events. The first is a forum on policy dialogue of Investment Promotion Agencies, which resulted in elaboration of a technical assistance programme 2025-2022 for the promotion of intra-OIC investments. The second is the OIC-Senegal Forum which comprised, in addition to two high-level panels on the financing of development and post-COVID strategies, six deal rooms dedicated to presenting to potential investors from OIC countries a set of bankable public and private projects in industry, tourism and hotels, infrastructure, IT and telecommunication, transport and logistics, energy and mining.

Accordingly, ICDT will pursue the organization of fairs and exhibitions of products with high trade potential such as the organization of Halal industry exhibitions in Turkey and Tunisia, respectively in November 2022 and May 2023 and an exhibition on cotton and its by-products in Cote d'Ivoire in October 2023. Moreover, ICDT will organize a series of buyers-sellers meetings for strategic products, the first of which is OIC-Coffee Meet Uganda during October, and the coffee month, in order to promote intra-OIC trade and investment in coffee. It is worth noting that the 18th Edition of the Trade Fair of OIC Countries is scheduled to be held in Lahore, Pakistan in the first half of 2023.

You are cordially invited to our fairs and exhibitions. To register, please visit our website www.icdt-oic.org

Latifa Elbouabdellaoui
Directrice Générale du CIDC



CONTENT

More than 13,000 visitors at the 17th Trade Fair of OIC Member States, Dakar - Republic of Senegal.....	5
The follow-up committee of the COMCEC held its 38th meeting in Ankara.....	6
USD 85 million for the Jordanian industry development fund.....	7
Turkey, Central Asia: a long-standing partnership is back on the agenda.....	8
ASEAN-USA, an economic cooperation project for effective bilateral exchanges.....	10
Removal of trade barriers could contribute to boosting intra-OIC trade flows.....	12
Free Distribution of Fertilizer to Farmers in Guyana.....	16
Phosphate, a Financial Fortune and a Framework for Cooperation.;.....	17
A certain interest in the Halal Industry in Nigeria.....	18
Senegal - OIC Member States: Towards a partnership advocating co-development.....	20
Ukrainian crisis, great challenges await OIC Member Countries.....	22
ICDT takes part to the 11th Islamic Conference of Tourism Ministers.....	24
OIC Agenda.....	25

MORE THAN 13,000 VISITORS AT THE 17TH TRADE FAIR OF OIC MEMBER STATES, DAKAR - REPUBLIC OF SENEGAL.

Organized by the Islamic Centre for Development of Trade (ICDT) and the International Foreign Trade Centre of Senegal (CICES), the 17th Trade Fair of OIC Member States was held this year in Dakar (Senegal) from 13th to 19th June 2022.

The International Trade Fair of the Organization of Islamic Cooperation (OIC) was an opportunity for exhibitors from the 57 Member Countries to promote their products and services and to exchange on ways and means of increasing intra-OIC trade. Moreover, it represented a great chance to connect economic agents and investors from OIC countries by providing a platform for meeting and exchange in order to accomplish the economic growth of all participating countries and to facilitate exchanges and partnerships between private operators.

Therefore, the Fair covered an area of 20.000 m2, including more than 4.600 m2 dedicated to the exhibition. This 17th edition witnessed the participation of more than 13.000 visitors and professionals from more than 41 OIC countries through the participation of one hundred exhibitors who took part in this event.

Alongside the Fair, ICDT and CICES organized several side events, notably: the OIC-Senegal Investment Forum with room deals, the Forum of Investment Promotion Agencies (IPA) of the OIC Member States, a workshop on knowledge Economy, A training workshop on Market Access And Export Strategies for the benefit of the leaders of Senegalese cooperatives, a workshop on the Certification of Halal food products for African countries and a panel on the development of Halal industry in the OIC countries.

It is noteworthy that for the host country, Senegal, the Fair constitutes an important showcase to shed light on its expertise, products, and services and explore the prospects of commercial development at the OIC level.



ICDT ENCOURAGES THE STRENGTHENING OF MOROCCAN-SAUDI TRADE EXCHANGES



Within the framework of trade development in the OIC space, the Islamic Centre for Development of Trade (ICDT) took part in a meeting organized by the Moroccan Association of Exporters (ASMEX) in honor of a delegation of 25 Saudi businessmen. The meeting was chaired by Ali Borman El Yami, President of the Saudi-Moroccan Business Council of the Federation of the Saudi Chambers on Tuesday 14th June 2022 in Rabat.

For the twenty Saudi businessmen visiting Morocco, this meeting was an opportunity to explore business and investment opportunities in the Kingdom of Morocco but also the remaining challenges to strengthen the partnership between the two countries.

Indeed, several areas of economic cooperation have been identified. These include industry, transport and logistics, energy and

LE CIDC INCITE AU RENFORCEMENT DES ÉCHANGES COMMERCIAUX MAROCO-SAUDIENS.

Dans la cadre du développement du commerce au sein de l'espace OCI, le centre islamique pour le développement du commerce (CIDC) a pris part à une rencontre organisée par L'Association marocaine des exportateurs (ASMEX) en l'honneur d'une délégation de 25 hommes d'affaires saoudiens présidée par Ali Borman El Yami, président du Conseil d'affaires Arabie saoudite-Maroc de la Fédération des chambres saoudiennes le mardi 14 juin 2022 à Rabat.

Cette rencontre fut l'occasion d'explorer pour la vingtaine d'hommes d'affaires saoudiens en visite au Maroc, les opportunités d'affaires et d'investissement dans le Royaume Chérifien mais

aussi les défis qui restent à relever afin de renforcer le partenariat entre les deux pays.

Plusieurs domaines de coopération économique ont d'ailleurs été identifiés. Il s'agit particulièrement de l'industrie, du transport et de la logistique, des énergies et énergies renouvelables, de l'agroalimentaire, du tourisme, de l'immobilier, des mines et de la construction selon le président du Conseil d'affaires Arabie saoudite-Maroc.

les échanges commerciaux entre le Maroc et l'Arabie saoudite ont connu une hausse significative en 2021 pour atteindre 1,7 MM USD. La structure de ces échanges est composée principale-

ment de voitures de tourisme, de sucre brut et raffiné et d'agrumes pour ce qui est des exportations marocaines, tandis que les exportations saoudiennes comprennent des produits énergétiques, des produits plastiques, des produits chimiques ainsi que du soufre brut et raffiné.

renewable energy, agribusiness, tourism, real estate, mining and construction, according to the President of the Saudi-Moroccan Business Council.

This meeting follows the holding of the Moroccan-Saudi Business Forum held in Jeddah, Saudi Arabia in which the issues related to transport and logistics that hamper trade were raised. Accordingly, it has been recommended the immediate establishment of a direct maritime line that will decongest the current trade flows and encourage new ones.

To conclude, trade between Morocco and Saudi Arabia increased significantly in 2021 to reach US\$ 1.7 billion. The structure of this trade is composed mainly of passenger cars, raw and refined sugar, and citrus fruits for Moroccan exports, while Saudi exports include energy products, plastic products, chemicals, and raw and refined sulfur.



USD 85 MILLION FOR THE JORDANIAN INDUSTRY DEVELOPMENT FUND



In a report presented by its Ministry of Planning, the Hashemite Kingdom of Jordan has benefited over the past four years from more than \$8.5 billion of assistance with the United Arab Emirates as the largest contributor among OIC member countries. The latter provided more than \$233 million.

It has allocated all of its grants and loans for various purposes, including the financing of investment projects and development programs, as illustrated by the creation of the Industry Development Fund financed by the World Bank for a total of eighty-five million US dollars.

As an efficient, transparent and effective delivery platform for business support and a key financial catalyst for industrial transformation, the fund will seek to upgrade

and modernize industries; develop and promote exports; and stimulate businesses to employ women.

The Industry Development Fund is a key instrument in Jordan's 2021-2023 economic plan to assist industrial sector companies recover and better rebuild after the COVID-19 crisis.

The project intends to directly support more than 500 exporting companies through the fund's programs and to mobilize at least \$17 million in additional private capital. All of these reforms have made the Hashemite Kingdom very attractive to investors, including OIC Countries Members, with the UAE once again leading the way.

The United Arab Emirates is leading the way in providing the country with a \$10 billion invest-

ment fund for its industrial development, jointly with Egypt. The five areas in which the three countries will cooperate include food, agriculture and fertilizers; pharmaceuticals; textiles; and mining.

The Jordanian Prime Minister, proud to have attracted such investment deals, stated that this industrial partnership should strengthen integration, protect supply chains, enable import substitution and promote sustainable economic development.

In Jordan, industry contributes to 24% of GDP with an annual output of \$25 billion. In addition, it accounts for 21% of the country's employment representing about 250,000 workers in 17,000 establishments. Exports from the industrial sector amounted to \$8 billion, while industrial exports constitute 93% of total national exports. Indeed, Jordanian exports reached more than 140 countries worldwide, and the average annual growth rate of industrial sector exports over the last decade was 2.3%. Industry accounted for 80% of the foreign direct investment flow to Jordan over the past decade.

Another aspect of the country's economic modernization is the expansion project of Jordan's industrial port in Aqaba. This expansion project, with an investment of two hundred and five million US dollars, increases the port's annual capacity from five million tons to 10 million tons.

TURKEY, CENTRAL ASIA: A LONG-STANDING PARTNERSHIP IS BACK ON THE AGENDA

Turkey is undoubtedly one of the regional powers of the Mediterranean basin, and now it seeks to defend its interests in Central Asia. Accelerating a trend that had clearly begun to emerge in 2019 under the leadership of President Erdogan, Ankara has multiplied the economic partnerships with most of the Central Asian republics, Kazakhstan, Kyrgyzstan, Turkmenistan and Uzbekistan, over the past two years.

Despite their geographical, but above all ethnic and cultural proximity - all these countries are Turkish speaking - it has taken time for Turkey and the Central Asian countries to establish close and effective relations. Until recently, Turkey was not even among Kazakhstan's top five trading partners, a position it occupies in Kyrgyzstan, yet with only 4.5 percent of trade volume.

However, in the last two years, there has been a sustained development of bilateral trade. In 2021 alone, Uzbekistan and Kazakhstan's trade with Turkey has increased by \$1 billion compared to 2019. Both countries would like to increase this trade to \$10 billion, while Kyrgyzstan's trade has almost doubled in two years. Turkey is even addressing shortages brought on by the Ukrainian war and Russian export restrictions. As a result, it has become the main supplier of medicines to some of



its new partners. Today, more than four thousand Turkish companies are operating in Central Asia, even though Turkey has no direct borders and the transit countries it passes through hinder its progress by reducing its competitiveness through high transport costs. Turkish companies are, for example, active players on the Turkmen market. They implement various projects ranging from industry to infrastructure. As a result, these companies have contributed signi-

ficantly to the growth of trade, as shown by the example of Turkey's exports to Turkmenistan, which peaked in 2014 at over \$2.2 billion.

As for Kazakhstan, trade between Turkey and Kazakhstan continues to grow. Over the past ten years, the volume of Turkish investments in Kazakhstan has exceeded \$1.8 billion. Thirty-five investment projects worth more than \$3.5 billion have been implemented under a joint program, «New Synergy».

In fact, the program, under the patronage of the Presidents of Kazakhstan and Turkey, intends to promote a new concept of trade and economic cooperation.

As for Uzbekistan, 2017 was the year of economic rapprochement through the visit of the Uzbek Head of State to Turkey. Indeed, plans were presented during this visit for high-level strategic cooperation between Turkey and Uzbekistan. A preferential trade

agreement and a framework agreement on military and defense cooperation are underway and several projects were launched during the visit of His Excellency President Erdogan, including a new \$150 million, 240 MW thermal power plant in Tashkent. This new thermal power plant in Tashkent, built by the Turkish company Cengiz Enerji, is expected to produce 1.9 billion kWh of electricity per year. The Syrdarya plant, now under construction by the

same company, is scheduled to open in September 2022 and is expected to produce 1.76 billion kWh of electricity per year, According to the Uzbek Ministry of Energy. Considering Uzbekistan's booming energy demand, these projects are proving to be of major importance. Additionally, growth in bilateral trade has been significant, especially since 2016. In 2016, bilateral trade was just over \$1.2 billion. Trade exceeded \$2.1 billion in 2020 and \$3.6 billion in 2021.

Although the two countries do not share a common border, Uzbekistan has become a much more open market for Turkish products since 2016. For example, in 2015 exports to Uzbekistan amounted to about \$517 million, with Uzbek exports to Turkey exceeding \$718 million. In 2020, Turkish exports to Uzbekistan were valued at around \$1.18 billion and Uzbek exports to Turkey at around \$1.01 billion. Interestingly, in 2015, cotton accounted for only 5.55% of Uzbek exports to Turkey, but by 2020 it had risen to 21.7%. The economic reforms undertaken by Uzbekistan, would potentially increase this percentage further. In sum, Turkey aspires to become a regional power by building strong trade relations with culturally close Central Asian countries, thus implying a significant increase in intra-OIC trade.

ASEAN-USA, AN ECONOMIC COOPERATION PROJECT FOR EFFECTIVE BILATERAL EXCHANGES

ASEAN, which today includes three member states (Malaysia, Indonesia and Brunei Darussalam) and one observer state (Thailand), is at the heart of American economic policy. An Indo-Pacific Economic Framework (IPEF) has been launched in this respect. Its pillars are based on the establishment of a fair and resilient trade and an investment policy in clean energy and decarbonization. Indeed, this economic

framework, which is now at the center of American economic doctrine in the region, goes beyond simple tariff reductions or other market access tools.

The Asia-Pacific region is, undeniably, the new world trade space, with an overall trade estimated to increase by nearly \$42 billion. Within ASEAN, Malaysia is expected to be the biggest beneficiary of the Agreement in terms of export gains,

with a projected increase of US\$200 million.

The U.S. remains a key partner for Asean, as the grouping constitutes its largest foreign direct investor and its second largest trading partner, with a bilateral trade of \$308.9 billion in 2020. Around 6,200 U.S. companies operate in ASEAN, many of which leverage the region as a production platform to export to the region and beyond.



Economic trade is still on the rise, reaching \$374 billion in 2021, with over 37.65% of it with OIC member or observer states. The five main ASEAN countries that export to the United States are Vietnam, Malaysia, Thailand followed by Singapore and Indonesia. Exports are mainly electrical machinery, machinery, knitted garments, woven garments and shoes. U.S. foreign direct investment (FDI) in ASEAN countries amounted to \$328.8 billion in 2017 (latest data available), up to 5.6 percent from 2016, and

it involves non-bank holding companies, manufacturing, and wholesale trade. While the reported FDI, from ASEAN countries to the U.S. was \$27.5 billion in 2017 (latest data available), down 5.0% from 2016, involves the manufacturing and wholesale trade sectors. While a policy of trade facilitation with the United States has been implemented by ASEAN for a number of years, the possibility of including an Authorized Economic Operator (AEO) program in this IPEF will support the Indo-Pacific region and enhance mutual economic connectivity.

This program, also known as the «trusted trader program», has been an economic endeavor in the evening as far as an ASEAN Single Window (ASW) has been created. The United States has been working through USAID to implement a self-certification system to accelerate the issuance of government certificates of origin to certain traders, thus allowing them to benefit from lower tariff rates and ensuring a more fluid trade.

As a first step, ASW has been linked to the U.S. Customs and Border Protection's Automated Commercial Environment (ACE) in order to share electronic plant inspection certificates (e-phyto certificates) between ASEAN and the United States. Currently, ASEAN and the U.S. issue approximately 90,000 documents each year, amounting to approximately \$13 billion in

bilateral trade revenue.

A second exchange program aims at accelerating the digital development of selected ASEAN member countries through a new \$6 million regional initiative. Following the ASEAN Digital Integration Framework Action Plan, this initiative will support innovation, strengthen digital economy rulemaking, facilitate public-private connections, strengthen digital policymaking, and support the adoption of global standards in artificial intelligence.

This strengthening of bilateral trade between the U.S. and ASEAN, the third largest economy in the indo-Pacific region, comes in response to china's economic policy, which has emerged as ASEAN's largest trading partner for more than 12 years. In 2020, trade between the two countries reached nearly 517 billion U.S. dollars, according to the regional bloc's statistics, and 685 billion dollars according to china's statistics.

Meanwhile, a regional survey conducted late last year by policy experts in the ASEAN states revealed that China is consistently regarded as the most influential economic and political power, a fact that inspires more admiration than affection. Nevertheless, trust in Beijing fell by about three percentage points, while trust in the United States rose by 18 percent from a year earlier.

REMOVAL OF TRADE BARRIERS COULD CONTRIBUTE TO BOOSTING INTRA-OIC TRADE FLOWS.



First of all, I would like to pay tribute to Mrs. Latifa El Bouabdellaoui, Director General of the Islamic Centre for Development of Trade, and her team, for the efforts they are constantly deploying toward all OIC countries.

I would also like to thank them for giving me this opportunity to express myself on several subjects and to suggest ways of boosting and facilitating trade and seizing the opportunities that exist in the different OIC economies.

Question 1: As a professional association, ASMEX aims to federate, represent and defend the interests of Moroccan exporters. In this respect, what opportunities are offered to Moroccan companies exporting to the OIC space and what challenges do they face?

The trade of OIC member countries is concentrated outside the Organization. Only 19% of the volume of trade is intra-OIC. This is a structural fact although there has been a slight evolution during the last decade.

Moreover, intra-OIC trade is concentrated on a small number of products, a fact that increases the vulnerability of countries to international price fluctuations and other external shocks on the international markets.

As for potential opportunities, they are numerous, especially if OIC member countries highlight the possibilities of complementarities and take advantage of the wealth that exists in their economies: basic raw materials, hydrocarbons, and processed consumer products. These are challenges to be converted into opportunities to develop intra-OIC trade.

Therefore, the removal of intra-OIC trade and investment barriers and the improvement

of the general business climate could contribute to the stimulation of trade and investment flows among OIC countries.

Question 2: As an economic operator, you are involved in the elaboration of national and regional strategies for the development of exports of goods and services. What measures have been taken to increase intra-OIC trade?

Within ASMEX, we try to multiply the promotion actions towards the OIC member countries through the organization of businessmen missions, the participation in exhibitions or fairs, and the development of digital strategies aiming at connecting the economic operators to seize the existing opportunities...

As an example, we have organized during the last 3 years several actions including:

- Mission of businessmen to Qatar,
- Organization of the participation of Moroccan companies in the 1st international fair of Qatar,
- Participation in the Forum of Moroccan-Saudi businessmen,
- Reception of a delegation of Saudi businessmen,
- Participation in the Islamic fair in Turkey,
- Organization of a digital strategy toward the Middle East, West, and East African markets,
- Organization of webinars on accessing OIC markets and halal business opportunities,

BIOGRAPHY

Mr. Hassan SENTISSI EL IDRISSE
Born on 20/12/1939, married, father of 3 children.

Current function :

- President of the Moroccan Association of Exporters ASMEX since 2014.

Positions held:

- 23 years at Bank Of Africa (BMCE Group) - Director of all Bank Of Africa commercial agencies
- Managing Director of the Moroccan Banking Union.

Activities : :

- 1st Investor in Lâayoune, all industries combined
- Founder of the COPELIT Company with a capital of 30,000,000 DH, the largest production unit of Meal and Fish Oil on the entire African continent
- Largest Freezing Unit in the Kingdom
- First fishmeal and fish oil unit in Senegal "COPELIT SENEGAL".

Socio-professional activities:

- Founder of the round table in Morocco
- Founding President of ANAFAP (National Association of Fish Meal and Oil Manufacturers)
- President of the FENIP (National Federation of Industries for the Processing and Valorization of Fishery Products with the CGEM)
- President of AFIEX (African Association of Importers and Exporters of Fishery Products)
- Chairman of the Moroccan-Russian Business Council.

Consular activity:

- • Honorary Consul of the Republic of Bulgaria.

• Etc...

Question 3: Through the creation of the Halal Club, ASMEX has made this sector one of its priorities. Indeed, while the Halal market generates 2,000 billion dollars each year and grows by about 5.2% annually, few Moroccan companies benefit from this boom. Indeed, barely 150 Moroccan companies have been labeled by IMANOR for only 500 references. What measures should be taken to support this sector and make it a catalyst for Moroccan exports?

Having addressed the subject of Halal at the start, we ended up confronted with a dilemma and so many questions. How to introduce a Halal label in a Muslim country?

It is not always easy to convince a resident in an Islamic country of the opportunity of halal labeling. It is an obstacle course for IMANOR and the Halal Club of ASMEX.

In this regard, we have multiplied the actions of awareness and information in partnership with IMANOR in order to highlight the label Halal Morocco which aims at presenting the necessary guarantees allowing companies to gain the confidence of consumers who are becoming more and more concerned about the traceability of the halal nature of food products.

Indeed, the global market of Halal embodies a strong potential for Morocco as well as for the

other OIC countries because it is based on the needs and preferences of about 1.9 billion Muslims and other non-Muslim consumers attracted by the quality and hygiene of Halal.

To seize the opportunities of this business, which is growing exponentially around the world, it is necessary to have a strategy that involves all stakeholders that may be affected by the Halal business.

In addition to that, it is essential to provide assistance to companies to join the sector by allowing certification at affordable costs for SMEs and MSMEs, or even to make certification free for the first 5 years to create popularity among companies.

It is also necessary to accelerate the process of mutual recognition of halal labels between the different OIC countries to stimulate trade in this framework.

Question 4: ICDT will organize in Tunis the 9th edition of the Halal products exhibition in which you are invited to participate. What products can be exported by ASMEX members?

Today the range of products labeled Halal is beginning to expand. In addition to food products, the range of cosmetic products is beginning to diversify and attract consumers.

Questions 5: Mr. President, e-xportMorocco.com currently has 1025 exportable and refe-

ABOUT ASMEX

Created in 1982, the Moroccan Association of Exporters «ASMEX» speaks on behalf of its direct and indirect members to defend their interests, enhance their activities and contribute to the development of their exports.

It brings together Moroccan exporters, sectoral federations and associations and public and private institutions involved in foreign trade.

ASMEX has the following missions:

- Propose and / or contribute to any reflection aimed at the development of exports.
- Enhance the role of exporters in the creation of wealth and economic and social development,
- Promote and contribute to the implementation of a dynamic export policy,
- Promote and encourage national and international partnership,
- Facilitate and support the success of exporting companies or in a position to be.

Several clusters, thematic commissions and ad-hoc committees bring together ASMEX members to debate and discuss the development and promotion of Moroccan export sectors.

ASMEX also has a regional network which allows it to be close to exporters in the regions.

renced products and services and it is currently generating some 2,000 contacts between international importers and Moroccan exporters, a result of the digitalization of your services and the positive appreciation of Moroccan companies. What are your future projects for the development of the export industry in Morocco towards the OIC countries?

As I explained before, we had initiated several digital strategies aimed at attracting leads for the Moroccan exportable offer. Several economic regions were targeted, including the Middle East, West, and East Africa.

The primary objective is to promote the Moroccan exportable offer and then convert the leads generated into importers and buyers of Moroccan products through the contacts created with exporters.

These digital operations, which have been strengthened in the context of Covid-19, have enabled exports to be carried out to several destinations. In fact, we intend to continue to strengthen this digital promotion «I hold it personally» in order to diversify the outlets for our exports.

By the same token, we also intend to reinforce the participation of our members in the commercial events organized in the OIC countries (fairs and exhibitions, BtoB missions, ...).

OIC AND ITS INSTITUTIONS AT A GLANCE



FREE DISTRIBUTION OF FERTILIZER TO FARMERS IN GUYANA

The Government of Guyana will distribute five (5) million U.S. dollars worth of fertilizer to farmers free of charge throughout the year 2022. This decision comes to assist absorb the soaring global costs of the product and prevent the costs from being passed on to consumers in the market.

This subsidy will be taken from the twenty-four million U.S. dollars allocated to measures aimed at alleviating the cost of living of citizens, following the external economic shocks resulting from the pandemic of COVID-19 as well as the war between Russia and Ukraine.

Fertilizers represent, according to His Excellency President Irfaan Ali of Guyana, between 15 and 30% of the total cost of operation. This initiative

will significantly reduce import costs and contribute to ensuring large-scale production and adequate supply of products, which is essential for price stability.

Before announcing the measure, the President pointed out that fertilizer prices in the world market have increased by 80% in 2021 and have already increased by 30% since the beginning of 2022.

Due to the high fertilizer prices, the costs of vegetables and other products in the market have experienced price increases in recent years.

In Guyana, agriculture, forestry and fisheries, represent 20% of the economy, a share decimated in some years due to damage related to cli-

mate change. To this end, the country has embarked on an intelligent investment in a prompt and widespread action to mitigate risks and implement food and nutrition security measures.



EGYPT IS ATTRACTING FOREIGN DIRECT INVESTMENT



All international financial institutions are unanimous in stating that Egypt is attracting more foreign investment, with forecasts of an increase over the next few years, thanks to the economic reforms carried out by the country. As a result of an improved investment climate and the creation of

a business-incubating environment, the country will be at the top of the list of African countries in 2020 with more than 15% of the total foreign investment inflows in the African continent and second in 2021 with USD 5.1 billion, according to the United Nations Conference on Trade and Development (UNCTAD).

Pledges by the Gulf States to invest about \$22 billion in various economic sectors in Egypt could boost FDI in the future. Additionally, new projects announced in the country have more than tripled to \$5.6 billion in the last year.

For the third year in a row, Egypt is a major growth engine for the

region, with a GDP growth expected to reach 5.9 percent in 2022, according to the latest IMF forecast. In addition to the dividends of reform, which have eliminated currency overvaluation and strengthened the business climate to boost competitiveness, the domestic economy is supported by a variety of factors: infrastructure development; a buoyant gas extraction sector; stronger private consumption; and growing remittances and capital inflows.

Egypt is also seen as a gateway to the African continent, with the acquisition of Lekela Power by a consortium of Egypt's Infinity and UAE's Masdar for nearly \$1 billion, one of the largest renewable energy deals in southern Africa.

PHOSPHATE, A FINANCIAL FORTUNE AND A FRAMEWORK FOR COOPERATION



Phosphate fertilizers, derived from phosphoric acid H_3PO_4 , are widely used in the agricultural sector today; their capacity to feed the land reduces fallow periods and increases agricultural yields. With more than 75% of the confirmed world reserve, several OIC countries are among the main producers-exporters of phosphate.

Indeed, OIC countries have been exporting mainly to Brazil and the United States, Australia and Argentina. The main producing countries are Morocco, Egypt, Qatar, Jordan and Turkey.

As far as the Moroccan kingdom is concerned, sales of phosphates and derivatives have doubled to reach 3.58 billion dollars in the first quarter of 2022 against 1.8 billion dollars at the end of April 2021 notwithstanding a decline in exports of over 5.1%. The selling prices of natural

and chemical fertilizers have indeed more than doubled (\$700/tonne at the end of February 2022 against only \$300/tonne at the end of February 2021 - source OCP).

This significant financial opportunity has pushed several OIC countries to capitalize on it by going closer to their final clients, following the example of the Office Chérifien des Phosphates (a Moroccan institution) which in 2010 decided to set up a subsidiary in Brazil. A dozen branches have been created in the main Brazilian agricultural regions and several partnerships have been established with universities and research institutions to certify new products adapted to Brazilian crops.

Eventually, cooperation between OIC countries and the world's granaries will surely go beyond the basic ex-

change of raw materials, to include technology transfer and research in the agricultural field. The Brazilian Minister of Agriculture, Marcos Montes, is visiting Morocco as part of a tour that will also take him to Egypt and Jordan to discuss the increase in fertilizer imports, a meeting that has led to the creation of a phosphate production unit in Brazil.

Furthermore, this cooperation extends to OIC countries insofar as OCP, the Moroccan group and world leader in phosphates and phosphate fertilizers. In reality, this cooperation aspires to contribute to the development and transformation of agriculture in some fifteen African countries where it is already active through its subsidiary OCP Africa. Indeed, after engaging with the IFC to strengthen the agricultural sectors in Côte d'Ivoire and Senegal, the Office Chérifien (OCPgroup) is pursuing its policy of supporting farmers in Niger. To this end, a delegation of senior officials from the group, visiting Niamey, met with the Nigerien Prime Minister and discussed the idea of a fertilizer plant in Niger. In the same vein, there will be initiatives on soil study programs to supply farmers with suitable fertilizers.

The same is true for Nigeria, which beyond its need for fertilizer to cultivate its 84 million hectares of arable land, has significant resources of ammonia, a resource necessary for the manufacture of fertilizer. This bodes well for a mutually fruitful partnership with the Kingdom of Morocco.

A CERTAIN INTEREST IN THE HALAL INDUSTRY IN NIGERIA.

Tijaris 1 : How important is the Halal Economy in Nigerian Economic Strategy?

The halal economy is an integral part of the overall Nigerian economy and the importance cannot be over emphasized. Halal trade and investments provide alternative strategies and source of funding to Nigeria through which the country can leverage on the over 2trillion USD Global Halal Economy for infrastructural developments which includes agriculture and agro-allied industries, agro-processing, housing, roads, hospitals, schools, recreation centers, trade and industrial development.

Tijaris 2 : Is this sector conducive to increase Nigeria's Intra-OIC Trade?

Very much so. The Nigerian Government has put in place policies, measures and in-

centives that have started yielding fruitful results towards achieving its set targets on ease of doing business with the introduction of the following:

- business friendly regulations like improvement and modernization of port-clearing processes
- introduction of zero tariffs on all agricultural, Agro-allied and Agro-processing equipment and machineries imported into the country
- tariff based tax incentives for start-up businesses
- the introduction of the visa on arrival scheme
- Export incentives
- Creation of special economic zones
- Creation of Oil and Gas free zone incentives

Tijaris 3 : What could the Government do more to improve the use of Islamic Finance to support Halal Eco-

nommy sector growth?

By creating a conducive business climate, promulgating business friendly policies and regulations i.e., tax holidays to investors which in turn will lead to a favorable investment climate. The growth and development of the Islamic Economy will increase exponentially. This come through the recognition of the significant impact on economic growth associated with Islamic Finance. The central bank should focus on developing "non-interest" financial institutions.

Tijaris 4 : Is the government welcoming entry of foreign capital to develop this sector?

Foreign Direct Investment is a major objective for the Nigerian Government. Along with it is the realization of the role played by Islamic Finance as an alternative route to attract FDI. In 2017, the Nigerian Government issued its first sukuk bond of \$250M for infrastructure development which has been oversubscribed by 5%. Since then, the federal government has issued three more sukuk bonds worth over \$2.9B which shows the readiness and acceptance of FDI by the Nigerian Government.

Tijaris 5 : You provide Halal Advisory Services that are tailor-made and client specific to the Halal Pharmaceuticals, Agriculture and Agro-allied, Halal Fashion and Lifestyle, Halal Finance and investment sectors. Do you feel that more and more companies are responsive to the opportunities that are offered in this sector?

Yes. The companies we have en-

gaged are very keen to collaborate with Dar Al Halal Nigeria. However, the major task is that of creating awareness. We started in August 2020 and since then we have experienced substantial interest in our activities and product line. More importantly, it is the innovative role played by Dar Al Halal that attracts people and companies to us.

Tijaris 6 : Are they ready to serve Muslim customers more effectively?

Yes. We are bringing on companies and people together to create halal industries and the interest is very high and encouraging. The success comes from the realization that we are already existing in the halal space. The next steps are based on how best to create collaborations, partnerships, value chains. Then industries and eco-systems. Our message is simple. We all need to come together to explore the vast opportunities in the global halal economy. First we understand who we are and our capabilities, then we strategize and move forward together through awareness and standardization.

Tijaris 7 : There are many regulations that a company may face when they want to export products to Muslim consumers in OIC. In addition to the international regulations, which impacts OIC Trade, what suggestions do you have to improve the regulatory system in OIC?•

- Encourage private sector participation in halal related activities
- Education on what halal is and policies aimed at doing halal trade easy.
- Creating halal related agencies as and when required.

- Synergy between the member countries
- Policy harmonization across the member countries
- Eradication of trade barriers
- Free movement of goods and services between the member countries
- Easing of visa regulations
- Signing of preferential trade agreements
- Unified policy on standardization and certification

Tijaris 8 : Mr. Chairman you are an example for all the business developers which are aware of the potentiality of the Halal industry and will like to raise awareness about it in their country. What will you advise them? The first message to business developers is that we live in the Halal environment by default, but we need to study how to make it work for both the consumers and producers. There is plenty of room in the halal eco-system for commerce, trade, lifestyle, tourism and healthcare for example and it is HALAL. So let's explore the opportunities in a free and fair way to grow our businesses and provide goods and services for our communities. The biggest beneficiaries currently are the western countries who have time to research and produce halal compliant products. We should study such models. Thereafter, utilize the existing government institutions and policies across the African continent to create our own ecosystems.

Finally, do not give up. We as Africans should learn to communicate with one another regularly and find common grounds to grow the halal eco-system. I believe it is not difficult.

Tijaris 9 : What are your future projects to develop Halal industry in Nigeria and in Africa?

As a first step, we hope to engage in the cross fertilization of ideas within the stakeholders here in Nigeria and in Africa. We then link up with the rest of the OIC countries. Creating awareness through the use of print and electronic media, road shows, trade fairs and exhibitions, research and development and organizing of seminars, trainings and workshops and research. Above all we need to encourage travel within OIC to enjoy the beauty of our countries. Through this, we will find openings for creating the right business environment.

Secondly, Dar Al Halal has incorporated affiliate companies to create an enabling environment for Halal trade within and outside Nigeria. These companies include;

- Dar Al Halal Nigeria Limited
- Dar Al Halal Financial Services
- Dar Al Halal Venture Capital
- Dar Al Halal Agric
- Dar Al Halal Healthcare
- Dar Al Halal Leisure & Lifestyle
- Dar Al Halal Foundation

Our strategy is to use these companies to partner other companies in the OIC to promote trade and investment within Nigerian and between OIC member states.

We pray that Almighty Allah will bless our companies and the relationships we build with our partners in promoting halal trade and investments within the country and between Nigeria and OIC.

Thank you very much.

Salam.



SENEGAL - OIC MEMBER STATES: TOWARDS A PARTNERSHIP ADVOCATING CO-DEVELOPMENT



The Abdou Diouf International Conference Centre (CICAD), Dakar - Senegal hosted the OIC-Senegal Investment Forum, on 15 & 16 June 2022, on the sidelines of the 17th Trade Fair of OIC Member States.

This high-level meeting witnessed the participation of more than one hundred economic operators representing various sectors. It aimed at promoting economic recovery in the 57 member countries of the Organization of Islamic Cooperation (OIC), es-

pecially in a new international context marked by the effects of COVID and a rampant inflation due to the rise in the cost of raw materials.

The proceedings of this Forum presented the business climate and the partnership opportunities offered by Senegal. Besides, the public and private actors of the investment had the opportunity, to discuss the ways and means of strengthening the commercial relations between Senegal and the other OIC member countries.

In addition to the thematic round-

tables, the OIC-Senegal Forum has witnessed the organization of individualized BtoB and BoG business meetings. The pharmaceutical industry, the agro-industry, the digital economy, the digital transformation, tourism, mining and energy are among the sectors targeted in the four Deal Rooms set up for this purpose.

At the opening of the Forum, H.E. Dr. Ahmed Kawesa Sengendo, Assistant Secretary General of the OIC, shed light on the importance of multiplying

Economy, Planning and Cooperation of Senegal, he pointed out to the facilities offered by his country to encourage Foreign Direct Investment as well as the importance of the OIC countries, as partners sharing with Senegal, the same values of goodwill and solidarity.

This kind of meeting is of great importance for the OIC area, as it is part of the actions targeting the post-Covid recovery. The OIC area could thus regain a real economic dynamic through the development of trade and investment flows between member countries.

The proceedings of the Forum highlighted the need to cope with the uncertainties linked to the difficult international situation. This can be achieved through the enhancement of the complementarities between the countries of the Organization of Islamic Cooperation that covers 4 continents; offering opportunities for the development of industrialization and the strengthening of regional value chains.

The speakers were all unanimous on the importance of the opportunities offered by the African Continental Free Trade Area (AfCFTA) that should constitute a driver of economic competitiveness for Sub-Saharan Africa and the entire OIC space.

In the same vein, it is worth mentioning that the share of the OIC area in the world FDI, which did not exceed 10% in 2020, deserves to be developed. In fact, studies have revealed that OIC countries are much more attractive for Greenfield FDI projects, a fact that provides the opportunity to

create functional links between multinationals and the local entrepreneurial fabric, within the framework of national and regional ecosystems.

Interestingly, some OIC countries possess major strengths to bring about a new dynamism in intra-OIC investments and partnerships. Kuwait, Qatar, Azerbaijan, Malaysia and the United Arab Emirates are among the countries that have invested the most in the world in the last decade. As for the stock of intra-OIC investments, it amounted to 242 billion dollars.

Qatar, UAE, Kuwait, Malaysia, Saudi Arabia and Turkey monopolize 81% of this stock in 2020.

The recommendations of this forum underlined the interest of OIC countries to work towards balancing the geographical distribution of FDIs in the OIC space.

This would be possible by increasing the attractiveness of the countries that are most in need of growth, especially Sub-Saharan Africa. More efforts should be made to target the sectors that can play the role of economic locomotive of value creation and employment, such as the valorization of agricultural and mining products as well as information and communication technologies, without overlooking the cotton-textile sector.

All in all, OIC Member States will be required to improve the business climate and investment incentive systems. Besides, synergies between all stakeholders among the private sector and public authorities of the OIC Member States should be strengthened to increase the attractiveness of the OIC area for foreign direct investments.

UKRAINIAN CRISIS, GREAT CHALLENGES AWAIT OIC MEMBER COUNTRIES.



Since the advent of the Ukrainian crisis, several global supply chains have been disrupted, jeopardizing the food and energy sovereignty of several OIC Member States.

In fact, Ukraine as well as Russia represented the second and third largest exporters of cereals to the OIC countries with more than 13 billion dollars in 2021 well beyond the two billion dollars recorded by Pakistan and Kazakhstan, 12 and 13 exporters.

Although this situation is worrying in various respects, it may nevertheless prove to be an asset insofar as other world economic powers, faced with the same disturbances, are turning to OIC Member States

to diversify their supplies. This is recently the case of the European Union, which, due to its urgent need end its energy dependence, signed a Memorandum of Understanding with Egypt to enable the EU to import natural gas.

«This is also an opportunity for Egypt to become a regional center for energy,» said the President of the European Commission, stressing the potential of Egypt on exports of renewable energy.

In the same vein, the latter called for the immediate establishment of a «fund of 105 million dollars» to enable Egypt to ensure its food security, as well as the establishment of a fund of 3.16 billion dollars for various

agricultural and food programs in the country.

Another positive spin-off, and not the least, is the possibility of British and European investment in the gas pipeline project designed to bring Nigerian gas - the largest reserves in Africa - via Morocco to Europe. A project now feasible insofar as the Nigerian President recently recalled that the Nigerian National Petroleum Company (NNPC) concluded in early June in record time an agreement with the Economic Community of West African States (ECOWAS) in favor of the project.

Furthermore, Qatar is not to be outdone. The European powers has courted Qatar as its reserves make it a gas giant.

In March, less than a month after the outbreak of the conflict, the German Minister of Economy Robert Habeck went to Doha to seal an energy agreement for the transportation of liquefied natural gas from Qatar to German ports.

An agreement that paved the way for a diplomatic visit last May of the Qatari Emir. A visit with high economic and especially energy stakes, being received in Spain with all diplomatic honors, as in the United Kingdom and France.

Total Energies has also signed a pharaonic contract with the Persian Gulf state to develop the world's largest gas field, justifying the interest in gas today. By 2027, Qatar plans to increase its gas production by 60%.

By the same token, Azerbaijan, holder of the gigantic Shah Deniz gas field in the Caspian Sea, is also trying to seize the opportunity offered by this reshuffling of the cards. Linked to Europe since 2020 by the South Gas Corridor pipeline, Azerbaijan has offered to increase its gas supplies.

Visiting Baku, the European Commissioner for Energy Kadri Simson, described the pipeline as «strategic for the EU's energy diversification policy». In fact, Greece, Bulgaria and Italy are already receiving gas

through this infrastructure. In addition, the Italians and Azeris are negotiating its extension into Italian territory. It could be connected to the rest of Europe. In the end, an additional 10 billion m3 could be transported each year.

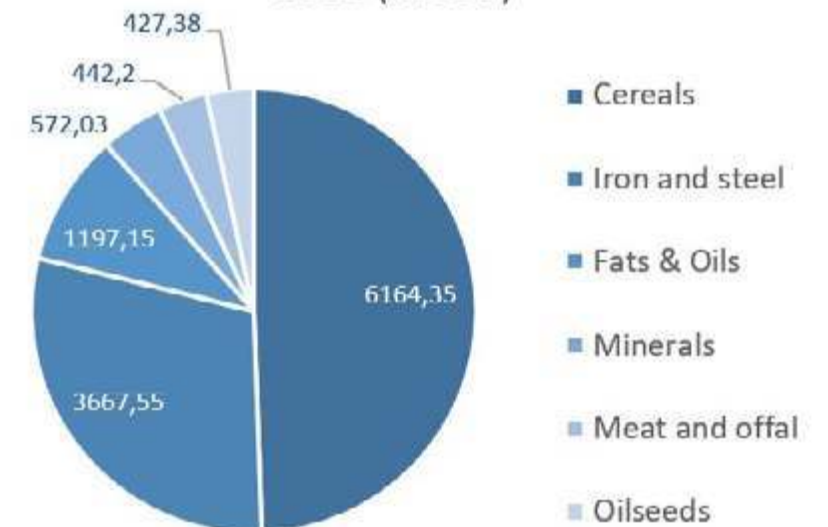
Another country reaping the benefits of the Russian-Ukrainian conflict is Indonesia. Thanks to its export capacity in oil and steel, Indonesia's trade balance in May 2022 recorded a surplus of \$2.90 billion, with exports valued at \$21.51 billion.

The non-oil and gas commodities that contributed most to the surplus in May 2022 were mineral fuels, iron and steel, and vegetable fats and animal oils. Another sector affected was fertilizers, whose global market has been restructured, placing

Morocco at the center of international issues. Indeed, Russia was the largest exporter of fertilizers in the world: 7.6 billion dollars of annual sales in 2020 according to the Economic Observatory of Competitiveness (OEC), representing 12% of global supply. These exports are now virtually paralyzed by the war and international sanctions related to the conflict.

OCPGroup, a Moroccan organization in charge of fertilizer production has already announced its ambition to increase its production by 10% this year, to meet the ever-increasing global demand for fertilizer resulting from the Russo-Ukrainian war. The intention is to reach 11.9 million tonnes this year, compared with 10.8 million tonnes a year ago.

Ukrainian Exports to the OIC Area - 2021 (MUSD)



“ICDT TAKES PART TO THE 11TH ISLAMIC CONFERENCE OF TOURISM MINISTERS”



From 27th to 29th June 2022, ICDT's delegation, took part in the 11th Session of the Islamic Conference of Tourism Ministers (ICTM) held in Baku, Republic of Azerbaijan. This ministerial meeting organized by the OIC General Secretariat every two years aims at bringing together the Ministers of Tourism and their affiliated institutions as well as the OIC Institutions to discuss issues related to the development and promotion of this sector. The latter has been identified as a priority by our Member States. Therefore, this

high-level meeting was the occasion to designate Şanlıurfa in the Republic of Türkiye, and Khiva, in the Republic of Uzbekistan, as OIC Cities of Tourism for 2023 & 2024.

It should be noted that during this meeting, the activities of the ICDT in the field of Tourism were welcomed and the Ministers welcomed the initiatives of the centre including the organization of a Webinar on the prospects of Health Tourism and the development of studies on sustainable tourism and health tourism and their impacts on the expansion of Intra-OIC trade. Furthermore, in the presence of His Excellency the Secretary General of the OIC, the Director General of the ICDT signed with the Arab Tourism Organization an MOU aimed at promoting the tourism sector in the OIC countries.

The OIC countries, with their diverse and rich cultural, historical, natural and geographical heritage assets, enjoy a great potential. However, this potential has not yet been flourished, given their modest share in the world tourism market and the concentration of tourism activity in a few countries.

There are many reasons behind this reality, such as the lack of technical and promotional expertise, as well as the inefficient use of social media platforms in the OIC countries.

An increasing number of countries around the world are making use of influential (social) media to reach their target groups. However, only a limited number of OIC countries are benefiting from these new marketing methods. To conclude, the solution could come from medical tourism as many OIC countries are both exporters and importers of health tourism with several assets in terms of well-trained staff and high quality health facilities. Turkey is the leading OIC country in terms of tourism receipts with an estimated value of US\$ 904 million, followed by Jordan (US\$ 630 million). Tunisia, Albania and Afghanistan are the other three OIC countries that received millions of dollars from health tourism-related activities in 2015. When it comes to health tourism spending, Kuwait (\$1,569 million), Nigeria (\$829 million), and Oman (\$382 million) were the top three OIC countries according to available data in 2015.



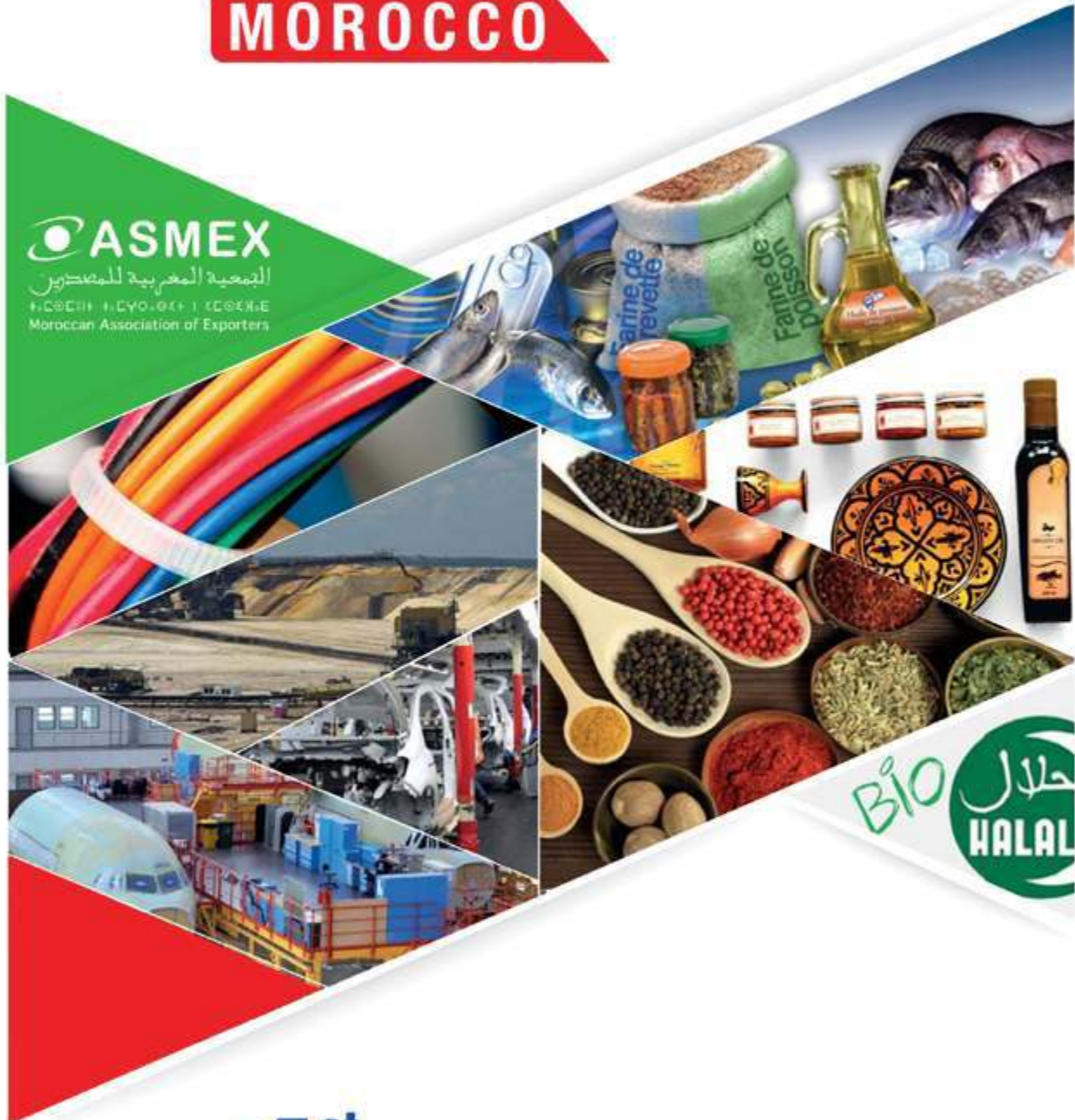
CALENDAR

Activity	Date	Place
Visit of a delegation of businessmen from Sharjah to Tangier, Kingdom of Morocco	September 2022	Tangier, Kingdom of Morocco
OIC Coffee meet	26-27 October 2022	Republic of Uganda
2nd Exhibition of Cotton, Textile, and Clothing of the OIC Member States	October 2022	Abidjan - Republic of Cote d'Ivoire
10th Exhibition of Halal Products of the OIC Member States	November 24-27, 2022	Istanbul - Republic of Turkey
18th Trade Fair of the OIC Member States	March 2023	Lahore - Islamic Republic of Pakistan
Bahrain Halal Expo	May 4-6, 2023	Sakhir Region - Kingdom of Bahrain
9th Exhibition of Halal Products of the OIC Member States	May - June 2023	Tunis - Republic of Tunisia

e-xport

MOROCCO

ASMEX
الجمعية المغربية للمصدرين
Moroccan Association of Exporters



1st
PLATFORM
FOR MOROCCAN
EXPORT OFFER
www.e-xportmorocco.com