



NATIONAL U.S.-ARAB CHAMBER OF COMMERCE

غرفة التجارة الأمريكية العربية الوطنية

FOR IMMEDIATE RELEASE
November 21, 2023
info@nusacc.org



NATIONAL U.S. – ARAB CHAMBER OF COMMERCE RECOGNIZES MOROCCO'S AMBASSADOR, H.H. PRINCESS LALLA JOUMALA ALAOUI, AS 2023 “AMBASSADOR OF THE YEAR”

The National U.S. - Arab Chamber of Commerce (NUSACC) announced today that H.H. Princess Lalla Joumala Alaoui, the Kingdom of Morocco's Ambassador to the United States, has been selected as NUSACC's 2023 “Ambassador of the Year.” (Please see the bio of Her Highness [here](#).)

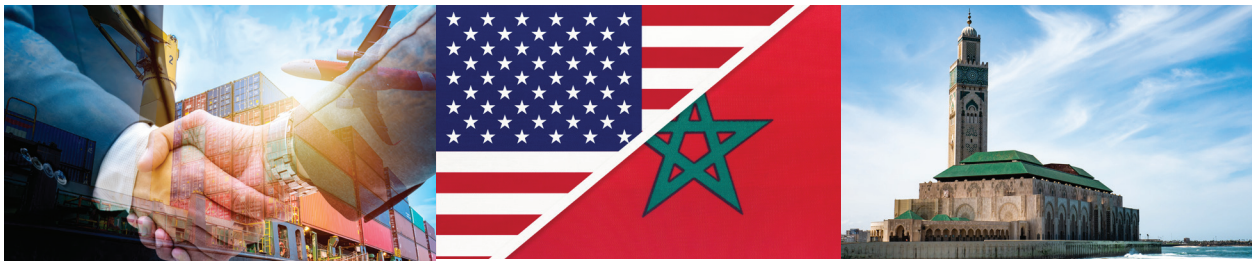
This award, begun in 2004, is given annually to a member of the Arab diplomatic corps in the USA for his or her outstanding contributions to U.S. - Arab commercial relations. The invitation-only award ceremony will take place on Monday, December 11.



Her Highness Princess Lalla Joumala Alaoui,
Ambassador of the Kingdom of Morocco
to the United States.

“Her Highness has helped to elevate Morocco – U.S. relations during her seven-year tenure as Ambassador to the USA,” said David Hamod, President & CEO of NUSACC. “Her down-to-earth manner has endeared her to a wide variety of communities across the United States, and her commitment to international understanding has helped Americans to gain a greater appreciation for Morocco, one of America’s oldest allies.”

Her Highness the Ambassador noted, “It is an honor to be recognized by the National U.S. - Arab Chamber of Commerce as ‘Ambassador of the Year’ for 2023. Morocco and the United States enjoy a longstanding friendship of over 240 years, and our two countries have been working side-by-side to promote peace, stability and prosperity across the region.” She concluded, “Strengthening our economic relationship is a priority that could not be achieved without the support of Moroccan and U.S. business associations – like NUSACC – which have been very helpful in paving the way toward that goal.”



Morocco was one of the first countries to recognize the newly independent United States, opening its ports to American ships by decree of Sultan Mohammed III in 1777. Morocco formally recognized the United States by signing a treaty of peace and friendship in 1786, a document that heralds the longest unbroken foreign relationship in U.S. history.

Building on this longstanding partnership, and as a Major Non-NATO Ally, Morocco is strengthening its relationship with the United States through government channels and private sector initiatives.



Government-to-Government Relations

The Morocco-U.S. Strategic Dialogue – launched in 2012 – underpins many of the official programs between Morocco and the USA. A subgroup of the Strategic Dialogue, the U.S.-Morocco Africa Working Group, met in late October to discuss regional stability and security, trade and economic ties, and governance and development partnerships. A sampling of other government-to-government initiatives includes:

☞ Prosper Africa – a whole-of-government initiative that helps companies and investors do business in U.S. and African markets – opened a regional office in Morocco in 2022 to serve as an economic hub for North Africa. Since then, Prosper Africa, other U.S. Government agencies, and the Government of Morocco launched a \$100 million credit guarantee facility to support green investment in Morocco’s industrial zones.

☞ U.S. International Development Finance Corporation (DFC) and the Government of Morocco signed a memorandum of understanding (MOU) in 2021 to invest \$3 billion over four years in projects in Morocco and in co-investments with Moroccan partners for projects in Sub-Saharan Africa.

☞ The Millennium Challenge Corporation (MCC) carried out a \$460 million Employability and Land Compact in Morocco that has improved the lives of an estimated 800,000 Moroccans. These investments focused on education and land reform. To date, MCC has invested more than \$1 billion in Morocco.

☞ The U.S. Agency for International Development (USAID) is working closely with the Government of Morocco to support projects in participatory governance, economic growth, education, climate adaptation, and community resilience. USAID’s Africa Trade and Investment Program – part of Prosper Africa – was launched in 2021 to encourage business development and investment facilitation across Africa, including in Morocco and North Africa.



☞ The U.S. Department of Defense and Morocco’s Ministry of Foreign Affairs signed an agreement in 2020 that will chart security cooperation between the two nations through 2030. The agreement “serves as a road map for defense cooperation and aims to strengthen the strategic partnership between the two countries and support shared security goals,” stated Morocco’s Foreign Ministry.

Commercial Relations

Morocco is the only country on the African continent with a Free Trade Agreement (FTA) with the United States.

The Morocco – U.S. Free Trade Agreement (FTA), which entered into force in 2006, serves as the foundation of the two nations’ trading relationship. On the strength of the FTA, U.S. goods exports to Morocco have grown from \$837.9 million in 2006 to \$3.717 billion in 2022, an increase of 343.7 percent. In recent years, Morocco has become one of America’s “Top Five” destinations for U.S. goods exports to the Arab world.

Because the FTA with the United States represents the “gold standard” of free trade agreements worldwide, the FTA has also helped to boost foreign direct investment (FDI) in Morocco. In 2022, the USA overtook France as the top foreign investor in Morocco, according to Morocco’s Office des Changes, and U.S. investments there (US \$761 million) now account for more than 30 percent of foreign investments in the Kingdom. Morocco is experiencing a substantial increase in FDI in response to that nation’s new Investment Charter, adopted at the end of 2022, which aims to reach 550 billion Dirhams (over US \$50 billion) of investment by 2026.

There are around 154 U.S. firms operating in Morocco. The aerospace sector has attracted significant U.S. investment, as have the agro-industrial and energy sectors, especially renewables. For example, Verde Hydrogen, a Boston-based company, is on track to develop Africa’s largest green hydrogen project, to be completed in 2024 in Morocco.

Morocco’s 2009 National Energy Strategy called for an increase of renewable energies in the electricity mix to 52 percent by 2030. The Government of Morocco has announced that it will reach this target by 2025.



The growing commercial relationship has increased demand for air travel, and Royal Air Maroc (RAM) – Morocco’s flagship airline – is adding to its destinations in the USA. In recent years, RAM has added three new nonstop flights, to Boston, Miami, and Washington DC. According to *Travel Weekly*, the Moroccan national airline is making plans for nonstop flights to Los Angeles, San Francisco, and Chicago, as well as RAM’s first nonstop flights from the USA (JFK) to Marrakech and Rabat.



The National U.S. - Arab Chamber of Commerce (NUSACC), currently celebrating its 50th anniversary, is America’s longest serving organization dedicated to U.S. - Arab business. NUSACC is widely regarded as the voice of American business in the 22 countries of the Arab world and the premier portal to the United States for Arab commercial enterprises. NUSACC is the only organization of its kind to receive the “E” Award for Export Service – conferred by the President of the United States – the highest recognition that any U.S. entity may receive for supporting export activity.

The Chamber is an independent, membership-driven entity that is funded by its 50,000 members and stakeholders. NUSACC is the only business entity in the United States that is officially recognized and authorized by the League of Arab States and the Union of Arab Chambers. As such, NUSACC is a “sister chamber” to the national chambers of commerce throughout the Arab world, including the chambers in the Kingdom of Morocco.

For five decades, the National U.S. - Arab Chamber of Commerce (NUSACC) has served as a commercial bridge between the United States and the Arab world. Widely regarded as the voice of American business in the Middle East and North Africa (MENA) region, the Chamber serves over 50,000 members and stakeholders in the USA and across the Arab world. Awarded the E-Award for export excellence by the President of the United States, NUSACC is the only business entity in the USA that is recognized by the League of Arab States and the Union of Arab Chambers.

nusacc.org

