

Morocco's Reputation in the World in 2017

Within the framework of its analysis of emerging concepts, the Royal Institute for Strategic Studies (IRES) conducted a study, in May 2015, on the assessment of the overall wealth of Morocco and its intangible capital for the period of 1998-2013. This study revealed that the country brand weighs heavily in the intangible capital and the overall wealth of Morocco.

Broadly speaking, the Kingdom has indeed a positive international image that reflects the gradual progress achieved in terms of building its status as an attractive power. Morocco's image and reputation need to be constantly maintained and promoted so as to strengthen the positioning of the Kingdom within the community of nations.

Based on this, IRES conducted a study in 2015 on Morocco's country brand which made it possible to define the distinctive elements on which this brand could be constructed and formulate proposals for an integrated strategy for Morocco's country brand, as a key driver for the deployment of the Kingdom's economic diplomacy.

At the same time, the Institute set up, in 2015, an Observatory on the Reputation of Morocco by conducting a preliminary study, in partnership with the "*Reputation Institute*", a consulting firm specializing in assessing the reputation of several countries worldwide, on the perception of Morocco's image among citizens from the G-8 countries and from 10 other industrialized or emerging countries, i.e. 18 countries altogether.

A second and a third phase of this study was also carried out in 2016 and 2017 based on a sample of 22 countries. The size of the sample selected in 2015 has been broadened to incorporate countries from Africa as well as from Northern Europe.



In 2017, Morocco was granted a score of 59.3 points on a scale of 0 to 100, with respect to the general indicator of country reputation "Country RepTrak® Pulse", which allowed the country to rank 35 from among a total of 71 countries studied.

The 2017 edition has confirmed the conclusions highlighted by the previous editions of 2015 and 2016. With respect to reputation among respondents from the G-8 countries, the elements of convergence are as follows:

- Morocco has an average external reputation when compared to the 70 countries selected by the "*Reputation Institute*".
- Its reputation is at the same level as that of Indonesia. It is better than that of the BRICs, except Brazil, and largely exceeds the reputation of Turkey and all Arab and African countries.
- Morocco's reputation in Russia and the United States is higher than the world average – in the 71 countries studied. It is intermediate in Canada and the United Kingdom. Morocco's reputation has a low level in Germany.
- Bearing in mind that a country's reputation is built on the basis of attributes grouped into three dimensions: the quality of life, institutional quality and the level of development, the most positive ratings of Morocco's external reputation concern those attributes pertaining to the quality of life (natural environment, friendly and welcoming people, leisure and entertainment, and lifestyle), to institutional quality, and particularly security and the efficient use of resources. The least favorable ratings are related to the dimension of the "level of development", and particularly the education system and technology/innovation.
- Morocco continues to be perceived as a country to visit, to attend events or even to buy goods and services in it. However, such a feeling is not expressed with the same intensity when it comes to studying in the Kingdom.



When comparing Morocco's reputation over the period of 2015-2017 as it is perceived in the G-8 countries with its internal reputation, the following aspects should be highlighted:

- Morocco is no exception to the general rule since the index of its internal reputation is 10 points higher than that of its external reputation. Moroccans, more than foreigners, consider that they live in a secure country and that their people is friendly and welcoming, that the natural environment is good and that the Kingdom is respected at international level and has a good cultural heritage. These are opportunities on which the Kingdom should build its communication policy so as to provide a strong basis for its international image.
- Yet, internal reputation is negative, compared to external reputation when it comes to the attributes relating to the education system, the use of resources, technology and innovation, the political and institutional environment, ethics, transparency and social being. These insufficiencies which may pose a real threat to Morocco's internal as well as external reputation represent a serious challenge which needs to be addressed.

Analysis of the results inherent to Morocco's reputation in 2017 within the 14 specific countries selected by IRES and those relating to the benchmark performed within 4 countries (Turkey, South Africa, Mexico and Chile) showed that:

- Mexico, India and China have the best perception of Morocco from among the 14 specific countries selected. In these three countries, Morocco's reputation is clearly higher than that of Turkey, South Africa and Mexico and similar to that of Chile.
- Brazil, Turkey, Belgium, South Korea, Chile, the Netherlands, Spain, Kenya, South Africa, Sweden and Nigeria have a less favorable perception of Morocco as well as the benchmark countries with the exception of Chile which, generally, has an intermediate reputation in these countries.





Over the years, external reputation has evolved, and the most significant facts concern the following aspects:

- Morocco’s reputation has somewhat improved in 2017, compared to 2016, in France, Nigeria, China and Germany. Conversely, it has known a decline in Turkey, Chile, India and Belgium.
- A significant increase has occurred in the attributes inherent to quality of life. As to the index relating to the attribute of "Security", it recovered slightly in 2017 after a drop in 2016. The attributes of "Technology and Innovation" and "Well-known Brands and Companies" followed their downward trend.
- Supportive behaviors have improved in 2017 after the decline which had occurred in 2016, mainly when it comes to visiting Morocco or buying goods in it.