Implications of the EU's Nearshoring Activities in Morocco

30 JUNE 2024

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How EU-Morocco ties shift amid new trade routes and economic dependencies

Timeframe: 01/01/1912 – 01/01/2024

Morocco · Alliance Building · Issue IV

Key Insights

- Amidst the global power shifts and disruptions of supply chains, the European Union will need a new strategy to secure its position in the world and enhance the resilience of the domestic market. This paper explores how a new initiative of nearshoring EU's global production lines closer to its borders can achieve such a goal. More specifically, it attempts to argue that Morocco, for its economic structure and geopolitical structure, makes for a solid partner.

Definition

Nearshoring: Nearshoring is the strategy where a company relocates its production operations closer to its home country. This approach aims to reduce production costs, improve supply chain resilience, and mitigate risks associated with traditional offshoring.

> *Morocco's strategic location and competitive labor market make it an ideal nearshoring destination for the EU, promising both economic benefits and improved geopolitical ties.*

Documents: Full Publication (PDF)

DOI 10.69790/epis04.97052

EPIS