



Morocco

# Strengthening Quality Infrastructure for Sustainable Economic Development

- Objective** Moroccan small and medium-sized enterprises (SMEs) have access to both national QI services that fit their needs in the field of metrology and to qualified technical staff.
- Approach** The project is simultaneously developing an enhanced offer, targeted steering and a stronger demand for QI services in the field of metrology. The project focuses on strengthening the national QI institutions and on their ability to steer the quality infrastructure in Morocco. For this purpose, the project will use tools to analyze the QI system, both globally (i. e., taking all of the QI institutions and their service offer into consideration) and by means of sectoral analysis. The basic and advanced training measures are tailored to technical staff – both current and future (i.e., people currently studying) – of enterprises and laboratories. To substantiate changes at the operational level, support to DPCSMQ in performing tasks such as legal metrology or awareness-raising measures will be pursued.
- Impact** The project aims to improve access to internationally recognized QI services for those Moroccan enterprises that focus on exports, in particular small and medium-sized enterprises (SMEs). This will allow them to improve compliance with national and international requirements in terms of product quality and to increase their innovation capacities. This will also allow them to attain enhanced competitiveness – both on domestic and on international markets – and thus to obtain a better turnover.
- Cooperation** In order to achieve these goals, the project will cooperate with the different QI institutions, especially in the field of metrology, but also with institutions representing other pillars of the quality infrastructure, depending on the needs expressed. Moreover, the project also collaborates with educational institutions as well as with the private sector in order to ensure that training modules are available in the field of metrology, which fit the needs of universities and of the staff of specialist enterprises.
- Financing** German Federal Ministry for Economic Cooperation and Development (BMZ)
- Term** 2024–2027
- Contact** Ministry of Industry, Trade, Investment and the Digital Economy  
Directorate of Consumer Protection, Market Surveillance and Quality (DPCSMQ)  
Abdelhadi Mourchid  
amourchid@mcinet.gov.ma
- Physikalisch-Technische Bundesanstalt  
Marie Pardey  
+49 531 592-8578  
marie.pardey@ptb.de