

Morocco's reputation in the world 2015

Excerpts

The preparation of the report on Morocco's reputation in the world is the result of a partnership between the Royal Institute for Strategic Studies (IRES) and the Reputation Institute. Its aim is to analyze Morocco's reputation in the world in order to highlight not only strengths and deficiencies, but also the levers that could be leveraged to provide communication opportunities on the image of the Kingdom abroad.

This report emphasizes various aspects of the image projected by Morocco among citizens of other countries, with special focus on three main groups: first, the most industrialized countries which form the G-8 group and which represent important market outlets for the goods and services offered by Morocco; second, the perception by Moroccan citizens, who are the closest to the country's reality; and third, an analysis of Morocco's reputation among a number of emerging and/or developing countries.

The present memorandum, which is far from being exhaustive, seeks to highlight some excerpts of the above-mentioned report as presented below:

Morocco's reputation among the citizens of G-8 countries can be described as average, with a score on the RepTrak® Pulse indicator of 53.7 points (out of 100). Morocco is ranked at the same level as India, Chile, Philippines and Malaysia, and performs better than South Africa and Turkey.

Countries with the best reputation performance include Canada - which tops the 2015 list with a Country RepTrak® Pulse indicator of 78.1 points - the Nordic countries, Switzerland and Australia. Thus, there is a 24.4 points difference between Morocco's RepTrak® Pulse performance and that of the world leader.

There is better perception of Morocco's performance with respect to the attributes relating to "quality of life" and "institutional quality", whereas its lowest ratings are in connection with the attributes relating to the "level of development":

- Morocco's ratings with regard to 17 dimensions are below the international average, although in some cases the difference is negligible.
- Morocco's strengths from the perspective of the citizens of G-8 countries concern the following dimensions:
 - Friendly and welcoming people
 - Natural environment
 - Security
 - Lifestyle
- Morocco's most significant weakness concern the following dimensions:
 - Technology / Innovation
 - Education system
 - Well-known brands and companies
 - Business environment
 - Well-educated and reliable people
 - Contribution to global culture

In most variables, Morocco is better perceived by G-8 countries than the two benchmark countries Turkey and South Africa. However two exceptions need to be taken into account:

- South Africa is better perceived than Morocco with respect to the attributes relating to the natural environment and to culture.
- Turkey enjoys a more favorable perception than Morocco with regard to the attribute relating to education.
- Morocco is perceived by G-8 countries as a beautiful country to visit or to attend events. However, the perception is different when it comes to buying Moroccan products and services, investing, living or studying in the Kingdom.

As regards supportive behaviors, the citizens of Turkey, South Africa and the Netherlands did not express ample willingness to recommend Morocco.

In general, the citizens' perception of their own country (internal reputation) is more positive than external reputation. There is usually a 10 to 15 points difference between the internal and external reputation in the Country RepTrak® Pulse index. Morocco is no exception in this regard: the difference between its internal and external reputation is 15.7 points.

A comparison between the Moroccan perception of certain attributes and the international assessment reveals certain important discrepancies:

- The internal perception regarding some attributes is significantly higher than the external perception. The gaps between the two perceptions could provide communication opportunities. The key drivers are as follows:
 - Security
 - Friendly and welcoming people
 - International respect
 - Contribution to global culture
 - Natural environment
 - Well-educated and reliable people

- The drivers that may constitute a risk for Morocco's reputation are as follows:
 - Technology and innovation
 - Education system
 - Efficient use of public resources
 - Well-known brands and companies
 - Ethics and transparency

Moroccans more insistently recommend that their country be visited. However, the recommendation to study in Morocco is stronger abroad than among Moroccans themselves; this, in turn, is reflected by the weak internal perception of education system.

The will to invest in Morocco, to live in and visit the country, to buy Moroccan products and to attend events and work in Morocco are clearly more favorable among Moroccans than among citizens of the G-8 countries.