**MOROCCO**

**Information about Morocco's economic situation in numbers**

Area: 446,550 km²*

Population: 33.2 million* (2014)

Illiteracy rate: 33% (2011)

**Gross Domestic Product:** 121.9 billion USD* (2015), 112.6 billion USD* (2014)

**GDP per capita:** 3,638 USD* (2015), 3,392.3 USD* (2014)

**Rate of inflation:** 2.0%* (2015), 1.1%* (2014)

**Unemployment:** 9%* (2015), 9.1%* (2014)

*Estimate or projection

(Source: Germany Trade & Invest, as of November 2014)

**Information about book production in Morocco**

**Sales**

The statistics on industrial production and domestic trade provided by the Direction de la Statistique (Haut Commissariat au Plan) in Rabat do not record or identify figures for the book industry separately. Egypt’s two trade associations – Association Marocaine des Professionels du Livre (comprising some 40 publishers and booksellers) and Editeurs Marocains (primarily textbook publishers) – do not collect data. Consequently, the scope of the book industry can only be estimated indirectly on the basis of surveys regarding private (household) expenditures (Enquête nationale sur la consommation et les dépenses des ménages, ENCDM) and in terms of public expenditure (libraries, education).


(Source: ENCDM 2000/2001, more recent data not available)
Title production / new releases per year
The Moroccan National Library is the authority on documenting title production, though the private Fondation du Roi Abdulaziz Al Saoud in Casablanca also plays an important role in collecting and analysing this data (preparing databases and publishing Références maghrébines). The statistics of UNESCO and ALECSO relating to Moroccan book production are unreliable. The number of titles published per year grew from 329 in 1990 to 1,070 titles in 2004, with the highest growth rate occurring in the category of Arabic-language publications. For the period from 2010 to 2012 (more recent data has not been recorded), the following figures for total title production were reported: 1,734 in 2012, 1,891 in 2011 and 1,205 in 2010.

Unfortunately, the detailed filter function by language and subject group does not work.

Average book price (in EUR)
The website of the Moroccan online-bookstore http://livremoi.ma offers a good overview of the various book-price categories. Very thin paperbacks start at 10 MAD (approx. 0.90 EUR). Hardcover books are priced, on average, 5 to 20 EUR, while very elaborate illustrated volumes can cost up to 100 EUR.

Fixed book pricing
Prices are essentially uniform, according to the custom of the Moroccan book industry. This is also supported by the type of distribution, which primarily takes the form of publishers’ bookstores. Bookstores are frequently located in close proximity to each other (in the same city district), which is also conducive to uniform book pricing. Variations primarily occur during specific sales events. One problem the Moroccan book industry faces is the fact that selling European publications distributed in Morocco (dictionaries from France, for example) below production cost is officially prohibited.

Copyright laws
Berne Convention for the Protection of Literary and Artistic Works, in force since June 1977
World Trade Organisation (TRIPS-WTO), in force since January 1995

Licensing statistics
From 2004 to 2008, only five licenses were sold from Germany to Morocco (Buch und Buchhandel in Zahlen 2009). This represents 2.8% of the licenses sold to Arabic countries. From 2009 to 2013, not a single license was sold to Morocco. There are no official statistics on Moroccan licenses, but according to informed estimates the number of translations resulting from licenses totals around 30 per year, with French, Spanish and Italian representing the main languages. Fewer Moroccan licenses are sold abroad, also due to the fact that Moroccan authors (of fiction as well as non-fiction) often write in French and leave the marketing to French publishers, who also handle international licensing.
Export / Import
Morocco has a trade deficit in the book industry. In the late 1990s, imports totalled about 32.65 million USD, primarily from France (approx. 35%) and Spain, as well as from Lebanon and Egypt in the Arab world (approx. 6.8 million).

Number of publishers and bookstores
There is no specific information available about the number of active publishing houses in Morocco. Informed estimates place this figure at about 50. The publishing industry is largely privately structured and combines a relatively high annual title production with print runs of about 2,000 copies (typical for the region). The opposite is the case for textbooks, of which fewer titles are produced, but in much larger print runs. General bookstores are concentrated in the metropolitan areas of Casablanca and Rabat and are estimated to total around 30.

Sales / Distribution Channels
Books are primarily sold directly by publishing houses. Retail bookstores, which sell both directly and on a commission basis, are also utilised. The discount for booksellers is, on average, 50% of the retail price of a book. While distribution is generally not very developed in rural regions, mobile bookstore pilot projects serve some of these areas. Newspaper kiosks are gaining in importance, increasingly creating competition for bookstores. In 2014, the (Internet) bookstore http://livremoi.ma was launched in Casablanca.

Book fair
The 20th Salon international de l’édition et du livre (SIEL) 2014 was held on a 20,000-m² exhibition space from 13 to 23 February. 792 exhibitors from 54 countries participated in the fair.

(C. Helle, 2014)