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VISION 2010 AND THE PLAN AZUR

His Majesty The King Mohamed VI, on January 10, 2001 in Marrakech during the National Meeting on Tourism Morocco has officially been engaged in a new tourist policy commonly known as 'Vision 2010' and the Plan Azur. King Mohamed VI recognised that the country had been underachieving in the tourism sector; with beautiful natural scenery, an inviting culture and climate that surpasses European resorts Morocco was to be propelled as a leading tourist destination.

"The 2010 Vision" sets itself the goal of achieving the following figures-based objectives:

- Concerning tourist arrivals, it is planned to reach 10 million of tourists, 7 million of whom are international tourists (against 5,5Million in 2005);
- As regards hotel capacity, 160.000 beds will be created (130.000 beds in sea tourist resorts and 30.000 beds in the cultural destinations of the country), putting the national capacity up to 230.000 beds;
- Investments: the volume should reach 8 to 9 billion Euros, (planning of the new sea tourist resorts, infrastructures, hotel trade and entertainment);
- Receipts: it is expected to reach 48 billion of Euros concerning receipts in foreign currency,
- Jobs: 600.000 new jobs will be created;
- Contribution of tourism to the GDP: this contribution should annually rise by 8.5%(on average), which would bring it to around 20% by the year 2010

In order to allow tourism to play fully its role as a driving force of socio economic development of the country, Morocco has put in place precise actions and is actively implementing these with follow-up and assessment measures.

The "2010 Vision "revolves around six "Plan Azur" areas. These are also known as "Blue Zones" and are located on underdeveloped areas of coastline which are recognised for their outstanding natural beauty. Each of these has been given a specific theme support the overall strategy. These include Air Transport, Tourist Environment and Culture.

Property purchased in a Plan Azur has distinct tax advantages including a five year exemption from tax on rental income and no inheritance tax or capital gains tax if the property is held for a period of at least 10 years. In the case of Inheritance, the tax due can also be reduced if the property is left to a direct family member

Plan Azur Areas

Saidia - Spanish developer Fadesa have already constructed a great deal of the first site. Saidia is located on the Mediterranean coastline. Many of the residential properties are due for completion in 2009.

Larache - This is on the Atlantic coast, full details have yet to be announced however the site is due to be heavily sports orientated and a well known Belgian company have been awarded the construction.

Mogador - Again this is a Belgian backed development and will include excellent golf courses and hotels

Mazagan - This is to be based near Casablanca, the financial centre, there are plans for a world class casino, and two golf courses.

Taghazout - This is on the Atlantic coast neat Agadir which has a large international airport only This area has the advantage of an established international airport only 24 Miles away in

Agadir - The plan is for a diverse range of leisure and sports, including two golf courses, a luxury Spa.

Plate Blanche - This has not been awarded yet, it is to be based in the province of Guelmim, in the south of Morocco, which is a famous region with stunning mountain scenery and beautiful beaches.

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