



Beyond the Anchors:

# NORTH AFRICA's

Emerging Investment Landscape

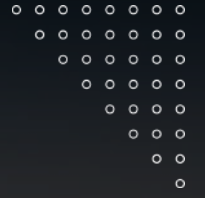
# Overview



Nueconomy's 2023–2024 Corporate Expansion Monitor highlights where new projects are emerging in North Africa, tracking global corporate expansion intent and investment trends. This deck explores how established anchors like infrastructure and automotive remain strong, while under-the-radar opportunities—such as agtech, renewable energy, and niche manufacturing—are rapidly emerging.



# 1 Infrastructure & Urban Development



Egypt and Morocco take lead in large-scale infrastructure (roads, rails, ports) and ambitious mixed-use urban developments (e.g., Egypt's New Administrative Capital, Morocco's new industrial zones). Growing urban populations will sustain demand for smart cities and modern transport. More integrated “live-work-play” communities are anticipated, especially around economic corridors.







# Automotive & Components Manufacturing 2

While Morocco's Tangier and Kenitra remain hubs for automotive assembly, Egypt and Tunisia are seeing mid-size projects for wiring systems and other components. Proximity to Europe, along with competitive labor costs, support ongoing expansions. Electric vehicle (EV) components could be the next wave, aligning with Europe's EV transition.



# 3 Renewable Energy & Power



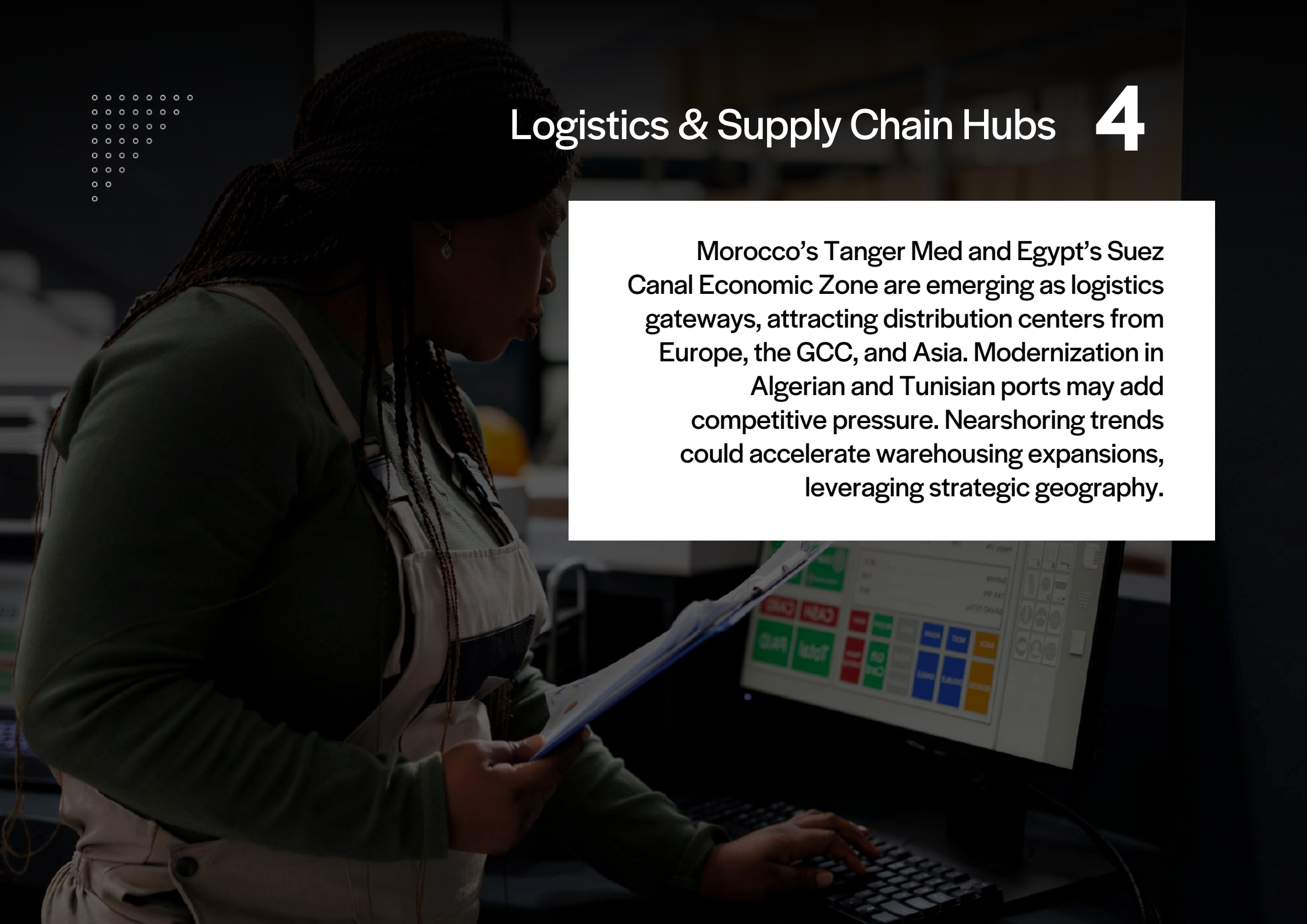
Notable solar (Morocco's Ouarzazate, Egypt's Benban) and wind projects are gaining traction, with pilot ventures in green hydrogen emerging. Cross-border energy deals (North Africa–Europe) and growing investments in energy storage are highly probable. Moreover, renewable export potential could reshape infrastructure and grid development.



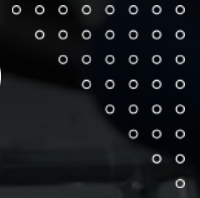


# Logistics & Supply Chain Hubs 4

Morocco's Tanger Med and Egypt's Suez Canal Economic Zone are emerging as logistics gateways, attracting distribution centers from Europe, the GCC, and Asia. Modernization in Algerian and Tunisian ports may add competitive pressure. Nearshoring trends could accelerate warehousing expansions, leveraging strategic geography.



# 5 Manufacturing Diversification (Textiles, Electronics)



Textiles and apparel draw significant investments in Tunisia and Egypt, with electronics assembly (consumer goods, small components) beginning to appear. Rising production costs in Asia may push more manufacturing to North Africa, and strengthening regional trade agreements could spur expansions into higher-value electronics.





The background image shows a beach scene with several large, conical thatched umbrellas and white lounge chairs on the sand. The ocean is visible in the background, and a stone wall runs along the shoreline in the foreground.

# Tourism & Hospitality 6

Coastal resort developments (Mediterranean & Red Sea) are leading, while cultural heritage tourism is growing slowly. Major hotel brands continue to expand in Morocco, Tunisia, and Egypt. While international travel recovery supports hospitality, cultural and eco-tourism offerings could diversify the sector, attracting niche travelers beyond the standard beach resorts.

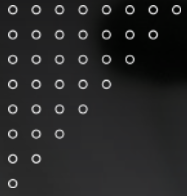


# 7 Agri-Business & Food Processing



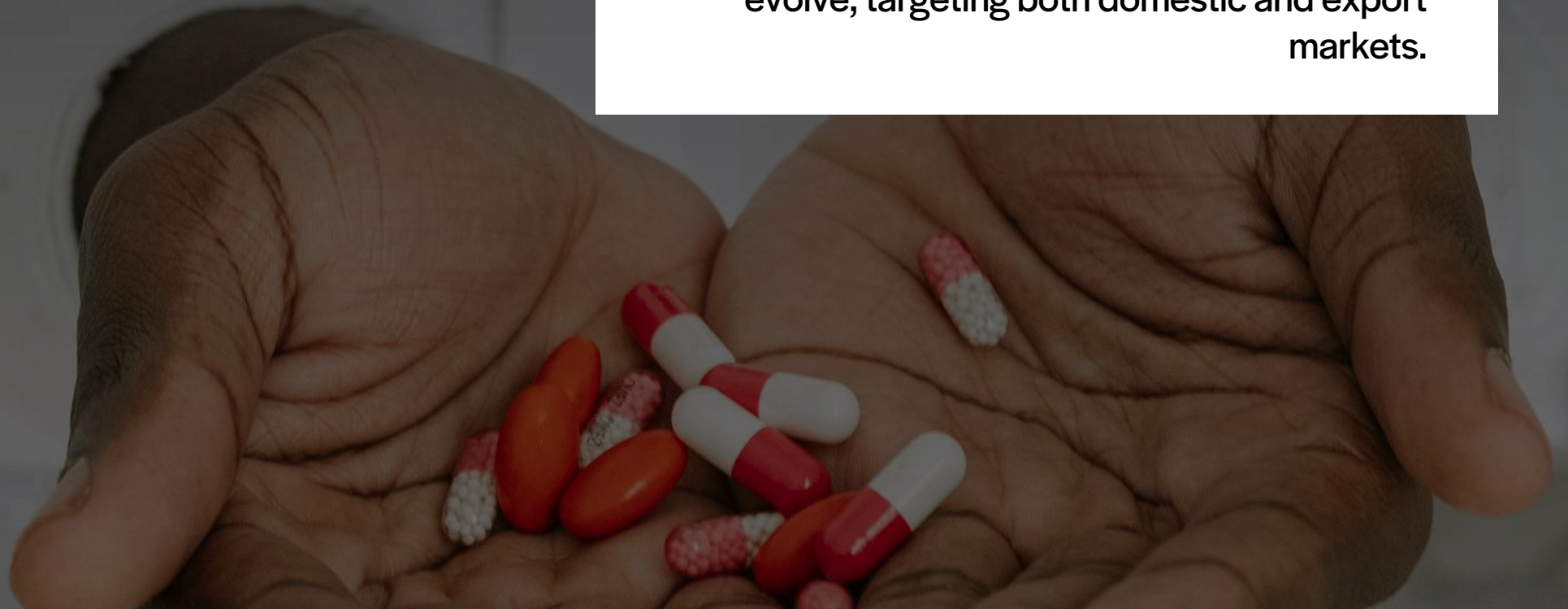
Investments in olive oil, citrus, and other food processing operations in Morocco and Egypt, as well as agritech adoption for improved yields in water-scarce areas, are rising. Climate adaptation will necessitate efficient irrigation, high-yield seed technology, and better storage logistics. Partnerships with Middle Eastern investors aiming to secure food supplies are likely to grow.





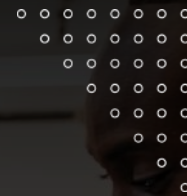
# Pharmaceuticals & Healthcare 8

Generic drug manufacturing is on the rise in Egypt, while Morocco is attracting smaller-scale medical device assembly. Private hospital groups display impressive growth in urban centers. As populations expand and healthcare spending increases, local pharmaceutical production and telemedicine solutions may evolve, targeting both domestic and export markets.

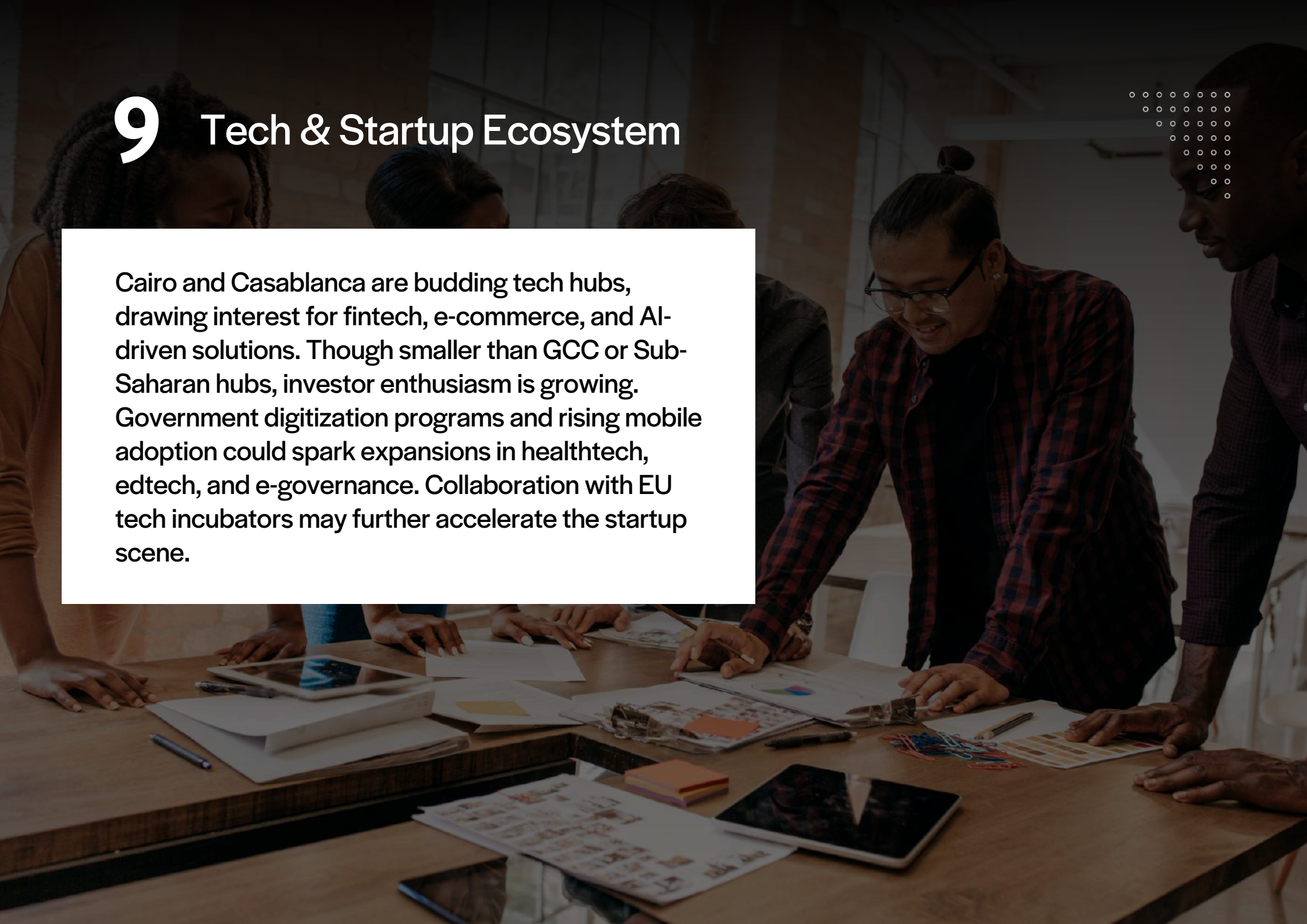




# 9 Tech & Startup Ecosystem



Cairo and Casablanca are budding tech hubs, drawing interest for fintech, e-commerce, and AI-driven solutions. Though smaller than GCC or Sub-Saharan hubs, investor enthusiasm is growing. Government digitization programs and rising mobile adoption could spark expansions in healthtech, edtech, and e-governance. Collaboration with EU tech incubators may further accelerate the startup scene.







# Sustainability & Waste Management 10

Early-stage waste-to-energy and recycling projects are in adoption in Egypt and Morocco, while Tunisia sees biodegradable packaging ventures. ESG-driven funding from Europe and the GCC suggests continued interest in circular economy models. As local regulations tighten around waste disposal, more sustainable solutions could scale up.



# **PERSPECTIVES** *from* **Nueconomy**

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