Morocco is in the process of improving its legislation on industrial and commercial property rights so that it is in line with European Union standards. And in some instances, it is exceeding them. It is essential to do this if we are to become a country in which people want to invest. Businesses want to see that we have a commercial environment which both conforms with and applies legal standards. If we don't create this environment, we cannot be competitive. The twinning project helped accelerate momentum in this area. We've created a good dynamic now. We don't want it to stop.

Adil El Maliki, Director, Office Marocain de la Propriété Industrielle et Commerciale (The Moroccan Industrial and Commercial Property Office), Casablanca

**CONTEXT**

Counterfeiting costs Moroccan businesses approximately 6 to 12 billion Moroccan Dirhams (€530 million to €1 billion) and the Moroccan economy 30,000 jobs a year, according to a 2013 study by the Office Marocain de la Propriété Industrielle et Commerciale (OMPIC) (The Moroccan Industrial and Commercial Property Office). This office, active since 2000, is primarily responsible for granting and registering commercial/industrial trademarks, patents, designs and Protected Geographical Indications within Morocco.
It also manages the national business register and industrial property rights holders’ registers. Since the office’s creation, it has been seeking to implement a more structured system of patent and trademark registration in order to stem the financial losses incurred by commercial counterfeiting and improve the general uptake of registration among Moroccan companies and innovators for these entities’ own commercial protection.

By strengthening the legal framework in this area and familiarising Moroccan companies with the concept of industrial property rights registration, the Office is aiming to improve the country’s business environment for both Moroccan and foreign companies, as well as protect and stimulate Moroccan innovation. A bill that would, if passed, increase fines and prison sentences for proven counterfeiting was under review by the Moroccan parliament in November 2013.

**OBJECTIVE**

- Consolidate the work of OMPIC in industrial property rights registration and promotion

**IMPACT**

- Comparative analysis between Morocco’s intellectual property rights legal framework and current EU legislation conducted and recommendations made in relation to Morocco’s laws
- A study on the incidence and impact of counterfeiting and piracy on the national economy conducted by the Comité National de la Propriété Industrielle et Anti-Contrefaçon
- Training courses devised in all aspects of industrial and commercial property rights registration and management for OMPIC’s new training centre. 300 judges, customs officers and legal experts received training in the centre’s first year (2012)