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AUTORITÉ MAROCAINE DU MARCHÉ DES CAPITAUX

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## Press release

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# The AMMC announces its priority actions for 2022

Rabat, 31 January 2022

**As part of its ongoing mission to provide information on its strategic directions, the AMMC is announcing its priority actions for 2022, aimed to leverage and strengthen its achievements in 2021.**

In accordance with its 2021-2023 strategic vision "**A capital market that supports the financing of economic recovery**", and after discussions with market players, the AMMC has selected 5 priority action areas to focus on in 2022:

### **I- Promoting market-based financing of companies in a backdrop of economic recovery**

In light of the substantial financing needs of companies brought about by the health crisis, the AMMC plans to launch or follow up on a series of projects with the purpose of supporting market-based financing. These include:

- Accelerating SMEs' access to the capital market;
- Scaling up the development of the private debt market;
- Consolidating the role of asset management in the financing of the economy.

### **II- Fostering the introduction of innovative products**

To broaden the range of financial instruments offered on the Moroccan capital market and to support innovation, several actions will be carried out in 2022. These include:

- Launching crowdfunding;
- Expanding the participative finance offer;
- Supporting the development of Fintech.

### **III- Sustaining actions to promote sustainable finance**

The AMMC is committed to the development of sustainable finance. To this end, it will be launching a series of initiatives aimed at promoting the mainstreaming of sustainability principles into the practices of issuers and market participants.

#### IV- Bridging the gap between the general public and the capital market

The AMMC places great emphasis on promoting financial literacy for the general public, especially individuals. In 2022, the AMMC intends to:

- Launch a mass communications campaign;
- Increase public outreach by mobilizing new channels.

#### V- Tackling emerging risks by promoting best practices and leveraging digitalization

In 2022, the adoption of new digital tools will help the Authority to become more efficient by consolidating best practices and enhancing risk management. The AMMC will thus further cement its new regulatory and supervisory approach by:

- Supporting market players in market development and the adoption of best practices;
- Enhancing controls by leveraging digitalization;
- Carrying out actions in the areas of cyber security, AML&CFT and anti-corruption.

2021 was marked by several highlights. These include:

- **The promotion of SME access to market-based financing** with the launch of the SME Offer in collaboration with other partners. This initiative leads to reduced costs and simplified procedures for SMEs;
- **The contribution to the development of the private debt market** with legal and regulatory changes to streamline the process of issuing and placing bonds and to improve investor protection;
- **The implementation of the framework governing Financial Investment Advisors (FIA)** through the AMMC Circular, which, once approved, will lead to the first accreditations of Financial Investment Advisors;
- **The enhancement of the supervision of the market and market participants** through more stringent and targeted inspections;
- **Continued efforts to promote financial literacy**, notably through the AMMC's involvement in annual financial literacy events and the publication of animated video clips and handbooks on the capital market.

#### **About the Moroccan Capital Market Authority (AMMC)**

*The AMMC is the regulatory authority of the Moroccan capital market. The institution's mission is to ensure the protection of savings invested in financial instruments and the proper functioning and transparency of the capital market in Morocco*

[www.ammc.ma](http://www.ammc.ma)

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