



Casablanca



GLN

**Naciri & Associés
Gide Loyrette Nouel**



Building from a premier position in France into a powerful independent international law firm, Gide Loyrette Nouel operates out of 21 offices around the world. With 650 lawyers and legal consultants, including 101 partners*, drawn from over 30 nationalities, the Firm offers some of the most respected specialists in each of the various sectors of national and international finance and business law.

On 1 July 2003, **Gide Loyrette Nouel** made its longstanding business cooperation with the firm of **Naciri & Associés** in Casablanca official.

In Morocco, **Naciri & Associés - Gide Loyrette Nouel** has a specialist business law team of 30 or so lawyers and consultants headed by Hicham Naciri, a partner admitted to the Casablanca and Paris Bars.

Offices
Gide Loyrette Nouel

- Algiers
- Beijing
- Belgrade
- Brussels
- Bucharest
- Budapest
- Casablanca¹
- Hanoi
- Ho Chi Minh City
- Hong Kong
- Istanbul
- Kyiv
- London
- Moscow
- New York
- Paris
- Prague
- Riyadh
- Shanghai
- Tunis
- Warsaw

For more than 80 years, **Gide Loyrette Nouel** has been offering legal advice and assistance to companies, public and private institutions, and governments. Constantly demanding the highest quality from its lawyers, the Firm is able to assist clients in resolving all manner of legal issues, no matter how complex or diverse.

With more than 300 lawyers working outside France, **Gide Loyrette Nouel** has a truly international presence: from New York to London, Paris to Brussels, Belgrade, Bucharest, Budapest, Istanbul, Kyiv, Moscow, Prague and Warsaw, from Casablanca to Algiers, Tunis and Riyadh, from Hanoi to Ho Chi Minh City, Beijing, Hong Kong and Shanghai, the Firm's offices cover all the world's different legal systems.

**GIDE LOYRETTE NOUEL
IN NORTH AFRICA**

Gide Loyrette Nouel operates in North Africa, with offices in Tunis and Algiers, which opened in 2001 and 2003 respectively, and through its partnership with **Naciri & Associés** since 1 July 2003. Its business extends across the countries bordering the Mediterranean and also throughout the African continent.

Gide Loyrette Nouel has, for several decades, been advising and assisting clients in Morocco with acquisitions, privatisations, public service concessions, BOT (Build Operate Transfer) transactions and international arbitration.

NACIRI & ASSOCIÉS

Naciri & Associés was founded in the 1930s. It is one of the top business law firms in Morocco. It is headed by Mohamed Naciri, a former Chairman of the Casablanca Bar Council and member of the Kingdom's Constitutional Court from 1993 to 1999.

The Firm's client base consists mainly of institutional investors, investment and commercial banks, leading Moroccan companies, public corporations, government agencies, and foreign investors operating in a variety of businesses including banking, insurance, telecommunications, real estate, tourism, industry, utilities and infrastructure.

**THE AREAS OF EXPERTISE
OF NACIRI & ASSOCIÉS -
GIDE LOYRETTE NOUEL**

The Firm offers its clients a service that meets international quality standards, combining legal expertise with a practical approach to conducting business in Morocco and covering all areas of business law with particular emphasis on the following:

Moroccan and Foreign Investments

The Firm assists clients in establishing their businesses in Morocco (setting up appropriate structures: joint ventures, subsidiaries, holding companies, branches, representative offices, etc.). It takes on all the legal aspects of transactions including negotiations, the drafting of agreements, tax planning and any procedures and formalities involving the authorities.

¹ In partnership with Naciri & Associés
*As at 01/01/2007

The Firm has also acquired extensive experience in the matter of exchange control regulations, negotiating investment and development agreements with the State, particularly for tourism, real estate development, telecommunications and energy.

Public-Private Partnerships

The Firm has acknowledged experience in public service concessions and BOT transactions. It has advised the Moroccan State, foreign companies and international institutions on how to structure and implement major electricity, water treatment, irrigation, energy, highway, port, mobile telephone service and coastal resort development projects.

Mergers & Acquisitions Privatisation – Market Transactions

The Firm has advised both Moroccan and international companies in relation to numerous public and private sector corporate acquisitions in a wide variety of areas including banking, finance, insurance, industry, agriculture and food, services and real estate, which makes it one of the leading mergers and acquisitions firms in Morocco.

It also assists clients with the sale and purchase of companies listed on the Casablanca Stock Exchange and the sale and purchase of corporate assets and existing businesses.

Stock Exchange – Capital Markets

The Firm has been involved in a number of capital market transactions, including increases in capital, bond issues, exchanges of shares in listed companies, listed company mergers, public sale and purchase offers and share issues by Moroccan and foreign issuers in the Moroccan market.

It also advises Moroccan and foreign banks and financial institutions concerning transactions requiring the structuring of derivatives.

Finance

The Firm regularly advises Moroccan and foreign banks, and borrowers, in relation to credit

transactions, the restructuring of finance, syndicated loans and establishing security interests. It was instructed by a syndicate of Moroccan and international banks to advise on a loan of one billion euros to a telecommunications operator, a transaction that earned the title “*MENA Telecom Deal of the Year*” in 2000.

Investment Funds – Private Equity

The Firm has significant experience in structuring and setting up investment funds. It has advised national and international financial institutions in structuring and setting up specific sector investment funds (real estate, tourism, agriculture and food).

It also assists funds with their investments (equity or asset purchases).

Tourism – Hotels – Entertainment

The Firm has developed wide experience in tourism, including building hotels and tourist accommodation and developing coastal resorts.

Construction – Real Estate

The Firm assists companies throughout the various phases of their construction projects including issuing invitations to tender, setting up structures for construction works and preparing various service agreements. It also assists clients with the sale and purchase of real estate assets especially large-scale projects such as stage completion (off-plan) property purchases.

Distribution

The Firm advises a number of clients on the matter of developing distribution networks and establishing chains of retail outlets.

Employment Law

The Firm has expertise in all areas of employment law and labour protection including both individual aspects (employment contracts) and group aspects (workforce restructuring and redundancies).

Taxation

The Firm provides foreign investors with tax advice especially planning to reduce transaction tax liability.

Intellectual and Industrial Property – Advertising, Prices and Competition

The Firm advises clients in relation to their licensing agreements, technology assignments and distribution agreements, helping them to protect their rights (design and trademark disputes, defending against unfair competition, trademark registration, etc.).

Dispute Settlement Arbitration

Under the supervision of Mohamed Naciri, former Chairman of the Bar Council, the Firm has particular expertise in handling government, administrative and commercial litigation, and conducting local and international arbitration proceedings.

RESOURCES

Human Resources

The Firm’s lawyers and consultants are well versed in the practice of Moroccan law and international business law. The Firm’s work extends throughout the Kingdom depending on the place where its clients’ negotiations are being conducted or businesses are established. Its working languages are Arabic, French, English and Spanish.

The Firm enjoys the support of the full network of **Gide Loyrette Nouel** specialists, enabling it to satisfy all client requirements particularly in new sectors of business in Morocco.

**Naciri & Associés -
Gide Loyrette Nouel**

63, boulevard Moulay Youssef
Third Floor
20000 Casablanca - Morocco
Tel. +212 (0)22 27 46 28
Fax +212 (0)22 27 30 16
E-mail: gln.casablanca@gide.com
www.gide.com

Resident Partners

Hicham Naciri, partner in charge
E-mail: naciri@gide.com

Yassir Ghorbal
E-mail: ghorbal@gide.com

February 2007 - Coversheet: "Solstice, 1965" Ahmed Cherkaoui, Collection Bourdine Cherkaoui, Paris - Photo: Philippe Mailard.



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