

## The Challenges Faced by Firms Investing in Africa: The Case of Moroccan Firms

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### **Abstract:**

Africa represents an emerging market of substantial business potential, driven by a growing population and rising consumer demand. However, this potential remains largely untapped because of a range of barriers that deter foreign investment. Since 2016, several Moroccan corporations have successfully expanded their operations—particularly in West Africa—serving as an ideal case study for understanding the challenges of doing business in African markets.

This research employs a qualitative approach based on the analysis of secondary resources, including academic literature, policy documents, and industry reports, to investigate the obstacles faced by foreign firms in Africa. Preliminary findings reveal that the operating environment on the continent is multifaceted, characterized by regulatory, institutional, security, political, logistical, cultural, and competitive constraints. Consequently, foreign investors must continually adapt their strategies to overcome these challenges, mitigate risks, and capitalize on emerging opportunities.

The policy recommendations and strategic insights presented in this study are aimed at assisting both international investors and host governments in developing more robust and sustainable economic partnerships across Africa.