



Royaume du Maroc
Ministère de l'Industrie, du Commerce,
de l'Économie Verte et Numérique



المملكة المغربية
وزارة الصناعة والتجارة
والاقتصاد الأخضر والرقمي

MEASURES TAKEN TO FACE THE COVID-19 PANDEMIC CHALLENGES

Consumer Protection Division
- Morocco -



CREATION OF A TASKFORCE

The Ministry has initiated a taskforce watching on the impact of Covid-19 since February 25th

On March 16th , a War-room was set up at the Ministry, which is a coordination and monitoring cell with stations dedicated to themes such as:

1. Monitoring the market supply situation and prices
2. Feedbacks from the Ministry's regional and provincial delegations
3. Investigations and consumer's claims
4. Steering and data analysis



MONITORING THE MARKET SUPPLY SITUATION AND PRICES

- Coordination for the handling of food and health products supply issues in close cooperation with the relevant ministries;
- Daily follow-up with retailers to monitor the supply of food and sanitary products in the market.



FEEDBACKS FROM THE MINISTRY'S REGIONAL AND PROVINCIAL DELEGATIONS

- Daily monitoring of the prices of products of basic consumption, by performing field visits
- Daily statistical reporting of store openings and closings in all regions of the country
- Specific monitoring of the availability and prices of sanitizers
- Support and assistance to traders to anticipate any lack of supply of the necessary raw materials



INVESTIGATIONS AND CONSUMER'S CLAIMS

- Setting maximum selling prices for some products that are in high demand during the pandemic, such as sanitizers and face masks
- Processing and analysis of consumer claims received via the complaints platform,
1400 complaints: home schooling; e-commerce; banking; cancelled travel...
- Depending on the complaints, investigations were ordered resulting in **300** legal actions
Special investigations on possible infringements in relation to face masks.
- Coordination with consumer associations in terms of awareness-raising



STEERING AND DATA ANALYSIS

A consolidated dashboard containing all the actions and alerts of the day was produced daily;

The vigilance points reported on the dashboard were analyzed separately to produce recommendations and action plans.



LEGISLATIVE AND REGULATORY MEASURES

Drafting of several legislative texts relating to various fields, including mainly

- The characteristics of face masks made of non-woven fabric for non-medical use ;
- The list of industries and commerce that may continue to operate during the pandemic ;
- The dematerialization of certain administrative formalities;
- The application of provisional measures against the increase in the prices of face masks and sanitizers.



AFTER CONFINEMENT MEASURES

Joint local and regional committees, monitor the application of precautionary measures within workplaces based mainly on:

- Cleanliness and disinfection of the workplace.
- Availability of disinfection products, cleaning products and protective masks.
- Knowledge of precautionary measures against "Covid 19".
- Working conditions.
- Professional meetings.
- The company's prevention plan.



AFTER CONFINEMENT MEASURES

Commerce Sector:

Development of a business resumption guide to identify measures to be taken by merchants to reduce the risks of the pandemic.

Businesses must comply with a set of measures, like:

- Provide protection and disinfection products
- Increase the frequency of cleanings and focus on cleaning the areas most susceptible to the spread of the virus;
- Adopt barriers to limit contact between merchants and customers.
- Take measures to respect the distance between customers ...



THANK YOU

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