

# Handicrafts Strategy

Handicrafts is a leading employment sector (the second in the Kingdom), with a total active workforce of nearly 2.4 million artisans working in cultural crafts (FCC), which accounts for 17% of employment in the entire sector, approximately 420,000 artisans, as well as utility crafts (30%) and service crafts (53%).

After years of being confined to a strictly social perspective, this sector gained recognition in 2007 for its significant growth potential and its contribution to the country's economic development. This led to the signing of its program contract, 'Vision 2015,' for its FCC component under the effective presidency of His Majesty the King in February 2007. This recognition has established it as a strategic sector with undeniable economic and social importance, as well as significant cultural value.

To strengthen its economic role and contribution to national development, as well as its critical role in preserving national identity and intangible heritage, the handicrafts sector, in all its components, now requires a differentiated and innovative development strategy, along with a targeted, pragmatic, and impactful roadmap. This requirement has grown even more critical in light of the COVID-19 outbreak and its destructive impact on stakeholders' networks.

Accordingly, the new sector 2030 strategy aims to be inclusive, integrated, and encompassing all stakeholders and sectors while adopting a targeted and differentiated approach that addresses:

## 1. Stakeholders

Stakeholders differ based on the challenges and needs of various segments, which are categorized by their size and maturity level.

## 2. Sectors

Sectors are prioritized according to their specific challenges, taking into account criteria such as domestic and export market development potential, the presence of a structured ecosystem of stakeholders, maturity level, and the extent to which the encountered problems are identified.



### 3. Value chain links

In general, the links in the value chain are facing issues due to the lack of competitiveness and low modernization of tools and methods used, whether in terms of sourcing raw materials, production, or marketing and promotion.

This strategy aims to direct state incentive measures towards promising sectors with high potential, notably pottery, rural carpets, and jewelry.

	Sectors	Principal insights
Group 1	<ul style="list-style-type: none"> <li>• <b>Ceramic pottery</b></li> <li>• <b>Rural carpet</b></li> <li>• <b>Jewelry</b></li> </ul>	<ul style="list-style-type: none"> <li>• Very strong development potential</li> <li>• Existence of a structured ecosystem of stakeholders</li> <li>• Well-defined sectoral issues</li> </ul>
Group 2	<ul style="list-style-type: none"> <li>• Basketry</li> <li>• FCC* wood</li> <li>• Leather goods (incl. Footwear)</li> <li>• Non-carpet weaving (kharka, fabrics)</li> <li>• Metals (brassware and wrought iron FCC)</li> </ul>	<ul style="list-style-type: none"> <li>• High development potential</li> <li>• Sectors requiring further analysis and whose ecosystem is not yet mature</li> </ul>
Group 3	<ul style="list-style-type: none"> <li>• Textiles (traditional clothing, embroidery)</li> <li>• Traditional buildings</li> </ul>	<ul style="list-style-type: none"> <li>• High development potential</li> <li>• Sectors with high maturity (offering continuously adapting to market needs)</li> </ul>

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Prioritization level

(\*) FCC: with strong cultural content