



Global Finance: Attijariwafa bank Ranked among the Best Financial Innovation Labs in the World

Attijariwafa bank, June 18, 2021 - In its ranking «The Innovators 2021», the prestigious American magazine Global Finance has listed Attijariwafa bank among the best financial innovation laboratories worldwide.

As an international reference in the field of financial news, the magazine rewards for the 4th edition the innovations advocated, launched and introduced by institutions, laboratories and other fintechs in the seven regions of the world.

The editors of the Anglo-Saxon monthly, with the contribution of experts in the sector, recognize this year Wenov by Attijariwafa bank, the entity of the group entirely dedicated to innovation, as a reference brand in the deployment of innovative and entrepreneurial tools enabling the development of banking solutions as well as new technologies and highly inclusive digital infrastructures.

Its «WeLab» branch, a real technological laboratory, accelerates the development of new innovative technological concepts with high business added value by carrying out POCs (Proofs Of Concept - tangible proof that a potential product or service can work) while relying on Attijariwafa bank's internal talents, women and men.

Additional branches and tools, such as «Smart Up & Ideation», «WeDesign» and «WeCulture», are deployed to imagine and design the banking experience of tomorrow through disruptive approaches such as Design Thinking, Lean Startup etc. These tools also aim to stimulate employee creativity through a range of acculturation programs. They are carried out in an open and partnership-based way with the ecosystem of incubators, startups, universities, institutional players, etc.

To date, the entity «Wenov» by Attijariwafa bank, carried by a team of passionate and committed entrepreneurs who continuously develop innovation devices, has collaborated with 120 startups, delivered about a hundred POCs and signed several strategic partnerships with its national and international ecosystem.

On the startup corridor, in particular, funding has been possible thanks to partnerships with incubators or gas pedals such as CEED, the Moroccan Center for Entrepreneurship. «Wenov» also works with academics to mentor students and incubate their projects around the themes of Artificial Intelligence, blockchain, Internet of Things, etc.

Making innovation a strategic lever and an intrinsic value to meet the many challenges of its environment, Attijariwafa bank has thus amplified its innovative actions internally and externally over the last few years.



«The digital revolution is still in its infancy, and teams around the world are currently working to make the future a reality with new ideas», says **Mr. Joseph D. Giarraputo, publisher and editorial director of Global Finance**, before stating, «Whether founded by a bank, university, consultant, or NGO, the financial innovation labs on Global Finance's annual list are the incubation ground for tomorrow's solutions.»

Mr. Hassane El Bedraoui, Deputy General Manager of the Attijariwafa bank group, in charge of the Transformation, Innovation, Technologies and Operations Division declared following this consecration: «We are very honored by the nomination of «Wenov by Attijariwafa bank» as one of the best financial innovation laboratories in the world by the prestigious Global Finance Magazine. Fully dedicated to innovation, this entity offers the Attijariwafa bank group a unique capacity for exploration, experimentation and openness to design and prototype innovative banking experiences and build the bank of tomorrow.

Today's recognition testifies to the relevance of our President's vision, which makes innovation a strategic and emblematic axis of Attijariwafa bank and a real lever of value creation for the bank as well as for its Moroccan and African ecosystem».

About Global Finance

«**Global Finance**» is a monthly magazine from the Class Editori group, founded in 1987 and based in New York. It is distributed in more than 158 countries, with a circulation of 50,050 copies in English throughout the world. Global Finance is an international reference in the field of financial news.

Global Finance covers topics related to the global finance industry including corporate finance, joint ventures, mergers and acquisitions, capital markets, foreign exchange, banking, risk management, etc. Global Finance is also a privileged media partner of the IMF annual meetings.

About «The Innovators» Awards

«**The Innovators**» Awards by Global Finance recognize the most innovative banks in Africa, Asia-Pacific, Central and Eastern Europe, Latin America, the Middle East, North America and Western Europe. The most innovative Fintech companies in Asia Pacific, Central and Eastern Europe, North America and Western Europe; and the best financial innovation labs. The awards are divided into several categories: the best innovations in corporate finance, payments, trade finance, cash management, and Islamic finance, with winners selected from different regions of the world.

Press Contact - Attijariwafa bank group

Mrs Ouafaa GHAOUAT

Media Relations Manager

Phone : 00212 647 47 32 90

Email : o.ghaouat@attijariwafa.com