



PRESS RELEASE

3rd Edition of the “Ana Maâk Trophies”

Attijariwafa bank Continues to Support Entrepreneurs and Project Leaders

Casablanca, October 4th, 2021 – In line with its vocation as a leading societal player and its proactive strategy to promote the entrepreneurial ecosystem, Attijariwafa bank consolidates its support for small businesses and project leaders wishing to embark on an entrepreneurial adventure, through a new edition of the “The Ana Maâk Trophies” competition.

Given that, and in the light of the success of the first two editions, Attijariwafa bank confirms its confidence in the development of the entrepreneurial fabric of our country, despite the ongoing difficult context, through this new edition of this national competition which aims to reward the efforts of Moroccan entrepreneurs and highlight their talent.

For this 3rd edition, and given the current circumstances, the “The Ana Maâk Trophies” will be reinvented and will be organized in a ‘phygital’ format (the use of technology to bridge the digital world with the physical world) to comply with the health measures in force, and above all, to address the largest number of potential candidates throughout the Kingdom.

The call for applications, targeting nearly 5,000 participants, will be launched on daralmoukawil.com from October 1st to November 15th, 2021. At the end of this phase, a caravan will travel across the 12 regions of the Kingdom from December 6th to 31st, 2021 to reward 3 winners per region. This caravan will stop in the main cities of these regions which are: Laâyoune, Dakhla, Guelmim, Agadir, Errachidia, Marrakech, Beni Mellal, Fez, Oujda, Tangier, Rabat, and Casablanca.

The best project in each region (12 in total) will take part in the national grand finale with a distinguished jury that will select the 3 national “The Ana Maâk Trophies” grand winners.

To encourage the winners in their entrepreneurial journey, Attijariwafa bank will offer individual awards of up to 50,000 DH for the 36 regional finalists and additional awards of up to 100,000 DH for each of the 3 national winners.

In addition to financial contributions, Attijariwafa Bank will offer the laureates tailor-made and long-term help to support them in the sustainability of their business (free Bank account – listing with the Purchasing Department of Attijariwafa Bank – support via Dar Al Moukawil, etc.).

Through this citizen initiative, Attijariwafa bank confirms its contribution to the promotion of entrepreneurship in Morocco, especially among project leaders and entrepreneurs who constitute a formidable wealth for our country.

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