



Attijariwafa bank inaugurates a new Dar Al Moukawil center in Laayoune

Casablanca, 5 November 2021- In line with its proactive strategy to promote the entrepreneurial fabric and considering the prominent role of the Laayoune-Sakia El Hamra region in the founding vision of the Kingdom of Morocco, Attijariwafa bank strengthens its support to small businesses and project leaders through the launch of a new Dar Al Moukawil center in Laayoune.

Launched in 2016, Dar Al Moukawil is a social and citizen-oriented support system offering integrated and free support to project leaders, auto-entrepreneurs and microbusinesses, irrespective of whether they are customers of the bank or not.

Thus, through a network of dedicated centers and the daralmoukawil.com web platform, Attijariwafa bank provides small businesses and project leaders with a comprehensive package, consisting mainly of tailor-made advisory sessions, meetings with experts, a full training and business networking program to support and accompany them in their entrepreneurial journey.

It is on the eve of the 46th anniversary of the Green March, a highly symbolic date for our country, and in the presence the Wali of the Region of Laayoune-Sakia El Hamra, the President of the Municipal Council of Laayoune, the President of the Council of the Laayoune-Sakia El Hamra Region, the Chairman and CEO of the Attijariwafa bank group, as well as a number of partners of the entrepreneurial ecosystem that this 16th Dar Al Moukawil center in Laayoune was inaugurated.

This initiative is part of Attijariwafa bank's commitment to enhance its active participation in the economic and social dynamics of this region, which is a remarkable showcase of integrated regional development. This is achieved by pooling its efforts with all actors of the national and regional ecosystem. It is in this regard that several partnership agreements have been signed with public and private actors: the Wilaya of the Laayoune-Sakia El Hamra Region, the Municipal Council of Laayoune, the Digital Development Agency and the Regional Investment Center.

Through this innovative support of microbusinesses and project leaders, Attijariwafa bank intends to contribute to the promotion of entrepreneurship in Morocco, especially among young people and women who represent a tremendous asset for our country. This is yet another confirmation of Attijariwafa bank's commitment to social and economic development, and its commitment to actively contribute to the promotion of entrepreneurship.

This effort will continue with the gradual roll-out of Dar Al Moukawil centers and their exclusive services in all regions of the Kingdom, in addition to daralmoukawil.com on the web.

Find all the Dar Al Moukawil centers on

<https://www.daralmoukawil.com/fr/centres-dar-al-moukawil/>

Press Contact - Attijariwafa bank group

Mrs Ouafaa GHAOUAT

Media Relations Manager

Phone : 00212 647 47 32 90

Email : o.ghaouat@attijariwafa.com