



Attijariwafa bank and AMCI support students and international cooperation alumni of the Kingdom of Morocco.

Casablanca, 21 January 2022 - The Attijariwafa bank group and the Moroccan Agency for International Cooperation (AMCI) launch the 1st cycle of entrepreneurship training for students and international cooperation alumni of the Kingdom of Morocco. This initiative consolidates the ties between both institutions which are strongly committed to supporting talents and actively contributes to enhancing their skills and developing their capacities.

This large-scale project, launched by the Attijariwafa bank group and its partner, the Moroccan Agency for International Cooperation, aims to actively contribute to the development of entrepreneurship, which is a driver for youth development, integration and inclusion.

This training cycle is part of the momentum to promote South-South cooperation advocated by His Majesty King Mohammed VI, may God assist him, by targeting a wide spectrum of students and international graduates of the Cooperation of the Kingdom of Morocco.

This initiative will be structured around three main programs :

- 1. Introduction to entrepreneurship** (Dar Al Moukawil Academy): a program to increase awareness and understanding of entrepreneurship, which mainly focuses on an introduction to entrepreneurship, mechanisms for structuring an idea and transforming it into a project, financing levers, market research, business plans, legal forms, etc.
- 2. Support for business creation** (Entrepreneurship hub): an integrated training and support program for business creation, through a structured system that helps project leaders from the creation of their business, all the way until the completion of their entrepreneurial ventures.
- 3. Development of newly created micro-businesses** (Post-creation support): a program of financial and non-financial support for business that have already been created. The modules provided are geared towards financial literacy, cash flow management, digitalization of activities, strategic aspects, customer relations, etc.

This training cycle will be officially launched on **28 January 2022**, and will follow the call for applications launched from **13 to 24 January 2022**, on the Morocco Alumni platform (www.moroccoalumni.ma) operated by the Moroccan Agency for International Cooperation.

This concrete initiative reflects the commitment of the Attijariwafa bank group and the Moroccan Agency for International Cooperation to promote excellence by enabling young students and cooperation alumni from the Kingdom of Morocco to benefit from structuring programs designed to guide them on the path to success.

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