



Attijariwafa bank inaugurates the new headquarters of its Regional Directorate in Fez-Meknes

Fez, May 19, 2022 - The Attijariwafa bank group has just inaugurated the new headquarters of the Regional Directorate of Fez-Meknes, in the presence of Mr. Mohamed EL KETTANI, Chairman and CEO of the Attijariwafa bank group, Mr. Said ZNIBER, Wali of the Fez-Meknes Region, Mr. Abdelouahed EL ANSARI, President of the Council of the Fez-Meknes Region and Mr. Abdeslam BEKKALI, mayor of Fez.

On this occasion, two partnership agreements were signed; one between Attijariwafa bank and the Regional Directorate of the OFPPT in Fez-Meknes, and the second between Attijariwafa bank, the Regional Investment Center (CRI) of Fez-Meknes, and the General Confederation of Moroccan Enterprises (CGEM).

Featuring new branch concepts, the various spaces have been designed to provide an optimal experience for private and professional customers, VSEs and SMEs, giving them access to Attijariwafa bank's financial and non-financial services via functional, streamlined and user-friendly physical and digital channels.

Indeed, the new concepts of Attijariwafa bank branches allow customers to share and exchange ideas in order to provide all categories of customers with tailor-made support, which meets their specific expectations to help them achieve their personal and professional goals.

In addition to its regional development purpose, this regional headquarters aspires to combine environmental performance and an energy feat through its so-called bioclimatic design, promoting the well-being, comfort and health of its ecosystem. A desire that has earned it the "Exceptional" level HQE™ certification by the international organization Cerway.

In addition, Attijariwafa bank has strived to make this new space a showcase dedicated to creativity, inspiration and noble crafts that unquestionably evoke Fez from the past. Wood, zouak, ceramics, the chiseled copper of the Seffarine, leather and embroidery are harmoniously blended around the works of great masters. A permanent exhibition of important works from the Group's collection can thus be enjoyed in all areas of the headquarters.



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On the sidelines of this opening, the Attijariwafa bank Foundation organized a conference as part of the «Exchange for a better understanding» series on the theme: « Fez-Meknes: assets and investment opportunities of the Region», with the participation of Mr. Yassine TAZI, Director General of the Fez-Meknes Regional Investment Center, Mr. Nawfal KETTANI, Director General of Maroc-Modis and member of the regional representation of the General Confederation of Moroccan Enterprises (CGEM) and Mr. Hicham SEBTI, Director of Euromed Business School, who moderated the conference.

This conference was an opportunity to highlight the economic, cultural, tourist and human assets of the Fez-Meknes region and to recall the importance of its contribution to the creation of national prosperity.

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