



COMMUNiqué DE PRESSE

Attijariwafa bank rewards the finalists of the 3rd edition of the Ana Maâk Awards

Casablanca - May 26, 2022 - In line with its commitment to be a key player in society and in accordance with its proactive strategy to promote the entrepreneurial ecosystem, Attijariwafa bank is consolidating its support for small businesses and project leaders wishing to embark on an entrepreneurial adventure through the third edition of the «Ana Maâk Awards» contest. Launched last October, this 3rd edition was a real success and saw the participation of 3,500 project leaders who registered on the www.daralmoukawil.com platform, a record compared to the first two editions.

The 320 candidates selected during the pre-selection phase took part in the regional caravan, which started on December 6th, 2021 in the region of Laayoune, toured the 12 regions of the Kingdom in order to reward 3 winners per region in the cities of Dakhla, Guelmim, Agadir, Errachidia, Marrakech, Beni Mellal, Fez, Oujda, Tangier, Rabat, and ended the tour in Casablanca on January 5th, 2022.

During this regional caravan, the candidates had the opportunity to present their projects in front of a panel of judges composed of key players from the regional entrepreneurial ecosystem, who were strongly mobilized for this high social-impact event (Regional Investment Center; Tamwilcom, Chambers of Commerce, Industry and Services, Chambers of Handicrafts, Chambers of Agriculture, etc).

During this stage, Attijariwafa bank rewarded the 3 finalists of each region with a financial grant according to their ranking (Gold, Silver or Bronze award).

The Gold winners from each region participated in the grand national final held on May 26th, 2022 at the Four Seasons Hotel in Casablanca in the presence of Mr. Mohamed El Kettani, Chairman and CEO of the Attijariwafa bank group. During this final, an eminent panel of judges designated the 3 national winners of the «Ana Maâk Awards» who received an additional cash prize of between MAD 50 000 and 100 000.

In addition to the financial contributions, Attijariwafa bank will offer tailored, long-term support to the finalists of this contest to help them sustain their business, as well as a referral to Attijariwafa bank's Purchasing Department.

Moreover, all the regional and national winners have benefited from a complimentary bank account and support through the Dar Al Moukawil scheme.

Through this citizen initiative, Attijariwafa bank aims to contribute to promoting entrepreneurship in Morocco, especially among young people and women who represent a tremendous wealth for our country. Furthermore, Attijariwafa bank is consolidating its position as a partner for project leaders and very small enterprises.

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