



Attijariwafa bank group launches its new Business Game “Attijari Startup Game”

Casablanca, 25 November 2022 - Casablanca, 25/11/2022- Due to the success of the previous editions of the «Attijari City» Business Game, Attijariwafa bank group has launched a new version with a pan-African dimension called «Attijari Startup Game”.

The 2022 edition has been organized in partnership with the Game Changer Company and aimed to promote gamification as a new pedagogical learning format, adapted to a new generation of students who are digital enthusiasts and strongly imbued with everything digital.

Having brought together a dozen of Moroccan and international schools and universities (Ecole Centrale de Casablanca, ESCG Cameroon, ISCAE, Sup de Co Dakar, ENSIAS, ISM Dakar, UM6P, Mundiapolis University, ENSIT Abidjan, Euromed University of Fez, ESATIC Abidjan and Sup ' RH School of Management), «Attijari Startup Game» allowed students to concretely implement financial mechanisms and make strategic choices through immersion in the business world.

This new version of the Business Game around entrepreneurship has made it possible for the participating students to create a real dynamic, based on team spirit, the creation of synergies, the spirit of sharing and the acquisition of skills through practice and a playful approach.

At the end of this competition, students from Mundiapolis University climbed to the top of the podium, closely followed by the ENSIT Ivory Coast team, while the third place was taken by teams from ISCAE and the Euromed University of Fez.

Through the launch of «Attijari Startup Game», Attijariwafa bank group reaffirms its ambition to actively contribute to the promotion of emerging talents and to strengthen its collaboration with its academic partners on a continental scale. This initiative is also part of the dynamic carried by the Group, which aims to support start-ups and help them emerge.

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