



**AFRICA**  
DEVELOPMENT CLUB  
نادي إفريقيا و التنمية

INTERNATIONAL AFRICA  
**DEVELOPMENT FORUM**

2024

## Press release

### **Attijariwafa bank group and the Secretariat of the African Continental Free Trade Area (AfCFTA) sign a Memorandum of Understanding to accelerate the impacts of the AfCFTA and facilitate trade and investment on the African Continent**

Casablanca, June 27, 2024 - The Attijariwafa Bank group and the African Continental Free Trade Area (AfCFTA) Secretariat signed, on the sidelines of the 2024 Edition of the International Africa Development Forum, a Memorandum of Understanding (MoU) aimed at accelerating the impacts of the AfCFTA to facilitate trade and investment on the Continent.

Initiated by Mr. Mohamed El Kettani, Chairman and CEO of the Attijariwafa bank group, and H.E. Wamkele Mene, the Secretary-General of the AfCFTA Secretariat, this Memorandum of Understanding relates to the cooperation between the two parties to mobilize resources, identify and support the implementation of projects in priority sectors such as infrastructure, energy, agriculture, agro-industry, automotive, pharmaceutical industry, transport and logistics.

Both parties also committed to supporting African Trading Companies that facilitate and stimulate intra-African trade, to promote the participation of women and young entrepreneurs in the AfCFTA to further promote job creation and projects, and to rely on the Attijariwafa Bank Group's Africa Development Club, as a South-South exchange platform in favor of the African entrepreneurs community.

Thus, the Attijariwafa Bank group and the AfCFTA have agreed, through this memorandum, on the fundamental principles of this cooperation. These include:

- to promote AfCFTA trade and investment opportunities;
- to mutually participate in events and forums organized by the two parties as well as in sectoral economic missions on the Continent, organized by the Africa Development Club;
- to take part in the Sufawe initiative of the Africa Development Club by supporting and strengthening its program;
- to co-organize sectoral webinars for AfCFTA opportunities (Automotive, Agro-industry);
- and finally, to exchange market information and publications related to trade and investment in Africa.



**AFRICA**  
DEVELOPMENT CLUB  
نادي إفريقيا و التنمية

INTERNATIONAL AFRICA  
**DEVELOPMENT FORUM**

2024

## Press release

Speaking during the signing ceremony, H.E. Wamkele Mene, Secretary-General of the AfCFTA Secretariat, welcomed the conclusion of this important MoU which demonstrates the desire of both parties to bring their cooperation to a higher level and to further strengthen the role of the African banking sector in supporting African economic operators in prospecting business opportunities across the continent, thus broadening their ambitions to effectively contribute to economic prosperity in Africa.

Being convinced of the importance of this initiative, the Secretary-General recalled: *"The need to also strengthen communication channels on business opportunities on the continent and the prioritization of unifying infrastructure projects can even contribute to the acceleration of movements of people and capital"*.

The Secretary-General also underlined *"the need to involve all the active forces of African nations and to encourage economic operators to take ownership of the objectives of the AfCFTA, the main objective of which remains the establishment of a flourishing economic space beneficial to all African people"*.

During his speech, Mr. Mohamed El Kettani, Chairman and CEO of the Attijariwafa bank group, stated : "Upon discovering the current capabilities of the AfCFTA, we become aware of the substantial contribution of this initiative to Africa's economic development. This free trade zone has the potential to profoundly transform intra-African trade by eliminating both tariff and non-tariff barriers and stimulating foreign direct investment. »

He added: "As a pan-African financial institution, Attijariwafa Bank is firmly committed to supporting this dynamic of growth and economic integration. This agreement not only represents a significant advancement for our two organizations but also a unique opportunity to leverage the synergies created by this strengthened cooperation. We look forward to collaborating through activities such as the Africa Development International Forum (FIAD) and to fully benefitting from the economic opportunities offered by our burgeoning continent. Together, we will work towards building a more integrated, competitive, and prosperous Africa."



# INTERNATIONAL AFRICA DEVELOPMENT FORUM

2024

## Press release

This memorandum of understanding illustrates the ongoing commitment of the Attijariwafa bank group and the AfCFTA Secretariat to deeper African economic integration, promoting sustainable development, economic growth, and increased intra-African trade.

### About the African Continental Free Trade Area (AfCFTA)

The African Continental Free Trade Area (AfCFTA) is one of the flagship projects of Agenda 2063: The Africa We Want and entered into force on 30 May 2019. It is a high ambition trade agreement covering a market of more than 1.4 billion people, with a comprehensive scope that includes critical areas of Africa's economy, such as digital trade and investment protection, amongst other areas. By eliminating barriers to trade in Africa, the objective of the AfCFTA is to significantly boost intra-Africa trade, particularly trade in value-added production and trade across all services sectors of Africa's economy.

### About the Africa Development Club

The Africa Development Club, created by the Attijariwafa Bank Group in 2016, aims to bring together the business community, leaders, and public representatives to pragmatically boost investments across the Continent. It is a reliable reference space for networking and exchanges, as well as a platform providing access to information, services, and expertise to facilitate the realization of entrepreneurs' projects, major public structuring projects, as well as South-South and North-South-South cooperation. The Attijariwafa Bank Africa Development Club includes 13 Clubs across Africa, with more than 5.000 active members in 42 countries. Since its inception, nearly 22.000 participants, business leaders, and government leaders from 40 countries have taken part in the "Africa Development" dynamic, and more than 26.000 structured business meetings have been conducted.



**AFRICA**  
DEVELOPMENT CLUB  
نادي إفريقيا و التنمية

INTERNATIONAL AFRICA  
**DEVELOPMENT FORUM**

2024

## Press release

### About Attijariwafa bank

Attijariwafa bank is a key player on the African continent. In addition to its banking activities, the Group operates through subsidiaries specialising in various financial businesses such as insurance, mortgages, consumer credit, leasing, asset management, stock market intermediation, private banking, consulting, long-term leasing, factoring, etc.

The Attijariwafa bank group employs 20,782 staff and manages a portfolio more than 12 million customers through 7,223 branches. Attijariwafa bank is based in Morocco and operates in 27 countries through majority-owned banking subsidiaries:

In Africa: Benin, Burkina Faso, Cameroon, Chad, Côte d'Ivoire, Egypt, Gabon, Mali, Mauritania, Niger, Congo, Senegal, Togo and Tunisia;

In Europe: Belgium, France, Germany, Italy and Spain;

It is also present through financial companies or representative offices in Abu Dhabi, Dubai, Geneva, London, Montreal, Beijing, Qatar and Riyadh.

### Press contact - Attijariwafa bank group

**M. Jalil Kadiri**

+212 6 62 15 39 29

[j.kadiri@attijariwafa.com](mailto:j.kadiri@attijariwafa.com)

### Contact presse – Secrétariat de la ZLECAf

**Ms. Grace Khoza**

**Principal Communications Advisor**

+27823851168

[Grace.Khoza@au-afcfta.org](mailto:Grace.Khoza@au-afcfta.org)

**Ms. Elydora Matubanzila**

**Communications Officer**

+233207323201

[elydora.Matubanzila@au-afcfta.org](mailto:elydora.Matubanzila@au-afcfta.org)