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## Attijariwafa bank supports young entrepreneurs and project holders through the 2<sup>nd</sup> edition of the «Ana Maâk Trophies»

**Casablanca, october 21, 2019** - Attijariwafa bank is stepping up its initiatives to show its support to young entrepreneurs and project promoters wishing to embark on an entrepreneurial adventure in order to accompany their ambitions and recognize the contribution of their activities and ideas in job creation, income generation and the development of national economy.

In fact, the bank is launching the 2<sup>nd</sup> edition of the contest called « **The Ana Maâk Awards** », a national competition whose objective is to reward the efforts and successes of very small Enterprises through 3 different prize categories :

- The Best Business Start-up Project Award for start-up companies under one year of age and to project leaders who can demonstrate the ability to turn an innovative idea into a business project.
- The Innovation Award open to VSEs that develop innovative technologies, processes, products or services to meet the needs of the market.
- The Sustainable Development Award targeting VSEs that are part of a process of sustainable development (energy efficiency, solidarity economy ...) by adopting eco-responsible practices, developing eco-friendly products/ services or working in social entrepreneurship.

For this 2<sup>nd</sup> edition, whose call for applications is open from October 14 to November 2 via the website **daralmoukawil.com**, the caravan of the « **Ana Maâk Trophies** » will go out to meet candidates throughout all the regions of the Kingdom and stopping in 10 main cities : Laayoune, Ait Melloul, Marrakech, Fez, Meknes, Al Hoceima, Oujda, Tangier, Rabat and Casablanca. The finalists will meet in Casablanca to defend their projects with an imminent jury that will nominate the 3 big winners of the « **Ana Maâk Trophies** », one in each category.



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To encourage them to go ahead in their entrepreneurial career, Attijariwafa bank will offer each of the winners a financial donation of MAD 100,000, as well as a free bank account and will give them the opportunity to participate in its markets through a listing with its Purchasing department. The accompaniment will be complemented by a mentoring by the bank's executives to provide these young people with advice and guidance from experts to ensure their successful development.

It should be noted that the 1<sup>st</sup> edition of the « **Ana Maâk Trophies** » was a great success and was marked by a great interest from very small enterprises. In fact, 1 530 applications were registered, of which 454 were shortlisted, in all categories, for auditions before regional juries composed of experts in the field of entrepreneurship.

Through this citizen initiative, Attijariwafa bank wishes to shed light on these entrepreneurs, women and men, who take the initiative, commit and participate in the daily development of our country through their achievements and innovations.

**Press Contact - Attijariwafa bank group**

**Mrs Ouafaa GHAOUAT**

Media Relations Manager

Phone : 00212 647 47 32 90

Email : o.ghaouat@attijariwafa.com