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The final of the 2nd edition of the «Ana Maâk Trophies» of Attijariwafa bank honors around fifteen projects

Casablanca, on December 17, 2019 – As announced last October, Attijariwafa bank has launched the 2nd edition of the «Ana Maâk Trophies», a nationwide civic initiative whose objective is to recognize the efforts and successes of Very Small Enterprises and to reward the ambitions of project leaders. Thus, to highlight these women and men entrepreneurs, who take the initiative, commit themselves and participate on a daily basis in the development of our country thanks to their achievements and innovations, 3 different categories of awards have been announced.

- **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, particularly in the export 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.

This 2nd edition was a success that exceeded that of the previous edition. It was indeed marked by a strong enthusiasm on the part of Very Small Enterprises and project leaders looking for support and assistance and thus recorded 1950 applications from all Moroccan cities, during the period from October 14 to November 2, 2019 on the daralmoukawil.com website.

The «Ana Maâk Trophies» caravan travelled all over Morocco to meet the pre-selected candidates, stopping in 10 main cities: Laayoune, Ait Melloul, Marrakech, Fez, Meknes, Al Hoceima, Oujda, Tangier, Rabat and Casablanca. Thus, 405 entrepreneurs and project leaders had an appointment from November 19 to December 9 with a regional jury composed of several partners working in the field of entrepreneurship. Chambers of commerce and local artisanal chambers, regional investment centers, regional representations of the CGEM, the CCG and the National Agency for the Promotion of Employment and Skills, the Centre for Solidarity Very Small Enterprises, as well as universities, associations and local entrepreneurship foundations participated in the hearing and orientation of these candidates.



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Creativity, ambition, challenge and competitive spirit were the watchwords of these regional selection stages, at the end of which 50 projects were qualified to participate in the final of the competition, which took place on December 17, 2019 at Attijariwafa bank's headquarters in Casablanca. After participating in a bootcamp offered by Attijariwafa bank to develop their pitch techniques and increase knowledge of their strengths, the finalists defended their projects to an imminent jury composed of Mr. Abdellah El Fergui, President of the Moroccan Confederation of VSE-SMEs, Mr. Abderrahim Aquesbi, Director of Strategy and Communication of Maroc PME, Mr. Taoufik Lahrach, Secretary General of the CGC, Mr. Khalid El Ouazzani, Director of the Links Research Centre, Ms. Leila Jaafor Kilani, Social Development Specialist at the National Office of the African Development Bank and Mr. Karim Idrissi Kaitouni, Executive Director in charge of the Business Market at Attijariwafa bank.

Taking into account the large number of candidates who distinguished themselves thanks to their projects, Attijariwafa bank has decided to award a total of 15: 3 winners who won the official «Ana Maâk Trophies» in each category, and 12 winners covering the 12 regions of Morocco.

In addition to the financial donation for the winners of the official awards by category and the prizes by region, Attijariwafa bank will offer the said winners subsidized interest rate conditions on credits as well as a free bank account and will open them the possibility to participate in its markets through a listing with its purchasing department. The support will be complemented by mentoring from the bank's managers in order to provide these entrepreneurs with expert advice and guidance to ensure their successful development and encourage them to move forward in their entrepreneurial journey.

Furthermore, all participants in this competition will benefit from tailor-made support from the Dar Al Moukawil Centres or the VSE Centers of Attijariwafa bank. It should be recalled that the main mission of these structures is to offer very small businesses, existing, in creation or at the project stage, clients or not of the bank, training sessions, business contacts with partners and potential principals, advice, supported by a team of entrepreneurship specialists, as well as a set of useful information for their development.

The names and projects of the winners of the 2019 edition of the «Ana Maâk Trophies» will be announced in a future press release.

Through this initiative, Attijariwafa bank supports entrepreneurs and project leaders wishing to embark on an entrepreneurial adventure and reiterates its confidence and commitment to those players whose contribution to job creation, income generation and the development of the national economy is undeniable.

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