



## The Attijariwafa bank group launches the International Version of its Business Game «Attijari City»

**Casablanca, June 29, 2020** - Following the success of the first two editions organized in Morocco in 2019 and 2020, the Group Human Capital / Recruitment & University Relations launches the international version of its Business Game «Attijari City». Through this initiative, Attijariwafa bank reinforces its collaboration with its academic partners on an international and continental scale.

This edition will be organized by Attijariwafa bank from Monday June 29 to Friday July 3, 2020. The young talents will be brought to embody the role of company managers acting in the Building sector and will work in teams in order to take common decisions and formulate adequate answers to the proposed problems, namely the accompaniment of investors in the realization of their real estate projects.

Each team will be endowed with a starting Capital up to 5 000 000 «Attijari Coins», a currency created for the game, and will have to opt for the right strategic choices in order to develop its activity and guarantee the sustainability of its company.

This event, which will mobilize 30 students in total, aims to create a strong constructive dynamic, based on diversity as a real wealth, with the participation of **5 higher education institutions** from **4 countries**, namely:

- **Tunisia:** ENIT School - National Engineering School of Tunis.
- **Senegal:** Sup de Co Dakar.
- **France:** WAGGGS Caravan - Associations des Marocains aux Grandes Ecoles
- **Côte d'Ivoire:**
  - ESCAE of the National Institute of Polytechnics Félix Houphouët-Boigny of Yamoussoukro
  - APBEF Côte d'Ivoire
  - The international version of the Business Game «Attijari City» is intended to reflect the Group's image as a pan-African multinational par excellence and open to the world. This edition will allow students to live a rich learning experience, based on team spirit, the creation of synergies and the spirit of sharing.
  - Gaming embodies a new generation of learning tools with a new pedagogical format that allows the acquisition of skills through practice. «Attijari City» is fully in line with this logic by inviting the students to implement in a concrete way financial mechanisms and banking concepts through an immersion in the business world.

Through the launch of this international version of the Business Game, Attijariwafa bank reaffirms its ambition to create a real dynamic on an international and continental scale by accompanying the young students through initiatives intended to enable them to acquire new skills.

### Press Contact - Attijariwafa bank group

#### Mrs Ouafaa GHAOUAT

Media Relations Manager

Phone : 00212 647 47 32 90

Email : o.ghaouat@attijariwafa.com