



«Maghribouna», the new cultural project of Attijariwafa bank Europe for Moroccans Living Abroad, in collaboration with Nadia Larguet

Attijariwafa bank Europe has launched with Moroccan reporter and producer Nadia Larguet a question and answer game on Morocco «Maghribouna». Aware of the particular attachment that Moroccans living abroad feel, this game offers them a small kit that allows them to further expand their knowledge of Morocco. «Maghribouna», which means «our Morocco», consists of more than 300 questions of general culture, written by Messrs Najib Tadli and Erwan Zaouia. The game is designed for children and adults alike, to play alone or with family, and allows to test in a fun way the knowledge of everyone on various topics including sports, cinema, music, history or geography, all designed in a beautiful kit with African patterns, signed by the artist Ahmed Hajoubi.

Attijariwafa bank Europe has had the honor of collaborating with Nadia Larguet on this cultural project with the aim to strengthen its links and its proximity with Moroccans living abroad. The game has already had a real success with young and old, which delighted the designer who says: «A big thank you to Attijariwafa bank who immediately has liked my idea of cultural game. «Maghribouna» was born and the feedback is apparently very positive. I am very happy with our partnership. Long live culture in all its forms!».

About Attijariwafa bank Europe

Attijariwafa bank Europe, the European subsidiary of the Attijariwafa bank Group, is now present in 6 countries (France, Belgium, Spain, Germany, Italy and the Netherlands) through 60 branches. It offers its clients a range of products and services tailored to their needs. With more than 87,000 clients to date, the subsidiary has established itself in Europe and specializes in several banking and financial businesses to best serve clients and companies with business trends between Europe and Africa.

www.attijariwafa.net

Nadia Larguet - Designer

Born in 1973, in Rabat, Ms. Nadia Larguet is a Moroccan journalist and producer. After graduating from Lycée Descartes, she flies to the City of Light to do a BA in art history, cinema and audiovisual branch at the University of Paris VIII. On her return to Morocco, she joined the TV channel «2M» where she will mark the audiovisual landscape by her freshness and frankness. She is currently working as a freelancer.



Najib Tadli and Erwan Zaouia - Editors

Mr. Najib Tadli is a journalist who has collaborated with several newspapers and magazines before joining the TV channel 2M. He was the editor-in-chief of the magazine «Sur la 2» and then secretary-general of the Antenna and Programs Direction. He is currently Program Consultant.

Mr. Erwan Zaouia was born in Safi but grew up in Casablanca. He works as a editor-scriptwriter in audiovisual production. He has written many episodes of the daily program «Stahlek blah ma tahlek», broadcasted on the TV channel «Al Oula», and «Aïch nhar tassma khbar» on «2M», as well as many institutional films and documentary.

Ahmed Hajoubi – Artist

Mr. Ahmed Hajoubi was born in Guercif. He did his apprenticeship at the school of fine arts in Tetouan, inspired by contemporaries. Very early in his life, he turned to an abstract painting that shapes his pictorial imagination. But it was until 1994 that he asserts his style. His work is present in Morocco but also internationally. The artist also directs many projects artistically.



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