

Jaridati

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Welcome to the first issue of Jaridati

A Word from the President

Dear AMPA member,

Jaridati will help you keep up-to-date with news that are relevant and of interest to Moroccan Professionals in the US, AMPA's upcoming events, existing projects, and information on how you can get involved.

AMPA is now six months old and already walking like an adult! Since its inception on November 20th of last year, AMPA has reached several important milestones such as:

- Incorporation as a non profit association
- Website launch at www.amp-usa.org
- Partnership with LinkedIn, a networking site of 2.8 million professionals around the globe
- Relationships with the Embassy of Morocco, Royal Air Maroc, Thelen Reid & Priest LLP, and the U.S. Department of Commerce
- Partnership discussions with Mohamed V Foundation and Al Akhawayn University Alumni Association
- Launch of myAMPA Member only portal with searchable database
- Launch of Online forum section
- Atlanta gathering

- New York event on the upcoming Free Trade Agreement
- Silicon Valley event on venture capital and entrepreneurship
- 70 members from 12 states and 3 honorary members with extraordinary backgrounds and experience

You can help AMPA grow by referring your friends, getting involved and providing feedback. All contributions are welcomed regardless of their size and nature. Based on your availability and preferences, you can choose the amount of time you would like to volunteer and the type of work you want to be involved with.

With the upcoming FTA clearly setting the stage for a more visible and responsible Moroccan community in the US, I sincerely hope that AMPA marks the beginning of a new era where professional Moroccans in the US can develop ties to help each other professionally and grow.

Rai h. Lhimi

Our Featured Members

Fatiha Coulombe, GA

Fatiha Coulombe is the managing partner of PHARE Associates, LLC, a Georgia based company that helps businesses expand internationally in aerospace, high-



technology, and other industries by applying extensive sector experience with technical, international, cultural, and business expertise.

Prior to founding PHARE Associates, Fatiha held increasingly responsible engineering and management positions in the aerospace industry.

As an engineering manager, she was responsible for the design of the electronics used in the International Space Station power management and distribution systems. As a program manager, she led multidiscipline engineering teams that delivered satellite components and payloads for US and international customers. Ms. Coulombe started her engineering career in research and development. She worked on a number of cutting edge programs, including such diverse technologies as pulse power and thermal plasma.

Ms. Coulombe graduated from the Ecole Superieure d'Ingenieur en Genie Electrique (ESIGELEC) in Rouen, France and holds a master's degree in electrical engineering. When not working, Fatiha is an avid aviation enthusiast. She has been a licensed pilot for almost twenty years and holds many FAA certifications, including certified flight instructor.

Fatiha is married, and lives with her husband in LaGrange, Georgia.

Dr Mohamed Elmandjra, CA

With a Ph.D. in Bioengineering from the University of Pennsylvania and an MBA from the University of Chicago, Dr Mohamed Elmandjra has spent the majority of his professional life in the field of advanced medical technology.



Early in his career, he taught at the University and authored a dozen scientific papers and was featured in several business and international publications.

Mohamed began his career at General Electric Medical Systems Europe leading marketing activities for the Magnetic Resonance Imaging. In 1994, he was asked to join GE Medical headquarters in Milwaukee, WI to lead product development for advanced MRI technologies. Dr. Elmandjra left GE in 1997 as Global Business Segment Manager to join ADAC Laboratories as Vice President of Marketing. ADAC was the world leader in Nuclear Medicine, another advanced imaging modality helping

in the diagnosis of cancer and cardiac disease. In 1999, Mohamed was named Vice-President and General Manager of the PET division. In December 2000, ADAC was acquired by Philips and he was named Senior Vice President of International Operations.

He left Philips in December 2001 to take the position of President and Chief Executive Officer at ViOptix, a medical high tech company in Silicon Valley. Under his leadership, the company successfully raised venture capital, completed product development and FDA clearance and is now commercializing a revolutionary technology in the US.

On his experience, Elmandjra says "I have always been really interested in the combination of Engineering and Medicine. I find engineering intellectually very challenging but advancing healthcare is something I am passionate about, so I am very lucky to have a job that combines both. I have been blessed with some great opportunities and I am grateful for that but I am also very conscious of the social and cultural responsibilities of each one of us who has the chance to interact with people from other backgrounds".

Mohamed lives in the San Francisco Bay area with his wife Meriem and his two children Yassine and Iman.

Expert's Corner

Biotechnology & Nanotechnology by Mustapha Abdelouahed, PhD

I am pleased to write for the first issue of "Jaridati". I chose to write about topics, which I hope are of interest to AMPA members and to those interested in biotechnology and nanotechnology sciences and/or businesses. I will end my brief article with a summary of one of my inventions related to nanotechnology. As the saying goes in the old Darwinian economics, the big ate the small. In the future, the fast will eat the slow. I would add "in the twenty-first century, the most informed and educated will eat the ignorant". This is the Leitmotif for the sunrise of Biotechnology, an industry that is growing at a tremendous pace, and will change the way we eat, live and work.

Biotechnology

Biotechnology is founded on the principles of recombinant DNA (rDNA) protein production. The rDNA therapeutics sector represents the core of the human medical biotechnology industry, and its market size will continue to grow from ~\$35 billion in 2004 to ~\$42 billion in 2006 and ~\$52 billion in 2010. Recent analysis of therapeutics market segmentation reveals five therapy areas including hematology, diabetes & endocrinology, oncology, central nervous system

diseases and infection diseases. The rDNA will remain the chief contributor to the industry's global economic prosperity, followed by the sector of therapeutic antibodies, vaccines, DNA-RNA synthetic, small molecules, and gene and cell therapies. Drug industry is struggling through a period of a weak output from research labs. Large pharmaceuticals, like the rest of the drug industry, are facing patent expirations, intensifying competition, and a dearth of new product. Approximately \$80 billion worth of products will reach the end of their patents in the next few years, and by the end of 2006, patents of 42 big value drugs will expire. To sustain growth, the rDNA sector will attempt to continue investing in product life cycle management strategies, including new delivery methods for therapeutics and devices. The new era of biotechnology will shift the focus from recombinant replacement therapies to novel biomolecular and synthetic structures that will be based on breakthroughs in molecular medicine and the decoding of the highly complex human genomics and proteomics.

Nanotechnology

Dr. Drexler (first scientist who used the "nanotechnology" terminology, <http://www.foresight.org/FI/Drexler.html>) imagined a world of "molecular assemblers" described as molecule-sized machines that would take individual atoms and position them exactly where required in the device under construction. In order to sell his idea,

Dr Drexler managed to pull off a trick that most marketing managers would give their eye and teeth for. He coined a term that has entered the popular consciousness. Molecular dimensions are measured in billionths of a meter, known as nanometers. So he called his vision "nanotechnology". Nanotechnology now refers to something much closer to traditional chemistry than to the Drexleresque world of molecular manufacturing. Now nanotechnology is defined as the ability to control, design or manipulate materials on the atomic scale to create structures that have novel properties and functions because of their size, shape or composition. These structures are typically less than 100 nanometers in size. A nanometer is one billionth of a meter, which is 100,000 times smaller than the width of a human hair. By organizing atoms into structures of different shapes and sizes on a nanoscale, important properties including electrical, optical and physical, can be controlled. When nanostructures are engineered into end user products, these products benefit from the unique properties exhibited by the nanostructures.

Nanotechnology could come from unexpected places, because a patent on one aspect of a nanoscale structure could be useful in applications from IT to pharmaceuticals. Start-up companies are the most likely to discover the new technologies that will offer better performance and lower costs.

Life uses Nanotech-like elements to do its replication

As Dr. Drexler's vision described a world of "molecular assemblers", life is a replicating system that uses nanotech-like elements to do its replication. Molecular self-assembly, ubiquitous in nature, has now emerged as a new approach in nanotechnology representing a significant advance in the molecular engineering of simple molecular building blocks useful for a wide range of applications. Molecular self-assembly can build sophisticated structures and materials at nanoscale range. The breakthrough molecular self assembly system is expected to revolutionize the concepts of molecular biology, medical technology and the pharmaceutical industry accelerating drug discovery and fostering an array of new technologies. Biomimicry and designing nature inspired materials through molecular self-assembly is an emerging field at the beginning of the twenty-first century. By using self-assembly oligopeptides, a number of fascinating biomimetic peptide and protein structures have been engineered. However, their applications for materials science and engineering remain under-explored. Coiled coils structural motifs are the most widespread subunit self-assembly motifs found

in proteins. Oligomerization via coiled coils structural motifs lead to functional advantages of multivalency, high binding strength, increased structure stabilization and combined functions of different domains. Approximately 3-5% of amino acids in proteins are estimated to adopt coiled-coil folds. Coiled coils structural motifs can form homodimers, heterodimers, two-, three- four- or five-stranded complexes. Coiled coils structural motifs are characterized by: A conserved seven-residue repeat, (a-b-c-d-e-f-g)_n, called heptads. Residues in the first (a) and fourth (d) position are hydrophobic forming the multimerization interface between the helices. Residues in the fifth (e) and seventh (g) position are predominantly charged or polar, and can form inter- and intra-helical interactions that contribute to the stability and specificity of complex formation. Electrostatic effects can mediate oligomerization states and are largely responsible for the pairing specificity between the coiled-coil domains.

AMPA's member & Nanotechnology platform

Coiled coil motifs features seen in naturally occurring proteins can be engineered by *de novo* protein design by combining coiled coil oligomerization domains with

functional protein domains.

Toward the development of a structural scaffold as a nanoscale new drug delivery system, I (member of AMPA) patented a nanoscale platform technology by using a coiled-coil protein motifs as model systems for the self-assembly of rope-like biopharmaceutical(s) with well-defined structure and interaction features. Incorporation of coiled coil amino acids into recombinant proteins will allow the introduction of novel side-chain functionality into engineered proteins and raises prospects of new approaches to the design of peptides and proteins based drugs of enhanced activity and stability. This nanoscale drug delivery platform technology provide a new way of designing and producing rDNA biopharmaceuticals using the concept of self-organization of coiled coil motifs. Such rDNA drug could be an anti-angiogenic and anti-cancer drug, angiogenic drug, toxins, cytotoxic, hormone, neurotransmitter, biologically active peptide, antibiotic, anti-inflammatory drug, muscle relaxant, anti-ulcer drug, anti-depressant, anti-allergic drugs, anti-hypertensive, or anti-coagulant, etc. In addition to improving the rDNA drug activity, stability, solubility, extending the circulatory half-life of the chosen drug, this new nanoscale chimeric coiled coil proteins could be designed in order to attach specific molecules that seek out cancer cells or other targeted cells.

Bladi Headlines

Business:

Stratic Wins Oil Reconnaissance License in Morocco:

Stratic Energy Corporation, international crude oil and natural gas company, announces that, together with its partner, TransAtlantic Petroleum Corp. has been awarded a reconnaissance license covering 13,750 sq. kilometers (about 3.4 million acres) in northeastern Morocco in the Guercif - Beni Znassen area.

Over 100 call centers in Morocco:

With a turnover of some MAD 800m (Euro 73m), these call centers secure about ten thousand job opportunities, said, Advisor to the King, Andre Azoulay. 80% of these centers are concentrated in Casablanca-Rabat region and 85% of the turnover is generated through activities with France and Spain, adding that Morocco will soon host 50% of French off shoring in this field.

French company awarded contract to build the largest purification plant in Morocco:

Under a 20 million euro contract, the French water treatment engineering company Degremont will build in the plant and run the water treatment station. The project, supported by the European investment bank, will benefit the 'Regie Autonome Intercommunale de Distribution d'Eau et d'Electricité de Marrakech (RADEEMA).

Californian Company Cogent Systems Awarded Contract for Approximately \$34 Million to Install AFIS in Morocco:

Cogent Systems (Nasdaq:COGT) announced it has been awarded a contract for approximately \$34 million (28 million Euro) to install its Automated Fingerprint Identification System (AFIS) for a national criminal and civil deployment supporting a national identification program in Morocco. The contract will consist of software and hardware, as well as services and maintenance, which will extend beyond 2005.

Morocco to create new textile lines to face international competition:

Morocco will create new textile lines to face international competition in three branches: denim woven fabric, underwear and poplin said Moroccan premier, Driss Jettou. The

kingdom is trying "to attract major international textile companies and help them integrate the Moroccan market" as "integration is the best means to face Asian competition."

Fiat starts marketing three new car makes in Morocco:

Fiat Auto Maroc started on 6/17/05 marketing three new car makes in the Moroccan market, revealed the company CEO, Bruno de Mori. The cars to be marketed are: Palio, that is manufactured in Morocco, and Siena and Palio Weekend, manufactured in Mexico. Morocco's automotive supplier industry is producing wire harnesses, interior accessories, and electric circuits, among other components, for both the export and domestic original equipment manufacturers.

Economics:

FTA to allow Morocco to export non-Moroccan textile products to USA:

This waiver from the normal rules of origin will allow Morocco to export to the U.S. duty-free a quota of 15 million meter squares of finished goods and 500 tons of thread and tissues made out of fibers and cotton coming from less developed African Sub-Saharan countries.

Morocco government employees to work continuous hours:

Continuous work hours will be permanently adopted in administrations and public services that will work a continuous shift a day, instead of two shifts.

Morocco devaluation speculation leads to foreign currency buying surge:

Moroccan banks are dealing with a surge in demand for foreign currencies due to dirham devaluation talks. Most analysts oppose devaluation, saying it would make matters worse for an economy heavily burdened by energy imports and considerable foreign debt.

Morocco's package tour sales increase 24.7% as of April 2005:

Morocco's package tour sales increased by 24.7% in November 2004-April 2005 for the period going up to October 2005, revealed a tour operators' survey.

Quoting the survey, French daily "Le Parisien" said Morocco is in the second position of French tourists destinations, behind Turkey ("67.7%) and ahead of Tunisia ("17.1%).

Culture & Entertainment

Jewish culture contribution to Moroccan patri- mony:

A meeting was held in Tetouan on Thursday 06/02/05 to raise awareness to the importance of the Moroccan Jewish contribution to the Moroccan cultural legacy notably in the Andalou music.

Lawrence-Arnott new Art gallery in Marrakech:

Art connoisseurs Lawrence and Arnott opened an art gallery in Marrakech that is expected to play a remarkable social and cultural role similarly to Tangier art gallery.

First Hip Hop festival in Morocco:

Themed "I love Hip Hop in Morocco," the festival toured the cities of Casablanca, Marrakech and Meknes from May 27 to June 2. It featured American Hip Hop musicians along with local Hip Hop and Rap bands and gave Moroccan artists an opportunity for a national and international recognition.

Lumzy Sisters wrap up Fez Sacred Mu- sic Festival:

The 11th World Sacred Music festival pulled down curtains, in Fez Saturday night 06/11/05, in a wonderful spiritual fiesta. In miscegenation of vocal exuberance explosions and deep whispers, the Sisters chanted God in a wonderful Gospel sopped in Soul and Blues that echoed throughout the Morocco's spiritual capital.

Sports

Olympic champion El Moutawakel awarded Tun- sian sport honor:

Moroccan Olympic champion, Nawal El Moutawakel, was awarded on Monday 6/13/05 a sport honor by Tunisian president Zine El Abidine Ben Ali for her exceptional sporting performance and her role in promoting women in sports.

Morocco extends Group Five lead:

Group Five leaders Morocco were held to a goalless draw by Kenya in Saturday's World Cup and Cup of Nations qualifier in Nairobi. The result leaves Morocco two points clear at the top of the group but will give second-placed Tunisia the opportunity to gain pole position in August.

Morocco's Hasna Benhassi wins Athens IAAF Super Grand Prix women's 800m:

2004 Olympic Games women's 800m vice-champion, Benhassi crossed the finish line in 1 min 59 sec and 60/100, advancing Greece's Maria Papadopoulou (1:59.79) and France's Laetitia Valdonado (1min 59:96). Morocco's Amina Ait Hammou finished seventh in a time of 2:00:74.

*“65% of Moroccan expatriates
would settle in Morocco after
reaching the retirement age”*

- Hassan II Foundation for Moroccan Expatriates -

Society

Moroccan expatriates retirement survey:

According to a survey launched in 2003 among a sample of 1000 expatriates, 65% of Moroccan expatriates would settle definitely in Morocco after reaching the retirement age, against 28% who would remain in the host country and 7% undecided.

Morocco gets US foundation grant for tele- medicine initiative:

In its annual fund-raising gala, the US charity foundation "Mosaic" collected proceedings to be given to a telemedicine pilot program developed by the Washington-based Children's National Medical Center. The program will benefit Moroccan children and families with improved pediatric care by making distance medical examination, reading medical images and following-up on patients.

Politics

National Initiative for Human Development announced by King Mohammed VI on 05/18/05:

The initiative is designed to provide basic infrastructure to millions, from adequate housing and drinking water to health care and education. King Mohammed VI presided a working session on the implementation of the initiative attended by Prime Minister Driss Jettou, and Interior Minister Al Mostafa Sahel.

Release of Moroccan POWs:

Arizona senator John McCain urged the Polisario, in Washington Tuesday 05/17/05, to release immediately the 408 Moroccan prisoners of war, many of whom have been held for over 20 years in the Tindouf camps.

Upcoming Event

Venue: Thelen Reid & Priest – Silicon Valley Office
The program is as follows:

- Networking and registration (3:00 - 3:45pm)
- Building a successful business by Dinesh Modi, President & CEO of two medical device start-ups in Silicon Valley (4:00 - 4:30 pm)
- Business opportunities arising from U.S.-Morocco FTA by Ted Smith (managing director of the Moroccan American Trade and Investment Council (MATIC)) and Adil Embarch (Economic Counselor at the Embassy of the Kingdom of Morocco) (4:45 - 5:45 pm)
- Put your idea to the test! (6:00 - 6:30 pm)
- Networking (6:30 - 7 pm)

Sponsorship

AMPA is proud to announce that it has officially opened its partnership effort, which it has labeled “Partnership for a Better Future”. The purpose of such an initiative is to strengthen ties with existing and new partners, as well as to solicit sponsors for AMPA’s events and cross-Atlantic development goals. The success so far has been very positive.

AMPA has strengthened ties with several of its key partners, as well as new ones. AMPA has had the continued support of the Embassy of Morocco to the United States. We have also been joined by Frederick Fucci, of Thelen Reid & Priest LLP, a firm with strategic access and experience in Morocco. In addition, AMPA recently met with Royal Air Maroc to discuss partnership and sponsorship opportunities. Several ideas were discussed to develop a close partnership with RAM, a natural partner to an association of our caliber, with clear benefits to both institutions.

RAM will be an important gateway and partner in developing a cross-Atlantic platform, and opening dialogue among members and the Moroccan community. To show its support for our initiatives and *raison d’etre*, a senior executive from RAM will be attending our Silicon Valley event in California.

AMPA Partners and Sponsors will get instant visibility with our affiliates, as well as our members, all professionals in a variety of sectors such as law, accounting, banking, investment, science, or high tech. They will also be invited to participate in our professional events, and to provide input in the formulation of our goals and agenda. Approved sponsors will contribute financially, or by making resources available to facilitate AMPA events, such as venue, transportation, accommodation, or access to other resources.

If you need more information on AMPA sponsorship, please send an email to bus-dev@amp-usa.org

How to Get Involved

AMPA is looking for volunteers to help with:

- Events planning
- Finance
- Newsletter
- Web design
- Community service
- PR & Communications
- Project management
- Communications
- Community development

If you are interested in helping, please email volunteer@amp-usa.org

Job Opportunities

If you have a job opening or are looking for new opportunities please visit the AMPA career center forum at <http://www.amp-usa.org/forums>. Some fellow members have been active and posted a few openings you may be interested in.

Contribute to Jaridati

AMPA members are encouraged to submit profiles, articles of interest or research papers for future issues of Jaridati. Please send any contributions by email as a Microsoft Word attachment to jaridati@amp-usa.org.

Also, do not hesitate to send us your feedback on this issue at jaridati@amp-usa.org. We would like to hear from you on ways to make Jaridati your favorite newsletter.

What People Say about AMPA

"I am very happy to see such talented and committed Moroccan executives. In addition to their major role as a trade link between the business communities of both countries, AMPA members are reflecting the image of the new Morocco; a young, modern, energetic and open country oriented towards the 21st century", said HEM Aziz Mekouar, Ambassador of Morocco to the U.S.A.

"I see AMPA playing an important role as we begin implementing the U.S.-Morocco Free Trade Agreement and our countries develop stronger commercial ties", said the Honorable Holly Vineyard, Deputy Assistant Secretary for Africa, the Middle East, and South Asia, International Trade Administration, Department of Commerce.

A fellow AMPA member, Karim Meliani, Bloomberg, New York, said : "I have been in the United States for about 7 years. I had met more successful fellow Moroccan professionals in the first AMPA meeting than I had met during my entire stay in America. Considering the relatively small Moroccan community in the United States, AMPA has succeeded in bringing together today's most talented and dedicated Moroccans professionals from coast to coast."