



A 2 DAY EVENT ORGANIZED IN MOROCCO  
BY AMPA & AMCHAM



Moroccan  
American  
Bridges

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Casablanca June 26th–27th, 2009

In Partnership with:





## Event Hosts Information

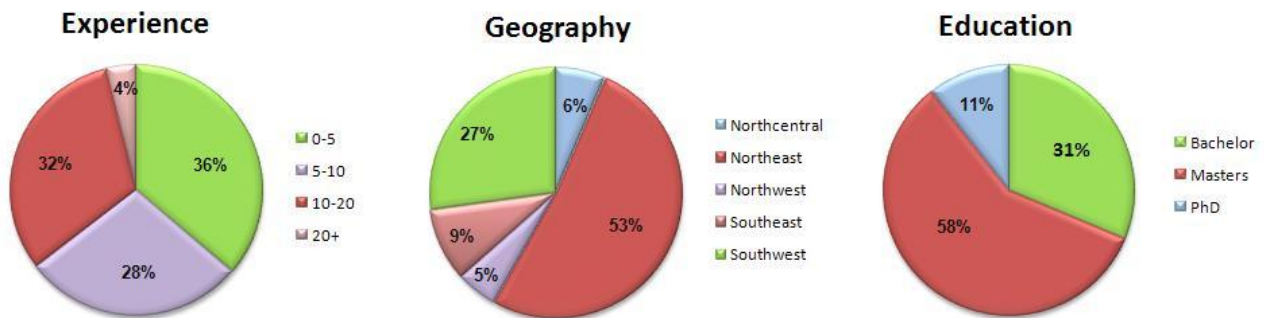
The **Association of Moroccan Professionals in America (AMPA)** is a non-profit organization established to promote networking between experienced, successful, and active Moroccan professionals in the United States of America.

Our goal is to provide our members with a comprehensive platform where they can easily share their knowledge and contacts to advance social and professional development.

### Membership Criteria:

- Academic level
- Professional experience
- Membership is exclusively available via referral
- \$100 Initial Membership fee (One-time)

### Membership Statistics (285+ Members):



The **American Chamber of Commerce in Morocco (AmCham)** is a private, non-governmental business organization whose mission is to cooperate with all levels of U.S. and Moroccan government and business in maintaining a partnership for sustained economic growth and mutual prosperity. AmCham was established in 1966 and has approximately 250 members (of which 60% are Moroccan firms and 33% are U.S. firms). Member companies represent a broad spectrum of business and financial affairs, and support AmCham activities through annual dues; the operational budget of the Chamber receives no governmental financial support.

AmCham Morocco web site: [www.amcham-morocco.com](http://www.amcham-morocco.com)



In partnership with the **American Chamber of Commerce, AMPA** is proud to announce its 4th Edition of Moroccan American Bridges, to be held in Casablanca June 26th - 27th 2009. The program and caliber of participants, speakers, and sponsors will mark yet another successful AMPA event in Morocco. AMPA membership, the largest since inception, will benefit from access to professionals from around the world with a common interest: MENA and the U.S. at a crossroads.

The environment is promising. In the background of the U.S. economic slowdown, Morocco, and MENA in general, shows a great potential as it continues reforms leading to a more robust development. Moroccans abroad continue to play a major role in this shift, as they are the bridge that continues to make Morocco an attractive and emerging destination.

**Based on feedback from members, the business sessions will cover the following topics:**

- 1) *How Moroccan Companies can get into US market and how can we help?*
- 2) *Increase of returns home by Moroccan Professionals / What are the steps of a successful return?*
- 3) *How to enhance the image of Morocco as a tourist's destination for Americans?*

Finally, the **Young Moroccan Entrepreneurship Competition** 4th edition gives entrepreneurs the opportunity to turn innovative ideas into real businesses. Participants will develop business plans that are based on some of the most innovative ideas that would be feasible in Morocco. Aspiring entrepreneurs should enter plans in areas as diverse as but not limited to new technologies, tourism, computing services and software, consumer goods, and financial services. The YMEC provides a forum in which participants can develop and test their business vision and plans, develop their business ideas, and compete for cash prizes. Visit <http://www.amp-usa.org/ymec09>

**First Prize:**

- ✓ 2,500 Dollars
- ✓ Business coaching by « le réseau Maroc Entreprendre »

**Second Prize:**

- ✓ 500 Dollars
- ✓ Business coaching by « le réseau Maroc Entreprendre »

**Third Prize:**

- ✓ 500 Dollars
- ✓ Business coaching by « le réseau Maroc Entreprendre » and « Sherpa Finance »

**Jury:**

- Khalil Azzouzi, Directeur - Fonds Dayam & Sherpa Finance
- Hicham Smad, Directeur Général, Réseau Maroc Entreprendre
- Mohamed Benmansour, CEO – Safarclick.com
- Omar Tazi DG - OMNIDATA



# MOROCCAN AMERICAN BRIDGES 2009

## EVENT PROGRAM

Friday, June 26<sup>th</sup> 2009

**9 h00 - 10 h00: Registration & Networking**

**10 h00 – 11 h00: Opening remarks :**

M. Mohamed Boussaid, Ministre du Tourisme et de l'Artisanat (confirmed)

M. Abdellatif Maâzouz, Ministre du Commerce Extérieur (to be confirmed)

M. Driss Yazami, Président du Conseil de la Communauté Marocaine à l'Etranger (confirmed)

**11 h00 – 11 h30: Break**

**11 h30 – 13 h00: Session I – How can Moroccan Companies get into US market and how can we help?**

M. Noureddine Omary, Président de Conseil National du Commerce Extérieur.

M. Saâd Benabdellah, Directeur Général du Maroc Export

M. Mohamed Khalil, Directeur Général de Dari Couspate

M. John Storm, Président de Innovation Strategist, BrainStorm Network, LLC

M. Faouzi Sefrioui, President de A&Y Property Investments et co-fondateur d'Evergreen Point Development Company

**13 h00 – 14 h00: Lunch**

**14 h00 – 15 h30: Session II: Increase of returns home by Moroccan Professionals / What are the steps of a successful return?** Philippe Montant, Directeur Général, Rekrute Maroc

M. Aly Horma, Président, Grand Prix Marrakech

M. Omar Tazi, Président, Omnidata

M. Majid Iraqui, Directeur Général, TAQA

M. Hamid Ben El Afdil, Directeur Général, CRI – Casablanca

M. Essaid Bellal, Directeur de Général, DIROH

**15 h30 – 16 h00: Break**

**16 h00 – 17 h30: Session III: How to enhance the image of Morocco as a tourist's destination for Americans?** Mohamed Benmansour, Founder & CEO, Safarclick.com

M. Abdelhamid Addou, Directeur Général, Office National Marocain de Tourisme.

M. Abderrafia Zouiten, Directeur Général Adjoint, Royal Air Maroc

M. Sam Nhairy, Tour Opérateur Américain

M. Sandy Dhuyvetter, Travel Talk Radio

M. Bill J. Hanley, Executive Vice President, American Hotel & Lodging Association (AH&LA)

**17 h30 – 18 h00: Conclusion**





**Saturday, June 27<sup>th</sup> 2009**

**10am-4:30pm**

10:00 -11:00 Opening Session & Keynote Addresses

11:00 -12:30 Business Plan Reviews

12:30 -13:30 Lunch

13:30 -15:30 Business Plan Reviews

15:30-16:30 Entrepreneurship Coaching / Q&A

17:00-19:00 YMEC Prizes

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**AIESEC Morocco**

**AIESEC**, the world's largest student organization, is the international platform for young people to discover and develop their potential so as to have a positive impact on society.

In addition to providing over 5,000 leadership positions and delivering over 350 conferences to our membership of over 22,000 students , AIESEC also runs an exchange program that enables over 4,000 students and recent graduates the opportunity to live and work in another country .





## Participant Testimonials from our Past Events

"As a Moroccan American, and an executive at Boeing, which was a strong supporter of the Free Trade Agreement between the United States and Morocco, I can speak directly to the benefit and value the AMPA brings in fostering closer economic ties between our two countries and encouraging a spirit of entrepreneurship and partnership across our two cultures."

**Ihssane Mounir (Sponsor), Boeing Commercial Airplanes**

"Bravo à toute l'équipe AMPA qui a fourni un travail colossal pour obtenir, à distance, une organisation parfaite d'un événement qui est appelé à prendre de l'ampleur. Encore bravo pour une première. Malgré les milliers de kilomètres qui nous séparent, votre cœur vous pousse et vous poussera encore à plus de solidarité avec le Maroc et les marocains. D'ailleurs, vous avez tous constaté que nos jeunes sont pleins de potentialités qui ne demandent qu'à s'exprimer moyennant un petit coup de pouce venant, pourquoi pas, de l'AMPA. Prêts pour la prochaine fois?"

**Amine Achour (Jury Member), Rabat Centre Régional d'Investissement**

"Je souhaite saisir cette occasion pour vous féliciter ainsi que tous les membres de l'AMPA des efforts considérables réalisés en vue de participer au développement de votre pays d'origine, le Maroc. Primer les meilleurs business plan (BP) est une action créatrice de valeur très citoyenne qui permet de donner la chance à une catégorie de jeunes promoteurs ne pouvant pas d'habitude accéder facilement aux mécanismes de financement traditionnels. Je réitère tout notre soutien à vos manifestations et nous resterons à l'écoute de vos actions."

**My Ahmed CHERKAOUI (Jury Member), CDG**

"One of the objectives of Al Akhawayn University is to provide channels for Moroccan brains and professionals abroad to contribute to Morocco. I believe this event had one of the highest concentrations of such professional brains, who further combine a dynamic but focused attitude most typical of the American business environment. I sincerely hope we can work together and implement a successful win-win model for sustainable joint activities in Morocco."

**Dr. Amine Bensaid (Attendee), Al Akhawayn University**

"La manifestation AMPA a été pour moi une occasion de toucher de près le dynamisme et le volontarisme de la diaspora du Maroc au Etats-Unis. Compétences, sens de l'écoute et efficacité sont les mots que viennent à l'esprit en pensant à cette conférence... A refaire! »

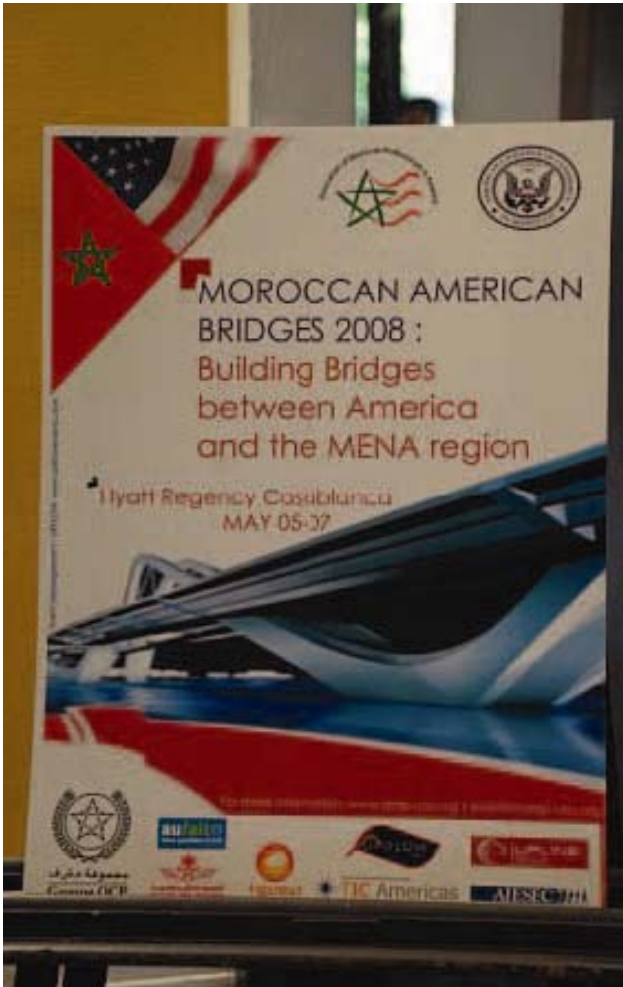
**Hamza EL HAJOUI (Sponsor), CDG**

"J'ai eu grand plaisir à participer à l'évènement AMPA-MAC. Ce qui est excitant c'est de pouvoir ainsi mêler au travers de notre référentiel Maroc, des horizons de cultures fortement différentes, portés par des compatriotes... La globalisation marocaine est ainsi en route. Faisons en sorte que notre pays en reste le centre."

**Karim ZAZ (High Tech Speaker), WANA**



## A glimpse into "MOROCCAN AMERICAN BRIDGES 2007-2008"



Moroccan American Bridges 2008



H.E.M. Thomas T. Riley - US Ambassador in Morocco & AMPA Member Wahid Lahmadi



Event Audience



Socializing during lunch in Hyatt Regency Casablanca



Young Moroccan Entrepreneurship Competition Finalists

### Association of Moroccan Professionals in America



## Past Sponsors



Association of Moroccan Professionals in America



## REGISTRATION INFORMATION

### US-BASED ATTENDEES:

To obtain more information, email [events@amp-usa.org](mailto:events@amp-usa.org) or call (818).384.3297.

To register, visit the **AMPA** website at [www.amp-usa.org](http://www.amp-usa.org) or proceed directly to the registration page at:

<https://web.memberclicks.com/mc/quickForm/viewForm.do?orgId=ampa&formId=59014>

### MOROCCO-BASED ATTENDEES:

Contact the **American Chamber of Commerce in Morocco (AMCHAM)**:

**Address:** 67, boulevard Massira Al Khadra, Third Floor, Apt. 6, Casablanca

**Tel:** (212) 22 25 07 36      **Fax:** (212) 22 25 07 30

**Email:** [amcham@amcham-morocco.com](mailto:amcham@amcham-morocco.com)

