



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:



OMNIDATA





Event Hosts Information

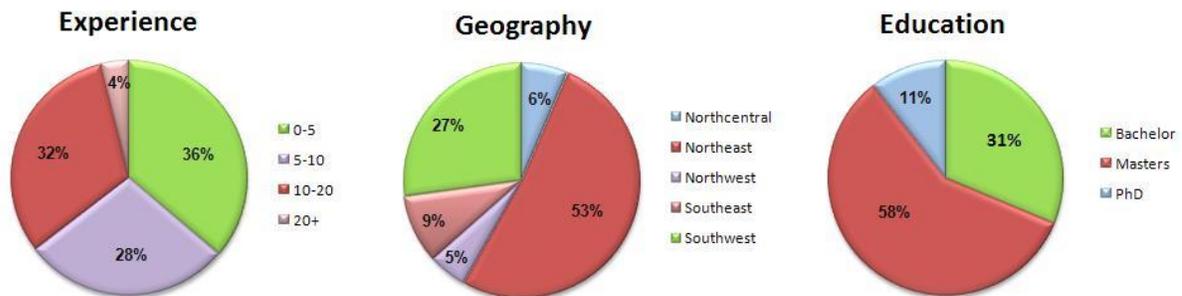
The **Association of Moroccan Professionals in America (AMPA)** is a non-profit organization established to promote networking between experienced, successful, and active Moroccan professionals in the United States of America.

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



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) *How to enhance the image of Morocco as a tourist's destination for Americans*
- 3) *Increase of returns home by Moroccan Professionals / What are the steps of a successful return*

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:

- ✓ 3,000 Dollars
- ✓ Business coaching by « le réseau Maroc Entreprendre »

Second Prize:

- ✓ 2,000 Dollars
- ✓ Business coaching by « le réseau Maroc Entreprendre »

Third Prize:

- ✓ 1,000 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
- Omar Tazi DG - OMNIDATA



MOROCCAN AMERICAN BRIDGES 2009

EVENT PROGRAM

Friday, June 26th 2009

Morning: 9AM-12PM

Topic 1: *How Moroccan Companies can get into US market and how can we help?*

Confirmed Speakers:

- Ms. Elif Eroglu (attorney with U.S. Customs and Border Protection)_ (tentative)
- John Storm (Owner at The Innovation Strategist™ _ BrainStorm Network, LLC)
- More speakers to be confirmed

Afternoon: 2PM-6PM

Topic 2: *How to enhance the image of Morocco as a tourist's destination for Americans.*

Confirmed Speakers:

- Sam Nhairy (owner at American Hotels International)
- Sandy Dhuyvetter (The Comprehensive Travel News and Entertainment Network)
- More speakers to be confirmed

Topic 3: *Increase of returns home by Moroccan Professionals / What are the steps of a successful return*

Confirmed Speakers:

- Speakers to be confirmed

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Saturday, June 27th 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 and Closing ceremony cocktail

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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! »

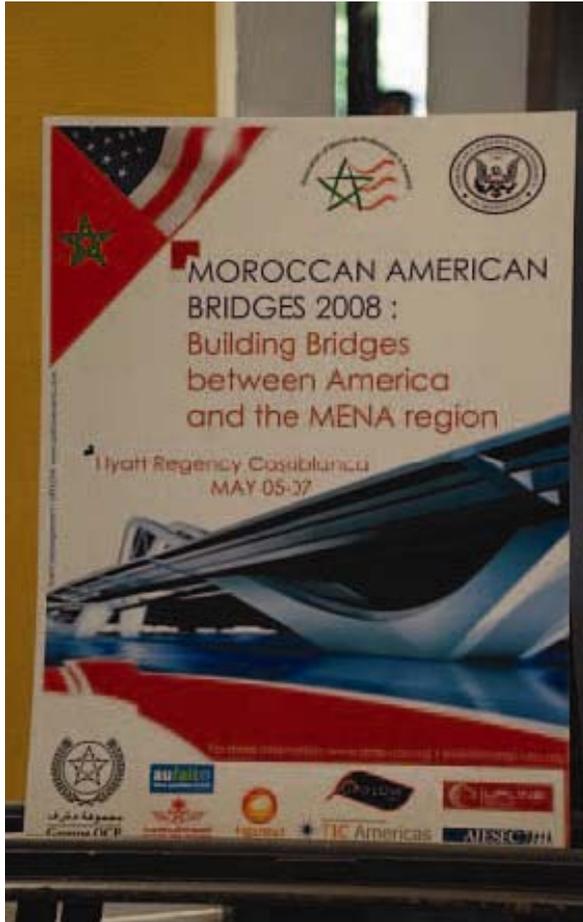
Hamza EL HAJOUI (Sponsor), CDG

"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



Sponsorship Packages

Increase your visibility by becoming an AMPA sponsor and gaining access to an extended network of over 500 executives within the U.S. and Morocco. Sponsorship increases your organization's exposure to the highly targeted Moroccan American professional audience, and positions your company as an industry leader. Sponsorships are heavily supported through integrated marketing, advertising, and public relations programs. Your participation will be promoted through a variety of online and print materials, news releases, monthly newsletters, and postings on AMPA's Web site. In addition, your participation will be promoted on the site of our events in numerous ways: within the Official Program Guide, on event signage, and in remarks presented during major events, such as the Keynote Addresses.

SESSION SPONSOR: \$2,500 and up

- Sign up as the exclusive sponsor of a session and gain exposure before the event and onsite. Sponsors will be recognized on the web and in pre-show promotions, as well as on screen and from the podium in front of all attendees

SILVER SPONSOR: \$1,000 and up

- Listing in all print advertising
- Recognition in event program brochure
- Display of banner at all event sessions

GOLD SPONSOR: \$2,500 and up

- Listing with corporate logo in all print advertising
- Quarter page ad in event program brochure
- Corporate information and logo on website and event packages
- Display of banner at all event sessions

PLATINUM SPONSOR: \$5,000 and up

- All GOLD SPONSOR benefits
- Your logo displayed on the AMPA website OR AMPA's Jaridati newsletter for 12 months which gives you all year round exposure to AMPA members who cannot attend the Morocco event
- Half page ad in event program brochure
- Prominent display of banner at all event sessions

EVENT PARTNER: \$10,000 and up

- All PLATINUM SPONSOR benefits
- Your logo displayed on the AMPA website AND AMPA's Jaridati newsletter for 12 months which gives you all year round exposure to AMPA members who cannot attend the Morocco event
- Full page ad in event program brochure
- Recognition in keynote address

*Additional sponsorship opportunities are also available including sponsoring or co-hosting cocktail parties, coffee breaks, lunches and dinners. Please contact our events team to further inquire about sponsoring specific sections, cocktails, or meals. Sponsors are welcome to provide unique customizations such as napkins, after-coffee mints, etc. * In kind donations are welcome*



ASSOCIATION OF MOROCCAN PROFESSIONALS IN AMERICA

**MOROCCAN AMERICAN BRIDGES
MOROCCO, JUNE 26-27, 2009**



Official Corporate Sponsorship Information Form

Please fill out this form completely in order to properly process your sponsorship application to AMPA, and direct all questions to the Events Team at events@amp-usa.org or (818) 384-3297

Company Name _____ URL Web Address (for hyperlink) _____

Address _____

City _____ State _____ Zip _____ Country _____

Contact for Sponsorship _____

Telephone _____ Fax _____ Email _____

Additional Contact for Sponsorship _____

Corporate Sponsorship Level Desired:

- Event Partner \$10,000 / MAD 85,000
- Platinum Sponsor \$5,000 / MAD 42,500
- Gold Sponsor \$2,500 / MAD 21,000
- Silver Sponsor \$1,000 / MAD 8,500
- Other _____

In-kind Donations:

_____	_____
Type	Quantity
_____	_____
Type	Quantity
_____	_____
Type	Quantity

Signature _____ Date _____

Please fax complete form indicating the sponsorship of your choice to (815) 642-0722

Association of Moroccan Professionals in America