



The city of Al Hoceima hosts Attijariwafa bank's 8th Dar Al Moukawil center

Al Hoceima, July 3, 2019 - Attijariwafa bank inaugurated its 8th Dar Al Moukawil center, which is located in the city of Al Hoceima. Indeed, the governor of Bank Al-Maghrib, the governor of the province of Al Hoceima, as well as a parterre of public partners, associative players and entrepreneurs attended the launching by CEO Mohamed El Kettani to this new structure dedicated to supporting very small enterprises. This initiative confirms once again the social and civic vision of Attijariwafa bank and its commitment to young people, project leaders, self-entrepreneurs and very small enterprises.

The Dar Al Moukawil concept is driven by Attijariwafa bank's desire to actively contribute to fostering entrepreneurship and accelerating the growth of very small enterprises to strengthen their role in boosting the national economy and creating jobs and value. This is the first ecosystem specially created for entrepreneurs and project leaders to provide them with specific support services and help them undertake business serenely. Thus, through a network of dedicated centers and the web platform daralmoukawil.com, existing small businesses, whether in the creation or at the project stage, clients of the bank or not, have free access to daily training sessions, business relationship with potential partners and contractors, a mine of useful information and tailor-made advice provided by specialized consultants to make their projects a success.

Today, Dar Al Moukawil centers are open in Ait Melloul, Tangier, El Jadida, Marrakech, Fez, Rabat and Meknes, the initiative showing results that are in continuous progression :

- More than **1,700** training sessions organized for the benefit of **20,000** VSEs for free ;
- **7,500** consulting and support interviews conducted for clients and non-clients to help them manage their day-to-day activities ;
- **9** market days and 25 B2B sessions organized ;
- **250** companies created through the « Entrepreneurship Hub » program in a few months ;
- **400** outreach seminars animated for the benefit of small businesses and project leaders ;
- **120** partnerships with local players set up to reinforce the entrepreneurial fabric ;
- **3,000** self-entrepreneurs registered with the self-entrepreneur status to contribute to the formalization of VSEs ;
- **670,000** connections to daralmoukawil.com web platform where the online courses and instructional videos have been viewed nearly **650,000** times.

Moreover, on the occasion of the opening of Al Hoceima's Dar Al Moukawil center, several agreements have been established to concretize the will of Attijariwafa bank and its partners to effectively support VSEs in general and the players of the region in particular. For example, a first agreement has been signed with Bank Al-Maghrib to strengthen the bank's financial inclusion framework. Two other agreements have been signed respectively with the Chamber of Commerce, Industry and Services of Al Hoceima and a regional association to accompany the members of these institutions in their development.

Innovative support for Very Small Enterprises will continue at Attijariwafa bank through the progressive deployment of Dar Al Moukawil centers and their exclusive services in all regions of the Kingdom, as a guarantee of proximity and renewed support for small businesses.

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Dar Al Moukawil
Un service Attijariwafa bank