



Communiqué

June/July 2009

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Annual General Assembly gives AmCham a chance to look back on 2008 and plan ahead for the year to come

AmCham Morocco held the Annual General Assembly for 2009 on June 2nd at the Royal Mansour Méridien Hotel. AmCham President Kamal Kassis presented the activities and events that the AmCham organized and developed over the course of 2008, and discussed ideas for future events to come over the following year. The event finished with a speech by M Abderrahim El Hafidi, Directeur de l'Electricité et de l'Energie Renouvelable au Maroc.



Representatives from AmCham member companies attended the Annual General Assembly, which included a speech by M Abderrahim El Hafidi, Directeur de l'Electricité et de l'Energie Renouvelable.

Over 2008, the AmCham organized three roundtables, four high-official meetings, four joint events with partner organizations, and six debates on current topics of interest in the business community. The mission of the AmCham was modified to address a more detailed, action-oriented approach to serving its members. In addition, the percentage of members who represent American companies increased by 6%, representing an increased presence of American companies on the Moroccan market. Achievements from 2008 included successful negotiations between the Virginia Port Authority and the Tangiers Mediterranean Special Authority, increased bilateral trade, and a special award given to ex-Ambassador Thomas Riley for his work on the FTA.

(Continued on page 2)

Next **BEP** visa appointment: August 5th
Find out **how to register** your company and
reserve appointments today at:
www.amcham-morocco.com

UPCOMING AMCHAM AND OTHER EVENTS

AmCham Annual Golf Challenge: October 2009 (TBD)

AmCham Annual Gala Ball: December 5th

Register Online at: amcham-morocco.com/event-register
Inscrivez-vous à: amcham-morocco.com/fr/événements-inscription

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A STAR ALLIANCE MEMBER

Annual General Assembly gives AmCham a chance to look back on 2008 and plan ahead for the year to come *(continued from page 1)*



M Abderrahim El Hafidi, Directeur de l'Electricité et de l'Energie Renouvelable.

The AmCham has strengthened its contributions to CSR by receiving students at the AmCham office. A relatively new service, students from Northwestern University and from Al Akhawayn University have already attended on two separate occasions. In addition to CSR, the AmCham reorganized its Commerce and Industry Committee (CIC) and sent a general invitation to join to member companies. Finally, two new services were created in order to address the needs of members: the Business Executive program helps reserve expedited visa appointments for direct employees of member companies, and online registration enables easy and reliable registration for all AmCham events.

The event concluded with a speech by M. Abderrahim El Hafidi, Director of Electricity and of Renewable Energy, on behalf of Madame Amina Benkhadra, Minister of Energy, Mines, Water, and the Environment. M El Hafidi outlined Morocco's current energy and environmental policies. Members were given time to voice questions and concerns at the end of the assembly.

Rick Ortiz heads for Mexico after four years as the US Commercial Counselor for Morocco and Tunisia



From LtoR: Danielle Tobias, Laprophan; Hani Michel, Xerox; Rick Ortiz, US Consulate; Kamal Kassis, General Electric; Azzedine Kettani, Kettani Law Firm; Rabia El Alama, AmCham

The AmCham Board of Directors hosted a farewell dinner for Rick Ortiz, US Commercial Counselor for Morocco and Tunisia, at the Quai de Jazz Restaurant. Rick Ortiz will depart for Mexico after having served in Morocco for four years, where he will be in charge of the Foreign Commercial Service at the US Consulate.



The AmCham board of directors bids farewell to Rick Ortiz after four years of service with the US Consulate in Morocco.

The Board praised Rick Ortiz for all his efforts and hard work during his time in Morocco. He was given a certificate of merit to acknowledge his contribution to AmCham activities and for serving as an ex-officio Board member of AmCham for all four years.

LE SITE WEB DE L'ALE

www.moroccousafta.com/fr/index_fr.htm

THE FTA WEB SITE

www.moroccousafta.com

NEW
AmCham Website

www.amcham-morocco.com

Display your Corporate logos and banners on the newly designed AmCham website at DH 6000 per year for members and DH 10000 for non members. Logos and banners are shown continuously on the homepage of the website.

Contact Eric Mathewson at Tel : 0522 25 07 36/37/51
<amcham@amcham-morocco.com>

FTA Seminar draws American, Moroccan Business to a healthy discussion of past successes and challenges

Through the support of the U.S. Department of State's Middle East Partnership Initiative (MEPI), the International Executive Service Corps (IESC) held four Trade Promotion Seminars during May and June. The last of these conferences was held in Casablanca on June 9th. The purpose of the seminars was to provide business sector specialists and United States government experts an opportunity to share their insights on how to best profit from the Free Trade Agreement (FTA) with the United States.

At the current day, both the US and Morocco are looking to actively increase their exports to their partner country. This is reflected in the balanced growth in bilateral exchanges since the implementation of the FTA, and, as both countries are benefitting, establishes a win-win relationship between the two countries.

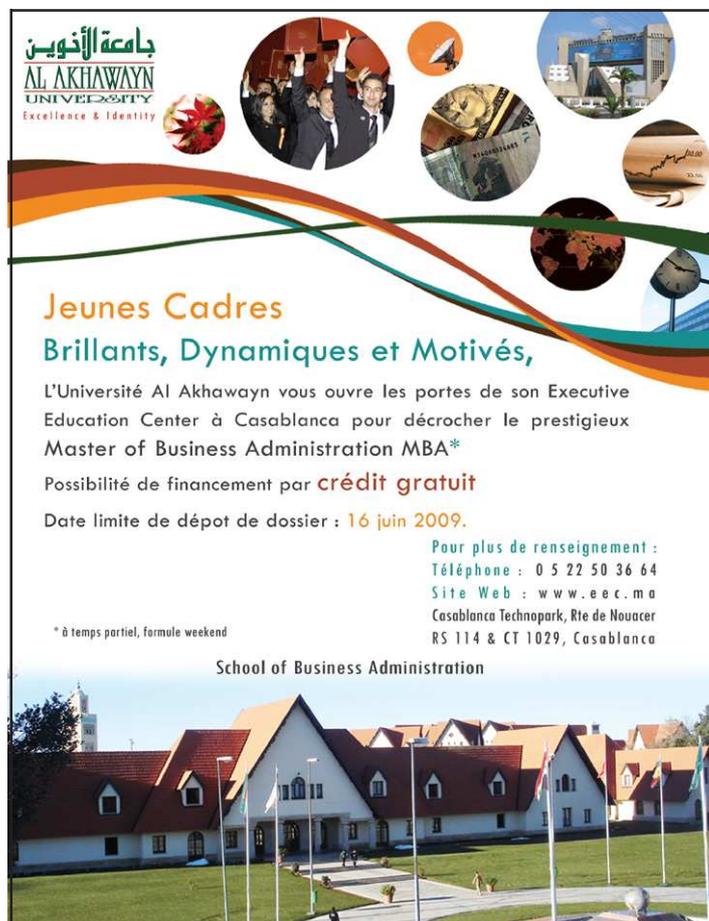
Experts from APHIS addressed the need for productivity and competitiveness in the exportation process, and expressed an effort to streamline the regulatory process. Likewise, the US Standards and Conformity Assessment System was described as reliable, flexible, and responsive. The system was explained as a "bottom-up" approach, in which users drive the standards process.

Worker's rights were promoted as a segue to a favorable business environment, with core labor standards reflecting the International labor movement. Additionally, it was noted that the global economic crisis may be an opportunity to review worker's rights and labor codes. David Bult of Green Sahara Furniture shared his experience on the Moroccan market, highlighting as advantages a protected investment by rule of law, 100% full foreign ownership, proximity to the US, and an ease in shipping and customs.

Edwards Global (EGS), the largest single exporter of US Franchises, portrayed the US as a strong center of franchises due to well-established names, systems, support, and marketing - predictors of success on any market.

The FTA has benefited both Morocco and US in terms of agricultural exports. Despite this mutual growth, Morocco has continued to be challenged by certain US standards on food exports, long phase-out periods of certain US tariffs, difficulties with US customs, and discrepancies between Moroccan and US trade statistics.

Throughout the seminar, experts pointed to quality, delivery, price, and innovation as keys to success on the US market. The importance of niche products and good partnerships on the international market was also highlighted.



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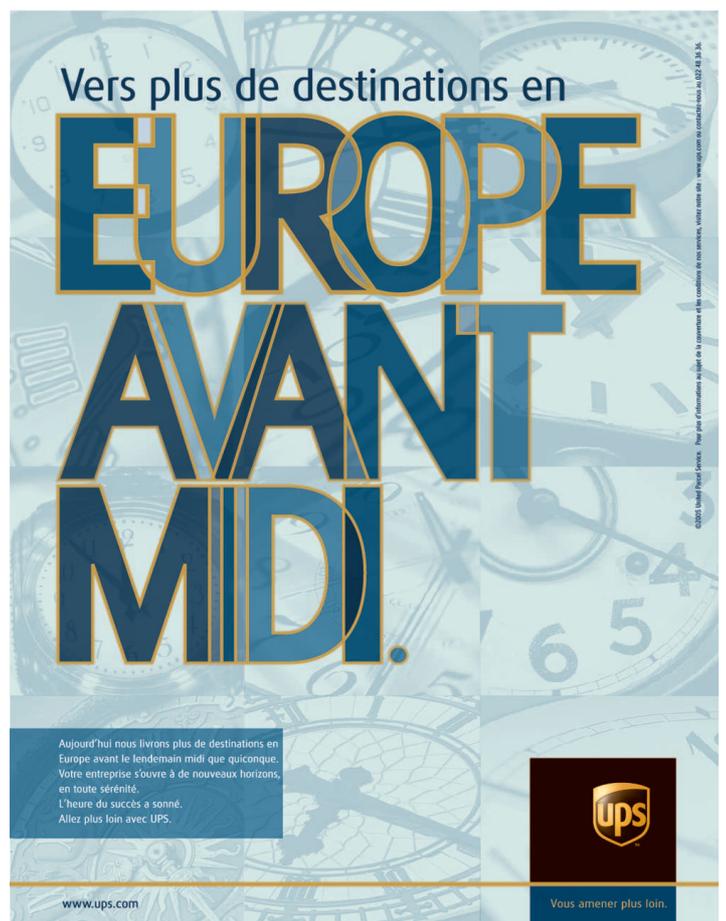
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Date limite de dépôt de dossier : **16 juin 2009.**

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MEMBER COMPANY NEWS

AUI celebrated on June 13, 2009 the graduation of 183 students who constitute the 12th cohort. The keynote speaker was Mr. Ahmed Reda Chami, Minister for Industry, Trade and New Technologies. The ceremony was attended as usual by members of the Board of Trustees and a number of prominent Moroccan and international public figures.”

CDG has appointed Anas Alami as Director General replacing Mustapha Bakkoury.

Cisco launches “Data Center 3.0”, a data solution enabling companies to save up to 20% of capital costs and 30% of operational costs.

CNIA becomes CNIA Saada.

First Restaurant International has just completed a merger with la Holding de restauration.

UGGC & Associés announced the opening of its new office in Doha, Qatar.

NEW AMCHAM MEMBERS

Genpact Morocco

Business process outsourcing
Mr. Patrick Cogy

Maroc - Modis

Manufacturing of lingerie
Mr. Gregory Petit-Peucelle

Mediaedge-CIA Morocco

Media & communication agency
Mr. Nourdin Rhaleb

Modern Contracting

Construction
Mr. Murad Mohamed Murad

Polynaf

Sales office
Mr. Abdelaziz Ouzane

RBC

Manufacturer of shoes
Mr. Abdellatif Bourezgui

Sline

Freight forwarding
Mr. Said Taieb

Société Bodor

Manufacture, import, distribution of agricultural seeds
Mr. Rachid Morabit

AGTT

Freight forward, transport & logistic, forwarding agent
Mr. Pierre Galvan

BMCE Capital Bourse

Brokerage company, Advisory, financial Market and trading
Mr. Youssef Benkirane

Fast Global Logistics

Freight forwarding & logistics services
Mr. Ali El Amri, President

Groupe CMCP

Corrugated packaging and cardboard
Marc Van Lieshout, President Director General

Intel

New information technology
Mr. Abdelaziz Benettaib

Nemotek Technologies

Micro-electronic design/manufacture
Mr. Jacky Perdrigeat

Plastima

Transformation of plastic materials - Mr. Mohsine Sekkat

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Communiqué

ADVERTISING RATES

(Non-member display ads: add 40%)

Quarter Page: DH 2500

Half Page: DH 5000

Business card size: DH 2250

Logo (1 year): DH 6000

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DEADLINE: August 16

