

PROGRAMME (tbc)
**“Export dialogue - Morocco: opportunities for Swiss
companies”**
Friday 6th February 2015, Messeturm Basel

Switzerland (with EFTA) has since 1996 a free trade agreement with Morocco. Yet the proportion of Swiss exports to Morocco is low. However this share may increase in the years to come as Morocco offers interesting business opportunities for Swiss companies. Especially investments in Morocco in the fields of infrastructure (railways and ports), renewable energy and environmental protection (waste management, water supply) and tourism offer great opportunities. The Moroccan government makes big efforts to settle industries.

Thanks to the economic relations in the region, Morocco serves as a hub for the development of West African markets. The country has an exceptionally high degree of openness with its 50 free trade agreements (not yet with the EU).

Take advantage of the opportunity to learn more about your opportunities in the Moroccan market from Moroccan government officials (including a minister for foreign trade). In addition to testimonials from Swiss companies you also have the opportunity to meet representatives of Moroccan companies and thus potential partners for you.

14:00 **Registration and refreshments**

14.30 **Welcome remarks**

Mr. Franz Saladin, director, Chamber of commerce Basel

14.40 **Commercial exchange Morocco /Switzerland**

- Mr. Mohamed Abbou, Moroccan Minister of Foreign trade

15.00 **Invest in Morocco**

Mr. Hamid Benalafdil, Head of Invest in Morocco (AMDI)

15.15 **Doing Business in Morocco: Success Stories of Swiss companies in Morocco**

Introduction: Suhail el Obeid, consultant Africa, S-GE

- **Tourism** : *Mr. Amr Kallini, General Manager, Mövenpick Hotel Casablanca (tbc)*
- **Casablanca Financial Center : a Gateway to Africa , General and practical considerations**: *Mr. Jöel Rochat, Managing Partner, Onyx Wealth Management (tbc)*
- **Energy**: *Mr. Andrea Pedretti, Founder and CTO of Airlight Energy (tbc)*
- **Food**: *Mr. Dominic Beschle, CEO Beschle*

Q&A session

16.20 Closing Remarks
- *M. Sami Zerelli, President, CCSM*
- *M. Chris Watts, Regional Director AAA, S-GE*

16.30 Apéro and B2B meetings

End aprox. 18 :00

Basic consulting

After the event you have the opportunity to book a personal discussion with Suhail el Obeid, Switzerland Global Enterprise consultant Africa. He will examine your export idea specifically and individually. You will receive initial information and answers to your questions or a second opinion. The basic consulting service is part of our public service and is therefore free of charge.

Target audience SME already exporting to Morocco or with the intention to do so

Cost of participating S-GE and HKBB-members: CHF 60.-, Non-member: CHF 100.-

The event is organized by Switerland Global Enterprise, Handelskammer beider Basel in close cooperation with the chambre de commerce Suisse au Maroc.