

# MOROCCO SEMINAR: A RISING ECONOMIC POWER IN AFRICA

THURSDAY, MAY 7, 2015

**OMNI MONT-ROYAL HOTEL**  
**1050 SHERBROOKE STREET WEST, SALON DES SAISONS (BALLROOM)**

- 8:00 AM ARRIVAL AND REGISTRATION OF PARTICIPANTS**
- 8:30 AM OPENING REMARKS**  
Board of Trade of Metropolitan Montreal
- 8:40 AM A PROMISING INVESTMENT CLIMATE FOR QUEBEC COMPANIES**  
**Ali Zaki**  
Chief of Services, Americas and Eastern Asia  
Moroccan Investment Development Agency
- 9:00 AM ATTRACTIVENESS OF MOROCCO: DISCUSSION OF BUSINESS OPPORTUNITIES  
IN THE COUNTRY'S GROWTH SECTORS**  
**Mohcine Chougrad**  
Business Information Specialist  
Info entrepreneurs
- 9:20 AM BUSINESS CULTURE: KEY POINTS TO REMEMBER IN ORDER TO DO BUSINESS  
IN MOROCCO**  
TBC
- 9:40 AM UNDERSTANDING TAXATION ASPECTS FOR SUCCESS IN MOROCCO**  
**Julie Blouin**  
Senior Manager, Taxation  
Raymond Chabot Grant Thornton
- 10:00 AM COFFEE BREAK**
- 10:20 AM LEGAL ASPECTS OF DOING BUSINESS IN MOROCCO**  
TBC
- 10:40 AM SELLING IN MOROCCO: CONSUMPTION HABITS AND CHARACTERISTICS OF  
THE MOROCCAN CLIENTELE**  
TBC

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**11:00 AM BUSINESS TESTIMONIALS**

**Souad El Mallem**

Chief Country Representative, Strategy & International Business Development, Africa  
Bombardier Aerospace

**André Beauregard**

President  
Damstom Inc.

**11:45 AM CLOSING REMARKS**

**11:50 AM END OF THE ACTIVITY**

In collaboration with:



The "**Export Quebec**" initiative is carried out in collaboration with:



Official airline of the "**Export Quebec**" initiative:



L'équipe d'experts en commerce international  
de la Chambre de commerce du Montréal métropolitain  
Le WTC Montréal reçoit le soutien financier de Développement économique Canada.