

MOROCCO

‘Brand Morocco’ set to woo American markets



(ANSA) - CASABLANCA - 'Brand Morocco ' is the new programme aimed at improving and promoting the image of the country to the American companies. It was presented yesterday in Rabat by Moroccan American Trade and Investment Council (MATIC) and Morocco 's Ministry of Industry, Trade and Economic Restructuring.

The programme, the subject of a competition involving some 50 American universities, was elaborated to contribute to improving the view which American investors have about the North African country, to create new relations between the businessmen of the two countries and to promote the Moroccan products in USA.

The meeting of Rabat was also an occasion to present the plan to attract foreign investments in Morocco , elaborated by the Bellevue University of Omaha (Nebraska), which won the competition.

With an investment of USD1 million, 'Brand Morocco ' acts in different industries, from the car industry, aeronautics, hardware and software industry, to agriculture and real estate.

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