

المملكة المغربية
ROYAUME DU MAROC

CCME

مجلس الجالية المغربية بالخارج
CONSEIL DE LA COMMUNAUTÉ MAROCAINE À L'ÉTRANGER
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EMBASSY OF THE KINGDOM OF MOROCCO

سفارة المملكة المغربية



W.G.S.F.

WOMEN'S GROWTH & SUCCESS FORUM



CCME
IN LONDON

MAY, 30TH - 31ST



LONDON-UK

Women's Growth and Success Forum

30 th 31 st May 2014

London

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Foreword by HH Princess Lalla Joumala,
Ambassador of His Majesty the King of Morocco to
the Court of St James

The relationship between women and progress is one that society can no longer deny. When women are empowered, it is society as a whole that flourishes and today, gender equality stands as the clearest indicator of any country's levels of development and democracy.

The Women's Growth and Success Forum, convened in London on 30-31 May 2014, provides a welcome opportunity to reiterate this truth and more importantly, to highlight the various ongoing challenges facing women in the MENA region.

It is an occasion for inspiring female role models, from across all sectors of the public and private spheres, to come together and share their personal stories of achievement that will stand as great sources of motivation for the daily unsung heroes of our region – the mothers, wives, daughters and sisters who take forward our society through life's daily struggles.

I am especially proud of the strong Moroccan contribution to this Forum. Our speakers, presented in this brochure – Zineb El Adaoui, Rajaa Mekouar and Souad Talsi MBE - have each achieved great distinctions in their respective fields and illustrate the truly amazing diversity of Moroccan women's accomplishments.

Their individual successes join those of the growing number of Moroccan female leaders and personalities to provide uplifting signs of encouragement for Morocco's own internal democratic reform process. This undoubtedly serves to confirm and support the priority placed by His Majesty King Mohammed VI on women's empowerment, through the National Initiative for Human Development, as the drivers of our Nation's progress.



I am equally pleased that Morocco's contribution is one which puts in perspective the role of Moroccan women both within the Kingdom and abroad. As His Majesty's Ambassador in the United Kingdom, I am very much aware of the key role played by Moroccan-British women as the pillars of a well-integrated and peaceful Diaspora community that plays a key role in consolidating the ties between our two Kingdoms.

As such, I wish to take this opportunity to praise the Consultative Council for Moroccans Abroad (CCME) for its efforts in bringing attention to the role of Moroccan women throughout the world and in particular, for their precious support to this specific event which underlines the achievements of our female role models to the British public.

Finally, at a more personal level, I would like to end this foreword by paying a symbolic tribute to my own illustrious predecessor, HRH Princess Lalla Aicha, whose appointment in 1965 as Morocco's Ambassador came at a time when women's empowerment was still very much a foreign notion throughout the world. She remains, in our memories, as a formidable trailblazer reminding us that Morocco's history has always been marked by the pioneering role of its strong, inspirational women. Today, this legacy is greatly honoured by all the Moroccan women who continue to pave the way of an even brighter future for our country.

Introductory Message from Mr Abdellah Boussouf General Secretary of the Council of the Moroccan community abroad

The Council of the Moroccan Community Abroad is an advisory institution created in 2007, under direct authority of His Majesty, the king Mohammed VI.



Gender equality and issues pertaining to women's rights and young generation has been at the heart of its policies from its inception to date. Our working group "Gender and new generation" within has been working tirelessly to address issues concerning women in migration.

Indeed, in today's global world where 50% of migrants are women, our policy has been to tackle all sorts of issues, by realising various international conferences, in a bid not only to address social issues pertaining to women but also to raise awareness about their struggle for equal rights and call to eradicate gender inequality.

As the pattern of global migration changes, so does the diversity of our women migrant's profile. The diversity is of significant magnitude and bears a true witness that our diaspora is a reflection of that global migration change we see.

The Women's growth and success forum is a good example in this respect and stands to discuss not only women's participation in society as whole, politically, socially and economically, but equally its responsibilities and rights as women globally.

A new diplomacy on women's rights has been initiated with the Embassy of the Kingdom of Morocco in the UK, a region that has long historical ties with our country and only recently celebrated 800 years of diplomatic relations.

And finally the new dynamic and emerging members of our community in the UK as business men and women, professionals and successful financiers in the society they live, demonstrate how vibrant is our diaspora abroad.

Permit me to wish all the participants and organisers of this unique event, all the success possible and congratulations.

Biographies of the moroccan female participants :



Zineb El Adaoui

Zineb El Adaoui was appointed by His Majesty King Mohammed VI, Wali of Gharb-Chrarda-Beni Hssen region, and Governor of the province of Kenitra, Morocco. First in the history of Morocco if not the entire Arab world.

She holds a graduate degree in economics and became the first woman to hold the office of judge at the Court of Auditors in 1984 before serving since 2004 as President of the regional Court of Auditors Rabat.

She was appointed by the King Mohammed VI, member of the Advisory Committee on Regionalisation regeneration . She is also a member of the National Council for Human Rights -Morocco and a member of the national dialogue committee on judicial reforms.



Nabiha Ghiati

Nabiha Ghiati is a stylist. Having been fascinated during her childhood by traditional dresses, she joined a school of styling model making in Rabat before going to draw sharp technics during 4 years within a school of fashion design in Paris.

Nabiha Ghiati is inspired by its various journeys to color its creations by adapting and respecting the origin of the Moroccan kaftans.

With 9 participations to the Festival of Asilah, in this city of art where meets annually the Andalusian and Arab intelligentsia, we can also find her kaftans in various cities of the world.

Her creations are present from now in Saudi Arabia but also in the United Arab Emirates where her art was able to be exported.



Rajaa Mekouar

Rajaa Mekouar is a Director of Heptagon Capital and the Founder/Non Executive Chairman of Maera Capital Morocco, and has over 15 years of international professional experience.

She dedicated her career to Private Equity investing, which included 6 years as Principal at Lazard European Private Equity Partners and Change Capital Partners, followed by 6 years at Maera Capital, which focuses on Family Offices in Agriculture- and consumer-related sectors in Africa. Before that she worked in investment banking at Dresdner Kleinwork Wasserstein. Rajaa started her career at Procter & Gamble where she held assignments in France, the UK and Germany.

Rajaa is a graduate of HEC Paris and holds an MBA from INSEAD. She has been based in London since 2001 and commutes to Morocco where she grew up and expanded the Maera franchise in 2012 (www.africafutureisnow.com).



Souad Talsi MBE

Born in Morocco, **Souad Talsi** came to the UK as a young child and has lived and worked here in London ever since. Recognised for her outstanding commitment to the voluntary sector and work within the Arab migrant community of London, Souad was named in the Queen's Birthday list in June 2011, and was duly awarded an MBE. She is a member of the Council of the Moroccan community abroad, an appointment made by the King of Morocco Mohammed VI. During Gordon Brown's government, she was the only Arab woman appointed as a member of the National Muslim Advisory Panel Group. She also sat on the Mayors' Refugee and Migrant's Advisory Group, in addition to many other committees and trustee board, she still serves and support.

Presentation of the Council of the Moroccan community abroad

The Council for the Moroccan Community Abroad, a national advisory and prospective institution



The Council for the Moroccan Community Abroad (CCME), held under the authority of His Majesty King Mohammed VI, was established by Royal Dahir in December 2007 for an initial four-year term. The CCME is in charge of monitoring and assessing public policies of the Kingdom as regards its emigrants,

ensuring the protection of their rights and enhancing their participation in the political, economic, cultural human and social development of the country. The CCME is also entrusted with discharging missions of monitoring and foresight of migration issues and contributing to the development of relations between Morocco, and governments and societies of emigrants' host countries.

The CCME is composed of deliberative members and observer members representing the main ministries and institutions that work on migration issues. In June 2008, it organized its first Plenary and subsequently established six working groups appointed for a term of four years.

A gender approach as systematic as possible

Organized since December 2008, the «Meetings of Moroccan women from here and elsewhere» have constituted a first illustration. Each time, these meeting bring 400 people coming from more than twenty countries.

The international meeting of Moroccan retired people, which took place in May 2009 involved twelve associations of retired people as well as the First Forum of Moroccan Youth in the World, organized with the Ministry-Delegate to the Prime Minister in charge of the Moroccan community living abroad (Ifrane, July 26-27) are events that manage to assess the growing diversification of populations.

Boosting the cultural action in immigration countries

Given the intensity of immigration and young generations' expectations, the CCME contributes to strengthen the cultural offer in Morocco by: issuing music discs; translating and publishing works Moroccan authors from abroad; supporting cultural events; bringing Moroccan immigrants artists from abroad to events taking place in Morocco; supporting the presence of Moroccan artist from immigration to various international fairs...

The CCME has also contributed to the implementation of four exhibitions on the history of immigration.

These exhibitions were initially held in Europe, before being brought to 10 Moroccan cities, most of which are known as important emigration areas. An exhibition on Moroccan-European relations since the 11th century will be presented starting from November 2010 at the National Library of the Kingdom of Morocco and in six foreign cities.

Besides, the CCME honored Moroccan authors from abroad at the 16th edition of the International Books and Publications Fair (SIEL). This event was organized in partnership with the Ministry in charge of the Moroccan community living abroad (MCMRE).

A moderate view of islam in Europe

The establishment of populations belonging to the Islamic culture and faith in Europe has raised new issues. The Council initiated an extensive reflection on these topics by organizing three international conferences : Legal Status of Islam in Europe (Fès, March 2009); Islam in Europe: What Model? (Casablanca, June 2009); Islam in Europe: training of executives, religious education, and teaching of the religious fact (Strasbourg, March 2010 - in partnership with the General Secretariat of the European council). These symposiums gather European scholars, official representatives from Europe, as well as Muslim community actors. Four agreements have been signed with academic institutions based in

Morocco and partnerships are being discussed with similar European institutions.

Contributing to the development of scientific research

Given that the elaboration of relevant public policies that can keep up with the transformations affecting emigration requires the establishment of a national research agenda, the Council managed to conduct many actions in this field. Accordingly, it has supported international symposiums organized in Morocco by Moroccan researchers; organized a conference on languages in immigration, another on the new patterns of immigration in Social Sciences; signed agreements with several Moroccan universities and the National Library of Morocco (in partnership with the MCMRE) in order to open resource centers;... The CCME is also working on the creation of a national fund for research on migration.

Two opinion polls - the latter organized with the MCMRE - on Moroccans in Europe expectations have also been realized.

Assessing public policies

In order to ensure its dual function as consultative and prospective institution, the CCME conducts several studies on Moroccan public policies as well as on international migration dynamics and the debates it creates both in Morocco and in host countries. In parallel, many auditions of the major departments and institutions - in the private and public sectors - involved in migration issues were

held thanks to the participation of observer members. In the same framework, the CCME conducts a follow-up and partnership policy with international institutions that work on migration.

Argumented and pluralist thoughts in citizenship

The CCME organized in March 2009 the First International Meeting of Councils of emigration. As a result, a liaison committee and a secretariat hosted by the CCME were established. A second meeting is scheduled on 2011. This meeting enabled an important exchange of experiences related to the civic participation of emigrants. The research team of CCME prepared a study gathering the international experiences in his field.

According to the Dahir, the CCME has to draft propositions on the composition of the future Council and procedures related to the participation of Moroccan emigrants in the democratic life of the nation. The Council shall consult its communities living abroad, political actors, and relevant institutions

in Morocco before elaborating these propositions.

Promoting skills of Moroccan abroad in the developpment process

The necessity of amplifying Moroccan skills abroad for the development of Morocco has made the CCME to organize several meetings with high Moroccan executives (Montréal, Barcelona, Toulouse, Lyon... etc.) Moreover, in March 2010, the Council established, with the MCMRE, a social network allowing exchange and debate as well as a seminar on Moroccans of the World to the debate on the National Charter on Environment with over fifty Moroccans living abroad.

Thanks

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Mrs Zeineb Bentahila, Minister Counsellor, Head of the Political section at the Embassy of Kingdom of Morocco in UK,

Ms Ghislaine El Abid, Project manager at the Council of the Moroccan community abroad, Morocco.

Mrs Souad Talsi MBE,
CCME member for the UK

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