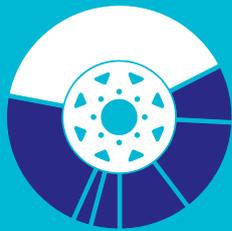


Our *know-how* is having an impact in Morocco.

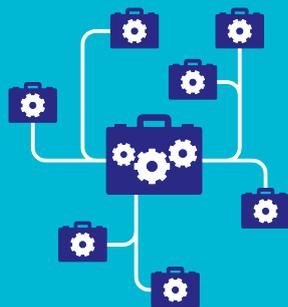
We've helped 80 enterprises in Morocco access advice. We are currently funded in Morocco by the European Union, the SEMED Multi-Donor Account and the SEMED cooperation funds account.



48% of our projects are with clients in manufacturing, but we also have clients in agribusiness, construction and energy.



39% of our projects provide strategy advice, but we also help with marketing, energy efficiency and organisation.



Whether in Casablanca or Oujda, we have projects all over the country.



Ultimately, we support projects that help our clients take the next step.



We're helping small businesses. *Know how.*

January 2014



At the European Bank for Reconstruction and Development (EBRD) we provide more than just finance. We also provide business advice to help small and medium-sized businesses grow, succeed, then grow again, becoming genuine catalysts for their local economies, then their region.

We have been doing this successfully in Morocco since 2012, applying funding from the European Union, the SEMED Multi-Donor Account and the SEMED cooperation funds account. We've combined almost €2.1 million in donor support with more than €455,900 in contributions from our clients to help over 70 small and medium-sized businesses.

Our network of local consultants has provided business advice in many areas, including environmental management, strategy, organisation, marketing and export. Moreover, our industry experts from Canada, Germany, Italy and beyond have shared their

own unique experiences and international best practices to help businesses take the next step.

We support businesses from many industries, such as food and beverages, manufacturing, ICT, handicrafts, textiles, education, tourism, wholesale and retail distribution and construction and engineering. We don't just work in the capital city. In fact, 46 per cent of our projects are outside Casablanca.

We build strong, competitive markets for business advice that will thrive independently, well into the future. Over the past two years we grew our network in Morocco by 16 times to over 120 consultants. We are now training the next generation of consultants in essential consultancy skills and managing consulting services.

As a bank, we know how important finance is for growth. We work closely with our banking colleagues as well as our partner financial institutions, helping our clients attract the funding they need to grow.

www.ebrd.com/knowhow

Number of projects

80

Total client contributions to projects

€455,950

Average client contribution

42%

Network of local consultants

120

Total donor contribution

€2.1 million

