Beat: Business

The 5th Global Entrepreneurship Summit in Marrakech

After US Africa Summit Morocco hosts GES

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USPA NEWS - Following to Morocco's active participation at the last Africa-US summit, went intensely motivated with his Moroccan delegation. This is where and when the idea emerged of hosting the GES in Marrakech from 19 to 21 November 2014, as a logical continuum.

Thus, this fifth edition of the Global Entrepreneurship Summit will make of Morocco the first African nation to host the World Summit this year. The Global Entrepreneur Summit will provide an opportunity to celebrate entrepreneurs from around the world and a platform for exchange of innovative ideas.

The main objective behind this summit is to strengthen, ties between business leaders, organisations, in the United States and Muslim communities around the world. According to www.whitehouse.org, “Participants hail from: Afghanistan, Albania, Algeria, Australia, Austria, Bahrain, Bangladesh, Brazil, Brunei, Cameroon, Canada, China, Denmark, Djibouti, Egypt, Finland, France, Gambia, Germany, India, Indonesia, Iraq, Israel Jordan, Kazakhstan, Kenya, Kosovo, Kuwait, Kyrgyz, Lebanon, Libya, Madagascar, Malaysia, Mauritania, Morocco, Netherlands, Niger, Nigeria, Norway, Oman, Pakistan, the Palestinian Territories, Paraguay, the Philippines, Qatar, Russia, Saudi Arabia, Somalia, Spain, Sweden, Syria, Tajikistan, Tunisia, Turkey, UAE, Uganda, United Kingdom, the United States, and Yemen.“
The last year GES was organized in Kuala Lumpur, Malaysia for the fourth GES, held October 2013. U.S. Secretary of State John Kerry replaced Barack Obama as the summit´s leaders. The 4th session aimed to better opportunities for young entrepreneurs simultaneously with innovations. The previous year, it was held December 2012, in Dubai, UAE. The programme focused on opportunities to connect between the U.S.A. leadership with the Muslim countries entrepreneurs, in both private and public sectors. Other areas of improving financing supported by the American government, expanding trade, and improving the investment climate in the Middle East and North Africa, as well as the world. www.whitehouse.org

A prestigious Cast of leaders in Marrakech at GES
The US government scored a high confidence in Morocco, considered at the height of such an event. The special guests will also make a difference on the active participation in this forum. The consequences can be translated into signing contracts, in addition to the long-term consolidation of the Moroccan-American relations in terms of commercial, financial and diplomatic. The American partnership is well represented by prestigious speakers such as Joe Biden, Vice President of the United States of America, Penny Pritzker Secretary of Commerce, United States Department of Commerce, Daphne Koller, Founder Coursera, Page Ambassador USA.

From the Moroccan side, amongst the speakers are present, Salaheddine Mezouar Minister of Foreign Affairs and Cooperation, Mohamed Boussaid Minister of Economy and Finance, Moulay Hafid Alami, Minister of Industry and Economy and Trade and Investment, and The Digital Economy, Mbarka Bouaida, Delegate Minister of Foreign Affairs, Miriem Bensalah Chaqroun, CEO of General Confederation of Enterprises of Morocco (Morocco´s Union), Nizar Baraka, President SEEC (Social Economic & Environmental Council). Morocco ranks as the second most attractive country to host direct foreign investments in the African continent, after South Africa (Source “Financial Times)“. The Minister of Foreign Affairs and Cooperation, Salaheddine Mezouar, has indicated that this international meeting will be an open event during which “Morocco is going to target the various countries“ with the aim of assuring wider participation.
----------The participants should not leave Marrakech without visiting the "Jamaa El Fnaa" square with its mythical Folklore making it unique in the world makes the visitor travelling through time with its magic and fairy. The henna hand carved open wide towards the rest of the world, seems to say "WELCOME" to the call, as Moroccans say "MARHABA".
For more informations about GES Marrakech visit : http://www.gesmarrakech2014.org/en

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