

## Press Release

*Dakhla, October 31, 2018*

# 1<sup>st</sup> Dakhla Business Challenge

## Dakhla Learning Center Entrepreneurship Program

The Phosboucraa Foundation's Dakhla Learning Center (DLC) is organizing the first **Dakhla Business Challenge** on **Thursday, November 8, 2018 at the Palais des Congrès de Dakhla**. This challenge represents the culmination of project leaders' three-month commitment, effort, and engagement in the Entrepreneurship Program.

The Dakhla Learning Center's Entrepreneurship Program aims at helping young project leaders turn their ideas into business projects, and go beyond projects to viable businesses.

Through personalized support, the DLC provides consulting and information services to the program's young members in order to help them develop their projects. These young project leaders are thus able to expand their knowledge of business creation and development through access to both generic and thematic training. In addition, project leaders undertake to fulfill a series of professional meetings with the center's advisors which will provide them with individualized support and enable them to complete and present their business plan. It also makes it possible for them to establish their action plan to develop their own businesses.

**The first Dakhla Business Challenge is an opportunity for the 12 entrepreneurs, 4 women and 8 men, representing 6 industries and selected from among 52 contestants, to present their projects to a specialized jury whose mission is to identify the best ones. The Dakhla Business Challenge will also be an opportunity to gather the business ecosystem around a panel of experts who will discuss the different investment opportunities in the Dakhla region, as well as the role of small- and medium-sized businesses as a local economic development driver.**

Project leaders who make their projects a reality will continue to benefit from the center's services and will receive personalized support, with the goal of monitoring the development and launch of their activities, their achievements, and the challenges they will encounter. The center's support occurs on different levels: commercial decision-making, production organization, accounting and financial management, and other business-specific topics all entrepreneurs need to know about. This phase also includes networking opportunities for young entrepreneurs to promote their business development, and thus the growth of the newly created business, to their respective markets.

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Dakhla Learning Center Entrepreneurship Program

November 8, 2018 at the Palais des Congrès de Dakhla

### Schedule

5 p.m.	- Welcome and registration
5:30 p.m.	- Welcoming and opening remarks - Presentation of the Phosboucraa Foundation - Presentation of the Entrepreneurship Program
6:00 p.m.	Panel: Entrepreneurship: Driver of Local Economic Development - <b>Mr. Mohamed Abdellah Bouhjar</b> - Director, RCI Dakhla-Oued Eddahab - <b>Ms. Houria Nadifi</b> - Director, Entrepreneurship and Micro-Businesses, Morocco SMEs - <b>Mr. Sidi Ahmed Hormatallah</b> - President, Saharan Association for Sustainable Development and the Promotion of Investment
6:45 p.m.	- Coffee break
7 p.m.	- Raffle
7:10 p.m.	- Project pitches
7:50 p.m.	- Discussion
8 p.m.	- Announcement of results and closing