FINANCIAL EDUCATION IN THE ARAB WORLD

OCTOBER 20 - 21 2016
AMPHITRITE HOTEL IN SKHIRAT RABAT MOROCCO
Financial Education for MSMEs
The Moroccan Story
MSMEs face different constraints related to information access, lack of human and technical resources, difficulty to follow the market evolution.

Strategic target of FMEF

Play an important role in economic growth and employment generation.

Major component of developing countries economic system.

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<th>In Morocco:</th>
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<tbody>
<tr>
<td>95%</td>
<td>Enterprises</td>
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<tr>
<td>50%</td>
<td>Employment</td>
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<td>30%</td>
<td>Exports</td>
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<td>20%</td>
<td>Added value</td>
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The Moroccan Foundation for Financial Education (FMEF) adopts an approach based on reliable diagnostic.

Qualitative surveys are conducted to identify this specific target needs and barriers => Enterprise profiling
The FMEF with its international partners has developed targeted training programs for Micro and small enterprise based on sectorial approach: crafts and agriculture sectors.

National actors are involved in order to give the programs a nationwide reach.

Financial education caravan organized by the FMEF in partnership with the Ministry.

In partnership with CAM, the FMEF ensured capacity building for trainers.

In partnership with Al Amana Microfinance, the FMEF trained the client advisers.
Micro entrepreneurs:

- The FMEF has an ambitious action plan aiming to reach all Al Amana’s clients as a first step. After this pilot experience, the FMEF’s action plan will cover all the micro credit sector clients.

- « Pedagogical Toolkit »:
  - developed with ILO for socio-economic insertion of youth and woman.
  - In development with GIZ and ILO about Enterprise finances’ management.
The FMEF is developing an eLearning platform dedicated to MSMEs. This training certificate program is an innovative initiative that will promote and develop enterprise running and raise awareness about their rights and obligations in their dealings with financial institutions.

In addition, the program will focus on introducing the specific financial offers for MSMEs.
Thank you