



**KICK-OFF
MEETING**



MOROCCO

PROGRAM

27.10.25 - 31.10.25

*Workshops led by **Clara Gruitrooy** and **Daniela Greiffendorf***

*** This program was last updated on 26.10.2025. It is subject to change***

Initiated by



EMA
Euro-Mediterran-Arabischer Länderverein
المنظمة العربية الأورومتوسطية للتعاون الإقتصادي
Euro-Mediterranean-Arab Association

funded by



Bundesministerium für
wirtschaftliche Zusammenarbeit
und Entwicklung

in cooperation with



**Partners in
Transformation**
Agentur für Wirtschaft
und Entwicklung



KICK-OFF MEETING
MOROCCO

MONDAY 27.10.2025

DAY 1

Arrival and check in

Hotel Kenzi Basma, Casablanca 🇵🇸

*Avenue Moulay Hassan 1er , Casablanca, 20000, Maroc
Contact: Amina Karim (+212 773249401)*

20:00 hrs

Dinner at **Hotel Kenzi Basma**

** Participants who are already present in Casablanca
before 20:00 hrs can join**

TUESDAY 28.10.2025

DAY 2

09:45 hrs

Meet at the Hotel Lobby

Walk to the workshop venue - **German Business Centre (GBC)** 🇵🇸

14 Bd de Paris, Casablanca 20000, Morocco

10:00 hrs

Words of Welcome by **Clara Gruitrooy**

Workshop: Get together & Mentoring Concept

12:30 - 14:00 hrs

Lunch at GBC

14:00 - 17:30 hrs

Workshop: Leadership & Business Growth – Essentials

Walk back to the hotel

*Pick-up from the hotel at **19:45 hrs***

21:00 hrs

Dinner at **Restaurant TROV** 🇵🇸

10 Rue Calavon, Angle Bd Abdelmoumen, Casablanca, Morocco



8:45 hrs

Meet at the Hotel Lobby and walk to GBC

09:00 - 11:30 hrs

Workshop : Matching

*Pick up from GBC at **11:45***

12:00 -13:15 hrs

Visit Hassan II Mosque (Photoshoot) 

Bd Sidi Mohamed Ben Abdellah, Casablanca, Morocco

*Transfer to the restaurant at **13:15 hrs***

13:30 - 15:30 hrs

Lunch at **La Sqala** 

*(Transfer back to GBC at **15:40hrs**)*

16:00 - 18:00 hrs

Mentoring Group Work: Strategy

Free Evening (at own expense)

Suggestions:

1. Visit the Souk of the old Medina
2. Dinner at Rick's Cafe / Dar Dada / Le Cabestan
3. Relax and unwind at the Hammam of Hassan II Mosque



KICK-OFF MEETING
MOROCCO

THURSDAY 30.10.2025

DAY 4

8:45 hrs

Meet at the Hotel Lobby and walk to GBC

09:00 - 09:30 hrs

Presentation: My OUISSAL Journey

Stories from a former OUISSAL participant

09:30 - 12:30 hrs

Mentoring Group Work: Strategy (continued)

12:30 hrs

Lunch in GBC

14:00 - 16:00 hrs

Pitches of Mentoring Groups

Return to the Hotel

*Meet at the Hotel Lobby at **17:45** and walk to GBC*

18:00 hrs

Networking Reception

At German Business Center (GBC)

FRIDAY 31.10.2025

DAY 5

Check-out and departure

*Check out from the hotel by **12:00 hrs***

This program was last updated on 26.10.2025. It is subject to change

Initiated by



EMA

Euro-Mediterran-Arabischer Länderverein
المنظمة العربية الأورومتوسطية للتعاون الإقتصادي
Euro-Mediterranean-Arab Association

funded by



Bundesministerium für
wirtschaftliche Zusammenarbeit
und Entwicklung

in cooperation with



**Partners in
Transformation**
Agentur für Wirtschaft
und Entwicklung