



CCNM Meeting 4/3 2010

Participants:

Rachid Chihani, Ericsson
Jan-Erik Thorén, Volvo Maroc
Robert Wentrup, Swedish Trade Council
A. Moumen Chagraoui, Metso

Agenda:

Topics to reflect upon:

- Mission statement
- Objectives - what should CCNM be within 5 years? What should be our main activities? How can CCNM support Nordic companies in Morocco and Moroccan companies in the Nordic countries?
- Lobbying activities - who do we want to reach - what is our message?
- Ideas for midsummer activity

Minutes:

1. Robert Wentrup, informed about latest status regarding creation of the association. Still missing papers from ABB, Metso and STC. To be delivered asap.
2. The Danish ambassador has been informed and welcomed the opportunity to become president of honor for CCNM. Rachid and Robert will meet her in Rabat shortly.
3. Rachid proposed a CCNM dinner at the occasion of an international golf tournament around 18-20 of March. The group proposed that this could be scheduled in a restaurant in Benslimane. Rachid will send more details next week.
4. Mission statement – the participants brainstormed around what should be the CCNM mission statement. Some ideas were given:
 - a. Promote Nordic business and industry
 - b. Conduct introduction activities
 - c. Unbiased and non-political activities
 - d. Relationship building
 - e. Not to conflict with STC's work, not too technical work. The work should be in cooperation with the STC and complementary
 - f. Network providing
5. Objectives – the participants brainstormed on the objectives for CCNM. Some ideas were given:
 - a. Social / business network
 - b. Provide start-up advice /basic introduction to Morocco
 - c. Reactive matchmaking between Nordic and Moroccan companies
 - d. Support matchmaking on Nordic markets
 - e. Encourage sourcing from Nordic countries
 - f. 100 members within 5 years
6. Lobbying - the participants brainstormed on the objectives for CCNM. Some ideas were given:
 - a. There is a lack of Nordic power and influence in Morocco, lobbying needs to be done towards the ministries and the king
 - b. Should CCNM do political lobbying? Some Nordic countries stand regarding the Western Sahara issue is limiting business opportunities. This should be communicated more clearly.
 - c. The CCNM could issue a monthly or / and annual business review / newsletter with the detailed business intelligence about Morocco with focus on the Nordic industries /business areas – a synthesis of what is going on in Morocco and what Nordic trade ministers etc. need to be aware about. The issue how the CCNM best can communicate with Nordic ministries and influence makers was brought up and reflected upon.
7. Midsummer party



- a. This should ideally be hosted in the Finnish ambassador's garden.
- b. Theme should be design
- c. It is to take place around 20th of June.
- d. Each company should be able to invite 5-10 companies.
- e. The STC list for the inauguration should be the base invitation list

8. Next meeting should be during the dinner in Benslimane at the end of March

//Robert Wentrup on the 8th of March