



REGERINGSKANSLIET

Ministry for Foreign Affairs  
Sweden

THE SWEDISH TRADE & INVEST COUNCIL

BUSINESS  
SWEDEN



DELEGATION

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# VISITING THE TELECOM OPERATORS IN MOROCCO AND TUNISIA

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MOROCCO AND TUNISIA, 19 – 21 APRIL

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## INVITATION

# VISITING THE TELECOM OPERATORS IN MOROCCO AND TUNISIA





## MOROCCO AND TUNISIA, 19 – 21 APRIL





In order to highlight Swedish expertise in ICT, Business Sweden is organizing a Visiting Program to the Telecom Operators in Morocco and Tunisia respectively. The participating Swedish ICT companies will have the opportunity to establish business contacts with relevant decision-makers during a 3-day tour with customized B2B-meetings at the operators' offices.

The delegation is headed by H.E. Ambassador Erika Ferrer while in Morocco and by H.E. Ambassador Fredrik Florén while in Tunisia.

### Your goal with the participation

- ▶ Initiate and strengthen relations with the telecom operators' key stakeholders, through promoting and marketing Swedish solutions in a customized framework.
- ▶ Leverage on the recent success of some Swedish ICT companies in signing contracts and position your company as an additional Swedish provider with good reputation among the telecom operators
- ▶ New RFPs or sales and add-on sales in these two countries

 Morocco	 Un monde nouveau, vous appelle	 عبر كيفيتي	
Shareholders	53% Etisalat (AE), 30% state owned, 17% floating	69% SNI, 31% Zain (KW)	49% Orange (FR), 25.5% CDG, 25.5% Finance Com
Market Share	41%	28%	31%

 Tunisia	 اتصالات تونس GRUPE TUNISIE TELECOM		
Shareholders	65% State owned, 35% TeCom-DIG (AE)	51% State owned, 49% Orange Group	90% Ooredoo (QA), 10% State Owned
Market Share	34%	19%	47%

We look forward to having you with us. For information on registration fees please contact Mr Abdou Ziat and Mrs Christine Johansson, +212 657 12 41 99 or +212 661 22 78 57

In collaboration with:



EMBASSY OF SWEDEN

Rabat



EMBASSY OF SWEDEN

Tunis



## PRELIMINARY PROGRAMME

# VISITING THE TELECOM OPERATORS IN MOROCCO AND TUNISIA

## MOROCCO AND TUNISIA, 19 – 21 APRIL

### 18 APRIL, MONDAY

#### Afternoon Flight to Casablanca

- ▶ Arrival and Check in to Kenzi hotel Sidi Maarouf, Casablanca
- ▶ Pick-up from airport and transfer to hotel

### 19 APRIL, TUESDAY– Casablanca and Rabat

#### 09:00 – 10:00 Breakfast at the hotel

#### 10:00 – 11:00 Briefing and Program Review by Business Sweden

- ▶ Venue: Hotel
- ▶ Moderator: Business Sweden

OR

#### 10:00 – 11:30 Possibility to request meeting with MEDITEL (tbc)

- ▶ Reserved for those already referenced on Group level

#### 11:30 – 13:00 Transfer by mini-bus to Rabat

#### 13:00 – 14:30 Lunch in Rabat close to Maroc Telecom offices

#### 15:00 – 18:00 Meetings with Maroc Telecom

- ▶ Venue: Maroc Telecom Tower, Avenue Ennakhil, Hay Ryad, Rabat
- ▶ Short introduction session of the participants
- ▶ B2B meetings à 20 to 30 min per meeting (separate B2B-schedule)

#### 18:30 – 19:00 Transfer to the Ambassador's residence

#### 19:00 – 21.30 Cocktail dinner hosted by H.E. Ambassador Erika Ferrer

- ▶ Participants: representatives of the telecom operators, Business Sweden and the Embassy

#### 22:00 – Departure from Rabat and Transfer back to the hotel in Casablanca



## 20 APRIL, WEDNESDAY – Casablanca and Tunis

**07:30 – 08.15 Breakfast at the hotel**

**08:15 – 08.30 Transfer to INWI offices**

**08:30 – 11.30 Meetings with INWI**

- ▶ Short introduction session of the participants
- ▶ B2B meetings à 20 to 30 min per meeting (separate B2B-schedule)

**11:30 – 12.30 Transfer to Airport**

**14:15 - 16:50 Flight Casablanca-Tunis (with Royal Air Maroc)**

- ▶ Royal Air Maroc, flight AT572. Each participant to book own ticket.
- ▶ Check in to Coral-Suites hotel, Tunis

**19:00 – 19:30 Briefing and Program Review by Business Sweden**

- ▶ Venue: Hotel
- ▶ Moderator: Business Sweden

## 21 APRIL, THURSDAY– Tunis

**08:00 – 08:30 Breakfast at the hotel**

**08:30 – 09.00 Transfer to Tunisie Telecom offices**

**09:00 – 12:00 Meetings with Tunisie Telecom**

- ▶ Venue: Tunisie Telecom HQ, Jardins du Lac II, 1053, Tunis
- ▶ Short introduction session of the participants
- ▶ B2B meetings à 20 to 30 min per meeting (separate B2B-schedule)

**12:00 – 13.30 Lunch nearby TT and Ooredoo premises**

**14:00 – 16:30 Meetings with Ooredoo**

- ▶ Venue: Ooredoo HQ, Zenith building, Les Jardins du Lac 1053, Les Berges du Lac, Tunis
- ▶ Short introduction session of the participants
- ▶ B2B meetings à 20 to 30 min per meeting (separate B2B-schedule)

**16:30 – 17.00 Transfer to Orange Tunisie offices**

**17:00 – 18:30 Meetings with Orange Tunisie**

- ▶ Venue: Orange Tunisie HQ, Orange building, Centre Urbain Nord, 1003 Tunis
- ▶ Short introduction session of the participants
- ▶ B2B meetings à 20 min per meeting (separate B2B-schedule)

**19:00 – 19.30 Transfer to the dinner venue, La Villa Bleue in Sidi Bou Said**



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**19:30 – 21.30 Dinner hosted by H.E. Ambassador Fredrik Florén**

- ▶ Participants: representatives of the telecom operators, Business Sweden and the Embassy

**22:00 – Transfer back to the hotel**

**22 APRIL, FRIDAY**

**Morning Flight back home**

- ▶ Transfer from hotel to Airport