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Provisional Programme for the Plenary Conference

From Switzerland to the Tangier-Tetouan-Al Hoceima Region:

"New Perspective for Your International Projects"



Scan the QR to register

Friday 27th November 2026 | 10:00 (Local time)

Hotel Schweizerhof Bern & Spa
Bern, Switzerland

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09:30 - 10:00 —— **Registration**

Openning Speeches

10:00 —— **Embassy of the Kingdom of Morocco in Switzerland**
10:10 —— **Ministry of Industry, Trade, Investment & Economic Inclusion** *(TBC)*
10:20 —— **Regional Investment Center of the Tangier-Tetouan-Al Hoceima region**
10:30 —— **State Secretariat for Economic Affairs - SECO**
10:40 —— **International Finance Corporation - IFC**

Panel : **From Switzerland to the Tangier-Tetouan-Al Hoceima Region: A New Perspective for Your International Projects**

10:50 —— **Moroccan Agency for Investment & Export Development (AMDIE)** *(TBC)*
Presentation of the Investment Charter
The New Investment Charter: Support Mechanisms, Incentives & Project Facilitation in Morocco

11:05 —— **Regional Investment Center of the Tangier-Tetouan-Al Hoceima region**
Presentation of Regional Investment Potential
The Region's Economic Potential: Promising Sectors, Local Competitive Advantages & Partnership Opportunities

11:20 —— **Tanger Med Zones (TMZ)** *(TBC)*
Tanger Med, a Hub for Competitiveness
International Connectivity, Industrial Development & Business Establishment Opportunities

11:35 —— **Moroccan Company for Tourism Engineering (SMIT)** *(TBC)*
Tourism Strategy and Investment
Tourism Investment in Morocco Towards 2030: National Ambitions, Major Development Projects & World Cup Opportunities

11:50 —— **Moderated Discussion and Audience Q&A**
12:20 —— **Networking Cocktail Reception**


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