

TAMWILCOM Launches Its “Territorial Roadshow” in Tangier: A New Era of Local Engagement Driven by JOSSOUR 2030

Tangier, Thursday, October 1, 2026 – TAMWILCOM today officially launched its “Territorial Roadshow” in Tangier, an initiative that will take the Institution across the Kingdom’s regions to meet with its financial partners and, now, businesses as well.

Launched in the presence of Mr. Said JABRANI, Chief Executive Officer of TAMWILCOM, this first stop builds on the Institution’s long-standing commitment to maintaining close ties with its ecosystem. It takes on a new dimension under JOSSOUR 2030, TAMWILCOM’s 2026–2030 strategic plan, which places strengthening its territorial impact and mobilizing economic stakeholders at the heart of its ambitions.

Through the “Territorial Roadshow,” TAMWILCOM aims to strengthen direct dialogue with its regional ecosystem, raise awareness of its guarantee and financing mechanisms, and ensure that its solutions are better aligned with locally identified needs.

This first stop in Tangier is marked by the launch of a new co-financing offer in partnership with banking institutions, designed to facilitate access to financing for projects led by three priority categories: women entrepreneurs, Moroccans Living Abroad seeking to invest in Morocco, and businesses undertaking green and sustainable investments.

The offer notably features a preferential interest rate, enabling eligible beneficiaries to access more favorable financing terms for their investment projects.

Meetings with businesses will focus on presenting this new offer, explaining its terms and conditions, and highlighting its benefits, with the aim of bringing financing solutions closer to the practical needs of businesses and projects developed across the Kingdom’s regions.

“With the Territorial Roadshow, we are strengthening our ties with economic stakeholders and our financial partners. The launch of this new co-financing offer in Tangier is a concrete expression of this ambition: to bring our solutions closer to

businesses and, together with our financial partners, support projects that contribute to the transformation of our economy,” said Mr. Said JABRANI, Chief Executive Officer of TAMWILCOM.

Another new feature of this edition is TAMWILCOM’s decision to make each stop an opportunity to recognize its partners’ commitment through the introduction of the Regional Awards for Best Financial Partners. These distinctions aim to acknowledge their contribution to mobilizing TAMWILCOM’s guarantee mechanisms and supporting businesses in bringing their projects to fruition.

Following Tangier, the “Territorial Roadshow” will continue across 10 other regions of the Kingdom, with dedicated meetings for banking institutions and businesses.

Through this initiative, TAMWILCOM aims to translate the ambitions of JOSSOUR 2030 into concrete action: strengthening its role as a key driver of economic financing, consolidating its partnerships, and responding more closely to the needs of the Kingdom’s regions and their economic stakeholders.