



THE AMCHAM-OCP MOROCCAN-AMERICAN TRADE AND INVESTMENT AWARD 2007



Zid Zid Kids, Octogone Hotels, Dari Couspate, and Century 21 win the AmCham-OCP Moroccan-American Trade and Investment Award 2007

Zid Zid Kids, Octogone Hotels and Resorts, Dari Couspate, and Century 21 have won the American Chamber of Commerce-OCP Moroccan-American Trade and Investment Award presented during the AmCham Annual Gala Ball on December 8. **The theme of the Ball was *The Melting Pot***, and the event was attended by more than 330 guests including **Thomas Riley, the Ambassador of the United States, and Douglas Greene, Consul General of the United States.**

The American Chamber of Commerce in Morocco congratulates the winners of the AmCham-OCP Moroccan-American Trade and Investment Award 2007. The winners of each category are presented below along with highlights of their application.

Merchandise Category Award: Zid Zid Kids

- A creative range of handmade home furnishings and toys blending traditional Moroccan designs with artistic input by children and contemporary influences
- Distribution in over 300 stores in the US and elsewhere
- Frequent renewal of the product range
- The promotion of Brand Morocco in telling the story of the product
- Several trade show awards attesting the quality of the product
- The use of local materials and artisans
- The use of chemical-free and recycled inputs
- Donation of a percentage of net profits to a charity starting in 2008

Services Category Award: Octogone Hotels and Resorts

- An innovative hotel concept combining traditional Moroccan architecture with contemporary themes
- A heavy emphasis on staff training
- Innovative guest services (such as loaning cell phones to clients)
- The instigation and support of a sister-city relationship between Marrakech and Scottsdale, Arizona
- DH 55 million in investment and 211 jobs created in 2006

Merchandise Category Certificate of Merit: Dari Couspate

- The creation of new product packaging that is well-adapted to the US market
- The launching of exports to the US via Whole Food Stores
- A commitment to building on success in existing export markets by expanding to the US

Services Category Certificate of Merit: Century 21

- Transparency as a basic value, i.e. no under-the-table payments, products displayed in store windows, leading competitors to follow suit
- An emphasis on client advisory services
- An emphasis on the training of franchisees
- The dramatic growth of the network
- An investment of DH 4 million