



## GENERAL CONFEDERATION OF MOROCCAN ENTERPRISES (CGEM) JOINS THE GLOBAL BUSINESS COALITION

*January 28, 2019* - The Global Business Coalition is pleased to announce that the General Confederation of Moroccan Enterprises (CGEM), the leading association of businesses from Morocco, has joined its unique, broad-based business network.

Established in 2012, the Global Business Coalition (formerly known as the B20 Coalition), operates as a worldwide platform of exchanges between national business communities, and aims at building consensus and developing common positions on issues critical for enterprises.

CGEM joins the Global Business Coalition at a time when the Coalition is focusing on three priorities, Resource Efficiency, Trade and Digitalization and looking to lead instrumental dialogue with governments to promote policies for inclusive growth and competitiveness.

Global Business Coalition President Dieter Kempf said, “We welcome the General Confederation of Moroccan Enterprises to the GBC. In a complex and fast-evolving world it is crucial that business communities work together. Together, we can serve as a strong force on the international stage.”

CGEM would join GBC in promoting and advocating for global economic policies that foster future-oriented, sustainable growth and development.

“CGEM is an influential and well respected association and will be an essential partner in shaping global governance,” added President Kempf.

Salaheddine MEZOUAR, President, General Confederation of Moroccan Enterprises (CGEM) said, “We are delighted to be among the first African employers’ organization to join the Global Business Coalition. We are willing to work hand-in-hand with the other GBC members to develop business opportunities and boost investment. CGEM will bring its strong expertise in South-South cooperation and a solid experience in African markets.”

With the addition of CGEM, the Global Business Coalition, keeps consolidating its mandate to represent businesses of all sizes and from all sectors across the globe.

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This statement is issued by the Global Business Coalition members, in Berlin, Brasilia, Brussels, Buenos Aires, Cairo, Casablanca, Istanbul, London, Madrid, New Delhi, Ottawa, Paris, Rome, Seoul, Sydney, & Washington, D.C.

## ABOUT CGEM

General Confederation of Moroccan Enterprises (CGEM), is the first representative of the Moroccan private sector and the leading association of Moroccan businessmen with 90,000 members and affiliates, employing 2.9 million people and contributing up to 55% of Morocco's GDP through its 33 sectoral federations covering all economic branches. It is represented among 17 cities. CGEM is also the official partner of government in all areas regarding economic policy, regulations and all that is related to private sector.

26 thematic committees are involved in several reforms and action plans projects, related to economic, social, and legal or tax issues. In addition to this, CGEM has, since 2015, 8 representatives in the Moroccan Senate, so it can bring the voice of businesses into the parliament.

CGEM is also engaged in a direct bipartite relationship with the main unions of the country with whom it has a social pact allowing to act within a framework of social responsibility and sustainable competitiveness. CGEM is chaired by Mr. Salaheddine Mezouar, Since May 2018.

## ABOUT GBC

The Global Business Coalition brings together leading independent business associations from the major world economies and advocates on behalf of more than 21 million small, medium and large companies. GBC, established in 2012, operates as a worldwide platform of exchanges between national business communities, and aims at building consensus and developing common positions on issues critical for enterprises. Through its broad-based representation, GBC engages policy-makers at a global scale and advocates policies that contribute to growth and job creation at regional and international levels.

## GBC MEMBERS



## GBC CONTACTS

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