

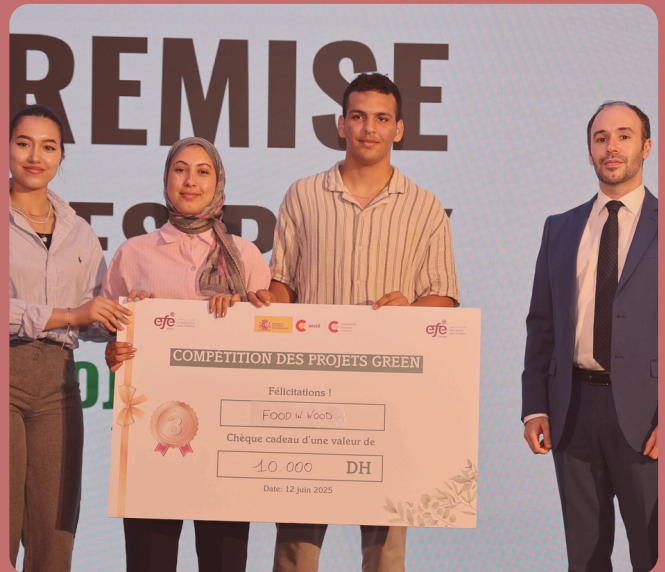
La Fondation Marocaine de l'Education pour l'Emploi (EFE-Maroc)



Annual Report



25



www.efemaroc.org



This report presents the major achievements of EFE-Maroc in 2025 as well as the impact of our actions in favor of young people through our employability and entrepreneurship programs.

In 2025, EFE-Morocco continued to empower young talent by further bridging the gap between education and the professional world and opening up new, sustainable opportunities for Moroccan youth. Through our innovative training programs, strategic partnerships, and flagship initiatives deployed nationwide, we consolidated our impact and expanded our reach. This report looks back at the year's highlights, our key achievements, and our renewed ambition for the years ahead.





"Since our accession to the throne, we have worked to build an advanced, united, and cohesive Morocco, both through the promotion of comprehensive economic and human development and through the firm commitment to strengthening our country's place among emerging nations. Far from being the result of chance, the achievements of our country stem from a long-term vision and reflect the relevance of the major choices made in the area of development..."

As you know, no level of economic and infrastructural development can satisfy Me if it does not effectively contribute to improving the living conditions of citizens, regardless of their social background or region...

Indeed, there is no room, neither today nor tomorrow, for a Morocco progressing at two speeds. The time has come to initiate a genuine surge in the overall upgrading of territorial spaces and in addressing social and spatial disparities...

Firstly, the promotion of employment, through the development of regional economic potential and the establishment of a climate favorable to entrepreneurship and local investment...

This allows us to approach the future with confidence and optimism...

– Address to the Nation by His Majesty King Mohammed VI on the occasion of the 26th anniversary of the Sovereign's accession to the Throne on July 29, 2025

TABLE OF CONTENTS



01 About
EFE-Maroc

02 About the EFE
Network

03 Introduction and
Executive
Summary

04 Results and
impact achieved

05 Development and
consolidation of
partnerships

06 Gateways to the
professional
world

07 Citizen actions and
social engagement

08 Testimonies and
media coverage

09 Financial
transparency and
growth

10 Team and Board
of Directors

01.

About

EFE-Maroc



La Fondation Marocaine de l'Education pour l'Emploi (EFE-Maroc) is a Non Profit Organization (NGO) under Moroccan law, recognized as being of public utility and a member of the Education For Employment (EFE) network.

Founded in 2008, EFE-Maroc supports young talents in Morocco through free training and skills development programs, while connecting them to career opportunities, thus facilitating their integration into the job market or the launch of their entrepreneurial projects.

EFE-Maroc offers training programs in technical, behavioral and linguistic skills required in the job market and provides its graduates employment opportunities in promising sectors, including offshoring, information and communication technologies, automotive, aeronautics, agribusiness, sales, tourism, health, banking and insurance and renewable energies.

Since its creation, EFE-maroc has trained more than 89,000 young people, 53% of whom are women, and placed 84% of the graduates of its Training-Integration programs in partnership with more than 500 employers.

02.

**About
the EFE
Network**



EFE-Maroc is affiliated with the Education For Employment (EFE) network, which also operates in Tunisia, Egypt, Jordan, Palestine, Saudi Arabia, the United Arab Emirates, Yemen, Algeria, and Lebanon, with support offices in Europe (Madrid), the United States (Washington, New York), and the United Arab Emirates (Dubai). With nearly 200,000 graduates, over 4,000 public and private partners, and over 3,700 trainers, EFE is the leading youth employment network in the Middle East and North Africa.



03.

Introduction and Executive Summary

Message from the president:**Laila SLASSI:**

*President of EFE-Maroc
Co-founder, Africa Advisors*

The year 2025 marks a significant milestone for EFE-Maroc, both in terms of the continuity of our mission and the renewal of our governance. I assume the presidency of the Foundation with a deep sense of responsibility and gratitude, building upon the remarkable work carried out by my predecessor, Mr. Amine Berrada Sounni, and by all the teams and partners committed to our cause.

True to our mission, we have continued our efforts to unleash the potential of Moroccan youth, strengthen their employability, and create the conditions for their economic independence. In a constantly evolving context, EFE-Maroc has consolidated its programs, developed new strategic partnerships, and expanded its initiatives, offering young people concrete pathways to employment and entrepreneurship.

I would like to commend the commitment of our team, our network of partner companies, our donors, and our board members. Together, we will continue to pursue an ambitious vision: to make every young person a force for initiative, innovation, and development for our country.

Word from the CEO:



Houda Barakate:

CEO of EFE-Maroc

The year 2025 has been heralded as a pivotal moment for EFE-Maroc, driven by a renewed ambition to offer young people sustainable job opportunities and to promote an inclusive entrepreneurial culture.

In a context marked by profound economic and technological changes, we have continued the development of innovative programs combining technical, digital and entrepreneurial skills, enabling young people not only to access employment, but also to create their own businesses and actively contribute to the economic dynamics of their region.

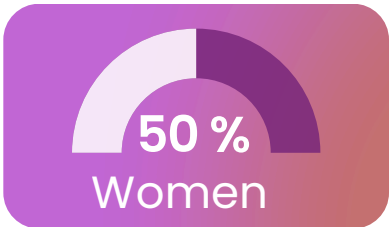
By strengthening our partnerships with businesses, public institutions, and the entrepreneurial ecosystem, we have continued to build comprehensive and impactful support programs. Driven by the energy of our teams and the commitment of our partners, we approached 2025 with confidence and determination, true to our mission: to enable every young person to have a place, a voice, and a future in the professional world.

04.

Results and impact

2025 in figures:

+9800
Trained youth
(Across all programs)



+ 6700
Young beneficiaries of employability training

+ 3100
youth graduated from JTP programs (Job Training & Placement)

95 %
Graduation rate

Placement rate
89 % (3 months)
93 % (6 months)
96 % (9 months)

92 %
3-months retention rate

GREEN Program: Preparing Moroccan Youth for Careers in the Green Economy



[Highlights from the closing ceremony are available here.](#) ➔

In partnership with AECID and EFE-Europe, the "GREEN - Generating Renewed Hope for Moroccan Youth through Training and Job Placements in the Green Economy" project, launched in February 2023, has successfully concluded after more than two years of implementation. The initiative aimed to support young people in Morocco toward sustainable employment and economic integration in the green economy sectors. The program significantly exceeded its initial objective by supporting over 2,100 young people, 50% of whom were women, demonstrating a strong commitment to social inclusion and gender equality. These beneficiaries acquired key skills in green entrepreneurship and sustainable employment, covering digital, linguistic, behavioral, and technical areas.

Deployed nationwide in several regions of the Kingdom, including Tangier-Tetouan-Al Hoceima, the Oriental region, Casablanca-Settat, Souss-Massa, and Drâa-Tafilalet, the GREEN project combined various approaches: free trainings programs, job fairs, civic engagement activities, online modules, mentoring, coaching, and personalized support for young entrepreneurs and project leaders. This multidisciplinary approach facilitated access to the job market for job seekers and provided support for business creation for the project leaders receiving assistance. The program also contributed to the training of trainers and the capacity building of public and educational institutions, ensuring the sustainability of the program's achievements and its long-term viability beyond the consortium's intervention.

Beyond developing the transferable skills of job seekers, the project led to the integration of 262 young people into the job market and encouraged self-employment, particularly among young women, by supporting the launch of more than 40 entrepreneurial projects. These projects cover fields as diverse as renewable energy, recycling, education, and even baking and pastry making.

The program has demonstrated that an integrated approach combining training, support, entrepreneurship and educational innovation can produce tangible results, while fostering a new generation of young changemakers capable of acting in areas with a strong environmental and social impact.

The partnership between EFE-Maroc and AECID stems from a shared commitment to taking action on the ground, working closely with local realities. Beyond the quantifiable impact, the GREEN project has fostered a robust ecosystem of engaged stakeholders, all dedicated to strengthening young people's skills and preparing the next generation of leaders to thrive in a high-potential energy transition. The green economy is not a distant concept, but a source of employment, innovation, and social impact that demands daily agility and adaptation.

“A Chance to RESET” project: four years of impact in service of youth employment:



[Highlights from the closing ceremony are available here.](#) ➡

In July 2025, EFE-Maroc, in partnership with ANAPEC, celebrated the official closing of the strategic project “A Chance to RESET”, launched in 2021 to strengthen young Moroccans’ access to employment and training opportunities. The closing ceremony, held in Casablanca, brought together high-level institutional representatives and the project’s main partners, highlighting the importance of this initiative in Morocco’s employability landscape.

Implemented with the support of Education Above All (Silatech), the Bill & Melinda Gates Foundation, Dell Technologies, Accenture, and EFE-Europe, the project aimed to democratize access to training and support for employment, while ensuring an inclusive and locally tailored approach. Thanks to an agile strategy and nationwide deployment, “A Chance to RESET” achieved and exceeded its initial objectives, supporting more than 37,665 young people, 54% of whom were women, across the Kingdom.

Across the entire program, 14,434 young people benefited from free training workshops, enabling them to acquire practical skills sought after by employers, while 23,231 job seekers were directly connected with professional opportunities. These efforts led to the placement of more than 8,300 young people with employer partners operating in various sectors.

Beyond the figures, the “A Chance to RESET” project illustrates the strength of collaboration between the public sector, the private sector, and civil society. The partners praised an initiative based on impact, equity, and a shared vision of development, demonstrating that investing in youth skills is a major lever for inclusive growth and reducing unemployment.

For EFE-Maroc, this collective success represents a key milestone in consolidating a national ecosystem to support employment. It also confirms the relevance of integrated approaches combining training, mentoring, partnerships with businesses, and direct connections with the labor market, in order to promote young people's access to sustainable, quality jobs.

"YOUTH" Program: Training the New Generation of Hospitality Professionals in Morocco



[Highlights from the closing ceremony are available here.](#) ➔

After two years of sustained commitment, the YOUTH (Yielding Opportunities and Unleashing Talents in Hospitality) program, led by EFE-Moroc with the support of the Hilton Global Foundation and the Conrad N. Hilton Foundation, has concluded with measurable and impactful results. The initiative successfully reached 3,770 beneficiaries in 11 cities across Morocco, with women representing 57% of participants. Through an approach combining e-learning, personalized coaching, and virtual reality, the program facilitated the professional integration of more than 330 young people into companies in the hospitality and tourism sector.

Launched in October 2023, the project placed the inclusion and empowerment of young women at the heart of its mission. Designed to meet the needs of a rapidly expanding sector, the initiative innovated by integrating Virtual Reality modules, offering learners an immersive experience to prepare them for the realities of their future careers. The organization of several job fairs with leading industry players enabled thousands of young women to put their skills into practice and secure concrete opportunities.

This multidimensional strategy delivered strong results. More than 3,770 young people have completed e-learning modules, while 2,100 beneficiaries participated in practical job search skills workshops. Beyond employability, the project encouraged civic engagement through eight community initiatives, ranging from the inauguration of a social daycare center in Tangier to beach cleanups and food distributions during Ramadan. These actions enabled young people to actively participate in their communities and strengthen their sense of social responsibility.

This approach aligns perfectly with the shared vision of the Hilton Global Foundation and the Conrad N. Hilton Foundation, which invest in organizations tackling the most complex challenges of our time. The Hilton Global Foundation, Hilton's primary philanthropic arm, supports the "Travel with Purpose" strategy, which aims to generate positive impact and create lasting value for people and communities. Through grants and partnerships, the Foundation invests in programs that work to preserve destinations, foster professional development, and strengthen community resilience.

“Intercontinental Innovators” Program: Encouraging Entrepreneurship and Intercultural Solutions



[Highlights from the closing ceremony are available here.](#) ➔

In partnership with the Stevens Initiative and the Aspen Institute, the "Intercontinental Innovators: Entrepreneurial Approaches to Cross-Cultural Solutions" program successfully concluded in November 2025. This impactful initiative supported 45 entrepreneurs through an intensive program comprising over 80 hours of training and individual coaching sessions, combined with exchange sessions with young people and experts in the USA for broader international reach. The program also organized virtual visits to local and international startups, providing participants with a wider perspective on Moroccan and global entrepreneurial ecosystems.

The program was designed around a progressive and competitive process aimed at identifying and supporting the most promising entrepreneurial solutions. After several weeks of mentoring and practical application, the program included three regional competitions that selected the 10 best project leaders. These finalists had the opportunity to present their entrepreneurial solutions to a Moroccan and international jury during a Final Pitch Day held at the ONOMO Hotel in Casablanca on November 20, 2025.

The closing ceremony marked the final phase of the project, honoring the winning projects and commending the commitment of all participants. This event celebrated the achievements of the program and the tangible impact it had on the young entrepreneurs who received support. The 10 finalists demonstrated their creativity, commitment, and ability to propose innovative solutions to societal challenges, illustrating the entrepreneurial potential of Moroccan youth and the importance of structured support in developing sustainable intercultural solutions.

This initiative is part of a strategic collaboration with the Stevens Initiative and the Aspen Institute, two leading organizations in promoting innovation and intercultural exchange. The program has built bridges between Moroccan entrepreneurs and international ecosystems, fostering the emergence of entrepreneurial solutions that address contemporary challenges while valuing cultural diversity as a source of innovation and value creation.

CESAR II Project: Strengthening youth employability in the water and sanitation sector

Launched in 2024, the CESAR II project, implemented in partnership with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), aims to strengthen youth employability in the strategic water and sanitation sector. Through this initiative, EFE-Moroc is working to connect young people with professional opportunities in the sector, while also contributing to meeting the growing skills needs in a field essential for sustainable development and water resource management in Morocco.



To raise awareness among young people about opportunities in the water and sanitation sector, two tours of the Employment Caravan: Water and Sanitation were organized in the Casablanca-Settat, Souss-Massa, Tangier-Tetouan-Al Hoceima, and Marrakech-Safi regions. These caravans targeted several higher education institutions and vocational training centers, including those of the Office of Vocational Training and Work Promotion (OFPPT), as well as various universities, to directly engage with young people. They provided an opportunity to present career prospects in the water and sanitation sector, the skills sought by employers, and job placement opportunities. In total, more than 4,600 young people participated in these awareness-raising activities, 46.7% of whom were women.



In parallel, the project focused on strengthening the skills necessary for professional integration. Within this framework, more than 880 young people received training in job search techniques, enabling them to better prepare for recruitment processes and improve their employability. Among these beneficiaries, nearly 500 were women, representing 55.7% of the participants.

The project also facilitated access to employment in the sector, notably through the integration of more than 130 young people into the Souss-Massa Regional Multiservices Company (SRM). This dynamic illustrates the concrete impact of the program, which created bridges between young talent and stakeholders in the water and sanitation sector.

Although the current phase of the program is nearing its end, the momentum generated through the CESAR II project aims to continue and consolidate its impact during 2026, by continuing to support the integration of young people into this strategic sector and by strengthening the links between training, employability and professional opportunities.

05.

**Development
and consolidation
of partnerships**

January 24, 2025



Objectives: To improve the employability of young people and facilitate their access to training and job opportunities adapted to the market.

This partnership aims to strengthen the development of professional skills, support access to qualifying opportunities, and promote the sustainable integration of young people into the distribution and services sector.

February 12, 2025



Objectives: To strengthen youth employability and support economic development through the opportunities offered by the franchise sector.

February 28, 2025



Objectives: To improve young people's access to the job market, to support entrepreneurship and to encourage civic engagement.

In this framework, the partnership aims to facilitate youth employment, support the development of their entrepreneurial projects, and strengthen their involvement in civic initiatives, particularly through the Junior Talent Club (JTC).

April 14, 2025



Objectives: To improve the employability of young people, adapt training pathways to market needs and facilitate their professional integration.

This collaboration supports the implementation of targeted training programs, access to recruitment and internship opportunities, as well as mentoring and support actions, while strengthening the social innovation ecosystem.

April 15, 2025



Maroc Numeric Cluster

Objectives: To prepare young people for the demands of the digital market and to strengthen their technical and transversal skills.

This collaboration supports the integration of soft skills into training programs, access to employment opportunities through targeted actions, and the professional integration of young people into digital professions.

April 17, 2025



Objectives: To strengthen French language proficiency among young job seekers, as a key skill for their professional integration.

Through this collaboration, both parties commit to implementing a support program including placement tests, pedagogical follow-up, EFE-Maroc certified soft skills training, and joint promotional activities.

May 14, 2025



FMES

Objectives: To strengthen the linguistic and behavioral skills of young people in order to improve their integration into French-speaking professions.

This collaboration supports training in professional French and soft skills, aligning young people's profiles with recruiters' expectations, and access to professional opportunities in French-speaking environments.

July 3, 2025



Electrical Components International

Objectives: To strengthen the professional integration of young people in the automotive sector and to meet the needs for industrial skills.

This partnership aims to facilitate young people's access to qualifying job opportunities and to align their skills with the sector's requirements. It has already enabled the support and professional integration of approximately 90 young people, contributing to their long-term integration.

July 24, 2025



Objectives: To strengthen young people’s access to digital mentoring schemes and to support the development of their professional skills.

This partnership allows beneficiaries to access educational content, video clips and testimonials from professionals, promoting flexible support, career guidance, and improved employability.

September 18, 2025



Government of the Netherlands

Objectives: To strengthen the employability of young people in the IT sector and to develop skills adapted to the needs of the technology market.

This partnership aims to deploy specialized soft skills training, to facilitate connections between talent and IT companies, to promote digital platforms of opportunities and to offer personalized support towards sustainable integration.



Objectives: To strengthen the employability of young people by aligning academic training with the needs of the labor market and facilitating their professional integration.

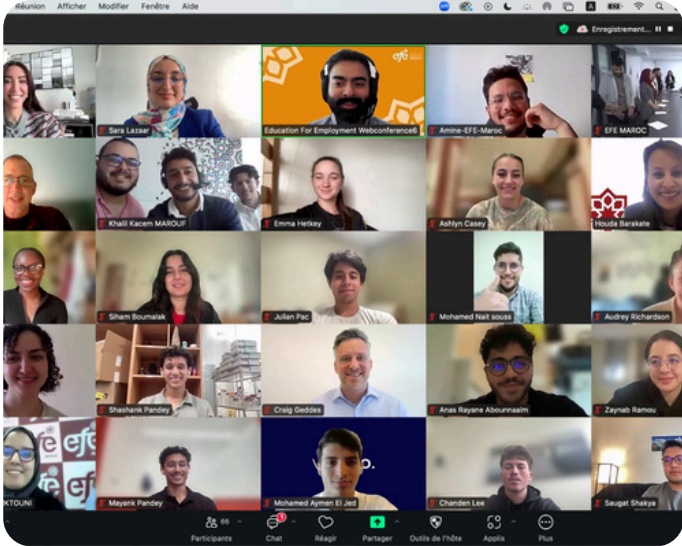
These partnerships aim to deploy training and skills development programs, organize workshops, conferences and career guidance events, and create concrete pathways between academia and employment.

Through these actions, the collaboration helps to improve students' employability, strengthen their technical and transversal skills, and facilitate their access to sustainable professional opportunities.

06.

**Gateways to
the professional
world**

Interactive formats for an enriched learning experience:



As part of its strategy to enhance the interactivity of award recipients' pathways and develop inclusive digital experiences, EFE-Maroc organized two editions of the Virtual Site Visits, entirely online events designed as dynamic exchange spaces between young entrepreneurs, experts, and project leaders. Under the theme "Intercontinental Innovators: Entrepreneurial Approaches to Cross-Cultural Challenges," these initiatives highlighted the digital approach of the AFAQ program and demonstrated the potential of digital tools in entrepreneurial learning.



Deployed with the support of international partners, these events brought together more than 400 participants, illustrating young people's interest in and commitment to innovative and accessible formats. Through interactive sessions, opportunities to share experiences, and real-time exchanges, the Virtual Site Visits fostered active participation, encouraged intercultural dialogue, and broadened access to diverse expertise, all while transcending geographical barriers.



1st edition:

Guest Speakers :

- Ghizlane Sabbahe - Founder of L2R The Label



2nd edition:

Guest Speakers :

- Taha Bensalmia - Founder of Roeya Production
- Rula El Kaliouby - Founder of Intuition Collective, Advisor to the Executive Office of the President

Connecting talent with job opportunities

In 2025, we continued to strengthen our commitment to the job market by organizing job fairs in several cities across the Kingdom.

These events, conducted in partnership with various stakeholders, offered young talents a space for direct interaction with employers, allowing them to explore professional opportunities and better understand the realities of various sectors of activity.

Through interactive sessions, workshops, and exchange sessions, these events helped bridge the gap between training and the professional world, while supporting participants in developing their career paths.

+1900 Young Beneficiaries



Job Fair

“A Chance to RESET”
📍 Tangier
📅 May 2025



Job Fair Waldorf Astoria

“YOUTH”
📍 Rabat, Marrakech, Tanger
📅 September 2025

Connecting talent with job opportunities



Talent & Hospitality Connect 3ème Edition

"YOUTH"
📍 Casablanca
📅 September 2025



Job Fair Sela Park

"YOUTH"
📍 Casablanca
📅 October 2025



Job Fair ESITH with JTC

"YOUTH"
📍 Casablanca
📅 November 2025



"Les Rendez-Vous du Management - Marrakech"

"YOUTH"
📍 Marrakech
📅 December 2025

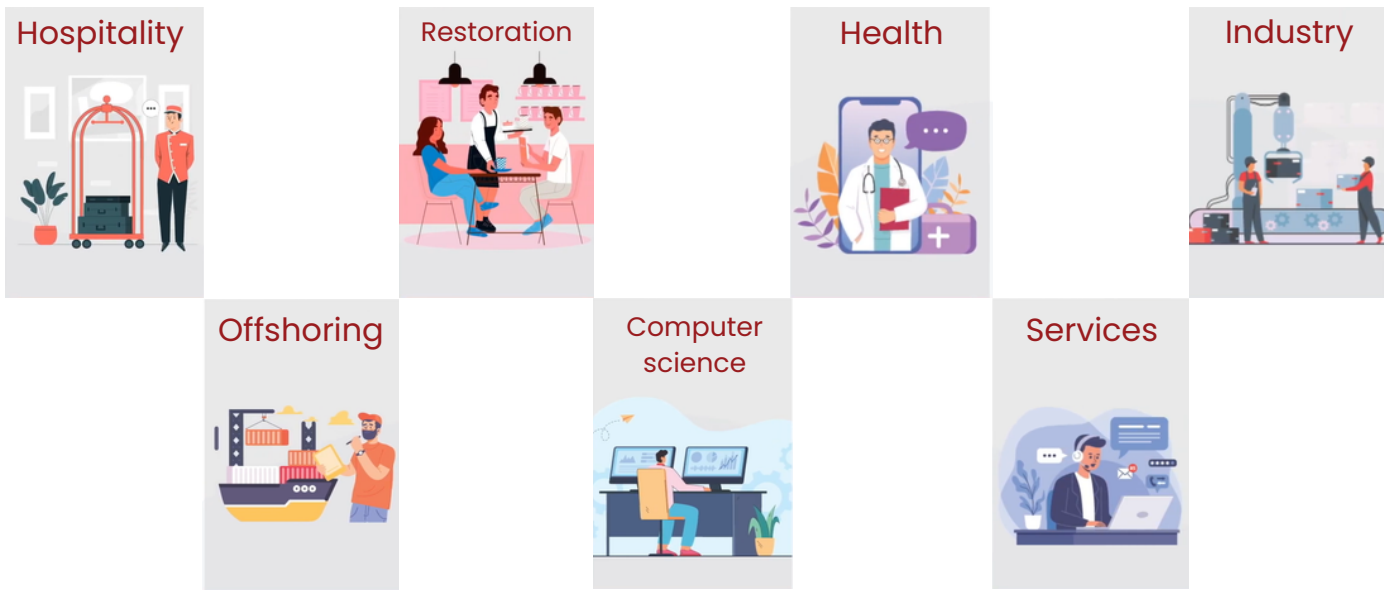
The 4th edition of the Virtual Job Fair:



In 2025, EFE-Maroc organized the fourth edition of the Virtual Job Fair, which took place on February 19 and 20. Building on the success of previous editions, this event once again confirmed its role as an essential meeting place to facilitate young people's access to the job market.

For two days, the job fair offered an interactive space allowing young talents to make direct contact with companies looking for qualified profiles.

The job offers presented and the presence of recruitment managers throughout the two days of the event covered several sectors of activity, thus offering participants a diversity of professional opportunities and profiles sought.



Key figures from the 4th edition



In parallel, conferences and thematic panels were organised to address key topics related to employability, including job search strategies, skills development, interview preparation and labor market developments in a context of digital transformation.



"The key skills sought by recruiters"



"Boosting resilience in the face of obstacles"



"How to adopt a winning mindset to succeed in your job search"



"Personal Branding"



"Answer the question: introduce yourself"



"Soft skills are necessary to maintain a foothold in the career with good progression."



"The art of networking: Turn your relationships into professional opportunities!"

Entrepreneurship: from idea to realization

Throughout the year, EFE-Maroc has confirmed its commitment to entrepreneurship by supporting young project leaders at every stage of their journey.

Through dedicated classes, participants benefited from structured training programs aimed at strengthening their entrepreneurial skills, particularly in project design, business model, management and communication.



Entrepreneurship: from idea to realization

Pitch Days were organized to offer participants the opportunity to present their projects to a jury of experts from various sectors and fields. These key events make it possible to assess project maturity, highlight innovation, and strengthen young entrepreneurs' skills in presenting, structuring, and defending their ideas.

Stevens Initiative - "Intercontinental innovators"



Casablanca 1er Pitch day

Casablanca 2ème Pitch day

Agadir Pitch day

Casablanca Final pitch day

AECID: "GREEN"



Agadir Pitch day

Tanger Pitch day

Entrepreneurship: from idea to realization

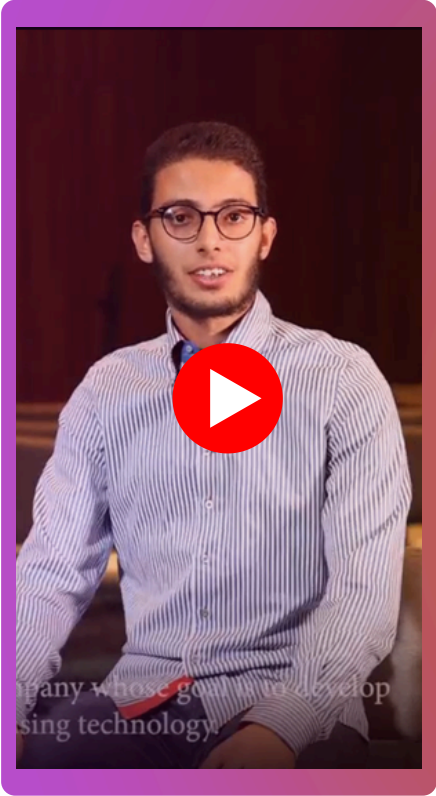
A mentoring program has been implemented for all cohorts to support young entrepreneurs throughout their journey. Volunteer experts and executives receive dedicated preparatory training, enabling them to provide structured support tailored to the participants' needs.

Through individualized support and targeted matching between mentors and mentees, this system contributes to skills development, experience sharing and better preparation of project leaders.



Winners' Perspectives – “Green” Competitions and Pitch Days

These testimonial videos highlight the winners of the competitions and pitch days organized as part of the “GREEN” project. They share their experiences, key stages of participation, and the project’s impact on the development of their ideas. Through their feedback, these testimonials illustrate the role of competitions in supporting and promoting innovative, high-impact projects.



07.

**Civic activities
and social
engagement**

Civic activities and social engagement

Over the past year, EFE-Maroc has strengthened its civic engagement through the implementation of several high-impact social initiatives. These activities aimed to promote the values of solidarity, inclusion, and responsibility, notably through the organization of awareness campaigns, participation in community actions, and active engagement with diverse audiences.

By promoting the engagement of beneficiaries, partners and teams, these actions have helped to strengthen the link with the community and encourage sustainable citizen participation, consistent with the mission and values upheld by the organization.



MASTERCLASS - ASSOCIATION MOHAMED 5 DES HANDICAPES



RAMADAN IFTAR PREPARATION - IFMBP Casablanca

Citizen actions and social engagement



Casablanca

DISTRIBUTION OF FOOD BASKETS



Essaouira

Activity 27 RAMADAN - JTC ESSAOUIRA



Casablanca

CITI GLOBAL COMMUNITY DAY



Tangier

FITTING OUT A NURSERY - HILTON



Tanger

RECYCLING DAY - KOSTAL



Casablanca

CIVIC ACTIVITY FOR THE BENEFIT OF THE CHILDREN OF THE AMI CENTER

08.

Success stories and media coverage

Wafae AJAL – UP CUIR – “Intercontinental Innovators” Stevens Initiative & The Aspen Institute

Wafae AJAL represents a journey of entrepreneurial excellence within the “Intercontinental Innovators” program, conducted in partnership with the Stevens Initiative and The Aspen Institute. After several rounds of Pitch Days, regional competitions, and a national final, she distinguished herself by winning first prize. Her success reflects the ability of young entrepreneurs to develop innovative solutions and lead projects with a strong societal impact.



Hasnae TEGHADOUAN – Operator – COASTAL

Hasnae TEGHADOUAN's journey reflects the professional success achieved through the "A Chance to RESET" program. She joined KOSTAL, marking an important step in her professional integration. Her story highlights the importance of skills development, self-confidence, and support in accessing quality opportunities.



Hasna TEGHADOUAN
Operator
"A Chance to RESET" program graduate

Thanks to the EFE-Maroc program,

efe Association pour un haut
l'éducation
pour l'emploi
Maroc

BILL & MELINDA GATES **A CHANCE TO RESET**

A CHANCE TO RESET
Reskilling and Empowerment
Towards Sustainable Employment
to Thrive

Souhaila JAMI & Omar TAFFAHI – Operatos – Electrical Components International

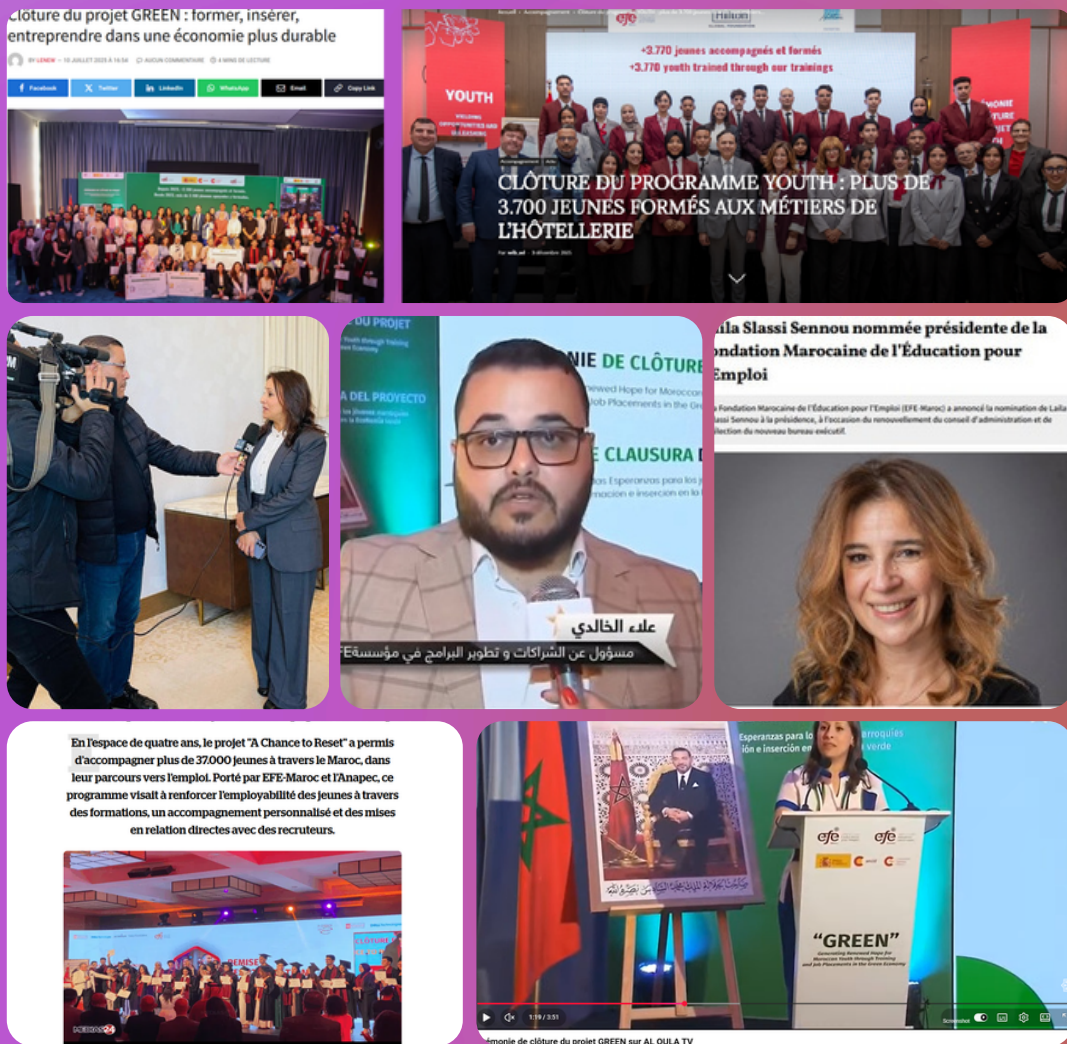
Representing two successful integration paths, Souhaila JAMI and Omar TAFFAHI joined Electrical Components International (ECI) in Tangier after graduating from the “A Chance to RESET” program. Their journey highlights the impact of technical skills, support, and employer partnerships in creating sustainable professional opportunities for young Moroccan talent.



A rapidly growing media presence

In 2025, EFE-Morocco benefited from significant media visibility, with more than 100 mentions in the media, including television, radio, print media and online platforms.

This coverage reflects the growing interest in our initiatives to promote youth employability, as well as the recognition of EFE-Morocco's role as an actor committed to socio-economic development and professional integration in Morocco.



“Beyond the Lobby”: a podcast to connect young people with careers in the hospitality industry

In 2025, EFE-Maroc, in collaboration with Hilton, launched an innovative podcast initiative aimed at connecting young people with the hospitality industry. Through this digital format, employees shared their career paths, daily tasks, and the challenges of their jobs. These authentic testimonials offered young people a concrete glimpse into careers in hospitality and the diversity of opportunities available. The initiative also helped raise awareness of industry expectations and encouraged young people to pursue careers in these fields.



09.

**Financial
transparency
and growth**

In K MAD	Year 2025
Revenue	13.635
Operating expenses	13.016
Programmatic expenses	7.954
Administrative expenses	1.126
Staff expenses	3.936
Operating result	1.277
Non-operating result	244
SURPLUS	1.521

10.

Team and Administrative Council

Administrative Council

Laila SLASSI

**President**

Soraya Sebti

**Vice President**Abdelkader
BOUKHRISS**Treasurer**Younes
BOUMEHDI**Vice Treasurer**

Ali QADIRI

**Secretary General**Naziha BELKEZIZ
LARAQUI**Member of the board**Amine BERRADA
SOUNNI**Member of the board**

Anas GUENNOUN

**Member of the board**

Ibrahim SLAOUI

**Member of the board**Meryem MEDAGHRI
ALAOUI**Member of the board**

Omar CHAABI

**Member of the board**Andrew Arthur
BAIRD**Honorary Board
Member**

Ron BRUDER

**Honorary Board
Member**

EFE-Maroc Team

Houda BARAKATE



CEO

Laila EL AMRANI



CFO

Alaa-Eddine KHALDI



**Partnerships and
Program Development
Manager**

Abdelmotalib BASAS



**Financial Monitoring,
Planning, and Analysis
Manager**

Chaimae ZAHER



**Partnerships
Manager**

Fatima Zahra
ZERKTOUNI



Program Manager

Khalil Kacem
MAROUF



**Sr. Communications
Officer**

Sara LAZAAR



**Communications
Officer**

Yassine BENSAKAR



Project Coordinator

Taha KHAYRI



Project Coordinator

Sabah IFERDEN



Project Coordinator

Yassine FAKIHI



**Jr. Communications
Officer.**

Malak IRGUI



Project Coordinator

Oussama
BOULAHNE



**Monitoring and
Evaluation Officer**

Nora SEMLALI



Office Manager

Aya RANINE



**Administrative
Assistant**

Follow us on:



EFE-Maroc



75, Corner of Boulevard d'Anfa & Rue Clos de Provence,
1st floor, Casablanca 20000 Morocco

info@efemaroc.org
www.efemaroc.org