

PLANET FINANCE

www.planetfinance.org

The Microfinance Platform

Press Release

Launch of the project « Support to Fish Hawkers in the port of Casablanca”, with the presence of his majesty King Mohammed VI.

Paris, January 25, 2007. Casablanca, Morocco

PlaNet Finance Morocco, an affiliated NGO of the Planet Finance worldwide network, is a Moroccan not-for-profit association which aims at developing microcredit in Morocco.

It aims at supporting the Moroccan institutions of microcredit by improving their conditions of development as well as extending and reinforcing their scope of intervention all around the country.

PlaNet Finance Morocco, the National Office for Fishing, the Willaya of Casablanca, the Prefectorial Council of Casablanca, the Agency for Social Development, The Institutions of Microcredit, The Zakoura Fondation and the Al Amana Association have announced the implementation of their Project of improving the conditions for freight and sell of fresh fishes in the port of Casablanca, after some great efforts.

The program whose budget is 10 000 000 DHS is part of the actions carried out within the scope of the National Initiative for Human Development. It aims at enabling fish hawkers who buy fishes in the port of Casablanca to store and ship them in delivery tricycles. Those delivery tricycles are equipped with isotherm box beams which are in conformity with food preservation international standards. The fish hawkers have partly financed the purchase of their own delivery tricycles thanks to microcredit.

On January 11th, 2007, his majesty King Mohammed VI chaired a ceremony which launched the implementation of the project 'Support to fish hawkers in the port of Casablanca'. He personally gave the delivery tricycles' keys to 10 fish hawkers benefiting from the project.

Today, more than 60 fish hawkers are equipped with delivery tricycles and carry out their activities in accordance with current legislations.

PlaNet Finance Morocco contribute to this program by granting 500 000 DHS per year in a period of 3 years and has already given an advance of 500 000 DHS to Al Amana MFI.

* * *

About PlaNet Finance :

PlaNet Finance is an international non profit organization, which aims to alleviate poverty in the world by contributing to the development of the microfinance sector. PlaNet Finance works with the private sector (banks, financial institutions), international organizations and governments in order to accelerate the sustainability of the microfinance sector.

Based in Paris, PlaNet Finance operates in more than 60 countries with an international network of affiliated organizations in Europe (Belgium, Italy, Portugal, Spain, the United Kingdom, Switzerland), the United States Latin America (Brazil, Mexico, Argentina), Asia (China, India, Japan), Africa (Morocco, Senegal, Benin) and the United Arab Emirates.

www.planetfinance.org

Press Contact :

Mathilde Gaston-Mathé / Toudjal Ryam-Cimetièr

mgaston@planetfinance.org / tryam@planetfinance.org

Tel: +33 (1) 49 21 26 26 / Fax: +33 (1) 49 21 26 27

Contact PlaNet Finance Morocco

Meriem Taouzi

mtaouzi@planetfinance.org

PLANET FINANCE

www.planetfinance.org

The Microfinance Platform