



# PRESS RELEASE

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## **Ms. Echihabi, established as CDG Secretary General**

Mr. Abdellatif Zaghoun – the CDG Director General, has chaired today in Rabat, at the CDG head office, the installation ceremony of Ms. Latifa ECHIHABI, CDG new Secretary General.

Appointed on June 29th 2017 as CDG Secretary General, Ms. ECHIHABI is an EMI<sup>1</sup> graduate. She occupied several executive positions within the Ministry of Industry, Investment, Commerce and Digital Economy, and has managed MAROC PME (ex- ANPME) for more than 16 years, before becoming the Secretary General of the aforementioned Ministry, since October 2013.

Ms. Echihabi took part to several works, including the development and implementation of numerous sector-based strategies and plans, especially « Plan Emergence », « Maroc Numéric », « Maroc Commerce 2020 », the PME/TPE development strategy, « Maroc Innovation ». Furthermore, she represented Morocco at several international authorities, such as the UNIDO (United Nations Industrial Development Organization) and the OECD Commission in charge of Investment and Small and Medium-sized Enterprises.

Mr. Zaghoun wished her, on behalf of all the CDG Group collaborators, full success in her new functions.

Besides, Mr. Zaghoun has seized this opportunity to salute Mr. Saïd Laftit, the CDG former Secretary General and to thank Mr. Lahbib El Idrissi Lalami for his exemplary dedication and involvement, as well as for the efforts he deployed during the period, he carried out the functions of Interim Secretary General besides his functions as Inspector General.

<sup>1</sup>EMI : Ecole Mohammadia des ingénieurs, Mohammadia Engineering School, situated in Rabat

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