Engaging the Maghrebian Diaspora

“Governments programs in Maghreb”

Sebastien Dagault, LiNXEO CEO

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Morocco

Key players

- Ministry in charge of the Moroccan community living abroad (MCMRE),
- Dedicated Agencies: Council of the Moroccan community Abroad (CCME), Foundation Mohamed V
- Others: AMDI, CNRST, CRI, ANPME, CCG

Highlights

- One stop shop: Web-platform « Marocains du Monde »
- Diversity of tools and programs: International Forum of Moroccan Competencies Abroad (FINCOME), MDM Invest
- Regional and local support through the CRIs

Issues

- Transparency
- Opportunities highlights
Tunisia

Key players

- Ministry for Social Affairs (Secretary of state for Migrations and Tunisians Living Abroad)
- Ministry for Industry (Directory General for Promotion of SMEs, DGPPME)
- Dedicated agencies: Office of Tunisians Living Abroad (OTE)
- Others: FIPA, APII, ANETI

Highlights

- Single desk for TRA within the OTE (July 2013)
- New pro-diaspora public and private initiatives on the field

Issues

- Lack of vision and visibility
- Banking regulations
Algeria

Key players

- Ministry of Foreign Affairs
- Ministry of Information Technology & communications
- Agencies: ANPT, ANSEJ, ANDI

Highlights

- Fundings and investment opportunities for the diaspora community
- Active and successful programs with the USA
- New engagements for the Residents abroad (2014)

Issues

- Lack of vision and credibility
- Tough regulation & administrative procedures (51/49 law)
- Complex relationship with the Algerian diaspora in France
Recommendations

Listen to Diaspora members and networks

- Qualify profiles, expectations, possible contributions
- A new CRM approach needed
- Database and online tools

Build trust

- Vision needed
- Ambassador networks enabling peer to peer approaches
- Commitment and follow up

Highlight specific offers and services

- Between home and residence country
- Focus approach (by sector, type of investment...)
- Personal support & mobility services needed (housing, relocation...)

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