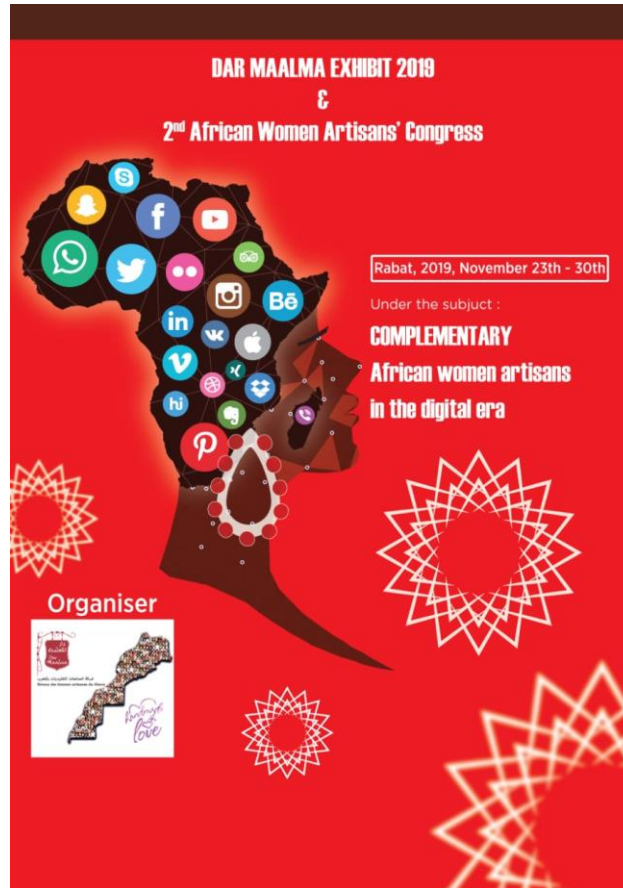


**Organized by:**



*Casablanca June 20<sup>th</sup>, 2019*



**Dear Friends from all over the world and African women artisans,**

We are so happy to inform you that Morocco will host the 2<sup>nd</sup> Annual African Women Artisans' Congress, and the 11<sup>th</sup> Dar Maalma Expo, in Rabat. These events will take place from November 23<sup>rd</sup> to 30<sup>th</sup>, 2019. The topic for this year is:

**“Complementary African Women Artisans in the Digital Era”**

Artisanal women from 27 African countries and experts from the entire world will meet for the conference to discuss economically empowering and uplifting fellow artisanal women to integrate themselves into today's digital era.

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The African Women Artisans' Congress is the largest congress for diverse women to enhance both leadership and friendship on a local and global scale. This enables us to be proactive agents of change in all spheres of self and society.

The Dar Maalma Expo provides the unique opportunity to show and sell artisanal products to the world.

Let's come together in Morocco in November 2019, and work for women on the African continent to have their place in the digital sphere. Together we can take advantage of today's digital era in order to develop their artisanal work in the economy.

Women's rights activists: we are waiting for your participation.

Artisanal women: together we will have a voice.

Fawzia TALOUT MEKNASSI

A handwritten signature in black ink, appearing to read 'Fawzia', with a long horizontal stroke underneath.

PRESIDENT

Organized by:



## Dar Maalma Expo and the African Women Artisans' Congress

Theme: Complementary African Women Artisans in the Digital Era

Where: Rabat, Morocco

When: November 23 to 30, 2019

### Program

November 22 <sup>nd</sup>		Setting up of the exhibition: <b>Dar MAALMA EXPO 11<sup>th</sup> EDITION</b>
November 23 <sup>rd</sup>	<b>10h30</b>	Opening ceremony of the exhibition
		Inauguration of the exhibition of African women artisans
		Visit of the exhibition by the officials
	<b>15h</b>	Press conference and visit of the exhibition by the media
	<b>15h30 - 18h30</b>	Networking session
November 24 <sup>th</sup>		Opening of the exhibition to the general public
November 25 <sup>th</sup>		Training workshops for women artisans
		Introduction to e-commerce and digital marketing
November 26 <sup>th</sup>		African Women artisans' Congress
	<b>9am</b>	Arrival of participants - registration
	<b>9h30- 10h30</b>	Opening Ceremony
		Welcome and Official Speeches
		Presentation of the 2019's theme
		Coffee break
	<b>11h-13h</b>	Women weavers over time
		A tribute to the work of Fatema Mernissi
		Visit of the exhibition of the private collection of Fatema Mernissi carpets
	<b>15h - 18h</b>	First session: <b>COMPLEMENTARY of African women artisans in the digital era.</b>
Axis1: the impact of digital in sales in general and its use		

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		as a sales facilitator for women's crafts
		Coffee break
		Axis 2: African and Arab women, one and the same fight: Strengthen the gateways by optimizing social networks.
<b>November 27<sup>th</sup></b>	<b>9h30 - 12h</b>	Round table: African women and the digital transformation
		Axis 1: Digital marketing, vector of the promotion of the women's handicraft : Presentation of best practices
		Axis 2: Young artisans and inclusive transition
		Lunch break
	<b>15h30- 17h30</b>	Second session: presentation of the memorandum for the advocacy of the economic and social rights of women artisans
	<b>20h30</b>	Gala dinner
		Under the theme: <b>These women who make Africa vibrate</b> Presentation of some African inspirational women and tribute ceremony
<b>November 28<sup>th</sup> - 29<sup>th</sup></b>		Various activities and activities around the exhibition
		Networking session
<b>November 30<sup>th</sup></b>	<b>18h</b>	Closure by <b>CAFTAN DAR MAALMA, African fashion show</b>

**Informations Contacts : Moroccan Women Artisans' Network**

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