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## Strategic Business Partner in Morocco

Having handled a wide variety of international legal transactions worth \$3.28 billion, Kettani Law Firm (KLF) can justifiably claim to be Morocco's leading group of business law practitioners.

For more than 40 years, KLF has been involved in virtually every big investment project taking place in Morocco, assisting international companies such as J.P. Morgan, BNP Paribas Bank and Citibank, among others.

It advised France Telecom as a potential buyer of Maroc Telecom, the national telecoms operator, for US\$2.3 billion, and Telefónica in its \$1.1 billion bid for the acquisition of the second GSM line.

The firm's activities cover the whole spectrum of financial and business activities, and it is an acknowledged leader in the fields of corporate finance, banking, project finance, and corporate and commercial law. Areas of particular expertise include stock exchange law, aviation law, telecommunications regulations, energy, tourism, labor law, intellectual property, audits, IPOs, and litigation and arbitration.

KLF advised the Moroccan government on its non-guaranteed sovereign Eurobond issue for €400 million (\$553 million) and has also advised international bidders during numerous privatization procedures.

The firm has been present in the energy sector, advising blue-chip clients with regard to exploration of oil and gas, exploitation of hydrocarbon permits, and solar power projects in Morocco.

Professor Azzedine Kettani, KLF's founder, and his associates emphasize that the regulatory and judicial systems in Morocco adhere to international standards and that legislation passed in the past ten years has improved the business environment, enabling Morocco to become an ideal investment destination.



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## PROMOTION 4 // MOROCCO

### NINE MILLION AND COUNTING



A modern five-star hotel in the heart of Casablanca provides an oasis of calm for visitors to the nation's biggest city.

Tourism accounts for more than 10% of Morocco's GDP, and the allure of this exotic destination on Europe's doorstep has long made it a must-see for backpackers and boutique hotel lovers.

"It's green petrol," according to Abdelhamid Addou, the managing director of the Office National Marocain du Tourisme (ONMT), who says that more than 9.5 million visitors sampled Morocco's delights in 2010.

While some gravitate to imperial cities like Fez, Marrakech and Meknes, and others head to new heights in the Rif—a mountainous region in northern Morocco—professional travelers increasingly make their way to the business hub of Casablanca.

In the heart of the nation's biggest city stands the five-star Husa Casablanca Plaza, offering a choice of 194 rooms, including 22 suites. All come equipped with broadband Wi-Fi, flat-screen satellite TVs and all the comforts you'd want to find in a home away from home.

"Husa Casablanca Plaza is a true Moroccan exoticism with a Spanish touch," says Cesar Latriella, a partner of Husa Hoteles Group and manager of Moroccan operations. "Morocco is our first African market, following the steps of Husa Group worldwide and focusing on urban hotels. We are targeting businesspeople wanting an elegant central place to stay."

The hotel appeals to all types of travelers, from those with discriminating tastes to those on a budget. The Husa Casablanca Plaza also offers a wide range of amenities, from its 24-hour business center and function rooms to its wellness suite and spa.



## HUSA CASABLANCA PLAZA AVANT-GARDE & FUNCTIONAL

Enjoy a five-star luxury hotel in the center of Casablanca. Bedrooms decorated in contemporary style; delicious Moroccan, Japanese, and Spanish cuisines; Spa & Fitness Center with rooftop pool; there's nowhere in town quite like Husa Casablanca Plaza.

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