

ESCA Visitors' Guide

WELCOME TO ESCA !

ESCA

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ESCA at a Glance

ESCA Ecole de Management



Key Figures

- **1st** Recognised Business School in Morocco.
- **Top 3** of Business Schools in Africa.
- **250** International students.
- **120** International partners.
- **62** Corporate partners.
- **30** Nationalities.
- **5** Continents.
- **350** Intellectual contributions.

About ESCA



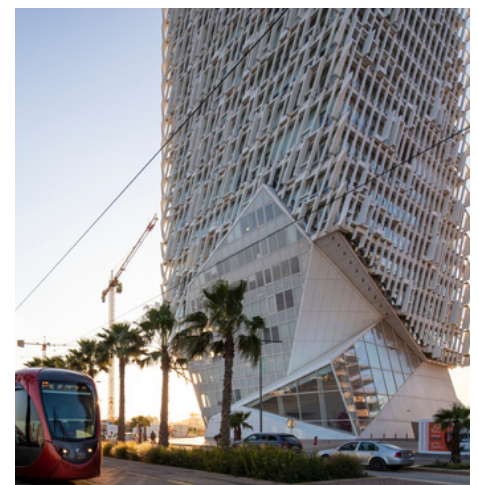
1st AACSB Accredited Business School in Morocco and French Speaking Africa

ESCA Ecole de Management is an institution of reference in the field of management in Africa. Founded in 1992, it has a network of more than 4800 laureates and trains 1100 students, executives and managers every year through its continuing education department. It aims to train a new generation of high-potential executives in Morocco and Africa, carrying values of modernization, ambition, innovation and a sense of commitment.

Location

ESCA Ecole de Management is located in the new African Financial Place, Casablanca Finance City-CFC.

Benefiting from a unique positioning, CFC has all the necessary services and infrastructures to connect its members to business centers and international markets. A community of more than 200 member companies and a network of 15 financial centers and regional partnerships.

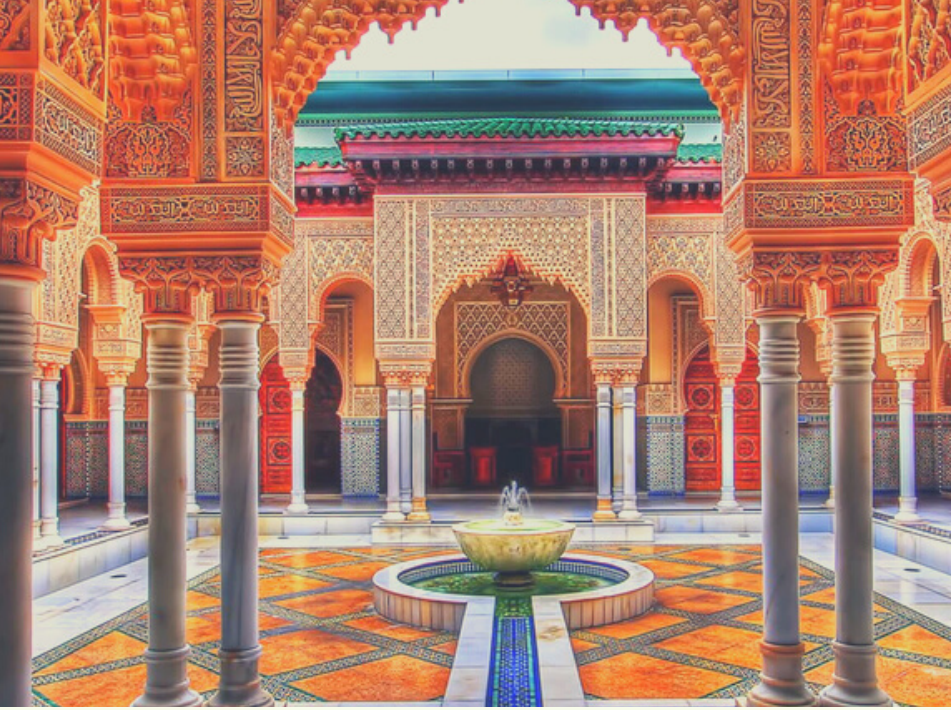




Morocco

A Vibrant Country at the Crossroads of Africa, Europe and the Mediterranean World





Culture

"Morocco is a tree, the roots of which are planted firmly in Africa but has its branches in Europe". Quotation of late his Majesty Hassan II. In his book "Le Défi" (The Challenge).

The richness of the Moroccan culture comes from the various civilizations that Morocco encountered through different eras in its history. From the Byzantine civilization to the Roman influence to the Arab civilization, then the Spanish and French colonization, Morocco is now a panorama of genuine values of multiculturalism and gets its unity in its diversity. That is how the Moroccan identity is preserved.

Know More About Morocco

Language and Religion

Moroccan culture is also praised for language diversity. Apart from classical Arabic, the language of education, administration and media. The daily language in Morocco is Arabic dialect, and Tamazight -which is spoken in the Rif, the Atlas, and the Souss and it varies by region-. Most Moroccans speak French, many speak Spanish and English. All these foreign languages are included in Moroccan educational system.

Islam is the official religion of Morocco, but the coexistence with other religions is perfect. The practice of other revealed religions is also guaranteed by the constitution.



Cuisine

Morocco is a land of tradition where a century-old cooking art reigns, the heritage of a mix of Phoenician-Amazigh-Arab-Moslem influenced cultures. The Amazighs passed on to a sense of simple and rustic dishes, whereas the Arabs brought the refinement of the East and the flavor of distant spices. It inherited From Syria's Umayyads pastries with honey, almonds and orange blossoms, From Andalusians the taste of dishes combining sweet and salty ingredients, as in the famous "Pastilla". Finally, mint tea, the national drink par excellence, is a tradition which goes back to the XVIIIth century when the cargoes of British tea arrived in the Moroccan ports.

To name only few, don't miss to taste **Pastilla, Couscous and Tagine !**

WHY MOROCCO ?

Great Economic Environment



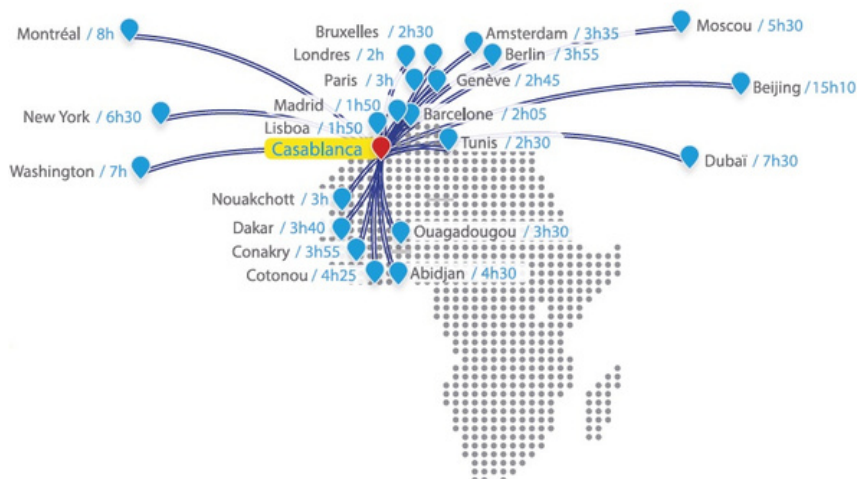
Morocco Investments Highlight

- 2nd Place in the list of the most attractive African countries according to the report "where to invest in Africa 2020".
- 53rd in the world in doing business 2020 ranking.
- Low public debt levels compared to European Union average.
- Positive and strong foreign direct investment, percent of GDP, on average since 2008 despite global financial crisis.
- Strong bilateral and multilateral support from international community.

Economic Overview

The Moroccan Economy is characterized by a Great Openness to the Outside World.

Morocco is located at the crossroads of major trade currents and is close to European major markets. This situation gives Morocco a privileged place both on the financial and commercial levels. Morocco is a market largely open onto the external world and a traditionally liberal one. Foreign trade accounts for 35% of its G.D.P. and several important international groups have been active in Morocco for several years.

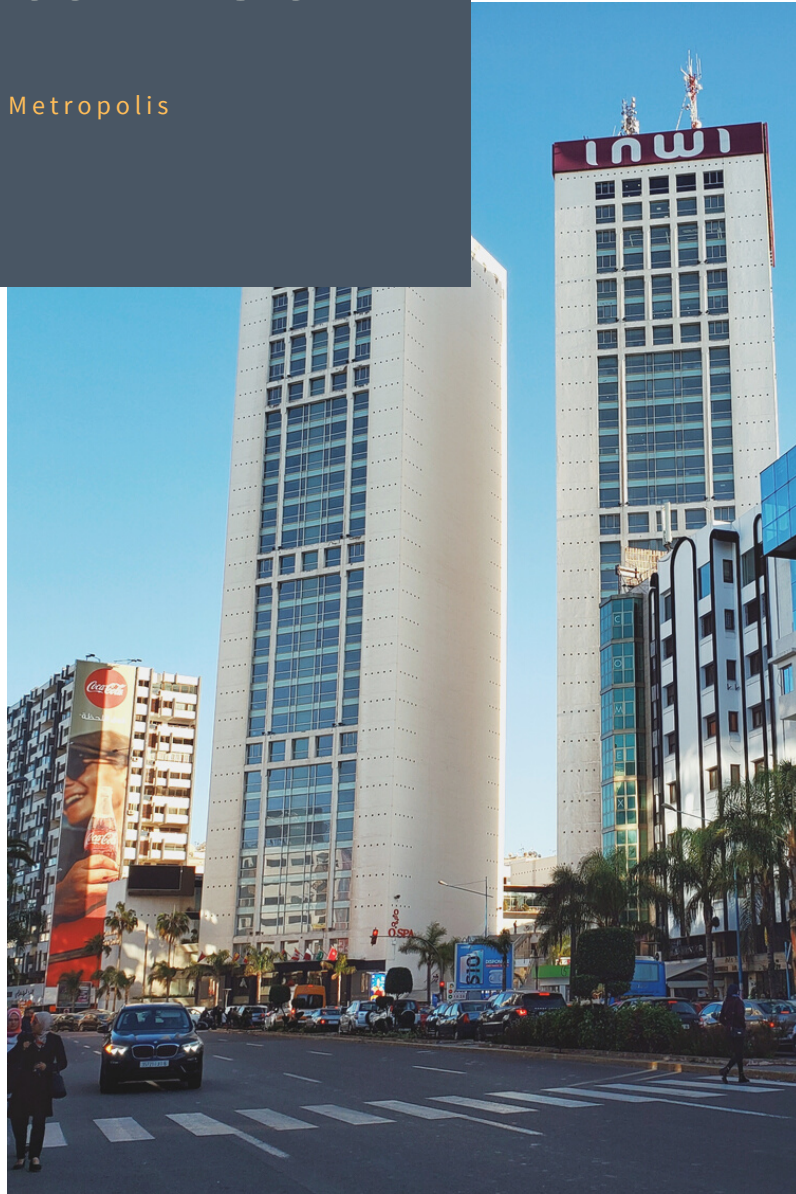


Casablanca connecting flights



Casablanca

The Bustling Metropolis



Casablanca

Overview



Some Sites and Landmarks to visit in Casablanca

- Old Medina
- Place Mohamed 5
- The Corniche
- Hassan II Mosque
- Sacre Coeur Church
- Museum of Moroccan Judaism
- Habbous
- Central Market
- Parc de la Ligue Arabe
- Morocco Mall
- Maarif Market and Twin Center
- Anfaplace Shopping Center

Where to eat in Casablanca ?

- La Sqala
- Rick's cafe
- Le Basmane
- Dar Beida
- Sky 28
- Le Cabestan
- Patisserie Bennis

About Casablanca

The White City, Casablanca, is where Culture and Serenity Activities blend Seamlessly.

Casablanca is the largest city in North Africa and is the economic and financial capital of Morocco. The city enjoys a strategic location with a beautiful setting overlooking the Moroccan coastline.

Besides being a go-to destination for business, the city also offers various entertainments and has many parks and gardens.

Weather in Casablanca

Casablanca sitting on the edge of Atlantic Ocean has a mild weather temperature throughout the year. The weather is warm but pleasant all year-round.

Time Zone

Morocco is on permanent Daylight Saving Time (DST) most of the year, using the time zone GMT/UTC + 1h .

However, during the month of Ramadan, the clocks are turned back 1 hour from UTC+1 to UTC+0





Hassan II Mosque

On the shoreline, just beyond the northern tip of Casablanca's medina (old city), the Hassan II Mosque dominates the entire city. Completed in 1993, it was designed by Michel Pinseau under the guidance of King Hassan II. It is the second largest mosque in the world, covering two hectares in size with the world's tallest minaret (200 meters high).

The prayer hall can accommodate 25,000 worshippers, while the courtyard (which boasts a retractable roof) can fit another 80,000. Astonishingly intricate decoration covers every centimeter of surface. The location, right on the tip of the rocky bay above the ocean, is thoroughly dramatic.

Worth the Visit !

Central Market & Souq Habbous

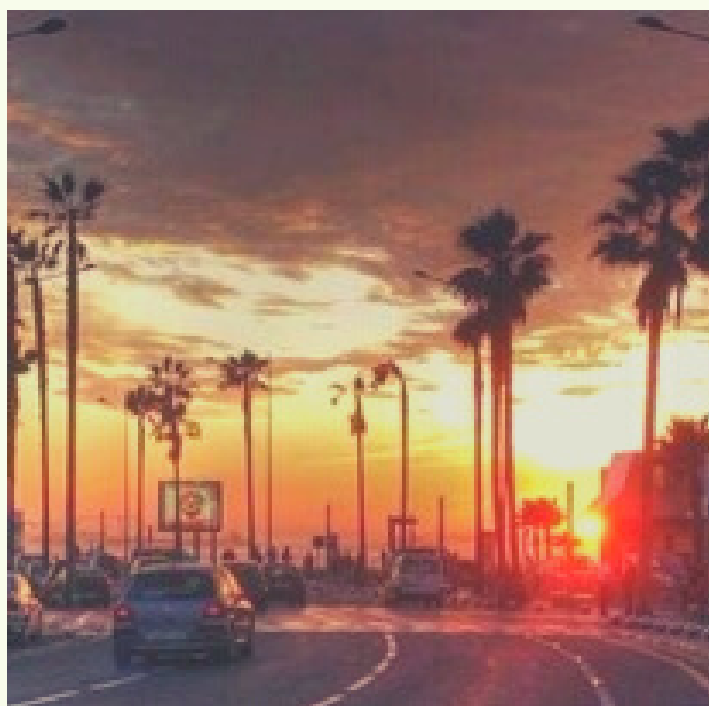
Casablanca's bustling central market (Marché Central), on Rue Allal Ben Abdallah, is a must for tourists who want to throw themselves into the midst of city life.

Right in the city center, the market is where locals come to buy and sell everything from fresh produce to household supplies. It's also home to plenty of cheap restaurants serving up hearty portions of traditional Moroccan dishes.

For a more souvenir-oriented market, head to Souq Haboos in Quartier Haboos, south of central Casablanca. This small district was built during the 1930s in Mauresque style. The market offers plenty of traditional Moroccan handicrafts, from carpets to ceramic tiles.



Souq Habbous



The Corniche

For sea views and fresh sea breezes close to downtown, head to the Hassan II Mosque and stroll the eastern end of Casablanca's Corniche Road. You can snap dramatic photographs of the mosque jutting out into the Atlantic Ocean from this vantage point as well. Much of Ain Diab's shoreline is now home to luxury hotels and restaurants.

On sunny weekends, Ain Diab's section of the Corniche is a great spot for people watching, with plenty of local families heading here for picnicking and promenading.

You can get a tram all the way to Ain Diab from central Casablanca.

Means of Transport

Efficient Ways to get Around Morocco



Tramway

The most popular and comfortable transport. Its frequency is one tramway each 12 min. The first tramway leaves the station at 5:30 am, and the last one at 10:30pm. Basically, one tramway ticket costs 8 dh.



Local taxi

Local taxis of Casablanca are small red cars which circulate around the city and are fairly cheap. They can take up to 3 passengers. They can only travel within the city limits. The rate starts from 7,5dh. The cost varies according to the milieage. After 8pm, a 50% surcharge is added.



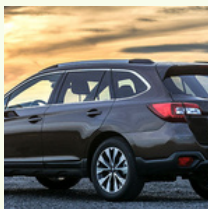
Train

The train allows a connection to all the main towns and covers the main Moroccan cities. It is run by the ONCF. Journey from Casa-Marrakech is 2h30min., Casa-Fez is 4h. Besides the train, you can take the High Speed Train (TGV) which currently serves 4 stations : Tangier, Kenitra, Rabat and Casablanca. The journey Tangier-Casablanca takes only 2h10; Rabat-Casablanca takes 45min.



Planes

Mohamed V airport which is at 40 minutes from Casablanca offers local and international flights.



Rent a car

Renting a car starts from 300Dh per day. You can contact one of the rental car agencies available in Casablanca



CTM

Another option to travel between cities in Morocco is through national bus CTM. Prices depend on the destination and can be booked online through www.ctm.ma



Electricity in Morocco

Electricity in Morocco is the same as in Europe: 220 Volts at 50 cycles. If you bring any personal electrical equipment, make sure you have an international voltage regulator/transformer.

Electrical sockets in Morocco take round pins like those in France, not the flat pins of North America. Plug adapters and voltage transformers are available in Casablanca but you may want to bring some international plug adapters.

Good to Know !

Bank & ATM

There are ATMs in Casablanca and around Morocco that will dispense cash. However, these machines can only dispense cash in Dirhams. Make sure you have an international privileges on your credit card. ATM cards usually have a transaction fee. You can use MasterCard or Visa card in places such as hotels, gas stations, restaurants, travel agencies and some large shops in main cities like Rabat, Casablanca, Marrakech, Agadir, Tangier, Fez and Meknes.

Opening hours of banks: Monday through Friday. From 8:30 to 15:30.



Medical Emergency

It is mandatory to have an international insurance from your home country before your arrival to Morocco. In case of emergency, please call SOS Medecin so the doctor can visit you at your place : 0522387387.

Morocco has administered COVID vaccine to 74.3% of the country's population.

Due to the strict measures induced by Moroccan government, Morocco is considered one of the best countries with a good control of the virus.

Because of the pandemic, Entry into Moroccan territory may be subjected to some conditions. For more information please check this [link](#)

Wearing a mask is still mandatory in Morocco.