

Casablanca, September 15, 2015

**Siemens Integrity Initiative provides US\$ 550.000 to Al Akhawayn University to create a Center for Business Ethics in Ifrane, Morocco and US\$ 700.000 to the OECD to create an alliance between private sector and government in Morocco**

- **Enhance integrity in the Moroccan business environment through training, executive education and research**
- **Promote clean business and fair market conditions in Morocco through supporting an anti-corruption policy framework, Collective Action and integrity training in public procurement**

The cooperation with the Al Akhawayn University and the Organisation for Economic Cooperation and Development (OECD) is part of the global Siemens Integrity Initiative which supports organizations and projects fighting corruption and fraud through Collective Action, education and training with over US\$ 100 million around the world. The Initiative focuses on supporting projects that have a clear impact on the business environment, can demonstrate objective and measurable results and have the potential to be scaled up and replicated. The Siemens Integrity Initiative is based on the settlements between Siemens and the World Bank in 2009 and the settlement between Siemens and the European Investment Bank (EIB) in 2013.

During the first funding round of the Siemens Integrity Initiative an initial tranche of around US\$ 40 million have been distributed to over 30 projects from more than 20 countries.

The Al Akhawayn University project and the OECD project were selected for funding under the

second round of the Siemens Integrity Initiative. They will be implemented in Morocco over a three years period (2015 -2018) and will be mentored by Siemens Morocco.

“I am very happy and proud that two projects from Morocco, one with Al Akhawayn University and the second with the OECD, were selected in the Siemens Integrity Initiative 2015. This initiative confirms how Siemens and Morocco encourage a clean and transparent business at all levels. At Siemens, we believe that any sustainable development begins with a fair business environment.

I am confident that the Collective Action is the right approach to raise the level of market transparency and that is what we strive to accomplish.”

Slim Kchouk, CEO Siemens Maroc.

#### **Project summary: Center for Business Ethics**

The Siemens Integrity Initiative will provide funding worth US\$ 550.000 to Al Akhawayn University to create a Center for Business Ethics in Ifrane, Morocco, with the mission to enhance integrity in the Moroccan business environment through training, executive education and research.

The mission of the center is to raise awareness and promote clean business in different sectors, namely energy, healthcare, industry and infrastructure and cities. The Center for Business Ethics will constitute a major player in the fight against corruption through training of professionals, students, and educators as well as conducting research projects and developing teaching case studies.

“We are very delighted that our project was selected in the second round of funding. A Center for Business Ethics within a university will certainly play a central role in the development and promotion of clean business movement in the Moroccan business environment.” Mrs. Wafa ElGarah, Ph.D. Dean of Al Akhawayn.

#### **Project summary: Alliance between private sector and government**

The Siemens Integrity Initiative will also provide funding worth US\$ 700.000 to the Organisation for Economic Cooperation and Development (OECD), to create an alliance between private sector and government and to promote clean business and fair market conditions in Morocco

through supporting an anti-corruption policy framework, collective actions and integrity training in public procurement.

The project will build political support for the implementation of practical business integrity measures, and will influence the practice of decision-makers both in the government and in the private sector in selected areas. It will create momentum for practical change, in particular by introducing specific anti-corruption measures in procurement procedures. The practical experience of designing and implementing business integrity measures in selected sectors will enable reform-oriented experts in government, the private sector and civil society to replicate this experience in other sectors.

“Morocco has taken a number of important strategic steps over the last ten years to improve the overall business climate and integrate the global economy. Through the implementation of this new project, which will need to be accompanied by a number of complementary policy measures aimed at improving integrity, Morocco can send a strong message to investors on its desire to live up to its international commitments in the fight against corruption.” Mrs. Nicola Ehlermann-Cache, responsible of Investment Program MENA-OECD.

**Contact for journalists:**

Haitham El Idrissi

Phone: +212 (0)522 676 826

+212(0)522 66 92 00

Email: Haitham.elidrissi.ext@siemens.com

**Siemens SA** : Siemens Morocco was founded in 1956 under the name Siemens Maroc SARL. The company then renamed itself Société Electrotechnique et de Télécommunications S.A. (SETEL) in 1973. After a change in ownership structure that increased Siemens AG's stake, the company was legally converted to a Siemens Regional Company operating under the name Siemens S.A. on October 1, 2000. Today, a well-rounded team of nearly 190 engineers, technicians, and administrative experts enable Siemens Morocco to offer complex solutions that are precisely tailored to meet customer needs. [www.siemens.com](http://www.siemens.com)

**Siemens AG** (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is No. 1 in offshore wind turbine construction, a leading

supplier of combined cycle turbines for power generation, a major provider of power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2014, which ended on September 30, 2014, Siemens generated revenue from continuing operations of €71.9 billion and net income of €5.5 billion. At the end of September 2014, the company had around 357,000 employees worldwide. Further information is available on the Internet at [www.siemens.com](http://www.siemens.com).

**Al Akhawayn University** in Ifrane, founded in 1995 by the late King Hassan II of Morocco and the late King Fahd of Saudi Arabia, is an independent, public, not-for-profit, coeducational Moroccan university committed to educating future citizen-leaders of Morocco and the world through a globally oriented, English-language, liberal-arts curriculum based on the American system. The University enhances Morocco and engages the world through leading-edge educational and research programs, including continuing and executive education, upholds the highest academic and ethical standards, and promotes equity and social responsibility. The university is composed of three schools: School of Business Administration, School of Science and Engineering and School of Social Sciences and Humanities. Al Akhawayn University has approximately 2100 undergraduate and graduate level students in a residential campus environment. [www.aui.ma](http://www.aui.ma)

**The Organisation for Economic Co-operation and Development (OECD)** is an inter-governmental organization bringing together 34 countries that seek to promote economic growth, prosperity and employment through co-operation and policy dialogue. The OECD provides a forum in which governments can work together to share experiences and seek solutions to common problems. The Organisation benchmarks best practice and develops binding and non-binding standards promoting common rules in areas where multilateral agreement is necessary to ensure the correct functioning of markets. The OECD has considerable experience in business integrity and gives high priority to the issue, ensuring for example the effective implementation and enforcement of the OECD Principles of Corporate Governance, Guidelines for Multinational Enterprises and the Convention on Combating Bribery of Foreign Public Officials in International Business Transactions. <http://www.oecd.org/mena/>