

## Abla Benslimane

Director Corporate Affairs, Philip Morris Morocco



**Abla Benslimane** is the Director of Corporate Affairs in charge of Fiscal and Regulatory issues, Public Relations, and Illicit Trade Prevention for Philip Morris Maroc. Born on July 15, 1974 in Rabat, she studied at American schools of Rabat, Tangier (Morocco), and Bonn (Germany) and later graduated from Al Akhawayn University in Ifrane in 2001 where she majored in International Relations and minored in Women Studies. She later obtained a Masters in Education from Framingham University in 2005. In 2001 she worked with Oxfam Quebec to initiate revenue generating activities for women in the Souss-Massa-Drâa region in southern Morocco and in 2002 she joined the Environment and Development Agency (ENDA) where she participated in the Rio + 10 Project to ensure information flow to French speaking African and Mediterranean civil society stakeholders on sustainable development issues in preparation for the World Summit on Sustainable Development in Johannesburg. She later joined the US Embassy in Rabat as Political Analyst in 2003 where she drafted and contributed to numerous official U.S. government reports and communications, critically evaluated and helped implement policy enhancing projects, and outlined a substantial professional network to keep abreast of societal trends and decision making. During her eight years at the Embassy she also worked with the U.S. State Department Bureau of International Narcotics and Law Enforcement Affairs (INL) to develop specific proposals for improving the Moroccan juvenile justice system in coordination with Moroccan leaders and justice stakeholders. She managed the Middle East Partnership Initiative Women's Pillar for the support and oversight of local reform projects such as Businesswomen's Network, Family Law Advocacy and Awareness. Abla left the U.S. Embassy in 2011 to manage full time her own fair trade business specialized in premium quality Moroccan handicraft products, and in May 15, 2012 she joined Philip Morris Morocco.

### Publications:

- Co-drafted the **National Report on Sustainable Development in Morocco** by ENDA Maghreb for the Stockholm Environment Institute: ***Civic Entrepreneurship: A Civil Society Perspective on Sustainable Development, Volume 6.***
- Co-drafted the **Environmental Consultation for MAP/UNEP: *Strategic Orientations for Sustainable Development in the Mediterranean.***

**Awards:**

- **Mission Honor Award:** In recognition of overall high level of performance coupled with extraordinary additional efforts to advance INL's juvenile justice program and Customs Cooperation between the US and Morocco.
- **Department of State Meritorious Honor Award:** For Leadership of the MEPI Women's Pillar and for oversight of the launch of the First Lady's Breast Cancer Partnership.
- **Department of State Meritorious Honor Award:** For outstanding reporting on the Moudawana (Moroccan family Code) and developing important new contacts for the Political Section.
- **Department of State Meritorious Honor Award:** For the US Embassy's outstanding effort in ensuring the success of the Forum for the Future held in Rabat, Morocco, December 10-11, 2004.
- **Department of State Meritorious Honor Award:** In recognition of the extraordinary efforts put forth by the mission employees in the aftermath of the devastating earthquake in Al Hociema on February 24, 2004.
- **Extra Mile Award** for effective reporting on the Ambassador's regional visits and discussions with local leaders and his review of the US government funded projects.
- **Recognition for Excellence Award:** For exceptional performance that was truly demonstrated PMI values in action 2015
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