

FinanceCom creates Steria Medshore

The FinanceCOM group and the leader of European data-processing services Steria announced Tuesday in Casablanca, the creation of Steria Medshore, a new entity dedicated to the Moroccan offshoring.

This entity, which is the fruit of a joint venture owned equally by FinanceCom and Steria, is aimed at providing European and African markets of strong growth of services and Onshore and Offshore of Business Process of Outsourcing IT with high value-added. Steria MedShore which includes among its target markets, banking, insurance, telecommunications and administration, also aims to rise, eventually, the leading IT service providers in Africa, thanks to supplementation of its reference shareholders. The development plan of the project foresees the creation of 500 jobs by 2012; the majority will be reserved for the recruitment of engineers and technicians. Speaking at a ceremony on this occasion, President and the chairman-general director of Steria, François Enaud, said that offshoring is a "growth engine" and a generator of jobs, stressing the importance of FinanceCom with this partnership in improving the competitiveness of its group and services provided to its customers. For his part, Othman Benjelloun, Chairman of the Group FinanceCom, estimated that Medshore Steria is an «effective leverage" for the diffusion of technology and value-added services to public and private as well as in Morocco and elsewhere in the Maghreb and Africa. FinanceCom Group is a multi trades active in banking, insurance, telecommunications, transport, tourism, distribution and industry. In 2006, the group created Magshore, with the ambition to be positioned on the offshoring, chain identified as new engine of economic growth in Morocco. This initiative is part of the national "Emergence", which aims to strengthen the country's competitiveness in this sector and establish its reputation as a destination on an international scale. After India and Poland, Group Steria is intended by this partnership to complete its International mechanism Nearshore and Offshore (Offshore or local) and offer a range of competitive services and expanded its clientele of large companies and administrations. Data-processing services company leader in Europe, serving businesses that place new technologies at the heart of their strategies, the group Steria has over 18,000 employees in 16 countries. In 2006, the group, headquartered in Paris, achieved a turnover pro forma estimated at 1.8 billion euros.

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