



الهيئة المغربية لسوق الرساميل  
+ⵓⵎⵎⵓⵏ ⵏ ⵙⵓⵕ ⵏ ⵏⵓⵕ ⵏ ⵏⵓⵕ ⵏ ⵏⵓⵕ  
AUTORITÉ MAROCAINE DU MARCHÉ DES CAPITAUX

## PRESS RELEASE

# THE AMMC LAUNCHES ITS FINANCIAL LITERACY WEB PORTAL, "THE CAPITAL MARKET FOR ALL"

Rabat, December 30, 2024

As part of its commitment to promoting financial literacy among the general public, the Moroccan Capital Market Authority (AMMC) is launching "The Capital Market for All," an online portal fully dedicated to financial literacy centered on the capital market.

This innovative portal, which is available in both Arabic and French, strives to democratize and make investment and capital market concepts more accessible in Morocco.

With its ergonomic design and distinctive visual identity, the "Capital Market for All" portal offers a wide range of educational content entirely developed by the AMMC, including:

- **The basics of investing in the capital market:** The portal explains the fundamental concepts of savings and investment in an easy-to-understand format.
- **The complete Investor Handbooks Series:** This series comprises eight editions, with a ninth forthcoming.
- **Interactive and fun resources:** include brochures, games, quizzes, video clips and simulators, which provide a fun learning experience while also allowing for practical application of knowledge.

## Financial literacy, a strategic priority for the AMMC

As a key lever for capital market development and financial inclusion, financial literacy occupies a central place in the AMMC's 2024-2028 strategic plan. As such, the AMMC is implementing a number of initiatives to promote public access to the capital market.

In addition to the various content it develops, the AMMC also takes to the airwaves with national radio campaigns and organizes various field activities with students and high school pupils.

The Capital Market for All can be accessed via: [Education.ammc.ma](https://www.ammc.ma/education)



[www.ammc.ma](https://www.ammc.ma)



[/ammc](https://www.linkedin.com/company/ammc)



[@ammc\\_news](https://twitter.com/ammc_news)

