2. Team Amghare

Oualid Adnane – Founder & CEO

Oualid is the founder and CEO of Amghare Fruits Secs et Épice, a Moroccan venture based in Khouribga, Morocco.

He leads the company's overall strategy, business development, operations, administration, and commercial activities. He is responsible for building partnerships, developing the brand, identifying market opportunities, and driving the company's growth.

Through his participation in the UM6P Explorer Innovation Program, Oualid has strengthened his entrepreneurial skills through mentorship, educational sessions, networking, and practical business development experiences.

He is committed to transforming Amghare into a competitive Moroccan brand by improving production processes, adopting modern equipment, strengthening food safety practices, and accelerating digital transformation.

Our Team

Amghare is supported by a dedicated operational team responsible for daily activities, particularly product sorting, cleaning, preparation, and customer service.

The company aims to strengthen its team as operations expand and modern processing and packaging capabilities are introduced.

Our Strength

A combination of entrepreneurial vision, local market knowledge, operational experience, and a strong commitment to quality and continuous improvement.

3. Contact Information

Founder & CEO	Oualid Adnane
Company Location	Khouribga, Morocco
Industry	Agri-food – Spices, Aromatic Herbs & Dried Fruits
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