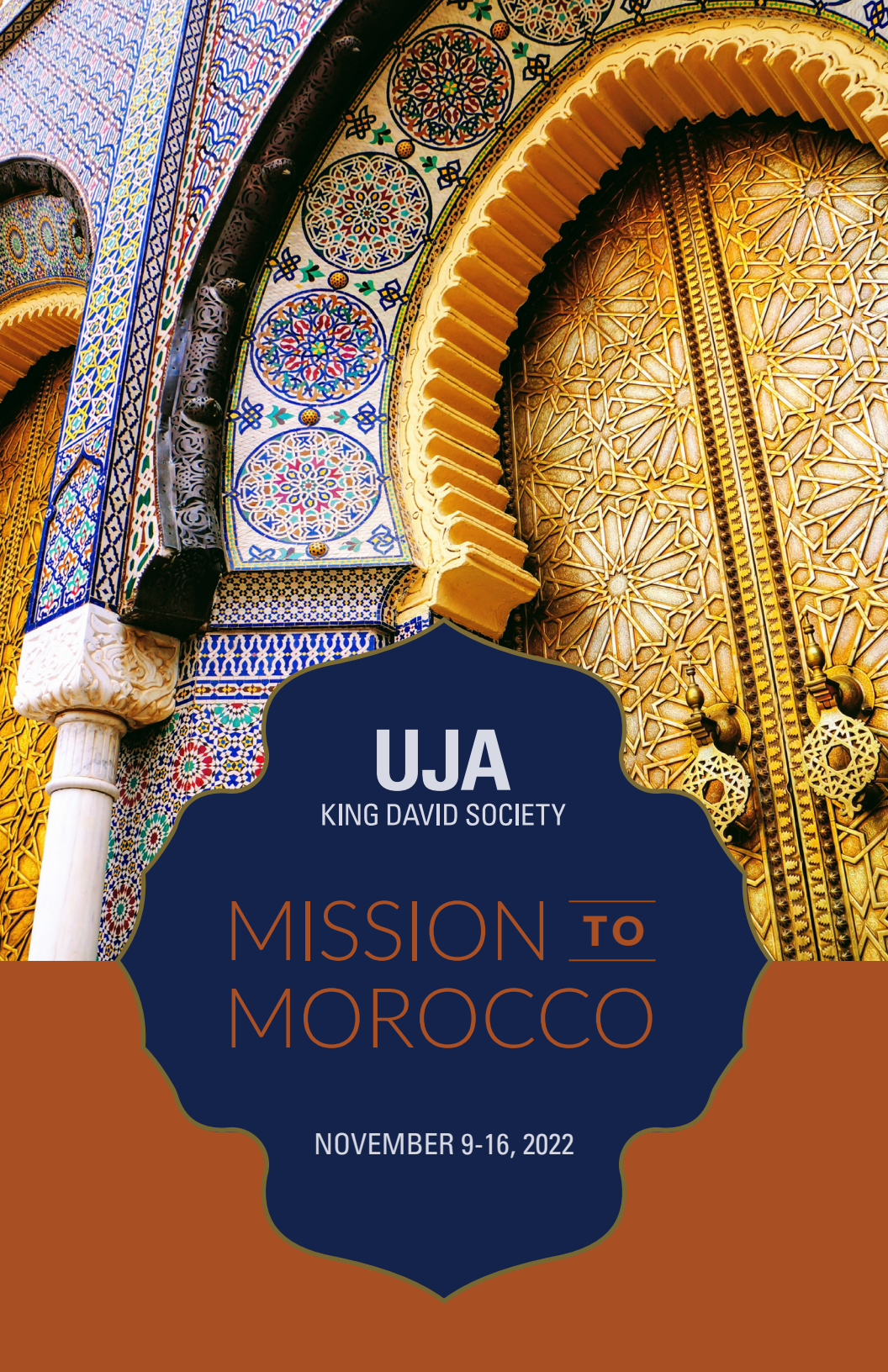




UJA

KING DAVID SOCIETY

MISSION TO  
MOROCCO

NOVEMBER 9-16, 2022





# ITINERARY AT A GLANCE

- DAY 1 ● **MARRAKECH** Welcome to Morocco |  
YSL Museum and the Majorelle Garden
- DAY 2 ● **MARRAKECH** Discover Jewish Marrakech
- DAY 3 ● **MARRAKECH** Explore Historical Marrakech | Shabbat
- DAY 4 ● **MARRAKECH** Shabbat/Day at Leisure in Marrakech |  
Dinner & Nighttime Views
- DAY 5 ● **HIGH ATLAS  
MOUNTAINS** Breathtaking Views of the High Atlas  
Mountains & the Beautiful Ourika Valley
- DAY 6 ● **CASABLANCA** Afternoon Excursion to Rabat |  
Dinner in Casablanca
- DAY 7 ● **CASABLANCA** Heritage Sites & Private Tours |  
Farewell Dinner
- DAY 8 ● **CASABLANCA** Depart Casablanca



# DAY 1

## WEDNESDAY NOVEMBER 9, 2022

### WELCOME TO MARRAKECH!

Upon arrival, you will be met at the airport and escorted on a short drive to the iconic La Mamounia Hotel: a five-star luxury hotel and our retreat for the next four nights. For those arriving early, enjoy a morning at leisure in Marrakech before our trip together officially begins.

### MISSION TRIP BEGINS (12:15 PM)

After check-in, meet your guides and fellow participants at our designated meeting spot in the hotel to officially kick off the KDS Mission to Morocco.

### LUNCH AND VISIT TO THE MAJORELLE GARDEN & YSL MUSEUM

Together, we will head out to meet Saâd Tazi for an enchanting conversation over lunch at the Majorelle Café. An artist and photographer, Saâd Tazi is the former director of the Majorelle Garden and Yves Saint Laurent (YSL) Museum in Marrakech, and will provide us with unparalleled insider insights, along with the specificities of the Moroccan cultural scene and its challenges.

After lunch, we will enjoy a private guided tour of the YSL Museum—the collection dedicated entirely to the works of the legendary fashion designer—as well as the Majorelle Garden, an extravagant garden designed by French artist Jacques Majorelle, with Art Deco and Moorish influences.

### PANORAMIC TOUR

Before we return to our hotel, we will go on a short panoramic driving tour around Marrakech to help introduce you to the city and get your bearings.

### RETURN TO HOTEL AND WELCOMING SESSION

After our visit, we will return to our hotel for a quick refresh before we gather together again to officially meet our resident expert, Rafi Elmaleh, as well as our other guides and logistical team.

### COCKTAILS FOLLOWED BY DINNER WITH EINAT LEVI (7:00 PM)

Tonight, we will gather for dinner at one of the best restaurants in town—conveniently located in our hotel. Start with cocktails on the patio, followed by dinner, where we will be joined by special guest Einat Levi, a researcher and entrepreneur, whose focus is on Morocco and its relations with Israel.

Einat currently serves as a strategic consultant of partnership building between Israel and Morocco, as well as a research fellow at The Forum for Regional Thinking, and a researcher at Mitvim—the Israeli Institute for Regional Foreign Policy.



# DAY 2

## THURSDAY NOVEMBER 10, 2022

### **BREAKFAST WITH A LOCAL JOURNALIST (8:30 AM)**

This morning, we'll start our day meeting a local Moroccan journalist over breakfast. This open table discussion will be with the Managing Editor of Morocco World News: Adhane Bennis.

### **BRIEFING FROM A UJA PARTNER AGENCY**

After breakfast, enjoy a special briefing from JAFI at the Salat Al Azama synagogue. Learn about JAFI's work in Morocco and their impact on the local Jewish community, as well as the history of the Salat Al Azama synagogue—the most famous synagogue in Marrakech.

### **COOKING CLASS (11:00 AM)**

For lunch, we will partake in a unique hands-on experience with a traditional Moroccan cooking class. Set in a spacious riad, learn how to make staple dishes step-by-step and discover the secrets of authentic Moroccan cuisine from the Dadas (traditional Moroccan cooks), all while using modern everyday kitchen equipment to make beloved recipes passed down from one generation to the next.

### **GUIDED TOUR OF THE JEWISH QUARTER**

After lunch, we'll meet with Jacky Kadoch, the president of the Moroccan-Israeli community in the region of Marrakech-Essaouira, who—along with our resident expert Rafi—will lead us on a guided visit of the Jewish Quarter in Marrakech. Morocco is home to one of the oldest Jewish communities in the Diaspora, dating back more than 2000 years. Its singular Jewish culture is the result of a fusion of varied traditions including Berber, Hebraic, Andalusian, and Arab influences.

### **RETURN TO HOTEL**

Before dinner, we will return to our hotel for a chance to quickly freshen up before evening cocktails.

### **APERITIVO WITH JACKY KADOCH (6:30 PM)**

This evening, continuing the discussion from our Jewish heritage tour in the afternoon, Jacky Kadoch will join us for cocktails and appetizers at El Fenn. Learn more about Jewish life in Morocco, the cultural differences and similarities, and hear first-hand insights about the city's Jewish community.

Situated on a rooftop patio, El Fenn focuses on only using seasonal and locally farmed ingredients, with each dish made from freshly harvested fruits and vegetables, enhanced by local spices and herbs.

### **DINNER AT LEISURE**

Tonight you can explore Marrakech at leisure, with dinner on your own or with your fellow travellers. See the city at night from a rooftop patio or perhaps try a tasting menu from a Michelin Star chef. You may prefer to take it easy and enjoy the services our hotel has to offer, or you can visit local establishments for cabaret and live music.

We are happy to provide recommendations for you. You will also have the option of joining UJA Mission Staff and others from your tour for a group dinner, if interested.







**BREAKFAST AT HOTEL (HOTEL BREAKFAST OPENS AT 7:00 AM)**

Start with complimentary breakfast at the hotel's main dining room before we begin our day touring some of Marrakech's key historical and cultural sites.

**TOUR MARRAKECH'S TOP HISTORICAL SITES (9:00 AM)**

While a lively and developing modern city, Marrakech is also home to a wealth of buildings, sites, and artifacts of crucial importance to Moroccan history. Some of the sites we will visit include the Koutoubia Mosque and its famed minaret, the Koutoubia Gardens, the Jemaa el-Fnaa Square, and the palaces of El Badi and Dar Si Said, home to the Museum of Moroccan Arts.

The Bahia Palace was built for a former slave who became Grand Vizier to the Sultan. This 150-roomed palace and its intricate stylings will leave you in awe and is a must-see in Marrakech. Admire the gilded ceilings, painted walls, carved stucco and cedarwood, as well as the Zellige tiles that decorate the walls and fireplaces throughout the palace.

**LUNCH IN THE MEDINA**

Enjoy lunch in the medina, the city's original walled settlement and now a protected UNESCO World Heritage site. Full of cobblestoned alleyways, shops selling artisan goods, and restaurant-lined plazas and squares, the medina beckons locals and tourists alike. Here we will enjoy a laidback lunch at a local favourite, before continuing our journey through the medina.

**SOUKS AND MEDINA TOUR**

After lunch, we will continue our tour of the medina, and explore the town's crafts and local artisans. Venture into the depths of the medina, visit the renowned spice markets, observe weavers at their loom, and discover hidden workshops where generations of artisans ply their individual trades and adapt century old techniques to a modern market.

**RETURN TO HOTEL AND RELAX BEFORE SHABBAT**

After touring the souks and medina, we will return to our hotel to relax and freshen up before Shabbat.

**CANDLE LIGHTING AND DINNER WITH LOCAL JEWISH COMMUNITY**

*Candle lighting at 6:13 PM*

This evening, we will partake in the Shabbat candle lighting at Beth-El Synagogue. Afterward, enjoy a traditional Moroccan Shabbat dinner at Dar Ima with local community members. Dar Ima prides itself on a full menu of Jewish-Moroccan cuisine, with an array of well-rounded and flavourful kosher dishes.



# DAY 4

## SATURDAY NOVEMBER 12, 2022

### BREAKFAST AND DAY AT LEISURE

Start your day with complimentary breakfast at the hotel's main dining room or perhaps indulge in brunch at a local restaurant. Afterwards, you can choose how you spend your day, from attending Shabbat services or a relaxed morning at the hotel and lounging by the pool, to an optional afternoon guided walking tour through the city.

**Option I:** Attend a local Shabbat service at Beth-El Synagogue, where you will meet local community members and join for kiddush. Enjoy lunch at the synagogue.  
*Services begin at 9:30 AM*

**Option II:** Take the morning to yourself, whether its relaxing poolside, exploring the palatial hotel and indulging in spa services, or enjoying the city on your own.

### LUNCH AT LOCAL SYNGAGOGUE (1:30 PM)

For those attending Shabbat services, a kiddush lunch will be provided at the synagogue, though everyone is welcome to join.

**Optional (2:00 PM):** Meeting at Beth-El Synagogue after lunch, those interested can join an afternoon walking tour around Marrakech. Alternatively, those looking to shop for souvenirs, explore historical sites, or just wander the city on own, can explore Marrakech at leisure.

### HAVDALAH WITH GUESTS FROM THE LOCAL JEWISH COMMUNITY

*Shabbat ends at 7:09 PM*

This evening, we will gather for Havdalah services at our hotel, joined by invited guests from the local Jewish community. After services, we will walk through the Jemaa el-Fnaa Square to witness the city's changing energy from day to night.

### DINNER AT RIAD KNIZA

Tonight, we'll enjoy dinner at Riad Kniza, where we'll meet the owner Haj Mohamed for a guided tour of his private collection of renowned antiques, before a casual dinner with a professor of Moroccan Cultural Studies, alongside the President of the Sefrou Association for the Preservation of Jewish Heritage.

Haj Mohamed is one of the most renowned antique dealers in Marrakech, as well as owner of Riad Kniza—a five-star boutique hotel, conveniently located in the centre of Marrakech. He also has been a professional guide for more than 30 years, sharing his extensive knowledge of Marrakech and Morocco with VIP and celebrity visitors, including former US Presidents and famous actors, such as Brad Pitt, Jennifer Aniston, Tom Cruise, and Nicole Kidman.







SUNDAY  
NOVEMBER 13, 2022

# DAY 5

## **BREAKFAST AND CHECK-OUT FROM LA MAMOUNIA**

*Hotel breakfast opens at 7:00 AM, depart hotel at 9:00 AM*

Enjoy complimentary breakfast at the hotel's main dining room before we say goodbye to La Mamounia and the Red City to begin our journey towards the majestic High Atlas Mountains.

## **4X4 JOURNEY INTO THE HIGH ATLAS MOUNTAINS AND OURIKA VALLEY**

As we make our way into the High Atlas Mountains, we will set out to learn more about the Amazigh culture—more commonly known as Berbers—by visiting the Berber Villages of Ourika Valley in a 4x4 adventure excursion.

We will stop in different villages with deep-rooted Jewish heritage, including visiting the lone synagogue in Ourika Valley: one of the last operating synagogues in rural Morocco. We will also experience Berber hospitality first-hand, with a traditional tea ceremony at a family's home.

## **PICNIC LUNCH**

Enjoy a riverside picnic lunch in the Atlas Mountains before heading to our hotel. If you're tired of motored vehicles, consider taking a short optional donkey ride back to the hotel.

## **CHECK-IN: KASBAH BAB OURIKA**

The Kasbah Bab Ourika could not be more beautifully situated, resting on a hilltop at the apex of the Ourika Valley. Surrounded by the snowy mountain peaks of the High Atlas Mountains, our view from the hotel overlooks the Ourika River, countless green fields, and groves of olives, oranges, and lemons. With 360-degree panoramic views, Kasbah Bab Ourika offers beautiful landscapes and spectacular sunsets.

After check-in, you can relax in individually decorated rooms with your own terrace or unwind by the secluded swimming pool. There is also a luxury spa in the hotel's gardens that offers massages, hammam, and facials.

## **DINNER AL FRESCO (7:30 PM)**

Tonight, we will gather for a delicious private outdoor dinner in the gardens at our hotel, surrounded by the pool, breathtaking landscapes, and stars overhead.



# DAY 6

MONDAY  
NOVEMBER 14, 2022

## EARLY BREAKFAST AND CHECK-OUT FROM KASBAH BAB OURIKA

*Depart hotel at 8:00 AM; breakfast and bags ready at 7:00 AM*

Start your morning bright and early with a delicious complimentary breakfast at the hotel before we check-out and depart for Rabat, the capital of Morocco.

## COFFEE AND CONVERSATION AT THE CANADIAN EMBASSY (12:30 PM)

Upon arrival in Rabat, we will head straight to the Canadian Embassy, where we will be joined by the Canadian Ambassador for coffee and conversation, including an insider perspective on Canada-Morocco relations.

## LUNCH

For lunch we will be joined by the president of the Mimouna Association. The Mimouna Association is a non-profit organization founded in 2007 by Muslim students who aim to preserve and promote the rich history of Morocco's ancient Jewish community.

## DISCOVER RABAT

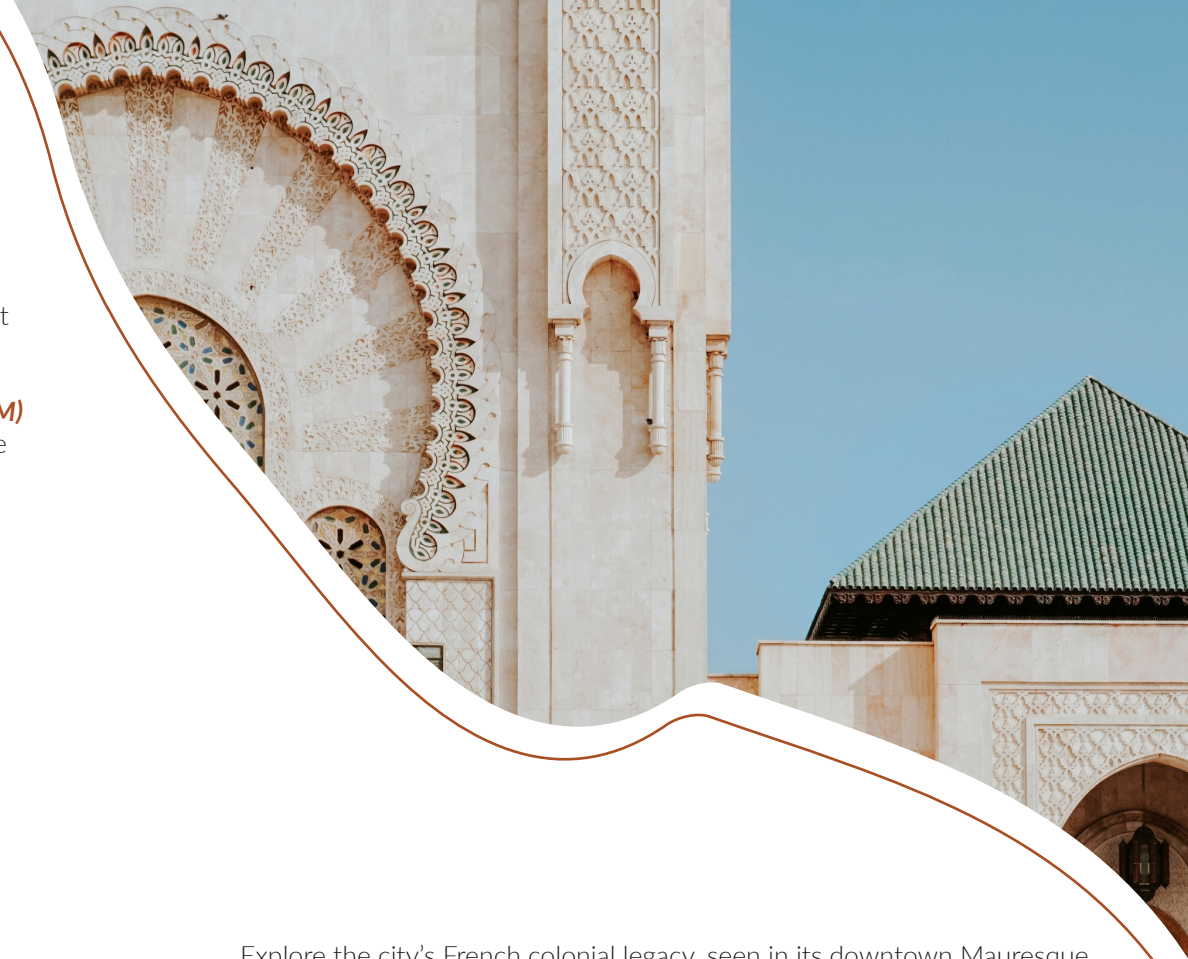
Following lunch, we will spend the afternoon exploring Rabat, the current capital of Morocco and home to the royal family. Located on the Atlantic coast in the northwest of Morocco, Rabat is the result of modern development paired with a new town built under the French Protectorate, which lasted from 1912 until the 1930s, and meticulously protected the older parts of the city, some of which date back to the 12th century.

Take in the city's beautiful sites and breathtaking architecture, including the Kasbah des Udayas, the Royal Palace of Rabat, the famed Andalusian Gardens, as well as Hassan Tower and the Mausoleum of Mohammed V.

The final resting place of the late king Mohammed V and his sons, the Mausoleum of Mohammed V is a grand example of traditional Moroccan art and architecture. Recognizable by its white walls and green tiled roof, this is one of the most visited sites in Rabat, let alone Morocco. Behind it, Hassan Tower stands tall—a symbol of Rabat.

## DRIVE TOWARDS THE WHITE CITY OF CASABLANCA

After our excursion to Rabat, we will head to Casablanca, known as the White City. Originally modelled after Marseilles when the French landed there in 1907, you will see the clear influence of European culture and expansion in Casablanca, which is now a huge metropolis, where modernity and tradition peacefully co-exist.



Explore the city's French colonial legacy, seen in its downtown Mauresque architecture, a blend of Moorish style and European Art Deco, or shop the bustling new town, which boasts the largest shopping mall in Africa. At night the city is buzzing. You can dance at beach clubs and rub shoulders with the Moroccan elite or dine in some of the liveliest and tasteful seafood restaurants on Casablanca's port, the Corniche.

## CHECK-IN: FOUR SEASONS CASABLANCA

The Four Seasons Casablanca is the perfect luxury sea-side resort, situated on the beach while only minutes from the city centre. Here you can enjoy refreshments by the pool in a private cabana, or snack on artisanal delights from one of the restaurants on site.

## DINNER AT LEISURE

Enjoy a late dinner in Casablanca at leisure. We are happy to provide restaurant recommendations for you, or you can enjoy one of the many restaurants in the hotel or in the neighbourhood. Alternatively, you may wish to simply stretch your legs and just explore the city at night.





## DAY 7

TUESDAY  
NOVEMBER 15, 2022

### **BREAKFAST AT THE HOTEL OR AT LEISURE (BREAKFAST OPENS AT 6:30 AM)**

Start the morning with complimentary breakfast and a view at the hotel's Bleu restaurant, located on the fifth-floor terrace, overlooking the ocean. Alternatively, you can venture out to the city to have breakfast on your own.

### **BRIEFING BY JDC ON THEIR WORK IN MOROCCO (10:00 AM)**

Today we will start our program with a special briefing from the JDC, one of our partner agencies, with an on-site visit. Witness firsthand how their work impacts daily lives of those most vulnerable, while hearing from staff and agency members about their work with the local Jewish community.

### **LUNCH AT RICK'S CAFE**

For fans of the classic film *Casablanca* (1942), lunch at the famous Rick's Café will not disappoint. Created by an American expat who wanted to bring the film's famous bar to life, Rick's Café is housed in an old mansion, the interiors showcasing the best of Moroccan craftsmanship with unique wood and tiled décor.

### **EXPLORE THE MELLAH OF CASABLANCA AND HASSAN II MOSQUE**

After lunch, enjoy a walking tour through the Mellah of Casablanca, the city's old Jewish quarter, and a visit to the Hassan II Mosque, a must-see monument in Morocco. Take in the stunning architecture of this photogenic mosque, with beautiful tile work and patterns traditional to Morocco, and admire the world's largest minaret.

### **VISIT THE MUSEUM OF MOROCCAN JUDAISM**

Our next stop will be a visit to the Museum of Moroccan Judaism, where we will meet its curator, Zhor Rehilil. A custodian of ancestral memory, Zhor Rehilil is the first Muslim curator of the Museum of Judaism, the only Jewish museum in the Arab world.

With a permanent collection that houses important Moroccan Jewish objects of worship, a Jewish library, and an active roster of exhibitions, guests to the Museum of Moroccan Judaism can explore books, photos, and artifacts that touch on the importance of the Jewish presence in the Arab world.

### **PRIVATE MEETING WITH SERGE BERDUGO**

Our afternoon at the museum will end with a private meeting with Serge Berdugo, the Ambassador at Large to the King of Morocco, and Secretary-General of the Council of Jewish Communities in Morocco.

### **FAREWELL DINNER WITH H.E. ANDRÉ AZOULAY\* (7:30 PM)**

*\*Subject to change*

We will end our trip with a unique farewell dinner experience. Joining us for a final evening will be H.E. André Azoulay, the Moroccan Jewish senior advisor to King Mohammed VI of Morocco.

Azoulay previously advised King Mohammed's father, the late King Hassan II. He currently presides over the Anna Lindh Euro-Mediterranean Foundation for the Dialogue Between Cultures, as well as President of the executive committee of the Foundation for the Three Cultures and the Three Religions, based in Seville, Spain.



WEDNESDAY  
NOVEMBER 16, 2022

**DAY 8**

**BREAKFAST AND CHECK-OUT (HOTEL BREAKFAST OPENS AT 6:30 AM)**

For your final morning in the beautiful and exotic Morocco, enjoy a complimentary breakfast at the hotel's main dining room, or try a local restaurant on your own. After check-out from the Four Seasons Casablanca, relax in private transport to Casablanca Mohammed V International Airport for your flight home.

**Sahara Desert Extension (Optional; prebooking required):** Extend your trip with a visit to the Sahara Desert. This extension is available by request only, and dependent on the number of participants and government travel advisories. Please contact us if you are interested in learning more about this optional trip extension.







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