

**Neila Tazi****Founder of the Gnaoua Festival, Morocco**

Neila Tazi is the founder of the Gnaoua Festival in Morocco. When she created her agency A3 Communication in the early 1990's her goal was to « give a great image » of her country. It has been a success. Every year the Festival draws to Essaouira well-known artists and the city became a major cultural event on the international scene.