



WHO IS SAAD ABID

Former Moroccan champion in surfing, Saad Abid is a talented adventurer who is not afraid to push the limits. He has directed several videos for promoting extreme sports in Morocco, some of which have enjoyed tremendous success.

[Watch Video](#)

After 10 years in Montreal, Canada where he graduated from the prestigious John Molson School of Business at Concordia University, he decided to return to Morocco to participate in the development of his native country. He speaks 4 languages fluently (Arabic, English, French, Spanish) and is currently learning a fifth.

In 2010, Saad Abid founded Bahri Association of which he is currently the president. [Bahri Association](#) is a non-profit NGO that aims for coastal protection and education of future generations to protect the environment. He was behind the launch of the first Moroccan waste collector with an electric bike and also participated in the organization of the biggest beach cleanup operation ever conducted in Morocco with more than 5,400 participants in Ain Diab Beach, Casablanca.

In 2015, he was part of the Moroccan delegation at the COP21 in Paris and made a buzz in a video in which he wished "Get well soon" to HRH King Mohammed 6 with a cry of joy at the end that demonstrates his character : YIIIIHAAAA [watch the video](#)

In April 2016, he was selected by the US Embassy in Rabat to represent Morocco in a program called the "International Visitors Leadership Program." This 21-day trip, fully funded by the US Government, was called "Galvanizing Youth for Environmental Protection". Only 8 participants were selected out of 450 candidates from several countries to explore, learn and share best practices, to encourage young people to take action to protect the environment.

In September 2016, Saad Abid was invited by **John Kerry** to be the sole representative from the Moroccan civil society at the "Our Ocean Conference" where he met **President Barack Obama**, Leonardo Di Caprio and learned from various scientists and movie directors. During this trip, he was chosen to participate at the "Our Ocean Leaders Youth Summit" that took place at Georgetown University. He gave a presentation entitled "**Building organizations for impact**" that was attended by 150 young leaders from 50 countries.

In September 2017, he was invited by UN Secretary-General **António Guterres** to attend a high-level meeting held at the United Nations headquarters in New York during the 72nd UN General Assembly. During this trip, he took part in the creation of the Founders Group of the Climate Action Leadership Network which is a network of 25 key decision-makers (Ministers, CEOs, Mayors, Governors, Scientists and leaders of the civil society) who aim to deliver immediate actions for the climate. He continues to be a member of this [group](#).

In 2018, Saad launched the best digital campaign called Maymkench2026 where he attempted to meet 26 celebrities, in 26 days, in 26 cities. He ended up having one-to-one meetings with celebrities like **Lionel Messi**, Samuel Eto'o, Daddy Yankee, **Zlatan Ibrahimovic**, Andrés Iniesta, **Cristiano Ronaldo**, Luka Modric and many more. This campaign was launched in order to promote Morocco's bid for the organization of the FIFA World Cup 2026.

Through his experience of volunteering in the Bahri Association, he works with different companies and schools to conduct conferences that aim to inspire employees and students to be action-takers in their communities. Since 2013, he and his wife direct a company called [Com en Ciel](#) that aims to develop corporate, social, and environmental responsibility programs for various companies in Morocco. He also continues to share his passion for extreme sports through videos and recently [CNN](#) made a 7min video on him.

Saad Abid has become a powerful digital influencer. Through the years, he has gained a huge community that shares common values. He has **220 000** followers on his [facebook fanpage](#), **94 000** followers on [Instagram](#), **63 000** subscribers on [Youtube](#). And **1800** followers on [Twitter](#). His website is www.saadabid.com