



Her Highness Princess Lalla Joumala Alaoui Ambassador of His Majesty the King Mohammed VI to the United States

Her Highness Princess Lalla Joumala was appointed as Ambassador of the Kingdom of Morocco to the United States of America by His Majesty the King Mohammed VI in October 2016. In this capacity, she has played an instrumental role in promoting Morocco – U.S. relations at all levels: Political, economic, educational, cultural, and charitable.

Her Highness was previously appointed as Ambassador of the Kingdom of Morocco to the United Kingdom (2009-2016). In this role, she was successful in diversifying and strengthening Morocco – UK ties on multiple fronts.

Over the course of her career, HH Princess Lalla Joumala has developed an interest in history and international relations with a focus on inter-faith dialogue and relations between Islam and the West. She has a personal interest in music, arts and literature.

Her Highness is also highly engaged in charitable activities. She chairs the Lalla Hasnaa Orphanage in the city of Casablanca, which shelters an average of 200 abandoned children, providing them with education and access to foster families whenever possible.

HH Princess Lalla Joumala has been committed to international relations and global understanding for decades. In the United States, this commitment began in 2001, when she headed the Delegation of the Kingdom of Morocco to the Special Session on HIV/AIDS at the United Nations in New York. Previously, her Highness also held an Executive position at Bank Al Maghrib, Morocco's central bank.

HH Princess Lalla Joumala obtained a degree in Politics and History from the School of Oriental and African Studies (SOAS) in London. She is fluent in Arabic, English, French and Spanish.

She is married and has one daughter.