

4th POLICY LAB

PortNet Morocco: a public-private partnership to boost international trade and contribute to the innovation ecosystem

Over the last decade, Morocco succeeded in the creation of a national single-window platform for international trade, in which public and private stakeholders work together, benefiting from an enhanced, innovative, commercial mean. Ports, communication routes, custom services, SMEs, and almost all players along the value chain are now integrated into a digital, streamlined system that simplifies and digitalises the movement of goods from and to the country.

Policy Labs in The Next Society project are born to share national experiences on innovation in the Mediterranean, to highlight mechanisms or approaches considered as "good practices" and decipher them alongside local players. The 4th policy lab will consist of a roundtable discussion and an open questions session, to identify the success factors that make PortNet a best practice in the Mediterranean area. In Morocco, a whole-of-government approach and a strong political will have contributed to the realization of a profitable public-private partnership that, by leveraging on internationalization, created knock-on benefits for SMEs in the country and its innovation ecosystem. The purpose of the Policy Lab is also to highlight how such a strategically relevant infrastructure boosts foreign trade thus driving innovation. The experts will briefly analyse the peculiarities of the project under their respective areas of competence, addressing, besides others, the following questions:

- 1) How does the PortNet model facilitate collaboration among stakeholders and shape a fruitful ecosystem?
- 2) Which steps have been taken to implement this public-private-partnership?
- 3) Which are the lessons learned from the initiative and which is its replicability?

The Policy Lab will be held in English; French simultaneous interpretation will be available. We look forward to your participation!

Agenda :

Welcome remarks	11.30
Giovanni Zazzerini , Secretary General, INSME, Italy	
Mathias Fillon , Coordinator, The Next Society, France	
Sandrine Beauchamp , Programme Officer, Cooperation Program of the EU Delegation to Morocco	
PortNet presentation	11.50
Youssef Ahouzi , CEO, PortNet, Morocco	
Round table discussion	12.10
Ait Addi Brahim , Head of Trade Regulation and Facilitation Division, Ministry of Industry, Trade and Green & Digital Economy, Morocco	
Alessandro Panaro , Head of Maritime & Energy, SRM Center for Economic Studies and Research in Mediterranean area, Italy	
Christophe Malherbe , Policy and Regulation Expert Team Leader, MED MSMEs, France	
Zakaria Salih , General Manager, Ocean Bridge Logistics, Morocco	
Q&A session	12.50
End of the meeting	13.00

Please register [here](#) to participate. Check your time zone [at this link](#).