

THE NEXT SOCIETY

INNOVATORS
SHAPING THE FUTURE
IN THE MEDITERRANEAN

#TechDays

Clusters Matchmaking Event | Europe & MENA

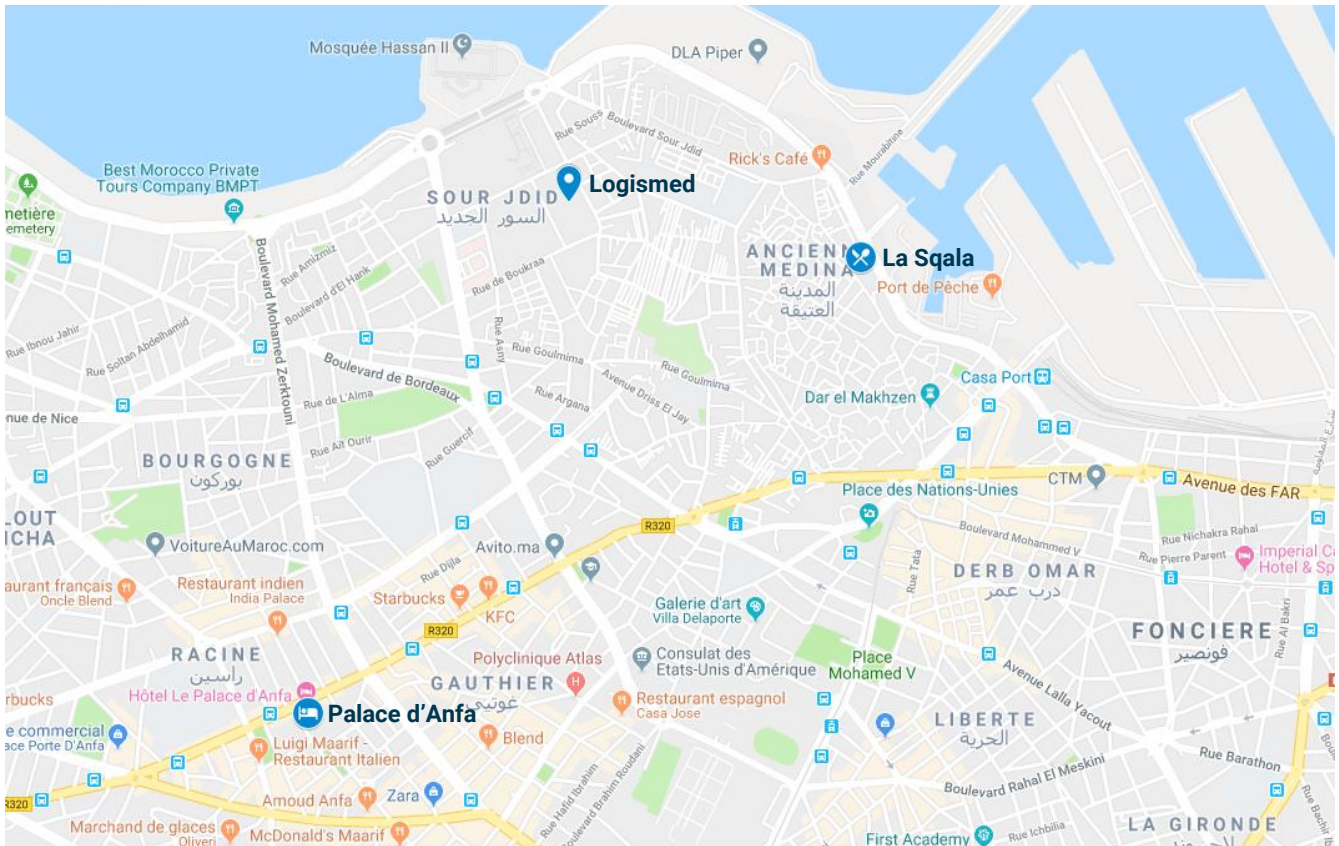
[9-11 April 2019 | Casablanca, Morocco]

PROGRAMME



Day 1 - 09/04/2019

Venues



Morning

Venue: Logismed (Foire Internationale de Casablanca)

Pick up at The Hotel Palace d'Anfa – Transfer to Logismed

9h00

Arrival and registration of participants at Logismed	9h30-10h00
Logismed Opening	10h00-11h00
Guided tour to Logismed	11h00-12h30

Networking Lunch at the Hotel Palace D'Anfa

12h30-14h00

Afternoon

Venue: Hotel Palace d'Anfa

Opening Ceremony

Ms. Ulla ENGELMANN, Head of Unit Advanced Technologies, Clusters and Social Economy, Directorate General Internal Market, Industry, Entrepreneurship and SMEs, European Commission

Ms. Ingrid SCHWAIGER, Deputy Head of Unit for Regional Programmes Neighbourhood South, Directorate General for Neighbourhood and Enlargement Negotiations, European Commission

Mr. Youssef Elbari, Secretary General of the Ministry of Industry, Investment, Trade and Digital Economy
Representative of European Union Delegation to Morocco (TBC)

14h00-14h30

Speed-pitching session for clusters – 1 minute per cluster

14h30-15h30

Three workshops in parallel – 1st round

Industry 4.0 – Case Study on MAScIR

For the last 10 years, the image processing system went through a profound revolution with the development of deep learning systems. By using these methods, the Embedded Systems Department of MAScIR develop innovative solutions adapted to the issues encountered by industrial and agricultural actors. A few case studies resulting from the work of the department will be introduced in order to illustrate how this technological disruption can accompany the digitalization of industrial and agricultural sectors in the MENA region and how it can be an opportunity for innovation.

Speaker: François BOURZEIX, Embedded Systems Department Manager, MAScIR

15h30-17h00

Clusters in Maghreb, between globalization and territorialization

This session will explore collaboration opportunities between MENA clusters based on a study conducted on cluster demography in relation with public policies in Algeria, Morocco and Tunisia over the last 5 years. The study has been carried out on behalf of IPEMED.

Speaker: Paulette Pommier, Associated Expert, IPEMED

Workshop on “How to do business between Europe and South MED”: The seven main things about South MED countries to develop a successful C2C cooperation

Alain Tubiana has a broad experience of the South Med countries where he has conducted several various missions the past ten years. He is cluster expert for The Next Society project and has participated to the south med cluster selection

Coffee Break

17h00-17h30

Three workshops in parallel – 2nd round

Industry 4.0 – Case Study on MASCiR

For the last 10 years, the image processing system went through a profound revolution with the development of deep learning systems. By using these methods, the Embedded Systems Department of MASCiR develop innovative solutions adapted to the issues encountered by industrial and agricultural actors. A few case studies resulting from the work of the department will be introduced in order to illustrate how this technological disruption can accompany the digitalization of industrial and agricultural sectors in the MENA region and how it can be an opportunity for innovation.

Speaker: François BOURZEIX, Embedded Systems Department Manager, MASCiR

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Speaker: Paulette Pommier, Associated Expert, IPEMED

17h30-19h00

Workshop on “How to do business between Europe and South MED”: The seven main things about South MED countries to develop a successful C2C cooperation

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Networking dinner at La Sqala

20h00-22h30

Day 2 - 10/04/2019

Morning

Venue: Hotel Palace d'Anfa

Registration of participants	9h00-9h30
Opening Natalia Martínez Páramo , Head of Unit, COSME, European Commission Noelia Dosil , Project Manager, ECCP Raphaële Cohen , Innovation Project Manager, THE NEXT SOCIETY, ANIMA Investment Network	9h30-10h30
Bilateral meetings	10h30-12h30

Networking Lunch

12h30-14h00

Afternoon

Venue: Hotel Palace d'Anfa

Bilateral meetings	14h00-17h00
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Coffee Break

17h00-17h30

Debriefing session	17h30-18h30
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Day 3 – 11/04/2019

Venues

Day 3

- 📍 MASciR
- 📍 ESITH - Ecole Supérieure des Industries du ...
- 📍 Complexe des Centres Techniques



Morning

Pick up at The Hotel Palace d'Anfa – Transfer to MASciR

8h30

MASciR – Moroccan Foundation for Advanced Science, Innovation & Research

10h00-11h30

Lunch Break

12h00-13h00

Afternoon

ESITH – École supérieure des industries du textile et de l'habillement

13h30-14h30

CTI – Centres Techniques Industriels marocains

15h00 – 16h00

Join
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movement!

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