



الجامعة الأوروبية بفس
EUROMED UNIVERSITY OF FES
UNIVERSITÉ EUROMED DE FÈS

SDG9 Report

Industry, innovation and infrastructure

2023



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SDG9 report: Industry, innovation and infrastructure

Introduction

The UEMF aims to spark creativity in its students. The UEMF believes that Morocco and the countries of the Euromed region extended to sub-Saharan Africa have a great need for technicians and engineers. To this end, several engineering courses have been created and welcome a large number of Moroccan and foreign students, who have modern technological platforms.

The UEMF also sends its students to a large number of partner universities to benefit from exchanges. UEMF recognizes the role that engineering, science, technology and innovation can play in building resilient infrastructure and promoting international scientific collaboration for sustainable development. The main objective is to develop students' skills so that they can solve real-world problems and create innovative businesses.

Finally, UEMF contributes to technological progress through its research activities in collaboration with industry to help solve environmental problems such as improving energy efficiency.

The UEMF aims to develop close links with industry:

- at the training, apprenticeship and internship level for the benefit of students
- at the level of Research Development (R&D) - innovation for the benefit of researchers within a contractual framework to meet the needs of socio-economic partners.

The UEMF works to establish an environment conducive to innovation, the creation and transfer of knowledge and technologies. It supports its winners in their professional integration and in the creation of their own businesses.

Training of engineers for industry

The Engineering and Architecture division of the UEMF brings together 3 major engineering schools, a major school of architecture and a faculty of engineering.

<https://www.ueuromed.org/offre-formation/pole-ingenierie-et-architecture>

<https://www.ueuromed.org/offre-formation/pole-biomedical-et-biotechnologie>

The Engineering Schools (EIDIA, EPS and EIBB) prepare engineering students to practice their profession in diverse engineering fields: electricity, mechanics, energy, civil, IT, artificial intelligence, robotics, telecommunications, biomedical, biotechnologies, etc.

Engineering training benefits from high-quality human resources and cutting-edge technological platforms (practical work, projects, research)

<https://www.ueuromed.org/innovation/plateformes-technologique>

The School of Digital Engineering and Artificial Intelligence (EIDIA)

This new school, totally dedicated to artificial intelligence, is the first engineering school of this type in Morocco and also in the Euro-Mediterranean and African areas. The School is supported by a high-level research center using data generation technologies, cyber security, robotics and cobotics, big data, machine and deep learning, neural networks, block -chains, image recognition, voice and motion. These digital technologies are used for applications in the fields of mobile technologies, medicine, renewable energies, agro-industry, automobile, aeronautics, the banking and financial sector and other sectors. industrial (industry 4.0) using digital technologies and artificial intelligence.

Executive-master-building-information-modeling

The executive master's degree in BIM project management, organized in partnership with the College for Innovation, Management and the Knowledge Economy, CIMES, responds to a demanding and evolving demand in terms of modern management of construction projects. It offers tailored training for senior executives and project managers to help them develop the managerial, organizational and technical skills necessary to lead BIM projects at the process and tool level.

Master: Entrepreneurial Support and Technological Management

The training, provided by the EIT and its Faculty of Engineering, in partnership with the Mohammed V Foundation for Solidarity, is broken down into modules favoring an umbrella line of action around entrepreneurship and innovation in all its forms (incremental, market, technological, radical innovation, "inside the box", "outside the box" and "around the box").

Students learn to manage product or service innovation projects from the idea to their marketing, but above all help entrepreneurial structures, at all levels, to innovate in a logic of robust profitability allowing them to impose itself sustainably against competitors.

Euromed Business School

The Grande Ecole Program puts into action the pillars of the "Euromed Leader" Profile - Openness to the World, Entrepreneurial Spirit, Digitalization and Responsibility - to train creative, responsible and transformational executives and entrepreneurs. The training course combining lessons, conferences, experimentation and internships gives students the keys to understanding the complex challenges facing organizations and inventing new solutions to respond to them.

Master's degree specialized in Marketing and Business development

This course prepares future professionals to master the analysis of marketing data and decision-making, mobilize marketing action levers (digitalization, innovation) and design effective commercial and digital strategies.

The two years of the Master allow students to develop skills and expertise to lead and transform organizations.

Design License

The Degree in Design from EMADU (School of Architecture) is designed to train designers capable of creatively managing, beyond the object, decision-making processes, mediation and the integration of multidisciplinary contributions; thus allowing the winners to combine a very wide spectrum of sectors. This discipline aims to manage the project in all its complexity, both in terms of product and service innovation. It is a process that encompasses aesthetic, functional, material and technical aspects; but also communication and the market.

Research and Innovation

<https://www.ueuromed.org/equipe-presidentielle/le-vice-president-charge-de-la-recherche-et-innovation>

The center has a strong research dynamic, with several projects carried out in partnership with the industrial world and produces a significant number of research works in indexed and prestigious international journals.

<https://www.ueuromed.org/innovation/research-project>

<https://www.ueuromed.org/innovation/scientific-production>

Information and communication technologies

The DSI, Information Systems Department, is a joint service of the UEMF. He is responsible for the administration of the University's Information system and management of digital operations as well as the management and maintenance of the IT, network and multimedia infrastructure. It offers access to the following services:

- Digital Work Environment (ENT): All UEMF staff and students have an ENT. This portal is intended to facilitate access to information relating to student life within the UEMF (timetables, grades, requests for administrative documents, access to the library, the sports center, the restaurant and other UEMF services);
- Collaborative platform based on Office 365 including:
 - a university email address: All staff as well as students and teacher-researchers of the UEMF have an email address in the form 'initial of first name.last name@ueuromed.org' thus promoting internal and external communication ,
 - collaboration tools,
 - the Microsoft Office suite (Word, Excel, PowerPoint) available to all university students;
- Multi-service card allowing the UEMF community access to the various services made available to them and in particular for:
 - access the university at the level of access controls,
 - use the printers made available for self-service,
 - pay for drinks at the university restaurant,
 - pay for purchases at the UEMF shop level,
 - reserve books, manuals, magazines and other library materials,
 - reserve reading rooms,
 - book gyms at the sports center, etc.;
- Self-service rooms equipped with the latest generation PCs with all the software necessary for the training provided;
- Rooms equipped with CAD and CAD workstations;
- Rooms equipped with workstations and curved screens for artificial intelligence courses;
- Rooms equipped with virtual reality headsets (VR) for multimedia courses;
- High-speed Internet with a 1GB synchronous connection available to all university users (Students, Faculty, Staff and Guests);
- Very wide and complete WiFi coverage with more than 400 access points deployed throughout the UEMF campus;
- Digital tools for teaching:
 - e-learning platform,
 - MOOC courses,
 - virtual library;
- Educational rooms equipped with video projection and sound systems;
- New generation interactive screens;
- Rooms equipped with professional videoconferencing systems;

- Live streaming system for live broadcasting of local events;
- Centralized management system for internal and external displays.
- Simulation software for teaching and research applications
- ERP for the overall management of the UEMF (education, research, finances, assets, human resources, etc.)

Research income

Industrial research income is estimated at 70 MDh or 53.8% of the operating budget

The own budget reserved for research by the UEMF in 2019-2020 using the Frascati standard is estimated at more than 180 MDh

The investment dedicated to technological platforms in 2019-2020 is estimated at 80 MDh

Research themes and Publications on innovation

- Materials and bio-composites for Design
- DD: Driven Design for Moroccan Crafts
- Arti-Sign: Artisanal Heritage and Design
- Design in the era of Industry 4.0

<https://www.medias24.com/chronique/autonomy-responsabilisation-et-innovation-trois-ingredients-necessaires-pour-une-croissance-robuste/>

Innovation Structures

<https://www.ueuromed.org/innovation/structures-d-innovation>

Innovation structures are places of cross-fertilization bringing together UEMF researchers and businesses in a collaborative logic. Their missions are to stimulate the actions of: Training, Research-Development, Transfer, and Creation of startups and innovative companies in the service of economic development, integration and wealth creation

Agro Energy TIC Valley

It is a mixed platform for testing, research and training in the fields of bioenergy and energy storage, created jointly by the EuroMed University of Fez and the Institute for Research in Solar Energy and New Energies. (IRESEN).

Fez Smart Factory

This project is developed within the framework of the “Sustainable Industrial Zone Fund (FONZID)” Program of the Millennium Challenge Account -Morocco. It aims to establish a space for the development of industrial activities with significantly improved productivity thanks to the implementation of Industry 4.0 concepts. It is being implemented as part of a partnership between the UEMF, CGEM Fès/Taza, the Fès Meknes regional council and the company Alten delivery center Morocco.



A project launch workshop: Supporting Moroccan Companies through the use of Industry 4.0 was organized on Friday September 22, 2023 in Rabat.



This event was organized by the United Nations Industrial Development Organization (UNIDO) in partnership with the Ministry of Industry and Trade, the Digital Development Agency (ADD) and the "Fez Smart Factory" consortium. .

<https://ueuromed.org/actualites/ateliers-workshops/atelier-de-lancement-du-projet-entreprises-des-entreprises>

Agritech

This regional innovation hub, whose feasibility study financed by the French Development Agency is underway, and with which the Region and Wilaya of Fez-Meknes are associated, will aim to contribute to the emergence of potential, insufficiently exploited, of the Fès-Meknes region in its traditional activities (notably the agri-food industry) and the development of territorial growth relays creating wealth and jobs

UEMF Incubator

The UEMF Startup Incubator aims to support the academic community and other potential innovative project leaders, whether from UEMF or elsewhere, to transform their projects into successful innovations on the market.



CVTIP (Professional Development, Transfer and Integration Center)

The CVTIP is dedicated to supporting students and research professors in the protection of intellectual property and the promotion of their research work and inventions.

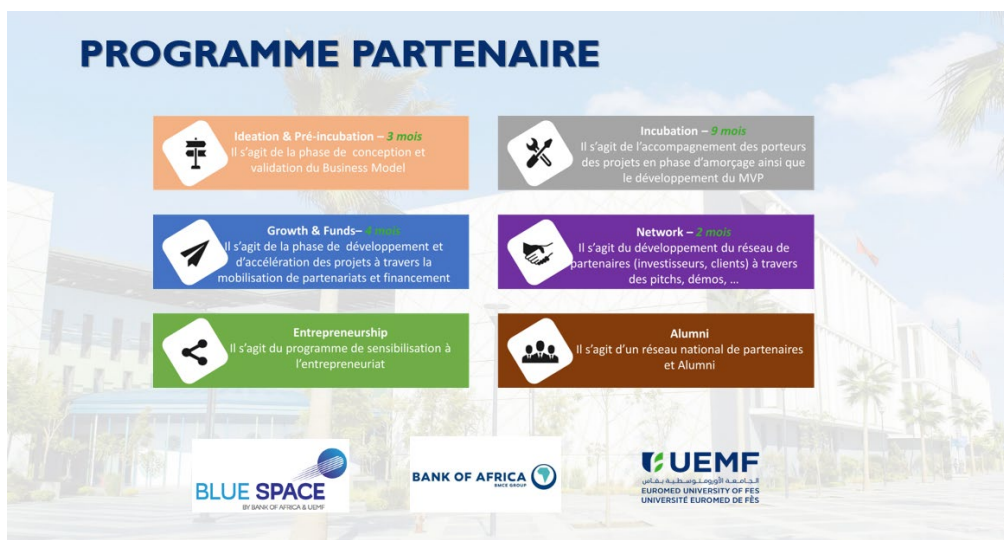
First promotion from the UEMF incubator (January 19, 2022)

The first pitching session for candidate project leaders took place at the UEMF. Before a Jury made up of the UEMF entrepreneurship team, executives from Bank of Africa, partner of the University and the BlueSpace incubator project, the candidates presented their projects in turn in order to access the Pre-incubation program.



PROGRAMS:

EUROMED INSPIRATION: We deploy entrepreneurship awareness programs for the benefit of UEMF students and researchers, through workshops and conferences led by successful entrepreneurs as well as experts in the fields of innovation.

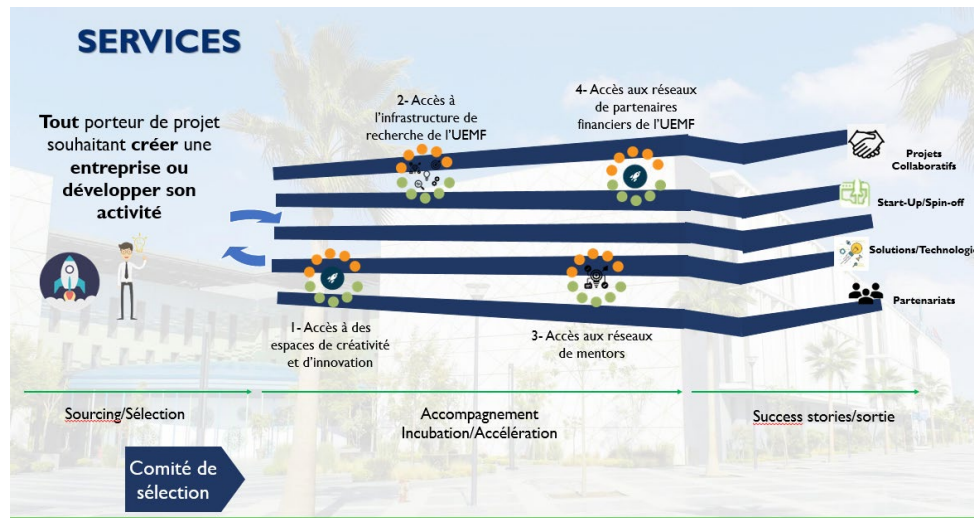


EUROMED LAUNCHPAD: You have an idea ? Do you want to launch your start-up or learn more about entrepreneurship? EUROMED LAUNCHPAD is a program that aims to support entrepreneurs to transform their ideas into innovation.

This support includes the following elements:

- Maturation of ideas
- Strategic analysis
- Legal advice

- Business Plan
- IP Consulting



<https://ueuromed.org/en/node/2314>

<https://bluespace.ma/accueil>

Innovation activities

The UEMF instills the spirit of innovation and creativity in its students and researchers by having them participate in national and international competitions and calls for tenders (hackatons, innovation competitions, innovation prizes, ...)

Workshop: Management of technology, innovation and digital transformation in the University

Initiated by the Euromed University of Fez (UEMF) and its partner Koblenz Landau University (Germany), this workshop is intended to mutually study the innovation and digitalization processes of the University.

At UEMF, the cultures of innovation and technology constitute one of the major pillars on which the University rests. This workshop is therefore an opportunity to implement more new digital projects, concrete and with high added value, and introduce an in-depth digital transformation with the objective of strengthening the position that the UEMF occupies from the outset (1st university platform digital technology and the first university to have created the School of Digital Engineering and Artificial Intelligence (EIDIA) in Morocco and Africa). The collaboration with Koblenz Landau University (Germany) will allow the UEMF to align itself perfectly with contemporary concepts and to establish new systems such as:

- The dematerialization of procedures;
- The digitalization of learning platforms;
- Design thinking;
- Innovation of the university model (orientation towards a more efficient model);
- Resource Optimization

Panel: “the university, a nursery for aspiring entrepreneurs

<https://www.ueuromed.org/actualites/ateliers-workshops/3e-edition-du-sommet-empower-21-luniversite-pepiniere-daspirants>

Industrial and innovation partnerships

Among the agreements signed include

Euromed University of Fez (UEMF) and “Dassault Systèmes”, one of the largest companies in the world in the field of 3D design software, digital engineering and the virtual universe for innovation, have signed a partnership agreement aimed at creating the largest university digital engineering platform in Africa at UEMF. This platform exploits Dassault Systèmes’ “3DEXPERIENCE”: teaching and research platform – innovation which is open to all students and researchers in the Kingdom and African countries. It is connected to the 3D printing platform, already set up at the University, and also to the robotics and cobotics infrastructure of the UEMF.

Agreements with Industry

<https://www.ueuromed.org/partenariats-socioeconomiques>

The UEMF has signed several partnership agreements with national and international industrial circles.

UEMF receives a USAID delegation: Launch of the MERC call for proposals program (2023-2024)



As part of the development of international cooperation, a working meeting was held, on Thursday, December 7, 2023, at the Euromed University of Fez between the Vice-Presidency in charge of Research-Innovation and Partnership, the heads of the establishments of the UEMF and those responsible for the Middle East Regional Cooperation Program (MERC) of USAID (United States Agency for International Development).

This meeting was an opportunity to present the new call for proposals program (2023/2024) for the financing of applied research projects. These innovative projects are incubated within the Eco-campus of the Euromed University of Fez.

The MERC Program, managed by the United States Agency for International Development (USAID), focuses on technology, development and capacity building for young researchers. This program also aims to support scientific cooperation between Israel and the countries of the Middle East and North Africa (MENA).

The main objective of MERC is to provide grants for applied scientific research on topics related to regional development as well as for the organization of one-off events, such as regional workshops and scientific exchanges which aim to promote regional scientific cooperation.

During this meeting, Pr. Salim Bounou, Vice-President in charge of Research-Innovation and Partnership, presented the main missions of the University, its values, its training offer as well as the opportunities that the UEMF offers in terms of scientific research and scholarships. He also presented the major project for the development of industrial 4.0 activities, the Fez Smart Factory (FSF). In turn, the MERC members present took care to present the evaluation criteria to benefit from this program, the possible financing opportunities as well as the stages of submitting files and the evaluation schedule.

At the end of this meeting, the teacher-researchers who attended this meeting enriched the discussion by exchanging questions and answers to address all aspects related to this initiative.

<https://ueuromed.org/actualites/annonces-diverses/luemf-recoit-une-delegation-de-lusaid-lancement-du-programme-dappel>

UEMF signs a memorandum of understanding with the Shanghai Science and Technology Exchange Center (SSTEC-CHINA) September 21, 2023



The Euromed University of Fez (UEMF) signs a memorandum of understanding with the Shanghai Scientific and Technological Exchange Center (SSTEC-CHINA).

During this meeting, Prof. Salim BOUNOU, Vice-President in charge of Research-Innovation and Partnership began with a presentation of the University, recalling the importance of this cooperation which promotes the promotion of common scientific research.

This memorandum of understanding aims to establish the foundations of a cooperative relationship between the two institutions in order to develop a solid collaboration in scientific research, joint innovation projects, sharing of information related to innovation policies , technological exchange and development of incubators preparing the launch of start-ups.

At the end of this meeting, the guests of the University participated in a guided tour of the UEMF Eco-campus and its research platforms.

<https://ueuromed.org/actualites/accords-et-partenariats/luemf-signer-un-protocole-daccord-avec-le-centre-dechange-de>

Euromed University of Fez welcomes Alten and Bosch Germany



As part of the development of its cooperative relations with the socio-economic world, Euromed University of Fez received, today October 10, 2023, a delegation of senior officials from Alten and Bosch Germany.

On this occasion, a working session was held between the stakeholders in order to identify avenues for complementary partnerships with Alten Germany and Bosch Germany.

During this meeting, the gathered institutions discussed ways to develop their collaboration in areas related to training, scientific research and innovation in industry. During this meeting, Prof. Mostapha Bousmina, President of the Euromed University of Fez, underlined the importance of this cooperation for the development of scientific research and technological innovation between the University and its socio-economic partners.

This event strengthens the already existing collaboration between UEMF and Alten Morocco by diversifying the areas of partnership and exchanging expertise and technology related to projects of common interest.

<https://ueuromed.org/actualites/annonces-diverses/luniversite-euromed-de-fes-recoit-alten-et-bosch-allemande>

Awards and Recognition

The President of the University is a world-renowned researcher who has obtained, among other things, several prizes: Prizes and Distinctions:

- The Grand Prize for Innovation in 2009 awarded by the Ministry of National Education, Higher Education, Executive Training and Scientific Research of Morocco
- The Prestigious Steacie Scholarship in 2004 which is considered Canada's highest research distinction
- The Top20-Canada Prize in 2002 awarded by the Canadian Institute for Advanced Research for the 20 best researchers in Canada;
- The International Morand Lambla Award in 2000 awarded by the International Society (Polymer Processing Society) to the best researcher worldwide in the field of polymers
- The Research Innovation Prize in 2009 awarded by the Ministry of Industry of Quebec-Canada;
- The Louis Pasteur Prize in 1992.

Responsible innovation label obtained by the university for its “sustainable UEMF” project

The label responds to several challenges:

- Identify responsible innovations generated by French-speaking universities to promote them. and develop them;
- Strengthen the capacities and skills in SDG/ESS of the Francophonie network;
- Organize support for French-speaking universities wishing to innovate responsibly;
- Train and support researchers, staff, students and teachers at French-speaking universities in responsible innovation and its social and environmental impact;
- Generate new partnerships and new resources around responsible innovation within the network of French-speaking universities
- Participate in and develop the emerging SDG/ESS dynamic in the academic world.

UEMF nominated in the 1st edition of the ZAIRI international prize for excellence in higher education



- UEMF was shortlisted for the first edition of the ZAIRI International Award for Excellence in Higher Education, inaugural edition 2022, in the “Digital Transformation” category.
- The shortlisted institutions are among applications received from 31 countries. The ZAIRI prize is administered annually by the CLICKS association (cli-cks.com). “It aims to highlight the inspiring success stories of higher education institutions and celebrate institutions that have developed and implemented creative responses to current issues in the sector.”

Selection criteria :

- Digital transformation strategy;
- Digital technologies and innovations exploited;
- Implementation and results achieved at the level:

- Student learning;
- Strategic management of the university;
- Institutional culture;
- Capacity Building.

<https://ueuromed.org/actualites/annonces-diverses/luemf-nominee-dans-la-1ere-edition-du-prix-international-zairi-pour#:~:text=Le%20prix%20ZAIRI%20est%20administr%C3%A9,to%20current%20problems%C3%A8%20of%20the%20sector%20%C2%BB>

UEMF activities

Participation of our dear colleague Pr. Maha Gmira, at the 4th congresses of ASRIC (African Council for Research, Research and Innovation) has from November 22, 2021 has Nairobi, Kenya



<https://www.facebook.com/UniversiteEuromed/photos/a.1603940243213683/3009860499288310>

https://www.linkedin.com/posts/maha-g-68175613a_mahagmira-womeninstem-owsd-activity-6928094011513532416-9bA0?utm_source=share&utm_medium=member_desktop

1st edition of Euromed Career Day, Employment Forum of the #Euromed University of Fez



Beyond looking for a job or internship, the Euromed Career day is an opportunity to build links and meet professionals from various sectors. This forum aims to support young people in their professional journey by allowing them to attend numerous career presentations and thematic workshops. This year, the first edition of the Euromed Career Day started with a round table on "digital transformation: new professions, new skills", moderated by Pr. HICHAM SEBTI, Director and Teacher at the Euromed Business School in the presence of :

- Pr. Mostapha BOUSMINA, Presidency of the UEMF,
- Pr. Mustapha BENNOUNA, Advisor to the

President of the Euromed University of Fez.

- Mr. Omar TAJMOUATI, General President of CGEM Fès-Meknes,
- Mr. Amjad KITI, Director of the Economic Impulse and Territorial Offer Pole of the CRI Fès-Meknes,
- Ms. Khoulood ABEJJA, Director of digital transformation at the Digital Development Agency,
- Mr. Omar AZZAM, Deputy Managing Director DXC Technology,
- Mr. Chakib ACHOUR, Chief Strategy Officer, Huawei ICT Ambassador, Huawei Technologies Morocco.

With more than 10 companies present in a space dedicated to exhibitors, students are then invited to meet professionals who are open to answering all their questions. UEMF students participating in this forum benefited from a series of power skills workshops around e-branding to better highlight their profile, essential keys to succeeding in an interview or even advice to better understand corporate culture.

[Euromed Career Day: a first edition rich in exchanges between UEMF students and professionals | UEMF \(ueuromed.org\)](#)

<https://www.facebook.com/UniversiteEuromed/photos/pcb.3095055200768839/3095046657436360>

<https://m.facebook.com/UniversiteEuromed/videos/euromed-career-day/258638289818107/>

Round table, around the theme of digital transformation Euromed #Career Day

UEMF
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1^{ère} édition
**EUROMED
CAREER DAY**

ROUND TABLE



Pr. HICHAM SEBTI (modérateur)

Directeur Euromed Business School
Professeur Habilité, HDR en Gestion
Université Euromed de Fès



Mme. Khoulood ABEJJA

Directrice
de la transformation digitale
Agence de Développement
du Digital



M. OMAR AZZAM

Directeur Général
Adjoint
DXC Technology



M. CHAKIB ACHOUR

Chief Strategy Officer
Huawei ICT Ambassador
Huawei Technologies Morocco



Pr. MUSTAPHA BENNOUNA

Conseiller du Président
Université Euromed de Fès

MERCREDI 23 MARS 2022 à 10h30
à l'Université Euromed de Fès



As part of the first edition of Euromed Career Day, a round table was organized under the theme of digital transformation and moderated by Professor SEBTI Hicham. This round table saw the intervention of:

- Ms. Khoulood ABEJJA: director of digital transformation, Digital Development Agency;
- Mr Omar AZZAM: Deputy Director, DXC Technology of Morocco
- Mr Chakib ACHOUR/ chief Strategy officer and HUAWEI ICT ambassador
- Mr Mustahpa BENNOUNA Advisor to Mr LE President, Euromed University of Fes.

<https://www.facebook.com/UniversiteEuromed/photos/a.1603940243213683/3093094227631603>

CREATIVE MINDS WORKSHOPS (September 14, 2022)

In order to complete the entrepreneurial acculturation effort invested and deployed across all UEMF training cycles, the "Entrepreneurship" team organized a series of workshops on September 14 to support the integration process of new EUMFians through "Creative Thinking" approaches for a better understanding of entrepreneurial culture, particularly idea generation.

These Workshops saw the participation of nearly 300 students representing the different establishments.

At the end of this activity, participants were equipped with some methods for generating creative ideas and were informed about the services offered by the UEMF incubators.



“KICK-OFF MEETING: AGRITECH PROJECT” (June 2, 2022)

Develop entrepreneurship activities in the fields of AGRITECH with the aim of pursuing innovation, transferring know-how and linking research with demand actors in the Fez-Meknes region: this constitutes the objective of the “AGRITECH” project, entitled “Regional Pole of Innovation and Entrepreneurship in Agritech”, which was officially launched in June 2022. This project is part of the “Tamkin Li Tanmia” program financed by the French Development Agency (AFD).

The main objective of this project, which lasts 33 months, is the development of integrated innovation ecosystems at the local level to support the transfer of know-how between the different actors of innovation in AGRITECH, in particular the scientific system, the public and private sector (mainly Start-Ups and SMEs), but also farmers.

June 2, 2022, the launch day of this project, was an opportunity for the stakeholders present (DRA, INRA, ADA, ENA, ADD, DOMAINES, CRI FM, APEBI, FENAGRI, Pôle Digital, AGRINOVA, AFD) to obtain information. and to identify with the logic of the project. Detailed information was presented, namely: the vision, expected results, positioning of the cluster, services, target and implementation methodology.

The stakeholders present also contributed to the framing of the cluster’s activities through focus groups which had the following themes: financing, innovation and collaboration between the cluster’s stakeholders.



Complex eco-compatible architectures for photocatalysis and energy: hybrid materials and aerogels based on semiconductor nanocrystals

[Complex eco-compatible architectures for photocatalysis and energy: hybrid materials and aerogels based on semiconductor nanocrystals | UEMF \(ueuromed.org\)](https://www.ueuromed.org/actualites/annonces-diverses/entreprises-lancement-de-lincubateur-blue-space-luempf-appel)

[Entrepreneurship] Launch of the Blue Space incubator at UEMF: Open call for projects

An initiative resulting from a Public Private partnership concluded between the UEMF and Bank of Africa, the BlueSpace incubator is set up in the premises of Euromed University in Fez.

“BlueSpace” aims to support students and project leaders in realizing their entrepreneurial ambitions. It thus includes two components: an educational banking space dedicated to students and an incubator intended for project leaders participating in the program.



<https://www.ueuromed.org/actualites/annonces-diverses/entreprises-lancement-de-lincubateur-blue-space-luempf-appel>

Pitches from candidates #BlueSpace, the incubator made in #UEMF



The first pitching session for candidate project leaders took place at the UEMF. Before a Jury made up of the UEMF entrepreneurship team, executives from Bank of Africa, partner of the University and the BlueSpace incubator project, the candidates presented various projects in turn. A selection phase is planned to choose projects that can benefit from incubation in the new BlueSpace by UEMF & Bank of Africa.

[\[BlueSpace Incubator\] Pitch session for project leaders | UEMF \(ueuromed.org\)](#)

<https://www.facebook.com/UniversiteEuromed/photos/pcb.3050363325238027/3050362975238062>

Organization of the Royal Air Maroc Hackathon



The “Euromed Sustainable Impact Challenge” Hackathon, organized from January 19 to 21, 2022 by Euromed University of Fez and Royal Air Maroc, closed with the announcement of the winning project “Green Wings”.

Green Wings is a mobile application created by a group of 8 students in Business, Artificial Intelligence and Design at UEMF. This application aims to promote RAM’s CSR actions and instill them in the habits of employees through three main aspects: carpooling, catering, as well as eco-scoring and eco-ranking.

- Carpooling will help minimize the carbon footprint.
- The catering component will allow employees to confirm or not their presence at the company restaurant the next day, as well as to choose the foods that would make up their menu in order to avoid food waste.
- Eco-scoring is a score calculated on the basis of 3 factors: consumption of water and electricity internally and externally among the various RAM employees, the rate of involvement in carpooling and activities eco-responsible RAM, and finally volunteering. This score will result in an eco-ranking which will elect the best eco-friendly, which will create an atmosphere of competition and play and will allow business to be combined with pleasure.

All these activities will bring significant savings for RAM, savings which will then be used in a rewarding system in favor of the various eco-responsible employees.

<https://www.ueuromed.org/actualites/ateliers-workshops/hackaton-le-projet-greenwings-fait-lunanimite-aupres-du-jury-et>

Organization of the Web Help Hackathon in collaboration with the Partnerships Department



The grand finale of the Hackathon organized by Webhelp Maroc and the UEMF, from September 21 to 23, on employee loyalty saw the participation of more than ten projects, each one innovative. New ideas and concepts captivated the attention of the Jury during the defense session.

Concretely, the objective of this event is to encourage young UEMF students to find solutions to a common problem: employee engagement in a workspace. A dozen groups made up of students from Euromed Business School and the School of Digital Engineering and Artificial Intelligence have pooled their efforts to design innovative concepts.

Highlight of this Hackathon, the nomination of the winning project at the end of the pitch session. It was the “Webhelp League” project, a platform which consists of gamifying the KPIs (Key Performance Indicator) of agents by transforming them into a team game, which stood out in 1st position. This is a platform that brings together groups that work in a Webhelp platform. The latter constitute a virtual football team with the objective of arriving at the top of the ranking at the end of the season. Players/agents must therefore create synergy between them: put the most productive players/agents in the positions that will bring the most points to the team and at the same time increase their ranking in the league. At the end of each season the winning team will be rewarded.

https://www.linkedin.com/posts/euromed-business-school-universit%C3%A9-euromed-de-f%C3%A8s_hackathon-euromed-eidia-activity-6980108836346998784-475u?utm_source=share&utm_medium=member_desktop

https://www.linkedin.com/posts/euromed-business-school-universit%C3%A9-euromed-de-f%C3%A8s_warmabrup-hackathon-activity-6981721712002236416-HJi9?utm_source=share&utm_medium=member_desktop

<https://www.ueuromed.org/actualites/ateliers-workshops/hackaton-webhelp-maroc-et-uemf-des-projets-et-des-concepts-innovants>

The finalists of the regional stage of the “Smart Bank” competition are revealed!

23 project leaders were selected to present their project to business leaders and bankers and obtain a share of the funds intended to develop the dynamic of innovation in the Fez-Meknes region.

3 finalists were announced during the trophy ceremony, and will represent the Fez-Meknes region during the national final which will take place next June. If they manage to convince the national jury, financing contracts will be awarded to them to accelerate the development of their innovations, in addition to the support offered to them by the entrepreneurship support structure of the UEMF.

The finalists:

- **PEATI- Positive Energy Advice Trading International**
PEATI is a 100% Moroccan wholesale digital purchasing center specializing in the BUILDING sector.
- **Ra7betkom**
Digital platform to connect agricultural stakeholders, specifically farmers, to provide them with better visibility on the market and to be able to best promote their products.
- **Com'On**
A platform that helps communities discover themselves better and develop mutual aid and the exchange of services within them.



<https://fnh.ma/article/actualite-entreprises/4e-edition-de-smart-bank-bank-of-africa-depasse-la-barre-des-30-000-etudiants-sensibilises-al-entreprenariat>

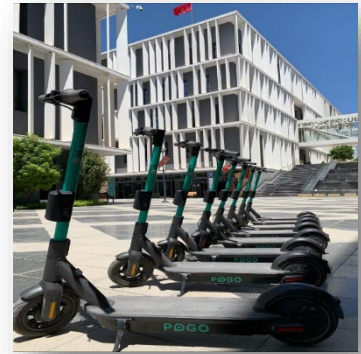
The UEMF promotes Electric Mobility! (06 May 2022)

The UEMF has entered into a new partnership with the Moroccan start-up “POGO”, which consists of the development of soft and electric mobility within the UEMF eco-campus.

For a first incubation phase, “POGO” deployed a fleet of 12 electric scooters for internal travel needs within the campus, in addition to 10 electric motorcycles for external travel.

POGO will benefit from the services offered by the UEMF incubator, namely technical assistance, individualized monitoring, access to technological platforms and access to the UEMF partner network.

<https://pogo.vercel.app/>



The UEMF promotes 3D printers!

A start-up was created at Euromed University called M3DTP.

This startup has a fleet of cutting-edge 3D printers, machines capable of bringing previously inaccessible concepts to life. However, what sets this company apart is not just the technology, but also the strong commitment to sustainability that defines its mission.

3D printing has already revolutionized manufacturing by reducing waste, optimizing design and enabling local production. But this startup goes further. It is committed to using only environmentally friendly materials and encouraging the reuse and recycling of manufactured products. Each piece created is designed taking into account the carbon footprint, thus contributing to the preservation of our environment.



Une imprimante 3D, réceptionnée par l'Université de Man. Un don de son partenaire, l'Université Euromed

[A 3D printer, received by the University of Man. A donation from its partner, Euromed University \(M3DTP start-up\)](#)

Automotive industry and new reconfigurations: 3 questions for expert Hicham Sebti

The Moroccan automobile industry is preparing for two new ecological and digital shifts. In an interview with MAP, Prof. Hicham Sebti, professor of Management Sciences and Director of Euromed Business School, echoes the prowess of this sector and explains the challenges capable of allowing Morocco to reposition itself in this new world order .

<https://mapfinance.ma/industrie-automobile-et-nouvelles-reconfigurations-3-questions-a-expert-hicham-sebti/>

Competition for the admission of project leaders into the Fez Smart Factory Ecosystem incubator



The Fez Smart Factory Ecosystem is launching its first competition for the admission of the first project leaders into its industry 4.0-oriented incubator.

<https://www.ueuromed.org/actualites/annonces-diverses/concours-pour-ladmission-des-porteurs-de-projets-dans-lincubateur-de>

Seminar: “Industry X.O: what opportunities for Moroccan companies” January 30, 2023



The Digital Development Agency, in partnership with the United Nations Industrial Development Organization (UNIDO), the Ministry of Industry and Trade, and the Euro-Mediterranean University of Fez (UEMF), organized on January 30, 2023 a seminar on the theme: “Industry X.O: what opportunities for Moroccan companies”.

This meeting is part of the implementation of the “Smart Factory” project of the Agency's roadmap, and has the main objectives of raising awareness about the opportunities of industry 4.0 for Morocco, and informing on the state of the art of the adoption of these emerging practices in other countries.

<https://ueuromed.org/actualites/annonces-diverses/seminaire-industrie-xO-quelles-opportunites-pour-les-entreprises>

Organization of a hackathon at UEMF December 20-22, 2022



As part of the second edition of Digital Week, organized by CRI-Fès Meknes and this year focusing on the theme of "Craftsmanship and digital", a hackathon took place within the Euromed University of Fez from December 20 to 22.

This unique national competition, which took place over 3 days at the UEMF incubator, saw a significant mobilization of craftsmen, IT developers and marketers and made it possible to generate innovative ideas to meet challenges linked to the value chain of different sectors in this high-potential sector.

www.fesmeknesinvest.ma/2022/12/09/le-cri-organise-un-hackathon-dans-le-cadre-de-la-sdd/

The 2nd edition of the Euromed Sustainable Impact Challenge February 6, 2023



After the January 2022 edition, the Euromed Sustainable Impact Challenge continues this year to continue to promote the emergence of innovative solutions in sustainable development and CSR.

It is in partnership with RAM and the Euromed Business School of the UEMF that this Hackathon is being held from February 6 to 8, 2023. Supervised and coached by RAM experts and UEMF teacher-researchers, a Hundreds of students from the Euormed Business School, the School of Digital Engineering and Artificial Intelligence and the Euromed School of Architecture, Design and Urban Planning, will have to respond to a problem linked to CSR. The idea is to arrive at the pitch session with an economically viable solution that would reduce the impact of RAM activities on the environment.

Issue of this edition:

“How can we engage the customer in a responsible approach through choices and behaviors throughout the customer journey from inspiration to their return home?”

<https://ueuromed.org/actualites/ateliers-workshops/coup-dviens-de-la-2eme-edition-de-leuromed-sustainable-impact>

Grand final of the “Euromed Sustainable Impact Challenge” Hackathon: innovative but above all responsible projects February 8, 2023



The sessions of intense work and tailor-made coaching ended on a good note. Projects that compete in ingenuity and eco-responsible concepts were the subject of the grand final of this Hackathon co-organized between Euromed Business School and Royal Air Maroc.

Applications, quizzes and different green solutions have been imagined by students from Euromed Business School (EBS) and the School of Digital Engineering and Artificial Intelligence (EIDIA) to engage the customer in a travel process responsible aviation throughout the journey, from inspiration for a destination to the return home. The candidates for this competition were organized into ten teams. At the end of the Hackathon, the projects of three teams were recognized with prizes.

More than a simple opportunity to democratize the theme of CSR, the values of RAM and UEMF, this Hackathon is a unique opportunity, of educational interest, allowing students to benefit from tutoring and support high-level executives and experts.

<https://ueuromed.org/actualites/annonces-diverses/grande-finale-du-hackathon-euromed-sustainable-impact-challenge-des>

Launch of the SMART Bank Territorial Open Innovation program March 9, 2023



With a view to supporting regional entrepreneurial dynamics, the UEMF, in partnership with Bank Of Africa, CRI-Fès-Meknes and the Fès-Meknes Regional Council, organized a BootCamp on March 9 and 10 during which 16 idea leaders benefited from an adapted support program integrating training, mentoring and exchanges with business experts. The objective is to help develop among the various participants a certain number of attitudes, skills and competencies useful for carrying out an entrepreneurial project.

A final selection of the best innovative ideas will be organized at the end of this edition. The winners of this edition will benefit directly from the support of the UEMF incubator.

<https://ueuromed.org/actualites/ateliers-workshops/la-5eme-edition-du-programme-dopen-innovation-territoriale-smart-bank>

MFM RADIO: Filming of the show “Almoqawil” at UEMF



Filming of a series of Almoqawil (The Entrepreneur) programs organized by MFM RADIO which aims to highlight the Moroccan skills of graduates in Morocco in the field of Entrepreneurship. This program was filmed within the UEMF Incubator, inviting student project leaders, as well as Entrepreneurship supervisors within our University. This involves covering the axis of entrepreneurship at UEMF, through supporting young students & winners in the creation of their startups. This show will be broadcast on MFM Radio's digital platforms.

<https://www.youtube.com/watch?v=-0OqsJYF7jQ>

The UEMF supports young college students from the province of Moulay Yacoub in innovation and robotics March 21, 2023



The Euromed University of FES has opened the doors of its laboratories and language center to young college students from the province of Moulay Yacoub and their coaches. This is preparation for the First Lego League Challenge which is an international robotics competition for young people aged 9 to 16, organized by the FIRST foundation (For Inspiration and Recognition of Science and Technology) and Lego Education.

Each year, a new theme is chosen for the challenge, and participating teams must build, program and test a robot using Lego Mindstorms pieces to solve a series of missions on a game board. This year, the theme is about 'energetic efficiency. Missions are designed to encourage young people to explore fields such as science, technology, engineering and mathematics (STEM) while developing communication, problem-solving and collaboration skills.

The target group won the regional and national competition and events and will represent Morocco in the final stages which will take place in the United States.

<https://ueuromed.org/actualites/annonces-diverses/luniversite-achat-les-jeunes-collegiens-de-la-province-de-moulay>

Student Innov'Up Hackathon: 20 online Masterclasses including 12 project leaders around the environment and ecology.



This hackathon is part of the European Union's actions in favor of youth, in particular the "Men Chabab Qrab" communication campaign, launched by the European Union in 2023. Its objective is to encourage young students to undertake and innovate by developing entrepreneurial solutions linked to the environment and climate change.

The event on May 12, 2023 closes a four-week pre-hackathon period, which allowed 12 teams selected, from nearly 200 applications received, to benefit from a dense training program with trainers and coaches from entrepreneurship, mobilized to support them in the structuring and precision of their project idea around the theme of the environment and sustainable development.

This support accelerated with numerous additional sessions held during a hackathon bringing together the 12 teams, on May 11 and 12, 2023 at Euromed University in Fez. Four teams presented solutions in sustainable agriculture, three in the economy of water resources, two in waste management, one in sustainable mobility, one in the preservation of biodiversity and one in biomaterials.

The jury was composed of Ms. Patricia Llobart Cussac, Ambassador of the European Union to Morocco, Ms. Anna Barone, Head of Representation of the European Investment Bank in Morocco, Prof. Mostapha Bousmina, President of the Euromed University of Fez, Mr. Omar Tajmouati, President of the Fès-Meknes regional branch of the CGEM and Mr. Omar Amrani, Director of Innovation and Pedagogy at StartUp Station.

<https://ueuromed.org/actualites/ateliers-workshops/return-en-images-sur-le-hackathon-de-linnovation-students-innovup>

Bank of Africa National SmartBank Competition: 16 projects from different key sectors of the Moroccan economy



Regional Jury as part of the Bank of Africa National SmartBank Competition: The regional competition highlighted 16 projects from different key sectors of the Moroccan economy. For this round, the jury was composed of Ms. Squalli, facilitator at Bank of Africa, Mr. Errafik, First Vice-President of the Fez-Meknes Region, Mr. Bouzrazi, responsible for investment and investment programs and entrepreneurship within the Fès-Meknès Regional Council, Mr. El Badaoui, head of the Post-Creation Monitoring department within the CRI Fès-Meknès, and Pr. Rhalimi, professor at the Euromed Business School (UEMF). After an evaluation based on the innovative nature, impact and feasibility of each proposal, the jury selected 2 projects to represent the region during the national event in Casablanca.

The second edition of the RAM Digital Open Innovation program is held at UEMF May 8, 2023



Euromed University of Fez is pleased to announce its partnership with the airline Royal Air Maroc (RAM) for the second edition of the “RAM Digital Open Innovation” program.

RAM teams presented 13 interesting challenges during their visit to the EUROMED INNOVATION CENTER on Friday 5 May, covering a variety of areas from claims management to revenue optimization and travel sustainability. The bootcamp will take place from June 18 to 24, 2023 at the EUROMED Innovation Center in Fez.

As part of this program, RAM promotes an agile relationship with start-ups based on the following principles: support, visibility, transparency and simplified procedures. The Moroccan airline is present on all continents and wishes to co-build a new generation of innovative products and services for its customers and respond to the challenges of national society.

<https://ueuromed.org/actualites/annonces-diverses/la-deuxieme-edition-du-programme-ram-digital-open-innovation-se-tient>

The UEMF welcomes RAM DIGITAL OPEN INNOVATION for its second edition



The Euromed University of Fez hosted, today June 23, the final phase of the second edition of RAM Digital Open Innovation aimed at selecting the best solutions and projects carried out by the finalist startups.

As part of an approach to supporting project leaders, the creation of startups and Spinouts linked to innovative fields, the Euromed University of Fez is hosting the second edition of the RAM DIGITAL OPEN INNOVATION program organized in partnership with the Royale Air Maroc. From June 18 to 23, 2023, the event was held within the UEMF Eco-Campus and for a whole week, the Bootcamp was dedicated to the product development process, to the improvement of proposals of value as well as the design of the first version of the projects. At the end of these workshops, a Demoday has been scheduled for this Friday to find out the winning solution(s).

The Demoday took place in the presence of eminent personalities, notably Mr. Addou Abdelhamid, Chairman and CEO of RAM, Mr. Kharlamov Alexei, Director of the Transformation Pole of RAM, Ms. Kazzini Ilham, Director of the Commercial Pole of RAM, Mr. Benchekroun Karim, Chief Financial Officer of RAM, Mr. Jalali Adil, Director of the Operations Department of RAM, Pr. Bousmina Mostapha, President of the Euromed University of Fez, Mr. Sami Romdhane, Country Manager of Visa Morocco.

This program aims to shape a new generation of innovative products and services to meet the challenges of the national airline. In this regard, the Euromed University of Fez welcomed 10 teams of young promoters from all over the world with different challenges. These startups

had a week at our Eco-Campus to prepare for the final pitch with the aim of eventually seeing their solution deployed.

This initiative supports the strategy of the Euromed University of Fez and its efforts to support young people in their entrepreneurial actions and to enhance human capital in society through training, support, skills development and financing of innovative projects. The UEMF is thus revolutionizing the image of the traditional university by actively working within its ecosystem and in particular via its multiple partnerships and collaboration agreements concluded with different actors in the socio-economic world on a national and international level.

<https://ueuromed.org/actualites/annonces-diverses/luemf-accueille-la-ram-digital-open-innovation-pour-sa-deuxieme>

Honorable participation in a robotics competition



Digiclub Members won the first 3 prizes in the robotics competition organized by ENSAM in Meknes.

State of play in the metallurgical, mechanical and electromechanical industries (IMME) sector by Pr. Hafsa El Bekri on Medi1 TV November 10, 2022



Pr. Hafsa El Bekri, teacher at Euromed Business School and Co-director of the RIEMAS Think-Tank, was the guest of the program Questions d'Actu on Medi1 TV to take stock of the metallurgical and mechanical sectors and electromechanical, especially following this strong impact suffered by the health and economic crisis. Facing several constraints, namely market disruptions and the rise in the price of raw materials, this sector must now be based on a new roadmap for the revival of the sector and thus overcome the vagaries of the global market.

In his intervention in the program Questions d'Actu, Pr. Hafsa El Bekri responded to this problem alongside two Moroccan experts.

<https://ueuromed.org/actualites/annonces-diverses/etats-des-lieux-du-secteur-des-industries-metallurgiques-mecaniques-et>

<https://www.youtube.com/watch?v=kSmeZtoPCIO>

Second edition of the Euro-Mediterranean Innovation Bootcamp by the Euromed University of Fez (UEMF)



This new edition of the EMIC 2 Bootcamp gives the opportunity to young people aged 18 to 35 from the Euro-Mediterranean region, secondary school students, higher education or postgraduate students as well as employees.

You too, if you meet the eligibility criteria, can participate with a new idea or invention, likely to be commercialized and which can be converted into a functional prototype in 3 months maximum, which relates to the areas of health, renewable energies or the environment. You must be the sole owner of the idea or be tasked by the co-owners to present and develop it. It is also desirable to have a good command of English.

<https://emic.si/>

To view the first edition:

<https://ueuromed.org/actualites/annonces-concours/appele-candidature-bootcamp-euro-mediterraneen-de-linnovation-par-luemf>

1st edition of the <<MedInnovationTour>> Hackathon



On the sidelines of the organization of the Mediterranean Tourism Forum "Meditour2023", the Euromed University of Fez (UEMF) and the Chamber of Commerce, Industry and Services are organizing a Hackathon which aims to energize and reinvent Tourism and bring together the creative minds of entrepreneurs ready to rethink the tourist experience in the Region with a focus on the Mediterranean.

The Euromed University of Fez organized in partnership with the Fez-Meknes Chamber of Commerce, Industry and Services the “MedInnovation Tour 2023” Hackathon which was held at the UEMF Eco-campus, the October 13 and 14, 2023 under the auspices of the Ministry of Tourism, Crafts and the Social and Solidarity Economy.

A flagship event preceding the 10th edition of the Mediterranean Tourism Forum, this hackathon aims to promote investments in this sector, strengthen interregional cooperation and promote the tourism assets of the Mediterranean region.



This year’s MedInnovation Tour brought together several stakeholders and experts in the field of tourism as well as entrepreneurs with creative ideas to rethink the tourist experience and offer new perspectives to boost Mediterranean tourism with a focus on the natural and cultural assets of the region.

During this Hackathon, the preselected candidates benefited from several training, coaching and support sessions provided by experts to allow them to live an immersive entrepreneurial experience through workshops, round tables developed around different themes, notably “Design Thinking & UX/UI Design in the tourism sector”, “Sustainability and innovation in the tourism sector”, “Solution development, Product design and Prototype” and “How to pitch?” ”.

At the end of these two days of collective reflection and intense work, several innovative projects emerged around the theme “Mediterranean tourism in projects”.

The awards ceremony was marked by the presence of several personalities representative of the public and private sector from different segments of tourism and those from the academic world.

<https://forms.office.com/Pages/ResponsePage.aspx?id=T7I7UD-51kWDWXAKgLXNDBBtFT10DLBHdbnxbzce6DpUOTBXWUDUxRE0xUDRTNUREWjZHWkdGSzVDMS4u>

<https://ueuromed.org/actualites/annonces-diverses/hackathon-medinnovation-tour-le-pre-evenement-du-forum-meditour-2023>

Euromed University of Fez actively participates in the 10th edition of the Mediterranean Tourism Forum “MediTour 2023”



In partnership with the Euromed University of Fez and many other institutions, the Chamber of Commerce, Industry and Services (CCIS) of Fez-Meknes, is organizing from October 24 to 26, 2023 the 10th edition of the Mediterranean Tourism Forum “Meditour 2023” under the theme “Investments, cultures and innovation: The future of Mediterranean tourism”.

This large-scale event, which is held at the Palais des Congrès of the Marriot Hotel in Fez, was marked by the participation of several Teacher-Researchers and Directors of UEMF establishments who shared their knowledge with the participants during workshops and conferences organized on the sidelines of this Forum.

The conference on Wednesday October 25, organized under the theme of “Fez and the Mediterranean space”, was led mainly by the academic staff of the Euroemd University of Fez. During this day, the topics covered focused on the influence of tourist trends, the Mediterranean dimension and the spiritual influence of the city of Fez in a Mediterranean context. Speakers therefore highlighted the opportunities and challenges related to adapting

to tourism trends, establishing lasting links between Mediterranean communities and enhancing the region's assets.

<https://ueuromed.org/actualites/cycle-de-conferences/luniversite-euromed-de-fes-participe-activement-la-10eme-edition-du>

Other events

- Establishment of a regional innovation and entrepreneurship hub (PRIE) in the fields of Agritech.
- Setting up the EPS makerspace.