



## IWTIE'16

### International Workshop on Technology Innovation and Entrepreneurship

*"Entrepreneurship Universities Harnessing Digital Economy for an Emerging Morocco "*

*May 11, 2016, 15H00*

The digital economy is developing rapidly worldwide. It is the single most important driver of innovation, competitiveness and growth, and it holds huge potential for entrepreneurs and small and medium-sized enterprises (SMEs) worldwide in the framework of globalization. Unfortunately, Moroccan universities and businesses are not taking full advantage of new digital opportunities in areas such as mobiles apps, Big Data and Smart Cities. The way they adopt digital technologies will be a key determinant of their future growth and of their impact on the country's economy and social welfare through wealth and jobs creation.

New digital trends such as cloud computing, Big Data, mobile web services, smart grids, smart cities, and social media, are radically changing the business landscape, reshaping the nature of work, the boundaries of enterprises and the responsibilities of business leaders. These trends enable more than just technological innovation. They spur innovation in business models, business networking and the transfer of knowledge and access to international markets.

i-Week'16 theme "Entrepreneurship Universities Harnessing Digital Economy For an Emerging Morocco " aims to foster, promote and develop technology innovation and entrepreneurship initiatives and ventures in the Moroccan Universities and colleges to help develop their role and Impact on the national and global knowledge and digital economy. Special focus will be put on actions and initiatives with an impact on practical approaches towards gaining and leveraging innovation and technological entrepreneurial experiences among Moroccan universities and engineering schools in collaboration with other partners and stakeholders already involved in this field, mainly companies, industries and small and medium enterprises SMEs.

IWTIE'16 will address different issues related with technology innovation and entrepreneurship to leverage Digital Economy. A panel of renowned experts from different countries will approach these issues in the framework of this workshop from different perspectives such as business challenges and opportunities offered by emerging and disruptive technologies like cloud computing, Big Data, and smart cities. A benchmark of Digital Economy success stories of countries like India, Korea and UK will be also presented and discussed. Furthermore, special interest will be also given to the means, strategy and initiatives that would transform Morocco into a world hub for IT industry in the framework of Digital Economy by taking full advantage of all the opportunities out there.

## Program

15H00 i-Week'16 Official Opening and Awards Ceremony

15H30 H.E. Mr. Dinesh K. Patnaik, Ambassador of India in Rabat.  
***India's Digital Economy Success Story.***

16H00 Frank Domoney, IT & Big Data Business Consultant, UK  
***Developing Morocco as a Big Data Hub***

16H30 **Coffee Break**

16H50 Mohamed S. Kayyali, CEO, 4D Business Consulting  
***The alignment of Green Business Innovation towards economy sectors and industries.***

17H20 Nasser Kettani, CTO, Middle East and Africa, Microsoft.  
***Building a digital literate society at scale***

17H50 Omar Agodim, Green Business Incubator  
***L'entrepreneuriat dans les green tech – cas du Green Business Incubator***

18H20 Sidi Ali Maelainin, IBM University Relation Manager, North Africa  
***IBM University Programs***

18H50 Closing