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Good practice project

Digital transformation in Morocco

CHALLENGE AND APPROACH

In order to position as Africa's leading industrial hub, Morocco and its private sector need **qualified personnel** in the field of **Industry 4.0** and **digitalisation**. The Business Scouts for Development programme supported the strategic planning of a **centre of automation** in which relevant know-how is passed on from university professors to students. Through the centre, Business Scouts also network German and Moroccan companies in order to coach the students in a job-oriented manner.

EFFECTS AND ACCOMPLISHMENTS

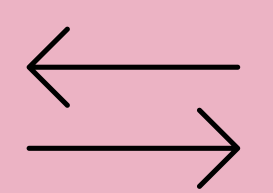
Through the automation centre and in cooperation with Invest for Jobs, **Morocco's digital transformation is promoted**. Students are qualified for Industry 4.0 and digitalisation and are networked with potential employers through the activities of the Business Scouts. The business cooperations are expected to generate **jobs** for 80% of the students.

PROSPECT

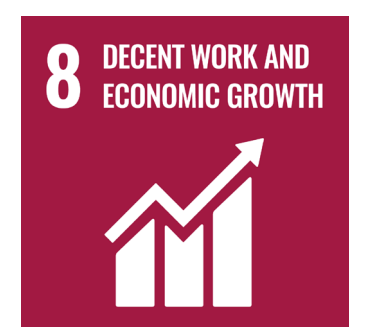
The applied model offers **scaling potential** for other areas as well, especially the energy and agroindustry sectors of Morocco and West African countries.

530

trained vocational students



local know-how transfer regarding Industry 4.0



On behalf of



Implemented by



Data & Facts

Country	Morocco
Partner institution	ZVEI
Involved partners	Steinbeis School of Management, Phoenic Contact Didactic (among others)
Duration	2020 - 2023 (expected)
Business Scout	John.Fimpel@giz.de
BMZ priority topics	Just Transition

Find more information here: www.bmz.de/bsfd