



« *Catalyzing Innovation : From Concepts to Commitments* »

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Objectif & agenda

Objectif : Present the CGEM's association perspective on the innovation Eco-system in Morocco

Agenda

- About the CGEM association
- The context
- The Eco-system of Innovation
- Key success factors



About the CGEM association

www.cgem.ma

General

- Created on 1947
- Moroccan Association of private companies

Mission

- Enhance the role of the company in the creation of wealth, economic and social development
- Promote and contribute to the implementation of a policy of corporate development
- Contribute to the improvement of the business environment and investment.
- Promote and encourage international partnership
- ...

Members

- 95% of members are SMEs
- All sectors are represented



The context

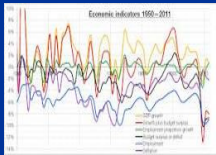
Economic environment

Growth in African markets

Free trade agreements

Euro African HUB

Economic crisis in Europe



Social environment

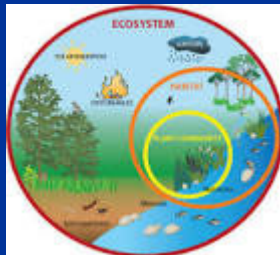


27% Young population

Emergence of the Middle class

Unemployment issues

Competitiveness requirement



External factors linked to the Eco-system



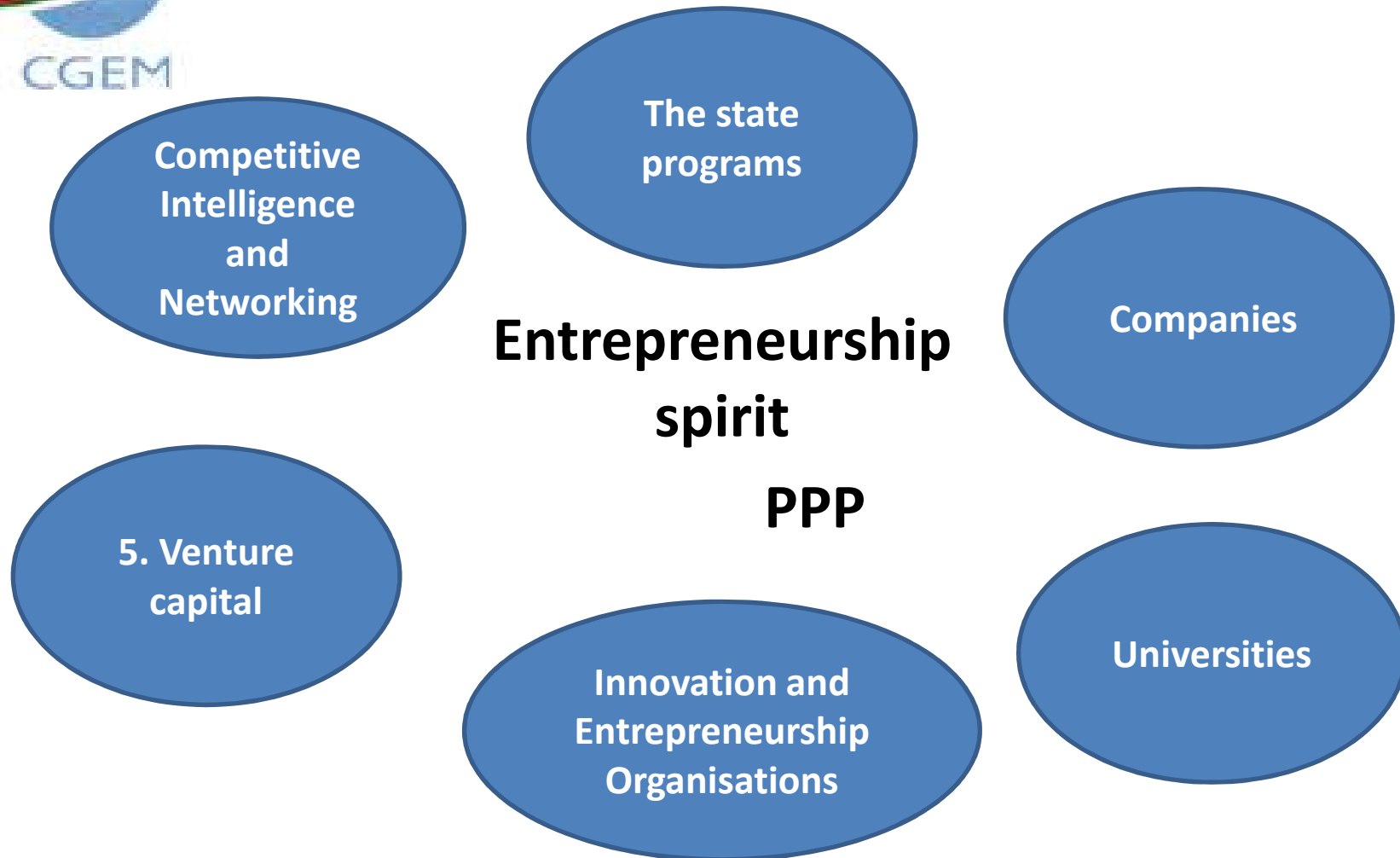
Internal factors linked to the company/sectors

>The four types of Innovations (*) are concerned

(*) : Innovation definitions as per Oslo manual



The innovation Eco-system



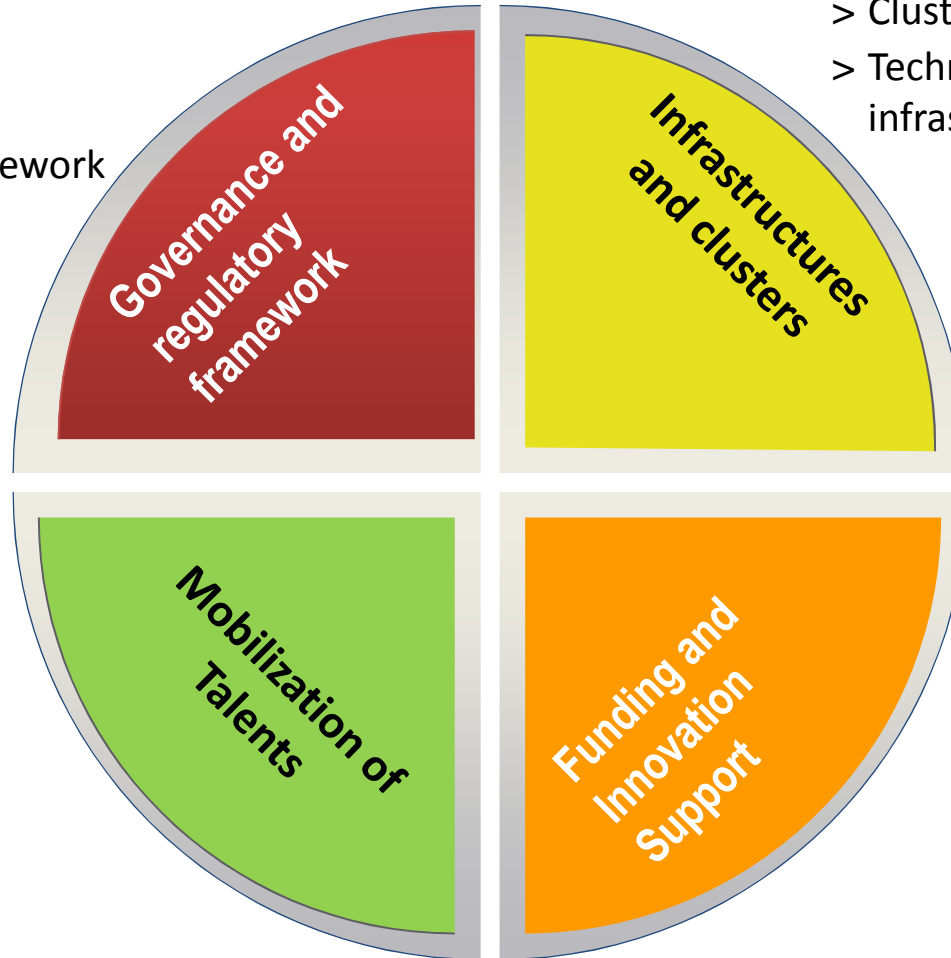
> Public, Private, Associations : Key components of the Eco-system



The innovation Eco-system

Morocco Public Innovation Strategy

- > ONE STOP SHOP : CMI
- > PPP partnership
- > Flexible regulatory framework



- > Clusters
- > Technology and development infrastructure

- > Awareness
- > Innovation club
- > ...

- > CMI financial products
 - > Others (ANPME)
- > International funding

> The key four pillars of Morocco Innovation Public Strategy



The innovation Eco-system

« *The companies level* »

The company

- Innovation
 - The 4 types of innovations // Invest alone and/or with providers
- Develop startups : Outsourcing/investing in startups for Technology acquisition
- Stimulate entrepreneurship spirit : Foundations !

Within the sector

- Co investment in R&D and innovation programs for new products/business models

Within the cluster

- R&D collaboration projects , public/private partnership



The innovation Eco-system « *The universities* »

Incubators (CNRST)



Innovation
cities

SOFTCENTRE



> Incubators/Clusters, Innovations cities and Entrepreneurship courses are the key initiatives



The innovation Eco-system

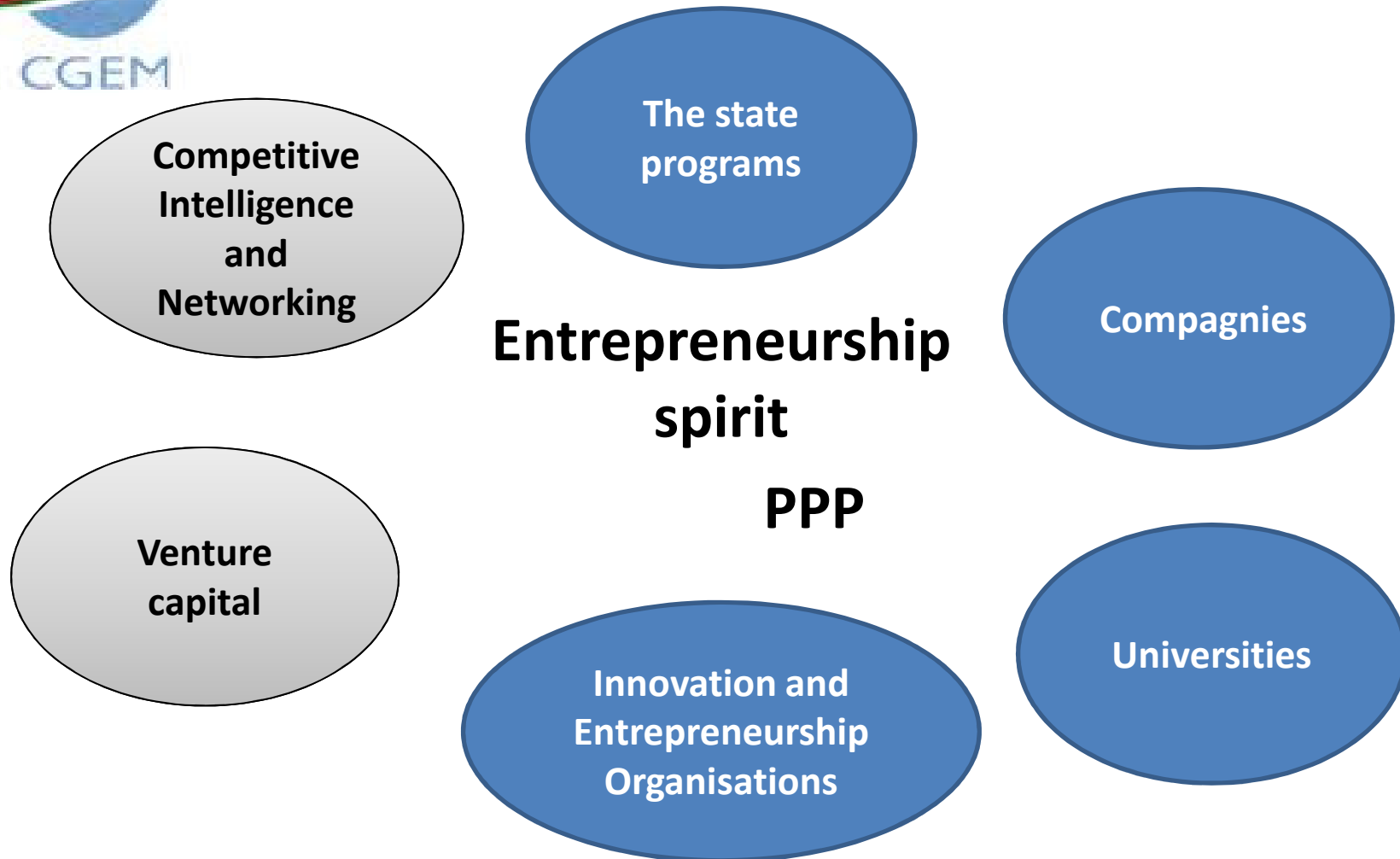
« *Innovation and Entrepreneurship Organisations* »



> Women Incubators, BP award competitions, Training, Mentoring, Coaching



The innovation Eco-system synthesis



> Mature eco-system to be enriched and sustained



The Key success factors



Venture capital and funding

Companies financial incentives



Innovation Promotion



Selling & Distribution



Reform of researchers status & Incentives for SME (*)



Foster existing best practices

(*) : Hassan 2 academy of sciences report recommandations (2014)