



Press Release

Moroccan Minister of Digital Transition and Administration Reform will address AI and the National Strategy Digital Morocco 2030 during Web Summit 2024

Mrs. Amal El Fallah Seghrouchni, Minister of Digital Transition and Administration Reform in the Kingdom of Morocco will take part in the “International cooperation and the tech ecosystem” panel, on November 13, from 11.45 a.m. to 12.05 p.m. at Stage 15 Pavilion 5.

The Ambitious ‘Digital Morocco 2030’ Strategy, digital economy, reinforcing AI ecosystem, and expanding outsourcing and digital export services, are among the main topics to be addressed by Moroccan Minister of Digital Transition and Administration Reform, Mrs. Amal El Fallah Seghrouchni, on the sidelines of Web Summit 2024.

Taking part in the “International cooperation and the tech ecosystem” panel, on November 13, from 11.45 a.m. to 12.05 p.m. at Stage 15 Pavilion 5, Mrs. El Fallah Seghrouchni will shed light on the Moroccan Government efforts to strengthen digital transition and establish the Kingdom as a digitally productive country.

Under the leadership of HM King Mohammed VI, who called for the acceleration of the pace of digital transformation in order to close the gap with developed countries and reap the fruits of the digital revolution the world is witnessing today, the Kingdom of Morocco has engaged actively over the past years in an ambitious digital transition, with the aim to establish Morocco as a digital hub and promoting the North African Kingdom’s attractiveness.

‘Digital Morocco 2030’ Strategy will be a crucial lever and accelerator for the Morocco’s ongoing preparations to host the 2030 FIFA World Cup, along with

Portugal and Spain. A world event that the Kingdom of Morocco will endeavor to ensure its success. In this regard, the Ministry of Digital Transition and Administration Reform, along with its institutional partners, join forces to provide a technological infrastructure that meets FIFA standards, in line with the High Vision of His Majesty King Mohammed VI, who expressed His willingness that the organization of this global competition be driven by a strong ambition supported by a project that can make this edition a great success.

Mrs. Amal El Fallah Seghrouchni, founder of the Moroccan International Center for Artificial Intelligence known as the Ai movement, within Mohammed VI Polytechnic University (UM6P), the first UNESCO Category II AI Center in Africa which has been recognized as a center of excellence in the field of AI and data science on the African continent, will be tackling AI and its role in developing high value-added services, as well as attracting international operators in the sector