



مجمع الابتكار  
CITÉ DE L'INNOVATION



أسبوع  
البحث العلمي  
SCIENTIFIC RESEARCH  
WEEK

# INNOVATION WEEK UCA 2026

Think Bold.  
Build Smart.  
Share The Future.

An electrifying week of expert panels, keynotes, hackathons, live demonstrations, and strategic networking bringing together the brightest minds in fintech, AI, health tech, agritech, smart tourism, and entrepreneurship at the Cité de l'Innovation, Marrakech

20-24  
April 2026

CITÉ DE L'INNOVATION  
DE L'UNIVERSITÉ CADI AYYAD

F Y L E R



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# INNOVATION WEEK UCA 2026

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April 2026

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## PROGRAMME

### MONDAY, APRIL 20

10:00

OUVERTURE  
AU HALL DE LA CIM

10:00-13:00

ATELIER INNOVATION COMMENCE  
PAR SOI-MÊME

14:30-19:00

PANEL DISCUSSION : FINTECH  
& FINANCIAL TRANSFORMATION

### TUESDAY, APRIL 21

10:00-13:00

ATELIER INNOVATION COMMENCE  
PAR SOI-MÊME

14:30-17:00

PANEL DISCUSSION: AI /TECH  
FOR IMPACT & INDUSTRY

### WEDNESDAY, APRIL 22

10:00-12:30

PANEL DISCUSSION: HEALTH  
INNOVATION & DIGITAL CARE

15:00-16:30

SPECIAL KEYNOTE SESSION : FROM  
THE LABORATORY TO INDUSTRY –  
THE NECTAROME JOURNEY

### THURSDAY, APRIL 23

10:00-13:00

PANEL DISCUSSION: NEXT-GEN  
AGRITECH & FOOD SECURITY

15:00-18:00

PANEL DISCUSSION: SMART TOURISM  
HERITAGE PRESERVATION,  
AND AUDIOVISUAL INNOVATION

### FRIDAY, APRIL 24

09:00-11:00

MINI HACKATHON: INNOVATION  
À PETITS YEUX

09:00-12:00

HACKATHON AI IN HEALTHCARE

11:00-13:00

CO-CONSTRUCTION WORKSHOP :  
THE CIM INNOVATION FRESCO

### DURING THE WEEK

IDEAS MARKET – CIM

EXPERIENCE OUR PRODUCTS AND SERVICES

AND ACTION! – CIM VIDEO/PHOTO CHALLENGE

CRASH VENTURE STARTUP – STARTUP ESCAPE ROOM

PROJECT POSTER GALLERY

HACKATHON HIGHLIGHTS

PITCH CHALLENGE – UNIVERSITY IN ENTREPRENEUR MODE

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10:00-13:00

ATELIER INNOVATION COMMENCE  
PAR SOI-MÊME

PAR MR. GUY GIARD, PUBLIC SPEAKER, AND HAPPINESS ADVOCATE,  
QUEBEC, CANADA

14:30-19:00

PANEL DISCUSSION : FINTECH  
& FINANCIAL TRANSFORMATION

14:30 – 17:00 | EXPERT PANEL & INTERACTIVE PUBLIC DIALOGUE

- MR. OMAR HAJJAJI : CEO, RENAISSANCE FINANCE & TRADING (RFT), CASABLANCA, MOROCCO
- MR. SALIM MANSOURI: DIRECTOR OF INVESTMENTS & TREASURY ATLANYIC RE, CASABLANCA, MOROCCO
- MR. AYMANE LHASSNAOUI : QUANTITATIVE ANALYST CONSULTANT AT MIZUHO INTERNATIONAL, CASABLANCA, MOROCCO
- PR. SAID RAGHAY: SPECIALIST OF APPLIED MATHEMATICS IN FINANCE, FST, UCA MARRAKECH, MOROCCO
- MME. ARAFA BASHAR MOUKHTAR: QUANTITATIVE FINANCE ANALYST AT PHI PARTNERS, CASABLANCA, MOROCCO
- MME. WAFA CHEHBER: PRESIDENT, CJDI MARRAKECH, MOROCCO

18:00 – 19:00 | PITCH CHALLENGE – UNIVERSITY  
IN ENTREPRENEUR MODE



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14:30-19:00

PANEL DISCUSSION: AI /TECH  
FOR IMPACT & INDUSTRY

14:30 – 17:00 | EXPERT PANEL & INTERACTIVE PUBLIC DIALOGUE

- MR. REDA RHAZI, SENIOR DEVELOPPER, MONTREAL, CANADA
- PR. SAID RAKRAK, DEAN OF FST, HEAD OF THE THEMATIC CENTER OF ARTIFICIAL INTELLIGENCE UCA, MARRAKECH, MOROCCO
- PR. OUMAYMA OUEDRHIRI : QUANTUM COMPUTING EXPERT EMSI MARRAKECH, MOROCCO
- PR. FATIMAZAHRA JAKJOUR : ENTREPRENEUR AND EMBEDDED AI SPECIALIST, HEAD OF INNOVATION UNIT, EMSI MARRAKECH, MOROCCO
- MME. NAWAL ZENNOUHI: FOUNDER NT SHIELD, CASABLANCA, MOROCCO
- PR. YASSINE SADQI : CYBERSECURITY EXPERT, FST, UCA, MARRAKECH, MOROCCO
- MR. MOHAMED AL DABDOUB : HEAD OF SALES & PARTNERSHIPS MENA, FYLER, DUBAI, UAE

SIGNING OF THE FYLER-UCA PARTNERSHIP AGREEMENT

18:00 – 19:00 | PITCH CHALLENGE – UNIVERSITY IN  
ENTREPRENEUR MODE



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WEDNESDAY, APRIL 22

**10:00-12:30** PANEL DISCUSSION: HEALTH INNOVATION & DIGITAL CARE

10:00 – 12:30 | EXPERT PANEL & INTERACTIVE PUBLIC DIALOGUE

- PR. ASMAE SBAI : AI IN HEALTHCARE EXPERT, FMPM, MARRAKECH, MOROCCO
- PR. MOUNA KHOUCHANI, HEAD OF RADIATION ONCOLOGY, CHU MOHAMMED VI, FMPM, MARRAKECH, MOROCCO
- PR. AYOUB EL HAJJAMI: DIAGNOSTIC AND INTERVENTIONAL RADIOLOGIST, CHU MOHAMMED VI, FMPM, MARRAKECH, MOROCCO
- PR. ISMAIL SARF: HEAD OF UROLOGY SERVICE CHU MOHAMMED VI, HEAD OF AI COMMUNITY, FMPM MARRAKECH, MOROCCO
- PR. NAJAT CHERIF IDRISSE EL GANAOU, HEAD OF RADIOLOGY SERVICE CHU MARRAKECH, PRESIDENT OF MOROCCAN SOCIETY OF RADIOLOGY, FMPM, MARRAKECH, MOROCCO

**15:00-16:30** SPECIAL KEYNOTE SESSION : FROM THE LABORATORY TO INDUSTRY

FEATURED KEYNOTE: MR. JALIL BELKAMEL – "FROM LABORATORY TO INDUSTRY – THE NECTAROME JOURNEY"

18:00 – 19:00 | PITCH CHALLENGE – UNIVERSITY IN ENTREPRENEUR MODE



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THURSDAY, APRIL 23

**10:00-13:00** PANEL DISCUSSION: NEXT-GEN AGRITECH & FOOD SECURITY

10:00 – 13:00 | EXPERT PANEL & INTERACTIVE PUBLIC DIALOGUE

- **PR. OUMAYMA BANOVAR:** AI EXPERT, HEAD OF TECHNOLOGY TRANSFERT AND VALORISATION UNIT, CIM, MARRAKECH, MOROCCO
- **MR. AHMED BOUYAHIAOUI:** TECHNICAL ADVISOR, REGIONAL ECOSYSTEM DEVELOPMENT; AGRONOMIC ENGINEER, GIZ
- **MME. KAOUTAR FILALI:** EXECUTIVE DIRECTOR, CLUSTER MENARA, CIM, MARRAKESH, MOROCCO
- **MR. HICHAM AITBELLA,** FOUNDER CEO MOROFIP, CIM, MARRAKESH, MOROCCO
- **MME. SANA AZEROUAL :** CO-FOUNDER GREENGLOW, CIM, MARRAKESH, MOROCCO
- **MR. YASSINE ENHILI:** FOUNDER CEO SMARTFARM, CIM, MARRAKESH, MOROCCO
- **PR. ABDELILAH MEDDICH:** BIOTECH AND BIORESSOURCES VALORIZATION EXPERT, FSSM, MARRAKECH, MOROCCO
- **MR. RACHID SAOUI :** GENERAL DIRECTOR OF UNIVERS STARTUP & ENTREPRENEUR, AGADIR, MOROCCO

**15:00-19:00** PANEL DISCUSSION: THE FUTURE OF SMART TOURISM & HERITAGE PRESERVATION

15:00 – 18:00 | EXPERT PANEL & INTERACTIVE PUBLIC DIALOGUE

- **MR. AMINE AIT MOUMMA:** MANAGER OF COOPERATIVE COMMUNICATION
- **PR. BACHIR LAKHDAR:** FOUNDER OF THE HAPPINESS ECONOMICS RESEARCH GROUP; PROFESSOR EMERITUS AT UCA, MARRAKECH, MOROCCO
- **PR. HASSAN FNINE,** GENERAL DIRECTOR OF GEC MARRAKECH, SCHOOL OF MANAGEMENT, MARRAKECH, MOROCCO
- **PR. AYOUB BOUHOUHOU :** WRITER, FILMMAKER, AND PROFESSOR OF CINEMA AT UCA, MARRAKECH, MOROCCO
- **MR. ADIL BOUARBI :** FOUNDER ET CEO AIR BABOUCHE, MARRAKECH, MOROCCO
- **MME. SOUAD BELAKZIZ :** PRESIDENT OF TURATH MARRAKECH, ARCHITECT, EXPERT IN ANCIENT TEXTILES AND HERITAGE.
- **MME. KAWTAR ABADA :** AIR BABOUCHE, MARRAKECH, MOROCCO
- **MR. ZAKARIA TALEB ESSALAMA :** FOUNDER LA7RAYFI CIM , MARRAKECH, MOROCCO

18:00 – 19:00 | PITCH CHALLENGE – UNIVERSITY IN ENTREPRENEUR MODE



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