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# EBSOMED

ENHANCING BUSINESS SUPPORT ORGANISATIONS

## ANIMA BSO Management Academy



### Economic Development Master Class Digitalisation of BSO

*Dematerialisation of procedures for companies  
and investors*

3 - 5 May 2023  
Hotel Marriot  
Center Agdal, Av. Inaouin,  
Rabat, Morocco



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## Context and justification of the training

Digitalisation is now a strategic issue for business support organisations. These organisations have to adapt their practices to cope with the development of companies and the environment in which they evolve: inclusion in regional or global value chains, dispersion of teams, extremely tense communication flows, redefinition of economic models, rapid customer feedback requirements, etc. are all key factors for company performance but require agility that needs to be supported with the appropriate tools.

Private sector support organisations must therefore also be supported in making better use of digital technology in all their activities: strategy, customer relations, communication, impact measurement and negotiation with companies, administrative procedures, etc.

In this context of changing practices, ANIMA is offering a series of three training courses aimed at helping professionals from these organisations to better understand the opportunities offered by digital technologies. This first part on economic intelligence is part of this cycle and focuses specifically on the promotion of foreign investments.

This training is essential for professionals working in the fields of economic promotion, marketing and communication, as well as for public decision-makers who wish to strengthen the economic position of their country on the international scene. It is particularly suitable for professionals in charge of prospecting for foreign investors.

## Objective and format of the training

This training cycle will promote high-end digital tools and services that contribute to improving the effectiveness of the strategies of the targeted organisations through inspiring practices within the beneficiary community, including the EU.

This training, proposed in partnership with AMDIE, will show the importance of the dematerialisation of business creation procedures in the context of territorial marketing, and how this dematerialisation can have a significant impact on the attractiveness of the territory for entrepreneurs.

The training will consist of two days of face-to-face sessions, alternating between thematic sessions given by experts and practical work. A half-day learning visit to the Rabat Technopolis will complement the MasterClass as a case study, in order to understand the process of implementing their digital tools and benefit from the feedback of this Moroccan key player.

## Content and expected benefits



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In this training, participants will learn how to implement the dematerialisation of business start-up procedures, which consists of digitising and automating the various stages of the business start-up process in order to simplify administrative formalities and speed up processing times. By participating in the MasterClass, participants will be able to design a foreign investment promotion strategy tailored to their country and industry. They will also learn how to work in collaboration with national economic actors and institutions to strengthen the economic attractiveness of their country.

More specifically, they will learn how to use digital tools to collect, analyse and disseminate strategic information, and how to integrate these tools into their respective professional environments.

## Programme

**Wednesday, 3 May 2023**

<p>Welcoming words</p> <p><i>M Ali Seddiki , General Director de l'AMDIE</i></p>	<p>9:00 – 9:10</p>
<p>Opening: Participant presentation and expectations, training objectives and programme</p> <p><i>Lydie Cornand/Emmanuel Noutary, ANIMA Investment Network</i></p>	<p>9:10 – 10:00</p>
<p>Introduction to dematerialisation of business start-up procedures: what is it and why is it important</p> <p><i>Emmanuel Noutary, ANIMA Investment Network</i></p>	<p>10:00 – 10:45</p>
<p>Coffee break</p>	<p>10:45– 11:00</p>
<p>Promoting opportunities: the Investment Map experience in Egypt</p> <p>Investment map / e services</p> <p><i>Mai Mostafa Kamel Taha, Mohamed Ramadan, Aly Omar – General Authority for Investment and Free Zones</i></p>	<p>11:00 – 12:30</p>
<p>Lunch</p>	<p>12:30 – 14:00</p>
<p>One stop shop</p> <p>The digital platform for the dematerialisation of procedures for investors</p> <p><i>Fatima Zahra MOKHTARI, CRI Casablanca</i></p>	<p>14:00 – 15:15</p>



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Coffee break	15:15 – 15:30
Malta's digital ecosystem  The online portal business first, the one-stop shop for anyone local or foreign who wants to set up a business, invest in Malta.  <i>Marika Tonna, Business First</i>  Malta Enterprise and its digitilised services  <i>Philo Meli, Malta Enterprise</i>	15:30 – 17:00
Summary of the day	17:00 – 17:30

### Thursday, 4 May 2023

Learning review	9:00 - 9:30
The challenges of implementing the dematerialisation of business start-up procedures  <i>Sana Aissyine, Tunisia Investment Authority</i>	9:30 - 10:45
Coffee break	10:45- 11:00
Security and data protection in the context of the dematerialisation of business creation procedures  <i>Mouhssine AHABOUNE, AMDIE - Lydie Cornand ANIMA Investment Network</i>	11:00- 12:30
Lunch	12:30 – 14:00
Implementing dematerialisation in your organisation (collective intelligence session)  <i>Lydie Cornand / Emmanuel Noutary, ANIMA Investment Network</i>	14:00 – 15:15
Coffee break	15:15 – 15:30
Implementing dematerialisation in your organisation (collective intelligence session)  <i>Lydie Cornand / Emmanuel Noutary, ANIMA Investment Network</i>	15:30 – 16:50
Summary of the 2 days	16:50 – 17:30





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Friday 5 May 2023

Study visit - The Digital Development Agency

[The Digital Development Agency](#), Espace les lauriers, wing B, intersection of annakhil and Mehdi Ben Barka avenues, hay riad

The ADD, Catalyst of the Digital Transformation of Morocco, is a strategic public establishment in charge of implementing the State's strategy in terms of digital development and promoting the dissemination of digital tools and the development of their use among citizens.

The agency will present the actions carried out within the framework of its missions, in particular regarding the promotion of digital administration which ensures a rapprochement with users (citizens and companies) and the implementation of a normative framework for digital products and services.

The CEO of [Ribastis](#), founder of the [Rokhass](#) portal, will join us to present their digital platforms.

9:00 – 12:00



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