



المغرب الرقمي DIGITAL MOROCCO 2030



NATIONAL STRATEGY "DIGITAL MOROCCO 2030"

Kingdom Of Morocco



Head Of Government

Ministry of Digital Transition
and Administration Reform



صَاحِبُ الْجَلَالَةِ الْمَلِكُ مُحَمَّدُ السَّادِسُ نَصْرَهُ اللهُ

ROYAL ORIENTATIONS

"[...] Digital technology constitutes a structural shift in our approach to the world around us. This technology makes it possible to develop new production and consumption patterns that can create more jobs and greater investment opportunities."

"[...] To this end, we need to come up with the financial and human resources required to rise to this challenge, and to mobilize skilled African resources in order to devise digital solutions tailored to our countries' cultural and social particularities."

Message of His Majesty the King may God assist Him addressed to the Meeting of African Caucus of Finance Ministers, Central Bank Governors of African Countries Members of the World Bank and the International Monetary Fund.
July 2022

The use of information technology makes it possible to facilitate quick citizen access to services, without having to go to state agencies and interact with the staff [...]

Speech at Parliament Opening of His Majesty the King may God assist Him.
October 2016

VISION OF THE DIGITAL MOROCCO 2030 STRATEGY

The enlightened vision of His Majesty the King, May God Assist Him, places digital technology at the heart of national priorities. This Royal Vision, ratified by the New Development Model, establishes digital technology as a real driver of social and economic development for the Kingdom. Following the example of the New Development Model, the Ministry delegated to the Head of Government in charge of Digital Transition and Administration Reform has adopted a participatory approach based on listening, national consultation and co-construction to develop this strategy. Thus civil society, the private sector and the public sector have all been involved.

This strategy aims to:

« Make Morocco a Digital Hub to accelerate the Kingdom's social and economic development »



OBJECTIVES




Digitize public services

Move from 113th position worldwide to 50th in the "Online Services Index" of the EGD¹* Ranking

Facilitate access, reduce delays and minimize travel



Stimulate the digital economy

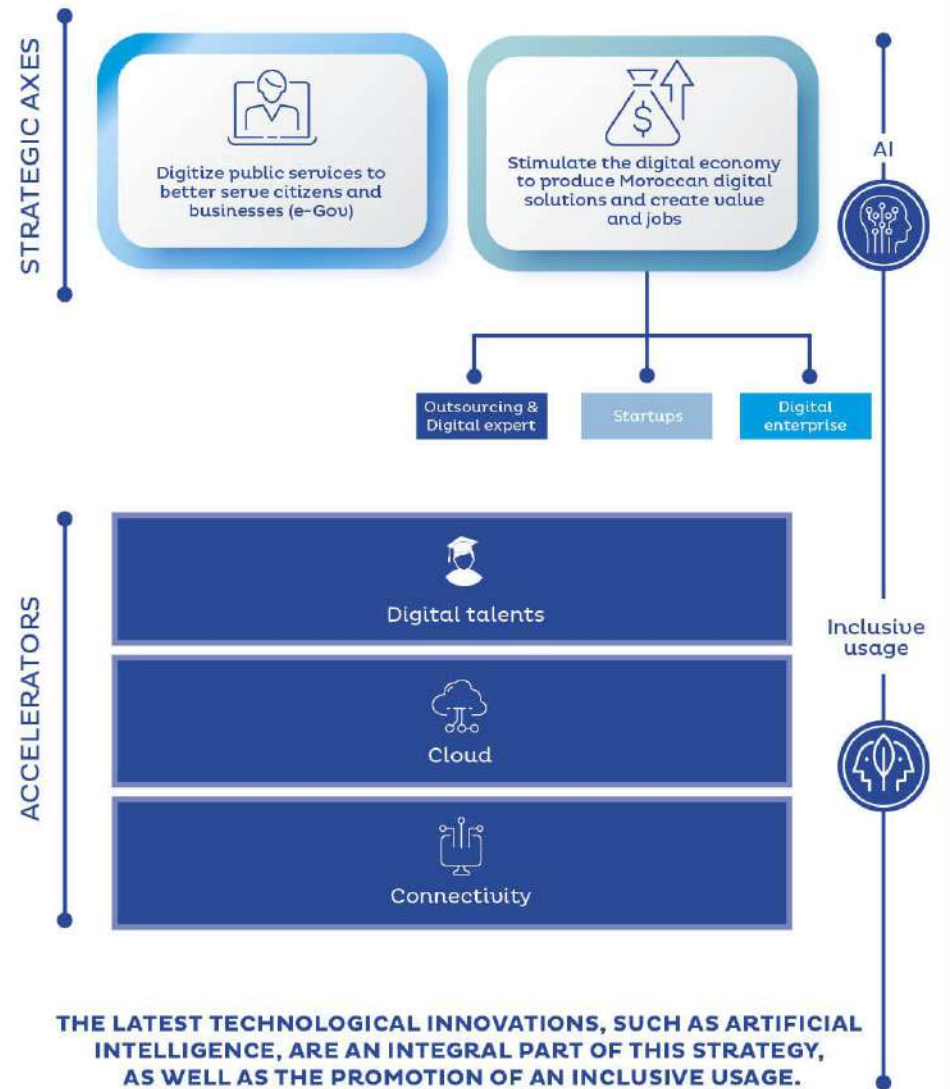
Create 240,000 direct jobs

Contribute 100 billion MAD to national GDP by 2030

Become a digital producer

* EGD¹ = « Online Services Index », component of the United Nations' EGD¹ « E-Government Development Index », which evaluates the quality of digital transformation policies and administrative service portals.

TO ACHIEVE THESE OBJECTIVES, DIGITAL MOROCCO 2030 IS BASED ON 2 STRATEGIC AXES AND 3 ACCELERATORS



THE LATEST TECHNOLOGICAL INNOVATIONS, SUCH AS ARTIFICIAL INTELLIGENCE, ARE AN INTEGRAL PART OF THIS STRATEGY, AS WELL AS THE PROMOTION OF AN INCLUSIVE USAGE.

AXIS 1 DIGITALIZATION OF PUBLIC SERVICES FOR ALL (E-GOV)



DIGITALIZATION OF PUBLIC SERVICES FOR ALL (E-GOV)

Vision

Accelerate the digital transformation of public services to better serve citizens and businesses

Objectives



Levers for transformation

Four levers are essential to accelerate the transformation of public services:

Methodology & Tools

- Generalize a user-centric methodology with a user journey approach
- Apply international best practices
- Converge towards a single portal bringing together all digital public services
- Generalize the usage of mutualized platforms such as : e-id, electronic signature, interoperability...

Governance

- Administrations digitize their own processes
- The Ministry of Digital Transition and Administration Reform and the Digital Development Agency offer tailor-made services to accelerate the digital projects of public administrations at the service of users
- Prioritization of user journeys in line with national priorities

Regulation

- Strengthen and implement the legal framework for the digitization of administration and public services
- Implement procurement procedures adapted to the digital environment
- Set up a system to facilitate the recruitment and retention of digital talents within the public administration

Digital inclusion

- Easy-to-use digital services for people in urban and rural areas as well as for people with disabilities
- Multi-channel user support
- Setting up local relays

* EGDI = « Online Services Index », component of the United Nations' EGDI « E-Government Development Index », which evaluates the quality of digital transformation policies and administrative service portals.
 * A user journey is related to the user experiences with the administration, including all the steps the citizen/enterprise goes through, from the moment they start looking for the information until they concretise their project entirely.

AXIS 2 STIMULATING THE DIGITAL ECONOMY

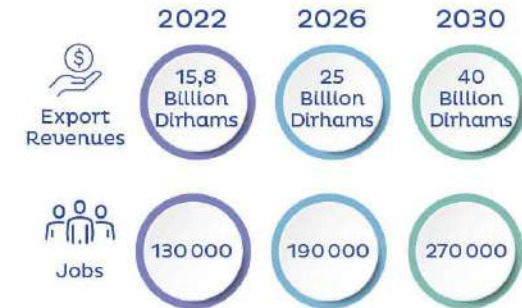


OUTSOURCING & DIGITAL EXPORT

Vision

Upgrade and develop the Outsourcing & Digital export hub

Objectives



Key measures

Position the national offer on high value-added sectors such as Artificial Intelligence

Develop a sufficient, high-quality talent pool

Set up a simple incentive framework adapted to the digital environment

Establish an employment bonus

Apply new conditions for granting training bonuses

Renew the existing incentives for Income Tax (IR) and Corporate Tax (IS), while simplifying and digitizing the offer

Develop an infrastructure adapted to outsourcing and digital export.

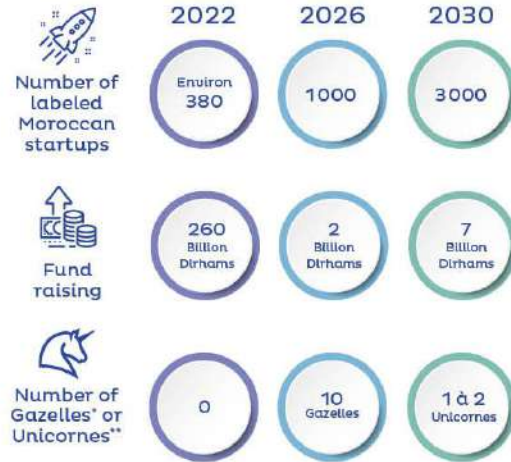
Promote Morocco as a destination for international companies, in particular via Gitex Africa Morocco

STARTUPS

Vision

Develop a local startup ecosystem with an international reach

Objectives



Key measures

Implementation of the Startup policy

- Startup label
- Favorable framework for internationalization
- Increased threshold on foreign currency accounts
- Stock options plan

Lifecycle financing

- Start-up incentives
- Life grants, incubation grants
- Honor loans, seed loans
- Attracting new Venture Capitalists (VCs) by reducing their risk

Quality support

- Attraction of world-class incubators
- Strengthening local incubators
- Introduction of programs dedicated to specific fields and technologies: AI, industrial startups, fintech, edtech, healthtech, goutech

Market access

- National preference for «made in Morocco»
- Easier access to public and private contracts
- International promotion

* Gazelle: Startup with sales >\$5 million and 10-20% growth over 3 years.
** Unicorn: Startup valued at \$1 billion.

DIGITAL ENTERPRISE

Vision

Digitizing the economic landscape to boost productivity

Key measures

Implement prerequisites for the digitalization of companies

- Digital talents available in quality and quantity
- An ecosystem of local companies producing digital solutions
- A range of cloud services

Support the scaling-up of Moroccan Tech SMEs

- SME Tech label, giving access to national preference
- Support for innovative projects, including AI projects
- International promotion

Assist SMEs in their digital transformation

- Set up a digital maturity assessment tool
- Participate in the financing of digital transformation projects involving national stakeholders via subsidies





ACCELERATORS



DIGITAL TALENTS

Vision

Ensure the availability of digital talents, in terms of quantity and skills, adapted to market needs by activating all production and attraction levers

Objectives



Key measures

Initial training

- Develop a repository of digital skills with stakeholders in the public and private ecosystem and ensure its monitoring.
- Tailor initial training courses to the needs of the labour market.
- Support to increase the number of digital trainers.
- Support the strengthening of R&D and digital innovation.

Upskilling / Reskilling

- Scale up bootcamp-type training programs.
- Tailor vocational skills training to the needs of the labour market.
- Support the creation of coding schools in different regions of the Kingdom.
- Develop appropriate certification programs across the Kingdom.

Attractivity

- Simplify and accelerate the procedure for obtaining a work visa in the digital sector for international talents.
- Organize campaigns to promote digital awareness for young Moroccan and foreign talents.

CLOUD

Vision

- A national service offer that meets the needs of the public and private sectors
- Sensitive Moroccan data stays on Moroccan territory and is governed by Moroccan law
- Accelerate the digitalization of the public and private sectors

Key measures

Sovereign Cloud service offer

- Cloud services managed by Moroccan operator(s)
- This offer will be reserved for the public sector and organizations of vital importance (OVI)

Public Cloud service offer

- Installation of giant providers "Hyperscalers" in Morocco
- This offer will be reserved for entities that are not organizations of vital importance (OVI) and for the international market

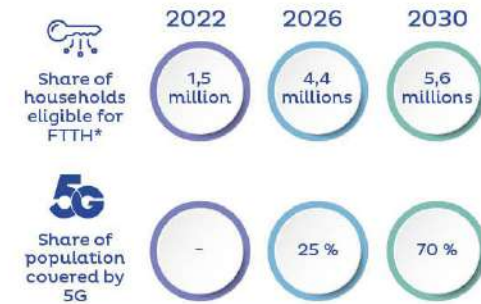


CONNECTIVITY

Vision

Improve connectivity coverage and quality for essential usage

Objectives



Key measures

Extending coverage

- Deploy the programme 'National Broadband plan' by 2026 to cover 1800 localities that have poor or no connectivity
- Subsidize to cover rural Public administrative sites with satellite connections
- National 4G roaming in localities covered by universal service

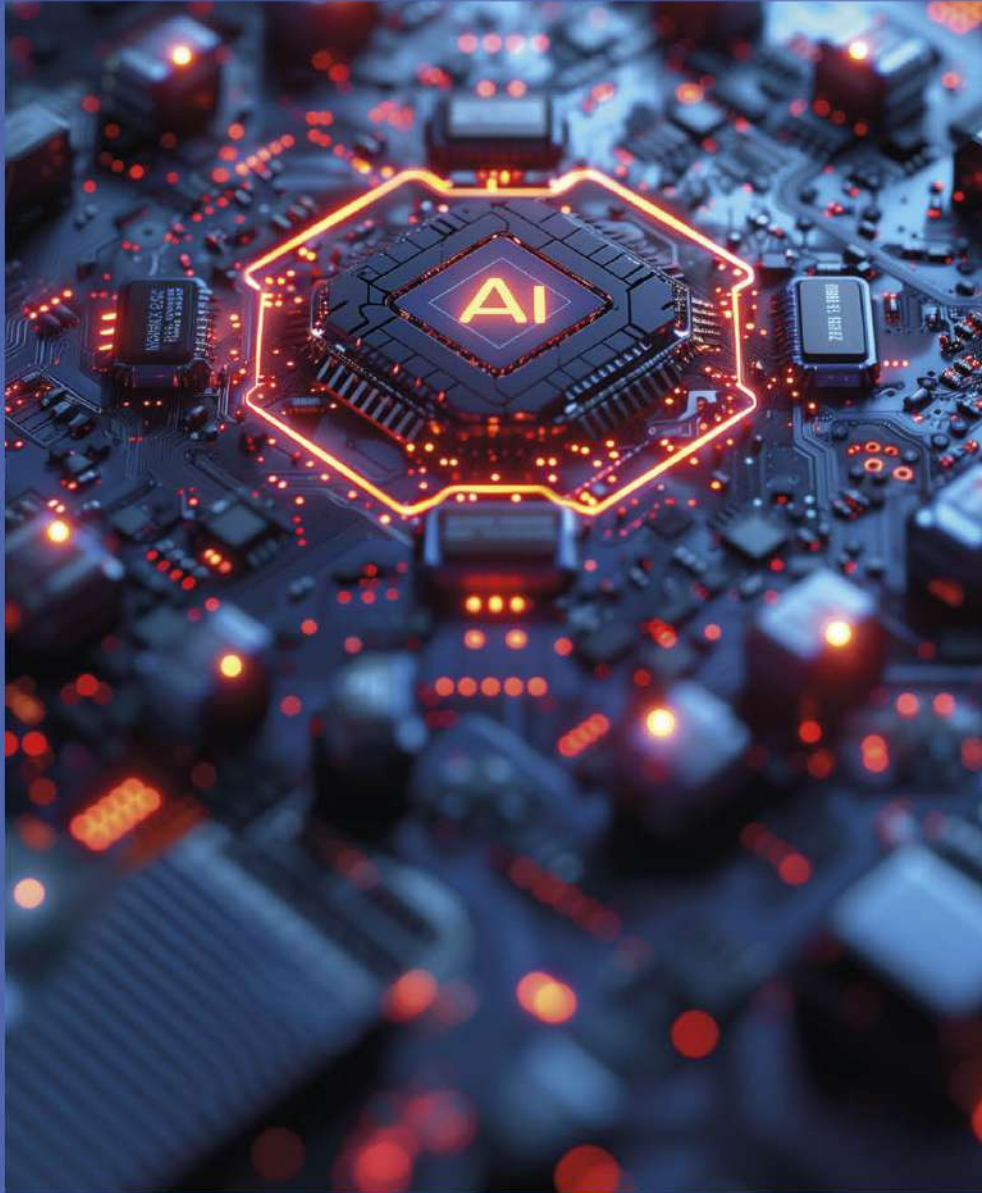
Improving the connectivity of administrations

- Equip 6300 urban public administrative sites with optical fiber connections by 2026



* FTTH : Fiber To The Home : high-speed internet access using fibers from the subscriber's home.

TRANSVERSAL LEVERS



ARTIFICIAL INTELLIGENCE

Vision

- Harness the potential of AI to support the digitization of private and public services
- Support and strengthen the AI ecosystem and contribute to the development of the digital economy

Key measures

Support projects to consolidate data repositories and registries

Deploy best practices aimed at improving services to citizens and businesses

Attract new international stakeholders specialized in AI

Support AI companies and startups operating in high value-added sectors

Develop AI skills and provide a robust infrastructure for responsible operation

Apply evaluation mechanisms to support the responsible use of AI

Engage in multidisciplinary research (digital, legal, sociological, etc.) to reflect on the development of AI and its impact on society

INCLUSIVE DIGITAL USE

Vision

Easy to use services by all categories of the population (including people with disabilities, people living in remote areas etc.)

Objectives



Key measures

Integrate the principles of digital inclusion in the design of services or all categories of the population

Set up digital relays that are based on existing networks with wide geographical coverage, for a large-scale implementation

Conduct awareness campaigns to inform citizens and encourage the use of online services

Include digital education as early as primary school

Improve network coverage : PNHD 2 to cover 1800 localities ("Plan National du Haut débit 2*" which is a program to cover areas with little to no coverage)

Encourage digital inclusion for women

* Plan National du Haut Débit 2





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