

My participation in the Week of Innovation and Entrepreneurship (GEIW 2024) at ENSET Mohammedia was an enriching journey filled with learning and achievement. This event provided a platform to engage with classmates and industry experts while exploring cutting-edge advancements in artificial intelligence (AI) and innovation. Over the three days, I experienced a range of activities, from inspiring speeches and strategic partnerships to the intense and rewarding Ideathon, where my team won the third prize. This essay will detail my experiences during these three days at GEIW 2024, highlighting the insights gained and the impact these activities had on my understanding of innovation and entrepreneurship.

The opening day of GEIW 2024 was a significant highlight, beginning with the director of our school delivering an inspiring speech. His address emphasized the importance of innovation and entrepreneurship in today's rapidly evolving world. A key moment was the signing of a strategic partnership contract with EMSI Casablanca, which underscored the commitment to fostering collaboration and innovation. The day's events also included various club showcases, providing a vibrant display of the diverse talents and innovative projects within our institution. This experience underscored the importance of networking and the collaborative spirit necessary for successful innovation.

The second day marked the beginning of our participation in the Ideathon, a 24-hour intensive event where teams worked on developing innovative ideas. My team focused on enhancing the tourist experience using AI. This challenge required us to brainstorm, develop, and refine our idea within a tight timeframe, fostering both creativity and teamwork. We explored various AI applications, from personalized tour recommendations to real-time language translation, aiming to make tourism more accessible and enjoyable. The Ideathon was a practical exercise in problem-solving and innovation, allowing us to apply theoretical knowledge to real-world challenges.

On the third day, Friday, we presented our work in the morning session. This was an opportunity to showcase our innovative solution and receive feedback from a panel of judges, including industry experts and academics. The experience was invaluable, as it highlighted the importance of clear communication and the ability to effectively pitch ideas. In the afternoon, we attended the announcement of the winners, where our team was awarded the third prize. This recognition was a testament to our hard work and the innovative potential of our project. The feedback and insights gained from this process were immensely beneficial, providing us with a clearer understanding of how to refine our ideas and presentations in the future.

Overall, my experience at GEIW 2024 was transformative, providing me with valuable insights into the intersection of AI, innovation, and entrepreneurship. The opening day, Ideathon, and final presentations served as sources of motivation and inspiration, sparking ideas and fueling my passion for leveraging technology to drive positive change in the world. As I reflect on my experiences, I am excited about the possibilities that lie ahead and eager to continue exploring the transformative potential of AI-driven innovations.