

## **Innovation Week**

Innovation Week at Enset Mohammedia is an annual event designed to foster creativity, collaboration, and technological advancement among students, faculty, and industry professionals. This event typically features a series of activities and sessions aimed at promoting innovation and entrepreneurial spirit.

The Innovation Week commenced on Wednesday, May 15<sup>th</sup>, with a spirited opening ceremony featuring the rendition of the Moroccan national anthem. Following this, attendees witnessed a significant partnership signing and an introduction to the week's program. The day culminated in captivating presentations from various clubs at ENSET such as N7Geeks, Google Student Developers, JLM and others.

On the subsequent day, Thursday, May 16<sup>th</sup>, the activities commenced with the unveiling of all challenges and competitions, including the Hackathon, Ideathon, N7 Challenges, and the Bec Challenge. Noteworthy was the conference on "Artificial Intelligence: A Catalyst for Innovation and Entrepreneurial Dynamics," meticulously organized by the JLM, ROTARACT, and LDX clubs.

On the final day, Friday, May 17<sup>th</sup>, the focus shifted to the captivating pitching competitions. While I did not partake in the competitions, I had the opportunity to attend and support the presentations. During this time, I observed various innovative projects, including my peers' endeavors, such as "Vers un marketing digital et innovant," aimed at revolutionizing Morocco's marketing landscape through a pioneering platform. Furthermore, I actively engaged in evaluating the pitches during the Hackathon session, gaining insights into the innovative solutions proposed by the participants.

As the week drew to a close, the excitement peaked with an enthralling award ceremony. This ceremony served as a fitting culmination, acknowledging and rewarding the exemplary efforts of the participants.

In conclusion, the Innovation Week provided an invaluable platform for collaboration, learning, and recognition. From attending insightful sessions to witnessing the culmination of innovative projects, the week was a testament to the spirit of creativity and entrepreneurship. While I didn't participate directly in the competitions, my involvement in evaluating pitches and attending the award ceremony enriched my experience, leaving me inspired and motivated to continue contributing to innovation and progress in the future.