

Global Entrepreneurship and Innovation Week 2024 at Hassan II University of Casablanca

The Global Entrepreneurship and Innovation Week (GEIW) 2024, held at Hassan II University of Casablanca, promises a dynamic convergence of minds passionate about entrepreneurship and innovation. This year's edition is meticulously crafted to inspire, educate, and foster collaboration among students, academics, and industry leaders.

The journey began on Wednesday, May 15th, at 14:30, with the opening ceremony featuring the Moroccan national anthem. This was followed by a partnership signing and a presentation of the program for the week. The day concluded with presentations from various clubs at ENSET, showcasing their achievements, starting with Jeunes Leaders Marocains (JLM) and ending with the sports club.

On the second day, Thursday, May 16th, the events kicked off with the launch of all challenges and competitions, including the Hackathon, Ideathon, N7 Challenges, and the Bec Challenge, which I was a part of. There was also a conference on "Artificial Intelligence: A Catalyst for Innovation and Entrepreneurial Dynamics," organized by the JLM, ROTARACT, and LDX clubs. I was part of the organizing team for this event, specifically in the Design Cell.

The last day, Friday, May 17th, was dedicated to pitching competitions. I pitched my project, "Vers un marketing digital et innovant," where I developed a platform to enhance the marketing of our country, Morocco. I also attended the Hackathon project pitches. The week concluded with an award ceremony, delivering prizes to the winners.

GEIW 2024 was an incredible journey where I gained a lot in my study process. I learned how to manage my time to realize a project within a limited timeframe and how to manage relationships with my team.