

The Global Entrepreneurship and Innovation Week (GEIW) is a three-day event that takes place at ENSET Mohammedia, focused on innovation and entrepreneurship. This activity is meant to inspire students to evaluate their abilities, think critically about their professional projects, and generate useful and original ideas.

The GEIW offers several opportunities to participants. First, by highlighting creative concepts for the future of business and technology. Participants also have the opportunity to win exciting prizes through competitions held during the event. This offers them a unique chance to gain recognition and funding for their initiative's ideas and projects.

The event also provides an environment conducive to learning, where participants can acquire new skills and knowledge. There are a variety of events available, including hackathons, conferences, workshops, and challenges in subjects including social entrepreneurship, photography, public speaking, and many others.

The GEIW program is organized to cover different aspects of innovation and entrepreneurship. The first day includes opening speeches from personalities such as the President of the University Hassan II of Casablanca, as well as presentations on the challenges and objectives of the GEIW. The second day is focused on competitions, workshops and conferences, while the third day includes a conference on mental health and stress management in academia, as well as the presenting of projects to juries and the awarding of prizes.

In conclusion, the GEIW is a significant occasion that highlights innovation and entrepreneurship in Morocco. It offers students a platform to develop their skills, idea sharing, competition participation and receive recognition for their achievements. This event so encourages entrepreneurship and the development of the Moroccan economy by encouraging entrepreneurship and the creation of innovative companies.