

1<sup>st</sup>  
EDITION  
2022



TDC  
TERRITORY  
DEVELOPMENT  
CHALLENGE

# Smart Territory Development, Investment & Entrepreneurship Digital Challenge

CALL TO  
PROJECTS

Submit your  
idea by  
June 30, 2022!



# What is TDC?

## THE FIRST CHALLENGE TO PROMOTE INNOVATION AND INVESTMENT IN THE NORTHERN REGION OF MOROCCO TANGIER - TETOUAN - AL HOCEIMA

Welcome to the TDC, the Territory Development Challenge. An international challenge that is aimed to promote the potential of the northern region of Morocco; Tangier, Tetouan, and Al Hoceima, and develop them into an attractive, dynamic and digitalized territory.

Do you have an idea? share it with us! We're inviting companies, startups, entrepreneurs, students, professionals, and everyone with an innovative idea from around the world to participate in this online hackathon, submit their ideas before June 30th, 2022, and help innovate the region with a chance of winning the Grand Prize of \$15,000!

# Why?

- 1 Put Tangier-Tetouan-Al Hoceima region under the world's spotlight
- 2 Bring innovative solutions and ideas to the ecosystem of the CRI and the region
- 3 Identify and attract talents in the region within a shared approach of territorial development
- 4 Support project and idea holders with a community and systemic approach
- 5 Openness to the regional, national and international ecosystem
- 6 Cultivate and boost the culture of innovation and community collaboration in the region
- 7 Highlight investment and business opportunities in major sectors in the different territories of the region

# Timeline



## DIGITAL PLATFORM

March 4th, 2022

Sign up  
by joining  
the online  
platform

June 30th, 2022

End of ideas  
deposit

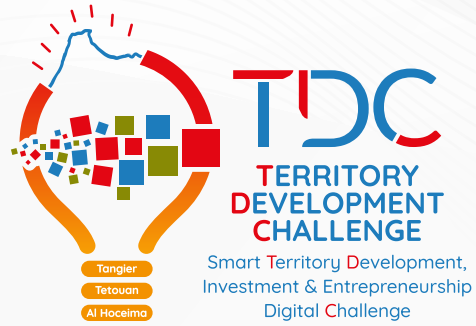
May 6th, 2022

Participate in the launching  
webinar on the platform

July 13th, 2022

It's time  
to present  
your idea during  
the demo-day!





# 3 themes & 9 challenges

# Theme 1

## Territorial Attractiveness

1



### Tourism & culture

Extending the length of tourist's stays in the region

Extend the influence of tourism and culture to promising international markets beyond the European perimeter through impactful branding

Develop a package of tourist services via integrated tours, focusing on the customer experience and journey from arrival to departure

To develop employment-generating activities, particularly in the region's tourist, cultural and historical sites

Develop integrated tourism packages adapted to the expectations of all categories of national and international customers

Develop an integrated approach for the promotion and development of heritage sites and northern medinas in the region's tourist circuits.

Identify and promote the intangible heritage of the region: crafts, culinary, folk and musical arts.

Identify an appropriate governance model for the management, protection and sustainability of northern heritage sites.

2



### Health & Well-being

To generalise, through investment and entrepreneurship, a decentralised innovative health offer adapted to the needs and particularities of the urban and rural territory

Develop a dedicated social services offer, especially for the elderly or people with special needs

Develop an ecosystem of pharmaceutical, medical and paramedical industries in the region

Develop activities around well-being to improve the employability and quality of life of local people

3



### Rural Development

Diversify the rural economy currently dominated by the agricultural sector

Facilitate access to the use of new technologies in the agricultural sector, particularly techniques for managing climatic constraints (drought, bad weather, uneven terrain, etc.)

Massification of agricultural production and the productive fabric dominated by small farmers in most territories

Contribute to minimising supply chains of the sales channel between farmers and final consumers

Developing local agricultural equipment and materials

To enrich the local service offer necessary for the marketing and valorisation of agricultural products, particularly packaging, transport and logistics;

Increase income through the valorisation of agricultural products (processing, packaging, logistics) and valorisation of local products

Improving access to education for rural people

Accelerate and generalise the coverage of rural centres in particular by urban planning documents

## Theme 2

# Sustainable Economies

1



### Green energies

Developing innovative decarbonisation solutions applied to the industrial and maritime sectors

Develop innovative and competitive energy storage solutions

Develop viable and innovative solutions for the marketing of low voltage energy, particularly from households

To propose energy efficiency solutions and to generalise their use in domestic and industrial environments

2



### Circular Economies

Optimising the management of household and industrial waste and recovery of this waste

Strengthen R&D applied to the emergence of circular economy projects.

Develop incentives for private individuals

3



### Blue Economy

To develop the maritime economic potential of the region outside traditional fishing through the development of the following activities

- \* Development of pesca-tourism
- \* Development of the shipbuilding industry
- \* Aquaculture development
- \* Optimising the operation of marinas and developing the local cruise culture at affordable prices for local people and tourists

Rationalise the exploitation of fishery products through the supervision and organisation of stakeholders (creation of fishermen's cooperatives, valorisation of sea products, upgrading of fish storage areas)

Promote small-scale fishing by improving the qualifications of fishermen and enhancing the value of maritime products

# Theme 3

## Digital Intelligence & Transformation

1



### Logistical Performance

To improve the connectivity of the TTA territory at regional, national and African levels by promoting the emergence of Moroccan logisticians to serve Moroccan exports

Strengthening and integrating the logistics value chain through local production of containers and logistics equipment

Consolidate the region's position as an international world-world trade platform and develop related activities

Raise the skills of human capital in the supply chain and digital professions

To support the marketing structures of the Region's agricultural products, in particular through the creation of a commercial platform.

2



### Industrial performance

Develop industrial know-how with digital intelligence to substitute certain imported products while increasing the share of exports

Set up an R&D application offer to meet the needs of industrialists

Develop new industrial ecosystems based on existing ones as a lever for acceleration and synergy

3



### Smart City

Implementing a DATA strategy at the regional level Promoting the use of digital technology to monitor the region's industrial and economic development

Accelerating the use of digital in public services

To improve the level of control of information flows between the main regional actors;

Strengthen the integration of new energy-related technologies into homes and the urban electricity grid

Improving the public transport system and enhancing its sustainability

# REGIONAL INVESTMENT CENTER

## Tangier - Tetouan - Al Hoceima

The Regional Investment Center, upon High Royal instructions, & the introduction law 47-18, is endowed with legal corporate and financial autonomy, with a new organization and new missions consisting of : the contribution to the implementation of State policy in terms of territorial development, incentives, promoting and attracting investment at the regional level. It provides support to the businesses, in particular SME's & VSE's.

### The missions:



Provides support to the businesses in the Region, in particular SMEs and VSEs. It also contributes to the implementation of strategies related to encouraging the regional investment, and integrated development offers, in harmony with public policies.



Contributes to the planning and management of State financial support for investors, it plays the role of the mediator in settling conflicts & disputes between administrations and investors.



A one-stop-shop for investment through an integrated follow up and end-to-end processing of investment files, starting from applications to the issuance of authorizations, acts and decisions. All these steps are done in collaboration with the administrations and public institutions concerned about investment.



Serves as an interface between the investor and the administrations by simplifying and digitizing administrative procedures in order to meet the speed, transparency and efficiency required for processing investment projects.



# Agency for promoting & developing the Northern region, APDN

## Presentation :

APDN is a model structure for integrated territorial development created in 1996, it is the first public institutions for territorial economic and social development. Created under the supervision of the Head of Government and enjoying financial autonomy, the APDN operates within a perimeter of 11 Prefectures and Provinces and 243 municipalities.

- A scope of intervention with multiple territorial specificities.
- 25 years of expertise in managing development programs.
- An organization adapted to the needs of performance and results in project management
- The APDN comprises 6 business divisions in addition to the General Management and 16 departments working in functional and operational synergy and complementarity.

## Les missions



### Federation and mobilization at the territorial level.

The APDN mobilizes expertise, partners and funding to support local actors in implementing national strategies for sustainable human and economic development. It thus contributes to the commitment of Morocco and its institutions in favor of the Sustainable Development Goals (SDGs).



### Monitoring, planning and territorial expertise

The APDN puts its economic and social expertise to the benefit of public decision-makers, local authorities and investors. It thus carries out strategic, sectoral and technical studies on the feasibility and effectiveness of development projects and provides its strategic platform.



### Editing & project management

The APDN gathers partners and mobilizes funding for the implementation of integrated economic and social programs. It thus contributes to the strengthening of the action of sectoral departments and local authorities for the improvement of basic economic and social infrastructure.



### Support for local development initiatives

The APDN provides support to local authorities in terms of technical support and capacity building for teams. It also supports civil society initiatives to bring out local initiatives in favor of children and young people and women.

# Tanger Med Special Agency

Tanger Med is a global logistics hub, located on the Strait of Gibraltar and connected to more than 180 global Ports, offering capacities processing capacity for 9 million containers, 7 million passengers, 700,000 trucks and 1 million vehicles.

## A WORLD-CLASS PORT COMPLEX



The port complex of Tanger Med extends over 1000 Ha and includes:

The Tanger Med 1 port, consists of two container terminals, a hydrocarbon terminal, a general cargo terminal and a vehicle terminal

The Tanger Med 2 port, consists of two container terminals

The Tanger Med Passengers port, includes passenger and truck boarding docks, the regulation areas, and the ferry terminal

A Tanger Med business center (Tangier Med Port Center)

## A REGIONAL INDUSTRIAL COMPETITIVENESS PLATFORM



Tanger Med Zones, covers 20 million m<sup>2</sup> and constitutes a regional competitiveness platform in industry, logistics, services and trade sectors.

The Tanger Med platform includes: Tanger Free Zone, Tanger Automotive City, Tetouan Park, TetouanShore, Zone Franche Logistique and Renault Tanger Med.

## TANGER MED SERVICES : AN EFFICIENT AND INNOVATIVE OFFER



Tanger Med's Services activities include three subsidiaries:

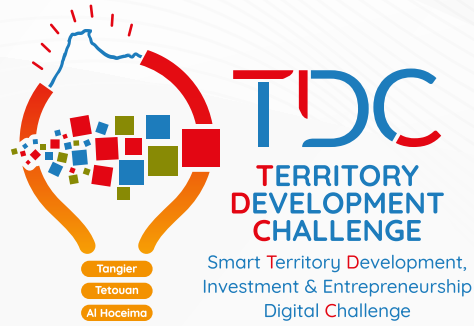
Technologies (CIRES Technologies) Engineering (Tangier Med Engineering)

Water and electricity distribution (Tangier Med Utilities)

## A FOUNDATION FOR HUMAN DEVELOPMENT

The Tanger Med Foundation consolidates TMSA's strategy in terms of social responsibility and sustainable development. Created in May 2007, the Tanger Med Foundation carries, carries out and supports the initiatives of the Tangier-Tetouan-Al Hoceima region by working for structuring projects in partnership with local communities, governmental institutions and local associations. The actions of the Foundation are mainly focused on the fields of Education, Health, Vocational Training and Sociocultural





# Sponsorship formulas





**GOLD SPONSOR**  
**150 000 DH**



✓ **VIRTUAL BOOTH:**

- You will be entitled to a virtual booth during the contest period

✓ **VISIBILITY AND PUBLIC RELATIONS:**

- Your logo is associated as a Gold Sponsor on all contest promotional materials.
- Advertising panels, landing page, Competition platform, home page of the organizers' sites, their social networks, in boost sponsorship, street marketing, posters, flyers, mailings, newsletters, etc.)
- Your logo as a Gold Sponsor will be displayed on the official banners and at the entrance to the venue of the event (if applicable)
- Acknowledgments during the various events and seminars/webinars organized on the occasion of the competition

✓ **PARTICIPATION IN THE ANIMATION OF THE COMPETITION:**

- Presence in the jury
- You will have the right to speak in each event/webinar, B2B matchmaking space, chat room,
- Participation with 3 mentors at your convenience Have a talk related to a theme of the competition
- Organization of a seminar and/or Webinar related to a theme

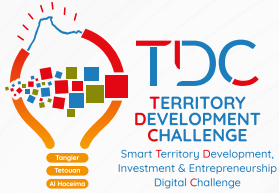
✓ **EMAILING :**

- A mailing dedicated to your brand
- Collective emailing

✓ **SOCIAL MEDIA :**

- An advertising page will be offered to you during press campaigns and on FACEBOOK-LinkedIn account
- A dedicated social media post





**SILVER SPONSOR**  
**100 000 DH**



✓ **STAND VIRTUEL :**

- You will be entitled to a virtual booth during the contest period

✓ **VISIBILITÉ ET RELATIONS PUBLIQUES :**

- Your logo is associated as a Silver Sponsor on all contest promotional materials.
- Billboards, landing page, Contest platform, in boost sponsorship, street marketing, posters, flyers, mailing, newsletters..)
- Your logo as a Silver Sponsor will be displayed on the official banners and at the entrance to the venue of the event (if applicable)
- Acknowledgments during the various events and seminars/webinars organized on the occasion of the competition

✓ **PARTICIPATION IN THE ANIMATION OF THE COMPETITION:**

- Participation with 2 mentors at your convenience Have a talk related to a competition challenge B2B matchmaking space, chat room
- Organization of a seminar and/or Webinar related to a challenge

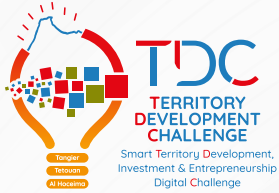
✓ **EMAILING :**

- Collective emailing

✓ **SOCIAL MEDIA:**

- A dedicated social media post





**BRONZE SPONSOR**  
**50 000 DH**



✓ **VISIBILITY AND PUBLIC RELATIONS:**

- Your logo is associated as a Bronze Sponsor on certain contest promotional materials.
- Billboards, Competition platform, in the sponsorship boost, posters, flyers, mailings, newsletters, etc.)
- Your logo as a Bronze Sponsor will be displayed on the official banners and at the entrance to the venue of the event (if applicable) Acknowledgments during the various events and seminars/webinars organized on the occasion of the competition

✓ **PARTICIPATION IN THE ANIMATION OF THE COMPETITION:**

- Participation with 1 mentor at your convenience

✓ **EMAILING :**

- Collective emailing



# Participation form



Sponsor's company name

I.C.E.

Head office address

Contact person

Full name

Function

Address

ZIP code - City

Country

Phone

Fax

E-mail

Website

## Activity Area

- Industry  Tourism  Bank and insurance  Logistics  Services  Construction  Trade  Energy  IT  Other

## Themes and Challenges of the competition (Reserved for Gold and Silver sponsors)

### TERRITORIAL ATTRACTIVENESS

- Tourism and Culture
- Health and Wellbeing
- Rural Environment

### SUSTAINABLE ECONOMY

- Green Energy
- Circular Economy
- Blue Economy

### INTELLIGENCE AND DIGITAL TRANSFORMATION

- Logistics and aTrade
- Industry
- Smart City

## Desired formula

- GOLD - 150 000 DH  SILVER - 100 000 DH  BRONZE - 50 000 DH

Amount :

## Settlement procedure & schedule

Payment must be made in full, including Tax, for the benefit of the Tanger Med Foundation, 15 days from the signing of this form.



Full Name

Date

Authorized signature

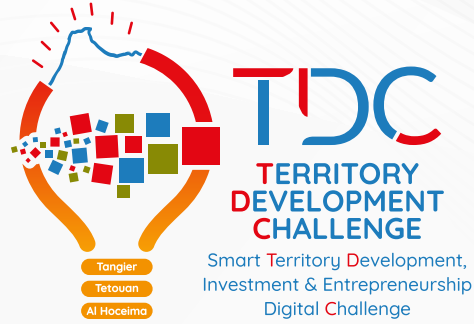
Contact

Fadoua AMGHOUS

✉ famghouz@investangier.com

☎ 0661 277 702





# Our partners



المملكة المغربية  
وزارة الداخلية  
  
ولاية جهة صحجة - تصون - الحسيمة

  
المملكة المغربية  
وزارة الداخلية  
عمالة المضيق البنيكوق

  
المملكة المغربية  
وزارة الداخلية  
إقليم تصون

  
المملكة المغربية  
وزارة الداخلية  
إقليم الفحص أنجرة

  
إقليم الحسيمة

  
المملكة المغربية  
وزارة الداخلية  
إقليم شفشاون

  
إقليم العرائش  
Province de Larache

  
إقليم وزان









# TDC

## TERRITORY DEVELOPMENT CHALLENGE

Smart Territory Development,  
Investment & Entrepreneurship  
Digital Challenge

