



Intellectual Capital for Communities in the Knowledge Economy “Research agenda for Morocco”



WORLD BANK INSTITUTE
Promoting knowledge and learning for a better world

World Conference on Intellectual Capital for Communities
- Fourth Edition -

PREREQUISITES

- **A NEW STATE OF MIND**
- **CLEAR GENERAL GUIDELINES**
- **AN INSTITUTIONAL REFORM**
- **AN AMBITIOUS RESEARCH PROGRAM**

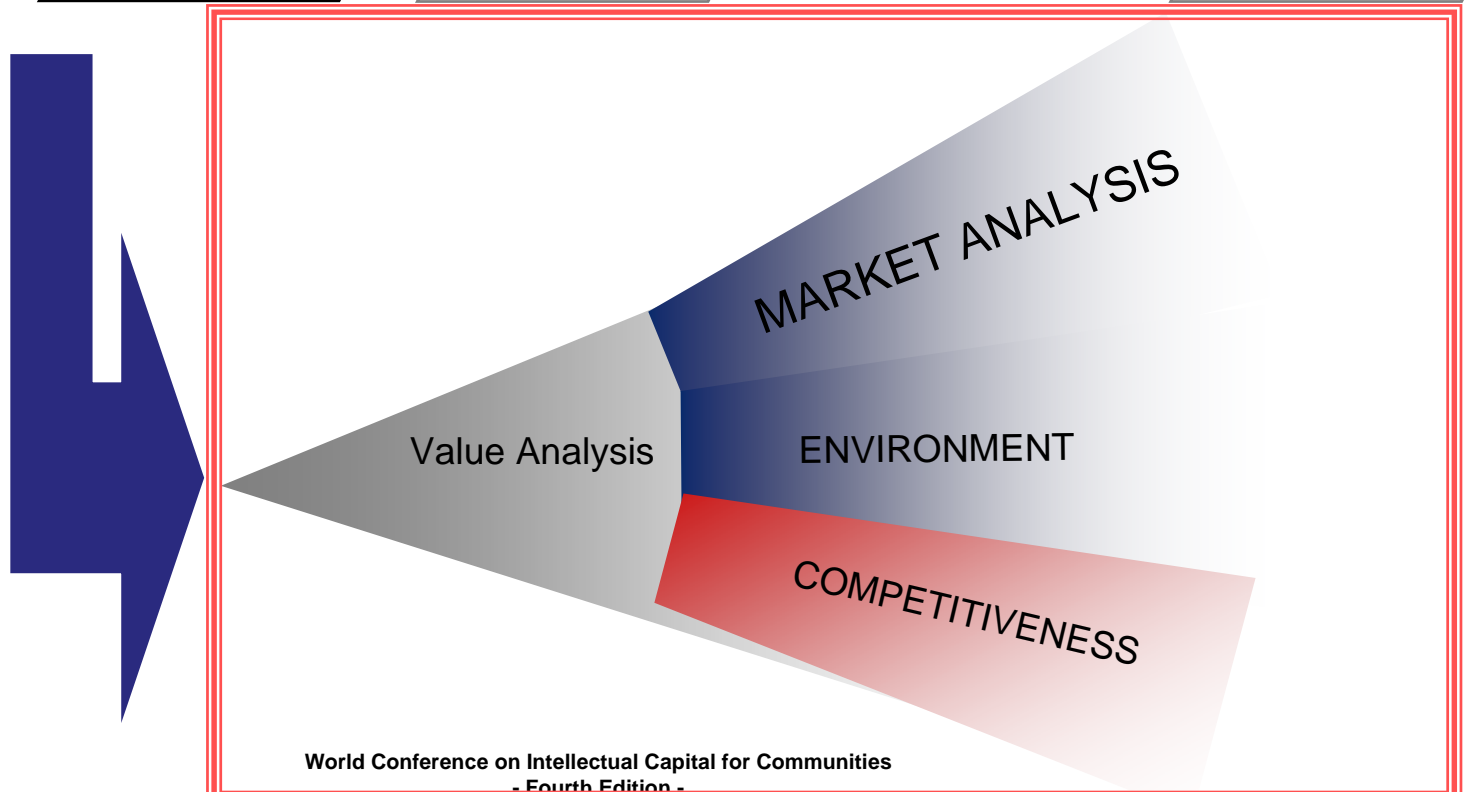
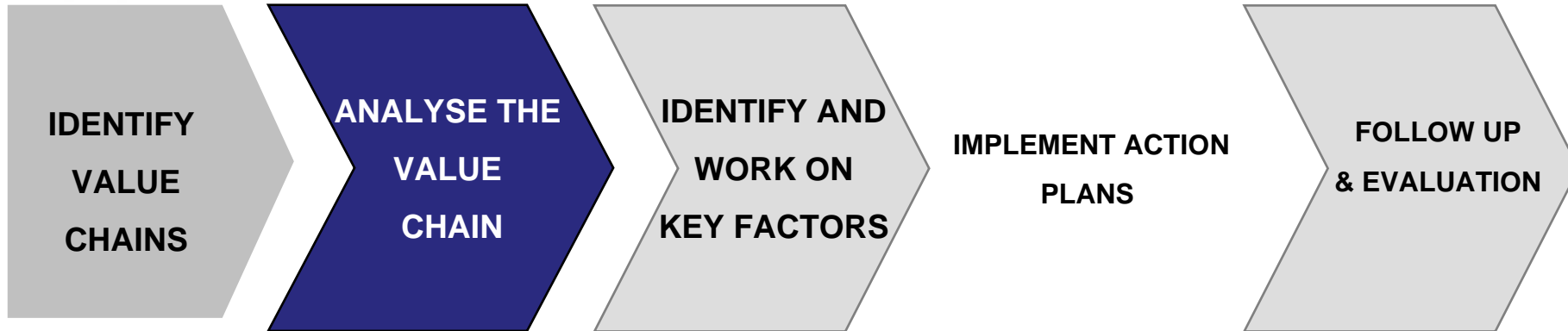
A CHANGE IN THE STATE OF MIND

- **A NEW WAY OF THINKING IS EMERGING BOTH IN THE PUBLIC AND THE PRIVATE SECTOR**
- **EDUCATION IS CONSIDERED AS A MAJOR CONCERN**
- **TALENT, BRANDS, KNOW HOW... TO BE CONSIDERED AS VALUABLE ASSETS IN BUSINESS WORLD**
- **SUCCESS STORIES PRESENTLY LIMITED TO SOME RARE ACHIEVEMENTS IN THE PRIVATE SECTOR SHOULD BE EXTENDED TO THE WHOLE SOCIETY**

GENERAL GUIDELINES

- **SYNERGY ,A KEY CONCEPT WHICH WOULD LEAD TO NEW TYPES OF PARTNERSHIP**
- **VALUE CHAIN APPROACH IS ADOPTED AS A METHOD FOR ANALYSING ALL ACTIVITIES AND SECTORS**

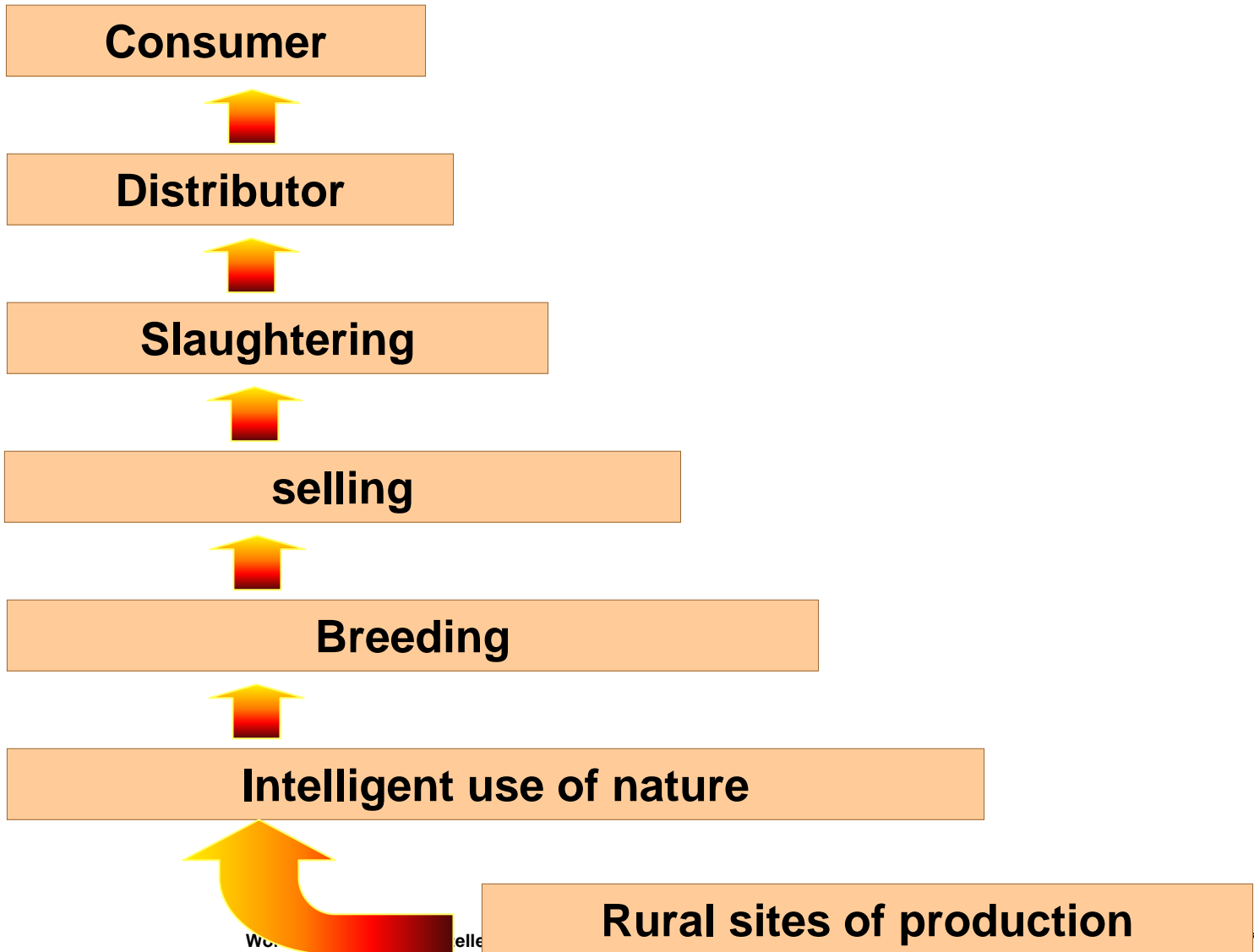
Value chain analysis



Red meat value chain actors

- **FARMERS AND BREEDERS**
- **ENVIRONMENTAL MONITORING AND PROTECTION EXPERTS**
- **VETERINARIAN RELATED RESEARCH**
- **VETS AND AGRONOMIC INSTITUTES**
- **MODERN SLAUGHTERHOUSE MANAGEMENT AND TECHNOLOGY**
- **ANIMAL NUTRITION INDUSTRY**
- **FOOD INDUSTRY**
- **TRADITIONAL COOKING DEVELOPMENT AND INNOVATION**
- **ENTREPRENEURSHIP SPIRIT**

I.E: Value chain for red meat



INSTITUTIONAL REFORMS

- **REPOSITIONING OF UNIVERSITIES AND RESEARCH CENTERS**
- **DECENTRALISATION**
- **LOCAL GOVERNANCE**

2010 set as a deadline for a new kind of universities:

- <real world oriented>**
- devoted to citizens needs and economic priorities**
- Ethical, autonomous and competitive**

BRIDGING RESEARCH AND ECONOMIC WORLD

I.E:

- **THE ECONOMIST PRIZE**
- **THE AGRO-INDUSTRIAL TROPHY**
- **HASSAN II PRIZE FOR AGRONOMIC RESEARCH**

**RESEARCH PRIORITIES AS IDENTIFIED:
ENERGY,
BIOTECH,
WATER,
SOFTWARE AND ICT**