



# Intellectual Capital for Communities in the Knowledge Economy Moroccan case



WORLD BANK INSTITUTE  
*Promoting knowledge and learning for a better world*

World Conference on Intellectual Capital for Communities  
- Fourth Edition -



# **A FIRST STEP**

**A MEETING HELD IN RABAT ON APRIL  
27th,2008**

**World Conference on Intellectual Capital for Communities  
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# **A MAJOR CONTRIBUTION OF THE NEW CLUB OF PARIS**

# A CLEAR OFFICIAL WILL

- Ministry of economic planning
- Ministry of trade and industry
- Telecommunications agency
- Public sector auditing court
- New technologies department
- National centre for scientific research
- Moroccan office for intellectual property

# OBJECTIVES

- A first diagnosis should pave the way for a better integration of intellectual capital in economic policy
- The meeting should be regarded as an opportunity for developing synergy among institutions which rôle is relevant as far as intellectual capital is concerned

# DIAGNOSIS

## Strengths:

- Available scientific capabilities
- An interesting research network exists but is not enough connected to economic sectors
- An up to date legal frame work regarding patents

## Weaknesses:

- A low input of intellectual capital in economic production
- An insufficient integration in world economy
- Education remains a major concern

# A BEGINNING OF IMPLEMENTATION

- Education to be set as a priority (creation of a high council, use of a participative approach involving teachers and parents representatives, a better use of technology in teaching...)
- Setting up Networks which link research, education and economic actors

**MOROCCO ADOPTED A NEW STRATEGY FOR INDUSTRY NAMED “Émergence” PLAN TARGETING THE INCREASE OF GNP BY AN ADDITIONAL 1,6 POINTS OVER THE FORTHCOMING DECADE.**




**IT SHOULD CREATE 440.000 JOBS BY FOCUSING ON:**

- Offshoring activities**
- Automotive industry**
- Aerospace industry**
- Electronics**
- Food industry**
- Fisheries**
- Textile industry**
- Hand made crafts-**








# Automobile: Equipementiers de 2<sup>e</sup> et 3<sup>e</sup> rang









## PORTUGAL

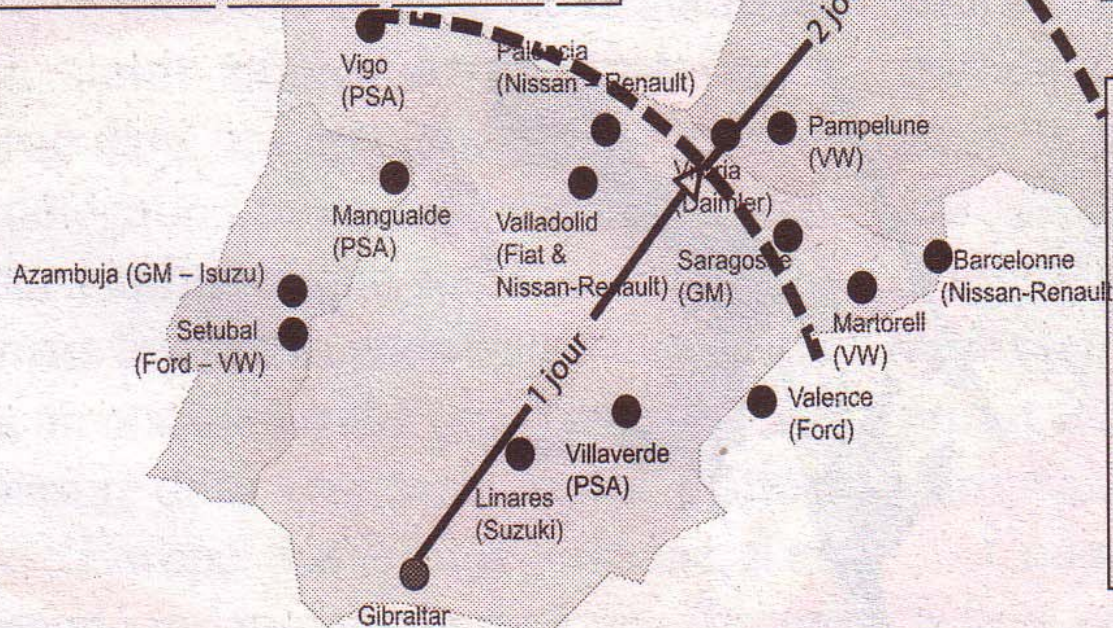
	Nombre de sites principaux	Production (milliers de véhicules)	
		1991	2004
	1	0	110
	1	10	69
	1	33	53
	<b>3</b>	<b>43</b>	<b>232</b>

## FRANCE

	Nombre de sites principaux	Production (milliers de véhicules)	
		1991	2004
	5	1 336	1 800
	5	1 027	1 288
	1	0	184
 PSA Peugeot Citroën	1	9	169
	1	0	127
	<b>13</b>	<b>2 372</b>	<b>3 568</b>

## ESPAGNE

	Nombre de sites principaux	Production (milliers de véhicules)	
		1991	2004
	3	552	680
	3	433	661
	2	338	633
	1	382	459
	1	341	385
	1	28	68
	1	0	28
	1	25	22
	<b>13</b>	<b>2 099</b>	<b>2 936</b>



# A « GREEN PLAN »

Aiming at Linking agriculture to industry and international trade

→ The green plan adopted in April 2008

→ Value chain approach adopted as a methodology

→ Link production with research and demand in the market

# CULTURE AS A WEALTH

- **STYLE CITY FOR A YEARLY FASHION EVENT**
- **COOKING TO**
- **POPULAR SONGS, TRADITIONAL CHOREOGRAPHY, TYPICAL ARCHITECTURE... TO BE IDENTIFIED, GATHERED, PROTECTED AND PROMOTED**

# PROMOTE KNOWLEDGE BASED CITIES

Integrate knowledge in all the value chains of all sectors

i.e : Meknes agropolis

“Food industry as a distinctive competence”

- University devoted to this sector
- Agronomic engineering involved through a local institute
- Local public policy to create favourable environment
- Entrepreneurship and innovation supporting institutions