

Cleantech INNOVATE FORUM

Cleantech Innovate Forum Agenda

Venue : [Barcelo Anfa Hotel, Casablanca, Morocco](#)

Date : September 26th

Time : 9:00 AM - 6:00 PM

9:00 AM - 10:00 AM: Registration & Welcome Coffee

10:00 AM - 10:15AM: Welcoming Words

- **Ghassane Bouhia**, Principal Manager, EBRD
- **Ahmed Larouz**, Lead, ClimateLaunchpad Morocco

10:15 AM - 10:40 AM: Keynote Presentation by Ron Bloemers, CLP Trainer & CEO of START-U-UP

Topic: *Driving Cleantech Innovation and Startups*

Ron will share insights on scaling cleantech innovations and how startups can access international markets and investment.

10:40 AM - 11:25 AM: Panel 1 - Government and Cleantech: Policy, Funding, and Innovation

This panel will focus on the role of government in fostering cleantech development through supportive policies, funding opportunities, and partnerships with the private sector. The discussion will explore how governments can drive innovation, support cleantech startups, and ensure sustainable growth in the industry. Policymakers, investors, and innovators will share insights into how government initiatives are impacting the cleantech landscape.

- **Panelists:**
 - **Brahim Benmoussa**, Former Director at Ministry of Investment
 - **Oumaima El Idrissi**, Municipal Councillor and CSR Professional
 - **Mehdi El Alaoui**, Head of the Startup Ecosystem, Agence Development Digital (ADD)
 - **Larbi Toumi**, UNDP Green Growth Accelerator Manager
 - **Mohammed Boussetta**, President Ribat El Kheir Municipality & Professor Fès University
 - **Moderator:**
 - **Adam Chati**, Professor at Hassan II University & Co-Founder of ThrivingLab
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11:25 AM - 10:30 AM: Address by Abdellatif Mazouz, President of the Region Casablanca-Settat

11:30 AM - 11:45 AM: CLP Pitch Session 1

Three startup pitches, each lasting 5 minutes, followed by 2 minutes of Q&A from the jury.

- Pitch 1: Water IT System
 - Pitch 2: POTTERIA
 - Pitch 3: Advanced Watering
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11:45 AM - 12:00 PM: Coffee Break & Networking

12:00 PM - 12:45 PM: Panel 2 - Cleantech Innovations: Opportunities & Challenges

This panel will explore the current landscape of cleantech innovations, focusing on the opportunities they offer to address global environmental challenges and the difficulties faced by startups in scaling these solutions. Panelists will discuss the roles of investors and policymakers in fostering innovation and accelerating the adoption of clean technologies.

- **Panelists:**
 - **Amal Benaissa**, Director - Sustainability Advocacy, Bank of Africa
 - **Mehdi Alaoui**, CEO LaFactory
 - **Naoelle BEN ALLEL**, Founder & CEO Synergie Durable
 - **Ayoub Ait El Maalem**, CEO Of INSPAIRX
 - **Issam Amrani**, CEO Fledge
 - **Moderator:**
 - **Jop Blom**, Co-Founder, CleantechHub
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12:45 PM - 1:05 PM: CLP Pitch Session 2

Three startup pitches, each lasting 5 minutes, followed by 2 minutes of Q&A from the jury.

- Pitch 4: Eco Binder
 - Pitch 5: FABWs
 - Pitch 6: GEOAP
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1:05 PM - 2:05 PM: Lunch Break

2:05 PM - 2:50 PM: Panel 3 - Cleantech Innovations in the Global Market

This panel will focus on global cleantech trends and how entrepreneurs can leverage international markets for growth. Panelists will discuss which global markets are ripe for cleantech solutions, strategies for scaling beyond local markets, and the role of international partnerships in driving success.

- **Panelists:**
 - **Hatim Chraibi**, SPIRE Advounder & managing director
 - **Mohammed Ouazzani Jamil**, Vice-Preisory , Co-fsident Private University of Fez
 - **Bilal Ararou**, Nuelink - CEO
 - **Zouheir Lakhdissi**, Investor & CEO AI Crafter
 - **Adil Lamnini**, President Made in Morocco
 - **Moderator:**
 - **Hiba Rizk**, EBRD - Senior Advisor
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2:50 PM - 3:10 PM: CLP Pitch Session 3

Three startup pitches, each lasting 5 minutes, followed by 2 minutes of Q&A from the jury.

- Pitch 7: REnouvelable.ma
 - Pitch 8: EcoBricks Maroc
 - Pitch 9: Green Leaf AI
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3:10 PM - 3:25 PM: Coffee Break & Networking

3:25 PM - 4:10 PM: Panel 4 - Scaling Cleantech Startups: From Idea to Market

This panel will focus on how cleantech startups can successfully scale from early-stage ideas to market-ready solutions. The discussion will cover attracting investment, building sustainable business models, and navigating the entrepreneurial ecosystem in Morocco and beyond. Panelists will share insights on the resources and networks available to help startups grow and thrive.

- **Panelists:**
 - **Mohamed Zaz**, Co-Founder PRODIGIA
 - **Mohamed Taha El Ouaryachi**, Co-Founder ATAREC
 - **Ismael Belkhatat**, CEO CHARI
 - **Lamyaa El Bassiti**, Startup Universe Morocco Lead
 - **Meryem Kassou**, CEO of DIGITS
 - **Moderator:**
 - **Ahmed Larouz**, CEO BRIDGIZZ & ClimateLaunchPad Morocco Lead
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4:10 PM - 4:30 PM: CLP Pitch Session 4

- Pitch 10: PlastiWear
 - Pitch 11: InsectAgriSolutions
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4:30 PM - 5:00 PM: Jury Deliberation & Networking Break

5:00 PM - 6:00 PM: Awarding Ceremony

Jury Members:

- **Jop Blom**, Co-Founder, CleantechHub
 - **Ron Bloemers**, CEO, START-U-UP
 - **Houda Boutoulout**, Senior Investment Expert/Advisor, GIZ
 - **Adil Lamnini**, Founder & President, Made in Morocco
 - **Mehdi El Alaoui**, Head of the Startup Ecosystem, Agence Development Digital (ADD)
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6:00 PM: Closing Remarks & End of the Forum