

The Competence Center on Automation, Morocco (CCoA)

Challenge and Idea

Morocco is establishing itself as an industrial location and logistical hub for the African continent, based on extensive plans for the development of key sectors such as mobility and transport (automotive, aviation, airport, port, traffic control, etc.), data processing centers, renewable energies, agriculture and food processing, tourism, but also the powerful phosphate industry and mining.

However, industrial progress has led to increased personnel requirements in the industry, both in terms of quantity and quality. Morocco needs well-trained specialists especially in the area of information and communication technology and IT-related services to increase its economic strength in the long term.

National and international training initiatives are trying to improve the situation on the labor market, such as the national agency ANAPEC and the BMZ. In a joint effort of the GIZ, the ZVEI and the AHK Morocco several middle sized German companies from the electro-sector, as well as Siemens, and Deutsche Messe Technology Academy have created in 2020 an interest group of German companies who's objective is to train young people on the vocational and academic level in skills required for industrial automation. This group has recently started discussions with Moroccan stakeholders from the political and economic sector in order to design a training project, that could start even before the end of this year.

Against this background, the Competence Center on Automation will carry out training and further education measures at craftsmen-, engineering and management level. The CCoA will organize and coordinate curricula development, trainings, seminars, conferences and exhibitions and generally serve to create networks on the corporate level.

Objectives

The Competence Center on Automation focusses upon

- Creation of new jobs through the transfer of know-how on automated systems and soft skills, required for effective management and the foundation of start-up companies
- Further improvement of employment-opportunities in Moroccan industries through advanced automation and digitization technologies.

Focus areas of the CCoA are:

- Automotive sector,
- Agriculture and food-processing,



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Activities

At present the following activities are planned for 2021:

- Introduction of dual training aspects for technical professions
- Introduction / improvement of specialized training courses for system integrators at various levels
- Design of a professional cooperation network between Moroccan industrial companies / institutions and the German cluster participants (SMEs)

- Networking of further German companies in the electrical and mechanical engineering industries with the country's core industrial sectors

Facilitation of knowledge transfer

The strategic approach of the project is divided into 2 modules. The first phase of the project begins in 12/2020 and will last 15 months.

Module 1: Basic skills

- **Basic Training:** Development and application of basic training courses based on the general needs of Moroccan industry (focus on basic skills in mechanics, electrical engineering and automation)
- **System training:** Training of system integrators at a large-scale training system (skills required by future system integrators plus basic mediation of management and entrepreneurship)
- **Train the trainer:** Training of teachers of Moroccan vocational schools and universities on control and regulation systems as well as graduates of basic- and system training

Module 2: Diversification of skills and know-how transfer by networking

- **Seminars and workshops** on specific topics of advanced automation technologies (on site, e-learning, webinars)
- **Networking events**, based on virtual tools for knowhow exchange and connecting people
- Support of creation of **German-Moroccan joint ventures**
- **Conferences** on digital topics such as Smart Factory, augmented and virtual Reality in Industry or easy robot programming
- A **Digital Lab** using augmented and virtual reality in education and training; **Application showroom**

Involved Companies

The following German companies represent within this project the interest of the German electrical industry and more:

- **Steinbeis-Hochschule Träger gGmbH**, Education provider and in lead of the project
- **Deutsche Messe Technology Academy** Development of networks between companies and knowledge partners, conferences, competence center, etc.)
- **Phoenix Contact Group** Components, systems and solutions in the field of electrical engineering, electronics and automation)
- **Pflitsch GmbH** Cable glands and cable ducts)
- **Rittal GmbH** System provider for enclosures, power distribution, air conditioning, IT infrastructure and software & service)
- **Siemens AG** Design and construction of automated systems)

The design and operation of the Competence Center on Automation is actively supported by

- **ZVEI e.V.**, *Central Association of the German Electrical and Electronics Industry*,
- **AHK Morocco**, *German Chamber of Industry and Commerce in Casablanca*,
- **GIZ GmbH**, *Deutsche Gesellschaft für internationale Zusammenarbeit*, (EZ-Scoutprogramm + Invest for Jobs).

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