
Press release

Strategic partnership between the Agency for Digital Development (ADD) and Indra to promote the digital transformation of Morocco, within the framework of GITEX Africa Morocco 2024

Morocco's Agency for Digital Development (ADD) and Indra, a leader in technological solutions, signed a Memorandum of Understanding (MoU) on Thursday, May 30, 2024, within the framework of the second edition of GITEX Africa 2024. This strategic agreement constitutes a major step in the development of the international cooperation between Morocco and Spain in the fields of the digital transformation and information and communication technology.

The MoU signed by the DDA and Indra focuses on several key pillars designed to accelerate the digital transformation process in Morocco. The agreement provides for exchanges of specialized know-how within the sector, enabling the parties to benefit from each other's knowledge and experience in this crucial area. It will also facilitate exchanges of experiences and knowledge through the coordination of consultative and technical workshops involving key players, ensuring that the latest advances and trends in the digital transformation are constantly incorporated.

This cooperation agreement will also provide an opportunity to enhance digital skills and promote the culture of technological innovation. ADD and Indra will seek to develop innovative solutions suited to the specific needs of Morocco, thus contributing to the improvement of the region's digital competitiveness.

ADD Managing Director Mohammed Drissi Melyani stressed that this partnership represents an ideal opportunity for Morocco to benefit from the know-how and expertise of a leading company in the field of digital technologies. It will be an important step towards reinforcing the country's capacity to drive the digital transformation and the development of a strong and inclusive digital ecosystem.

Indra's CEO, José Vicente de los Mozos, expressed his satisfaction and delight to be associated with the ADD, a highly active institution in the digital field, together with its willingness to support the efforts made to secure digital development. He also said that Indra is committed, through its expertise in information technology and innovation, to working closely with the DDA to achieve common goals and create new opportunities for digital growth.