

Press release

Casablanca, 18 March 2021

Inetum group launches its new Africa Innovation FabLab in Casablanca, Morocco.

Inaugurated on Thursday 18 March in Casablanca, the new FabLab aims to boost Inetum's ability to support its African clients in terms of innovation, with solutions suited to their needs. In the era of post-digital transformation, when needs and usages are constantly being reinvented, this event shows the strategic ambition of the Group to take part in the digital transformation of the African continent.

The inauguration took place in the presence of Vincent Rouaix, Chairman and CEO of Inetum, as well as Group representatives in Africa. The innovation centre is located in the new Moroccan headquarters, in Casanearshore (Casablanca). It aims to reinforce the localization of skills and ensure Inetum's ability to provide its clients with end-to-end support.

FabLabs as innovation drivers: "Made in Inetum"

For Inetum, FabLabs are places dedicated to innovation and designed to allow clients to experience the latest technological breakthroughs. Organized to welcome the group's partners and clients, they promote a co-creation, proximity approach, from the identification of needs to the development of solutions.

FabLabs are made up of multidisciplinary teams, including researchers, and focus on the creation of solutions to accelerate change for organizations.

This conceptualization approach has guided the group's innovation strategy for several years already: today, Inetum is based on a network comprising seven FabLabs respectively located in France, Belgium, Portugal, Spain, and now Morocco for the African continent.

Inetum, committed to the digital transition of the African continent

Inetum has been operating on the African continent for over 15 years

A story reflecting ongoing entrepreneurial commitment, strong local presence, and an ambition to accelerate growth through an established presence and a strong alignment with local business activities.

The Inetum Group's international development strategy is inclusive and sustainable, with a focus on proximity.

With offices in Morocco since 2003, Inetum's Casablanca branch is an entrepreneurial success story as it provides innovative solutions to over 500 Moroccan and African companies.

According to Vincent Rouaix, Chairman and CEO of Inetum: "Today, Africa is booming thanks to digital technology. The inauguration of the Casablanca FabLab, the first in Africa, shows our desire to foster the integration of new technologies as the driving force of the African economy. During this period of global crisis, we continuously support and accompany our partner companies through the development of innovation and technologies. It is in the DNA of Inetum as a player in positive digital flow."

Jean-François Gaudy, Chief Innovation & Digital Officer at Inetum, explains: "This FabLab will help to develop innovative solutions co-built to best serve Inetum clients and partners. Dedicated to research, it will also allow companies to stay ahead in their respective markets, through innovation and technologies. Setting it up in Casablanca was an important step in meeting the expectations of African and Moroccan digital players."

This strategy is backed by the integration of major key players in specific high-stake segments of the digital ecosystem. The Moroccan subsidiary has therefore over the last few years onboarded the companies Archos Technology, Valuepass and Capital Consulting.

Already operating in the Ivory Coast, Angola, Senegal, Cameroon and Tunisia, Inetum wishes to make its seventh FabLab a landmark in the Group's commitment on the African continent, and the proof of a positive digital flow in favour of the greatest number of people.

About Inetum, Positive digital flow:

Inetum is an agile IT services company that provides digital services and solutions, and a global group that helps companies and institutions to get the most out of digital flow. In a context of perpetual movement, where needs and usages are constantly being reinvented, the Inetum group is committed towards all these players to innovate, continue to adapt, and stay ahead. With its multi-expert profile, Inetum offers its clients a unique combination of proximity, a sectorial organization, and solutions of industrial quality. Operating in more than 26 countries, the Group has nearly 27,000 employees and in 2019 generated revenues of €2.3 billion (pro forma).

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