



SHARING KNOWLEDGE IS ENLIGHTENING THE FUTURE

PRESS RELEASE

Success of the 3rd virtual edition of the "Innovation Camp" program organized by the Attijariwafa bank Foundation and INJAZ Al-Maghrib

Casablanca, 7 December 2021. In line with initiatives aimed at building the entrepreneurial capacities of the youth, the Attijariwafa bank Foundation and its strategic partner INJAZ Al-Maghrib organized from 24 to 26 November, the 3rd edition of the **"Innovation Camp"** program, benefiting 100 students from various regions of Morocco.

The **"Innovation Camp"** program aims to introduce, through practice and challenges, creativity and innovation methodologies (business model, brainstorming, selection of relevant ideas, etc.) to young university students, who are potential project leaders. It is strongly driven by the synergy between the Group's volunteer advisors and their multidisciplinary student teams. Beneficiaries are encouraged to develop new skills, experiment with teamwork, give free rein to their imagination by adopting new styles and ultimately build innovative and economically sustainable models.

In this edition, the Attijariwafa bank Foundation worked in synergy with **Wafa Immobilier** and **INJAZ Al-Maghrib** to propose a topical theme, with a strong innovation component, inspired by the challenges of transformation and digitalization in the real estate sector. Thus, in the program, 5 teams competed during 48 hours, and have taken up the challenge of **"Designing a digital tool to perform a virtual tour of a property for appraisal purposes"**.

This program has been a great success owing to the active mobilization of Attijariwafa bank's employee volunteers and Wafa Immobilier's business experts. Through their involvement, knowledge-sharing and the quality of their coaching, they were able to boost the students' collective vision and creativity to propose innovative solutions for this challenge.



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A jury composed of Attijariwafa bank managers and experts in innovation selected the most innovative project after having interacted with the various teams about their solutions and given them advice and recommendations. Thus, the project presented by "WIEXPERT", a team of graduate students from several cities (Casablanca, Fez, Taza, Errachidia, Meknes, Kenitra), was unanimously selected as the winner of the 3rd edition of the Innovation Camp.

In response to the challenge of the competition, "WIEXPERT" has stood out through a structured and successful project. The project offers a solution based on a geolocation app that can be downloaded by customers and that allows a fully digital experience for the physical appraisal of a property, from making an appointment with the Wafa Immobilier surveyor to the evaluation and appraisal of the property, based on 360° photos taken through a feature embedded in the solution.

Considering the efforts made by all the teams in designing their projects, the Attijariwafa bank Foundation congratulates all the participating students for their commitment and expresses its gratitude to its partner INJAZ AL-Maghrib, the volunteer advisors of Attijariwafa bank and the mentors of Wafa Immobilier who contributed to the success of this 3rd edition.

Through this initiative, the Attijariwafa bank group, via its Foundation and the mobilization of its employee volunteers and its skills sponsorship, reaffirms its strong commitment to support youth entrepreneurship.

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