EMPOWERMENT CENTER

2024-2025 ACTIVITY REPORT

رئاسة جامعة ابن طفيل، المركب الجامعي، ص.ب 242 - القنيطرة - 14000
Presidency Ibn Tofail University, University Campus, BP. 242 Kénitra 14000
Téléphone : (+212) 537 32 92 00 Fax : (+212) 79 45 21 30 05 Site web : www.empowermentcenter.uit.ac.ma

SUMMARY

Presentation of the Empowerment Center 3

Focus on integration :

* Activities related to student integration in 2024 5

* Activities related to student integration in 2025 16

Focus on entrepreneurship :

*Main activities related to self-employment and entrepreneurship 2024 44

* Main activities related to self-employment and entrepreneurship 2025 48

1. Introducing the Empowerment Center

The Empowerment Center is a support space dedicated to students at Ibn Tofail University, aimed at strengthening their employability, facilitating their professional integration, and encouraging student entrepreneurship.

It supports students and alumni in building their professional projects through training, practical workshops, and personalized follow-up, enabling them to successfully transition from their studies to the world of work.

Main objectives :

- Develop professional and cross-disciplinary skills (communication, leadership, teamwork, digital skills)
- Improve students' employability and prepare them for the job market
- Facilitate access to internships, jobs, and professional opportunities
- Encourage initiative and entrepreneurship

Proposed actions :

- Workshops on CVs, cover letters, and interview preparation
- Training in soft skills and professional skills
- Career guidance and coaching
- Support for the creation of student projects and startups
- Networking with companies, mentors, and partners

The Empowerment Center is a real springboard for students' academic and professional success, giving them the tools to become independent, confident, and in control of their future.





I. EMPLOYABILITY Axis 2024 & 2025



3. Activities related to student integration 2024

1. Main actions carried out in 2024:

Dates	Activities	Number of participants
30/05/2024	Hirschmann Automotive job interview	6 étudiants
09/07/2024	Job search workshop - Anapec	28 Étudiants
12/07/2024	Employment opportunities through cooperatives - ODCO	37 Étudiants
24/07/2024	Mass recruitment OSOURCING	120 postes
29/07/2024	Beyond Com International Group recruitment offer	53 Étudiants
01/10/2024	Anapec Workshop No. 1: "Showcasing Your Skills"	25 Étudiants
From 2 October to 8 October 2024	Recruitment campaign for 141 educators (ANAPEC & Moroccan Foundation for the Promotion of Preschool Education)	100 successful candidates
09/10/2024	Training Workshop "Soft Skills as Catalysts for Employability"	50 students
10/10/2024	Anapec Workshop No. 2: "Organizing Your Job Search"	34 students
22nd and 25th October 2024	Open days – Anapec	407 students
21/11/2024	Anapec Workshop No. 2: Resume and Cover Letter	113 students
26/11/2024	Workshop: 'Cooperatives: new sources of employment'	81 students
27/11/2024	'Convincing with your Resume and Cover Letter'	66 students
28/11/2024	'Recruitment interview simulation'	34 students
4th and 5th December 2024	The 'UIT JOB FAIR' Employment Forum	3,249 Registered members 68,161 Total membership
4th and 5th December 2024	Job caravan with ANAPEC	100 participants in the interviews
4th and 5th December 2024	6 UIT JOB FAIR Workshops	540 students
TOTALS	**17 actions over 25 days**	**69955 students**



3. Activities related to student integration 2024

2. Job offers and opportunities:

The Empowerment Center plays a central role in supporting UIT graduates and students in their professional integration.

As such, it has published more than **100** job and internship offers for graduates and students seeking internships, facilitating their rapid entry into the job market.

At the same time, the center regularly offers internships for students, allowing them to develop their skills and discover the professional world.

All these opportunities are accessible via the UITJobFair Instagram page, providing a centralized and dynamic platform for young people seeking experience and employment.

Number of views (screenshot)















@UITJOBFAIR





3. Activities related to student integration 2024

2. Job offers and opportunities:

Number of students who viewed job offers on the UIT JOB FAIR Instagram page







There is a consistently high level of student engagement. The increase in views confirms that the page is an effective and authoritative channel for disseminating career opportunities. This high visibility reflects the relevance of the content published and the sustained interest of students.

3. Activities related to student integration 2024

3. UIT JOB FAIR 2024 :

Ibn Tofail University was proud to host its first university-level job fair, designed to improve employability and facilitate the professional integration of Ibn Tofail students and graduates. With more than **60** renowned companies and an impressive pool of over **68,000** students.

This event marks a crucial moment in career promotion and development, offering invaluable networking opportunities and pathways into the professional world for students, job seekers, and those looking for internships or their first career opportunities.

- General Information :

Gender	Pourcentage%
Male	**43**
Female	**55**
No response	**2**

Level of education	Pourcentage%
A: Bachelor's degree	**39**
B: Master's degree	**57**
C: Doctorate	**0**
No response	**4**

- Number of participants By institution:

Institution with regular access	Pourcentage%
ENCGK	**28**
ENSAK	**17**
ESTK	**10**
ESEFK	**20**
IMSK	**2**
ENSCK	**3**
No response	**20**

Open access establishment	Pourcentage%
FLLAK	**12**
FEGK	**19**
FSJPK	**16**
FSK	**26**
FSHSK	**0**
No response	**27**





3. Activities related to student integration 2024

3. UIT JOB FAIR 2024 :

During the event, ten partnerships were established with various socio-economic stakeholders, with the aim of strengthening collaboration and stimulating economic and social development in the region.



10 Partnerships

- ☑ STELLANTIS
- ☑ ADMINISTRO
- ☑ SOMITOMO
- ☑ CGEM
- ☑ FORVIS
- ☑ RSSPRINT
- ☑ VISEO
- ☑ MAZARS
- ☑ ASSOCIATION SYNERGIE MOUBADARA
- ☑ SOCIAL ENTERPRISE HUB (ESMOROCCO)









3. Activities related to student integration 2024

4. Job caravans 2024:



Anaproche
l'Express des Régions

Journées portes ouvertes sous le thème :

"Plus près des étudiants pour améliorer leur intégration"

Journées Portes Ouvertes & Caravane ANAPEC à l'Université Ibn Tofail Dans le cadre de la dynamique engagée au sein de la région Rabat Salé Kenitra, l'ANAPEC agence régionale à travers l'agence Universitaire de Kénitra et l'Empowerment Center de l'Université Ibn Tofail, ont organisé les journées portes ouvertes sous le thème «Plus près des étudiants pour faciliter leur intégration».

Cet événement qui s'est déroulé du 22 au 25 octobre 2024, a attiré une large audience d'une centaine d'étudiants, qui visaient à accroître leur employabilité et leur autonomie pour mieux faire face aux exigences en évolution rapide du marché de l'emploi.

L'événement a débuté par une séance inaugurale sous la présidence de Mme Imane BELMAATI, Directrice Générale de l'ANAPEC, et du Pr Mohamed Larbi KERKEB, Président de l'Université Ibn Tofail. Cette inauguration a marqué un engagement solide en faveur d'une coopération entre les deux institutions et marque un tournant important dans le soutien de proximité aux étudiants et diplômés de l'Université Ibn Tofail.

Dans son allocution, Pr Mohamed Larbi KERKEB a salué Mme Imane BELMAATI, Directrice Générale de l'ANAPEC, pour son initiative novatrice. Il a également insisté sur le rôle crucial de ce partenariat, qui a pour but de synchroniser les efforts des deux organisations pour améliorer l'employabilité des jeunes étudiants.

Le Président a partagé sa perspective sur l'employabilité et l'innovation au sein de l'Université, mettant en lumière la coopération entre les missions de l'ANAPEC et celles de l'Université.

Lors de son allocution, Mme la Directrice Générale a réitéré son engagement pour le renforcement de coopération entre l'ANAPEC et le monde universitaire, et a instauré un discours axé sur la signification de ces journées, afin de fournir aux étudiants des informations précieuses sur l'offre de valeur ANAPEC dans les domaines de l'Emploi, de l'Employabilité et de l'Entrepreneuriat. Elle a également mis en exergue les avantages d'une carrière à l'international, élargissant ainsi les horizons des étudiants en termes d'opportunités professionnelles.

Mme la Directrice Régionale a aussi prononcé un mot à cette occasion mettant l'accent sur le partenariat ANAPEC-Université et l'engagement de la Direction Régionale pour le développement et le renforcement de ce partenariat. Pour concrétiser cette volonté partagée, une convention de partenariat a été signée entre l'ANAPEC et l'Université Ibn Tofail.

Directrice Générale de l'ANAPEC en compagnie de Mr le Président de l'Université Ibn Tofail a donné ensuite le coup d'envoi à la Caravane au niveau de la bibliothèque universitaire, pour faire son 2ème arrêt à la Faculté d'économie et l'ESEF, pour atterrir la 3ème journée à la Faculté de Droit et l'IMS et la 4 -ème journée à la Faculte des Sciences et des Lettres.

Ce passage de la caravane dans les différents établissements a suscité l'intérêt et la curiosité des étudiants qui venaient pour s'informer sur les services de l'ANAPEC et formulaient des attentes tel que recherche de stages, recherche d'emploi et accompagnement à l'entreprenariat ; Mobilisation du Personnel Pendant ces quatre jours, l'équipe de l'agence Kénitra universitaire s'est pleinement investie en adoptant une stratégie proactive visant à approcher les étudiants pour mieux comprendre leurs besoins et attentes.

Ces échanges ont favorisé un dialogue productif, ce qui a permis de présenter efficacement les services de l'ANAPEC et de répondre de manière appropriée aux préoccupations des étudiants. L'événement a été une vraie plateforme d'échanges, renforçant les connections entre l'ANAPEC et l'Université Ibn Tofail, tout en offrant aux étudiants les moyens et les informations nécessaires pour se préparer à leur intégration professionnelle.

The job fair, organized jointly by the Empowerment Center and ANAPEC, held its first edition from October 22 to 25, 2024, at the university, with **four** strategic stops to cover and attract a large flow of students. It offered on-site training workshops and personalized support.

The second caravan was held as part of the UIT Job Fair, further enhancing the range of professional opportunities and proximity to students.

Beneficiaries of workshops led by advisors: 246

Registered for self-employment services: 05







+3900
Beneficiaries

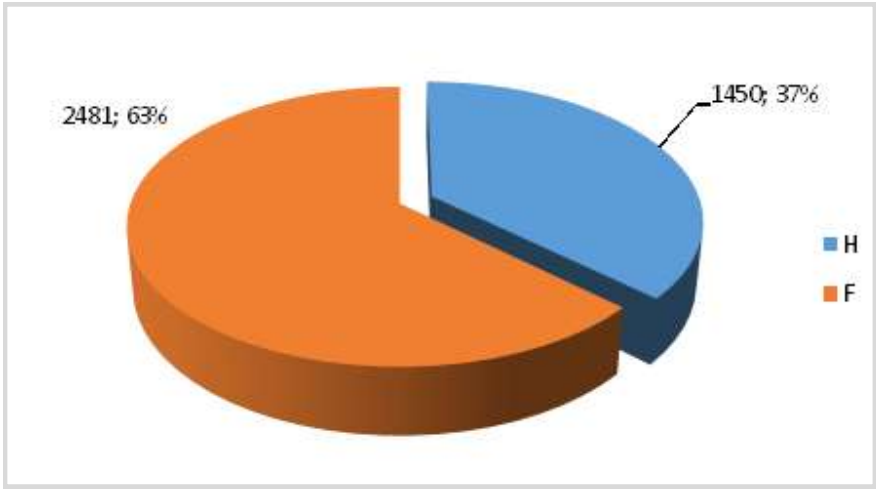
3.Activities related to student integration 2024

5. STATISTICS 2024:

The number of beneficiaries of the Center's services- Focus on employability and professional integration—by institution:



Number of beneficiaries of the Center's services – Employability and Professional Integration Focus – by gender:



The breakdown by gender reveals a female majority among the beneficiaries of employability initiatives: **63%** women **(2,481)** compared to **37% men (1,450)**, demonstrating the strong commitment of female students and the positive impact of the Empowerment Center's programs in terms of support, skills development, and professional inclusion.

The data shows that **3,931** students benefited from the services of the Empowerment Center. This overall coverage reflects the strong commitment of institutions to the actions proposed.

- **FEG** stands out as the main beneficiary with **1,181 students**, or nearly one-third of the total, reflecting strong demand for support in professional integration in economics and management programs.

- **FS** comes in second place with **989** beneficiaries, confirming the growing importance of employability in scientific fields.

- **ENSA (547) and ENCG (493)** also show significant volumes, reflecting the successful integration of the Center's programs into their training courses.

The other institutions **(FLLA, FSHS, EST, ENSC, ESEF, IMS, CFC)** have smaller student populations, which can be explained by the size of the institutions, the nature of the programs, or a need that is still in the process of being structured.

3. Activities related to student integration 2024

6. Follow-up on university graduates 2024:

Monitoring Ibn Tofail University graduates is one of the university's core missions. To this end, the center has:

- produced a report on the various initiatives implemented by the different departments and stakeholders at Ibn Tofail University to promote employability,
- launched a graduate integration survey in partnership with ANAPEC.

Integration survey:

Sample size

An analysis was conducted on a total of 16,386 graduates between 1990 and 2024, covering more than three decades of education at Ibn Tofaïl University. This study provides a better understanding of the evolution of graduates' academic and professional careers.

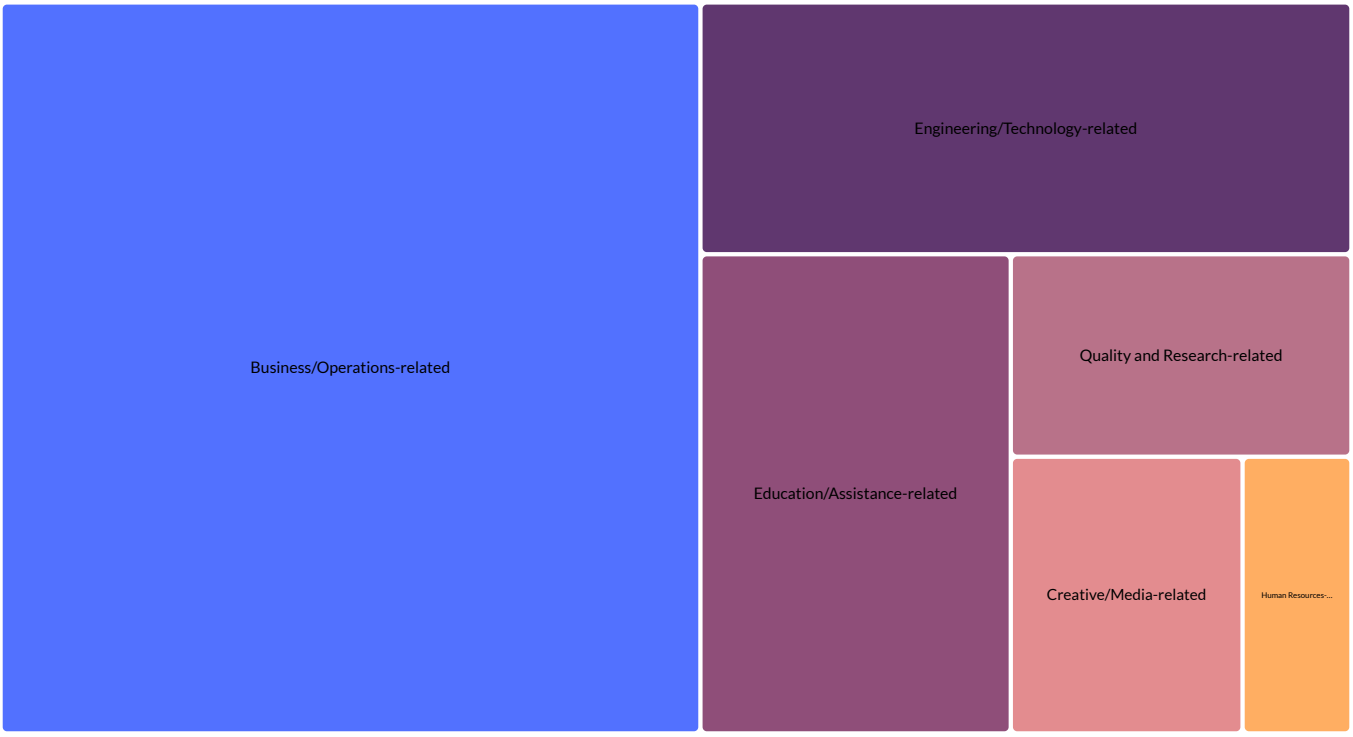
Breakdown by sector of integration

The data reveals that **69.8%** of graduates find employment in the private sector, compared to **30.2%** in the public sector. This predominance of the private sector can be explained by the opportunities offered in industrial areas, with companies such as Stellantis, Lear, Yazaki, and CITIC Dicastal in Kenitra providing major opportunities for young graduates seeking professional experience and career development.



3. Activities related to student integration 2024

6. Professional Occupation of UIT Alumni



24%

ALUMNI WORK IN FIELDS LIKE OPERATIONS, SALES, AND FINANCE

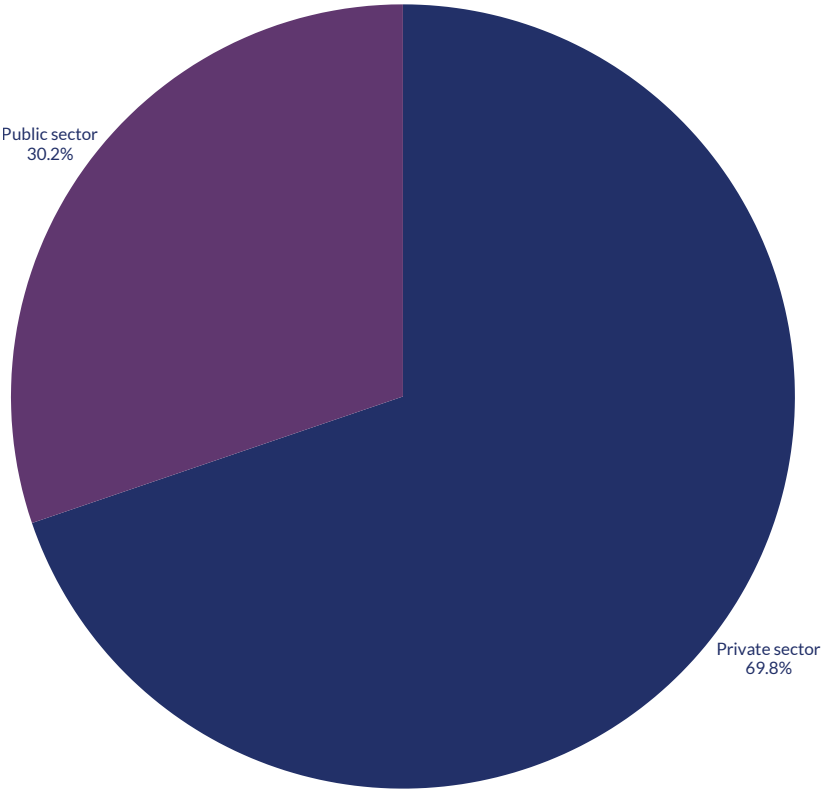
The largest proportion of UIT alumni (3,928) is engaged in Business/Operations-related roles. The Engineering/Technology-related sector follows with 1,255 alumni. In the Education/Assistance-related category, 1,147 alumni are involved. Quality and Research-related occupations account for 531 alumni. The Creative/Media-related sector includes 493 alumni, while Human Resources-related roles are the smallest group with 227 alumni.

3. Activities related to student integration 2024

6. Professional Occupation of UIT Alumni

JOB SECTORS OF UIT ALUMNI

The employment outcomes of Université Ibn Tofaïl alumni demonstrate a strong connection to the economic ecosystem of Kénitra, particularly the industrial free zone, which serves as a hub for multinational corporations and advanced manufacturing. Many alumni have found opportunities in leading automotive and industrial companies such as **Stellantis, Yazaki Morocco, CITIC Dicastal, and Lear Corporation**, key players in the free zone. This alignment underscores the university's strategic role in providing a skilled workforce tailored to the needs of the region's industries, reinforcing the synergy between academic excellence and the economic development of Kénitra's thriving industrial sector.

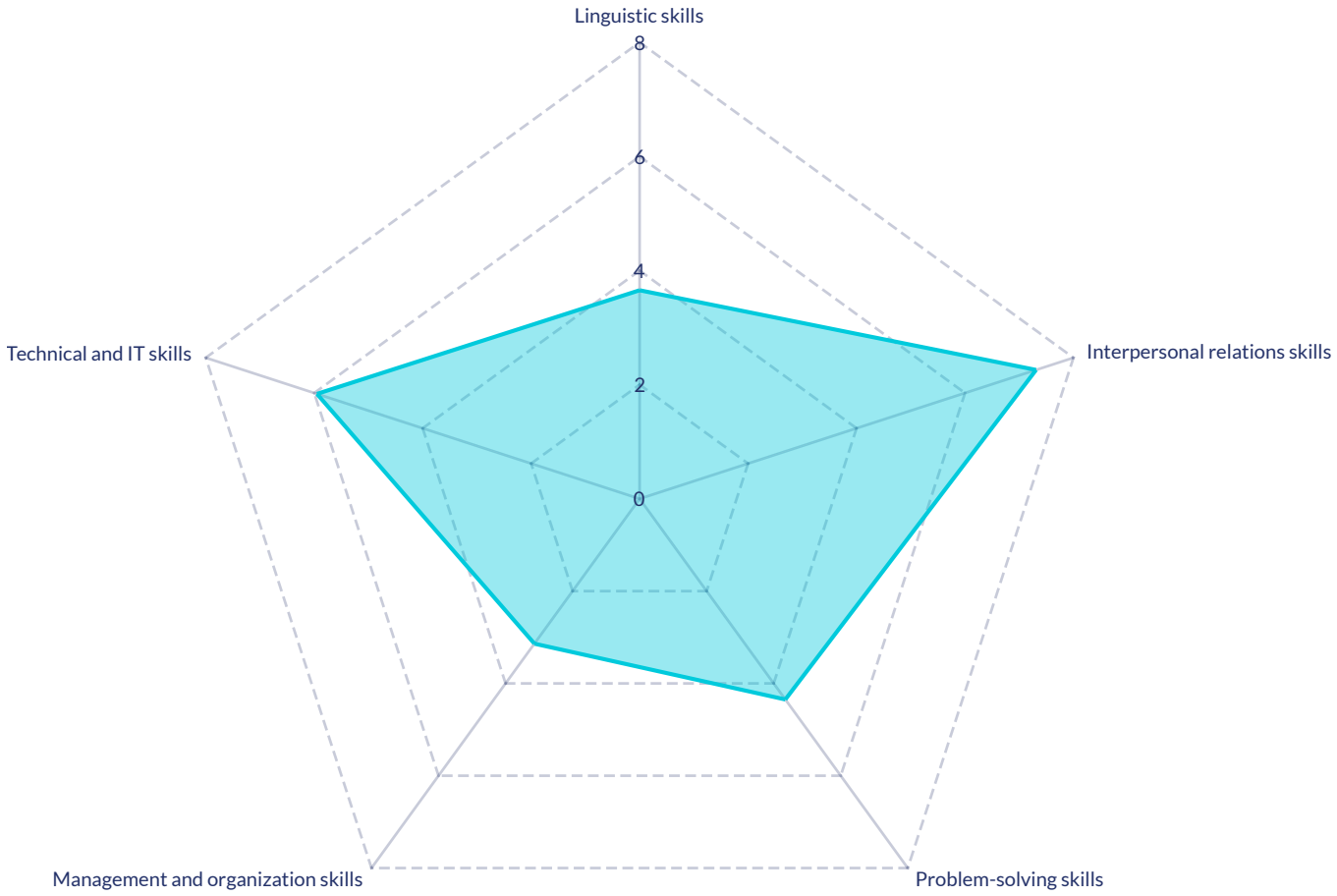


3. Activities related to student integration

6. Professional Occupation of UIT Alumni

PROFESIONAL SKILLS OF UIT ALUMNI

Based on a sample of **16,386** alumni, Ibn Tofail University alumni demonstrate a robust skill set that aligns with global workforce demands, as evidenced by a focus on linguistic abilities (English and French, **3,655** mentions), communication and interpersonal skills (**7,310** mentions), analytical and problem-solving expertise (**4,348** mentions), management and organizational competencies (3,139 mentions), and technical proficiency in IT tools (**5,950** mentions).



3. Activities related to student integration

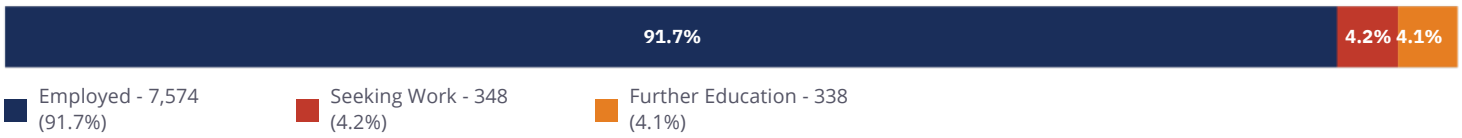
GRADUATE OUTCOMES

7. Follow-up on Graduate Employment Outcomes 2024-2025

Following the university's integration survey conducted in partnership with ANAPEC, the Empowerment Center analysed the professional outcomes of the 2024-2025 graduate cohort. Out of **10,217 graduates**, the survey successfully reached **8,260 individuals** - a response rate of **80.8%** - providing a statistically reliable and representative picture of post-graduation trajectories.

10,217	8,260	80.8%	$632
Total Graduates 2024-2025	Survey Respondents	Response Rate	Median Monthly Salary (USD)

DISTRIBUTION OF GRADUATE OUTCOMES





The data highlights a **strong employment outcome** among Ibn Tofail University graduates, with **more than nine out of ten respondents** having entered the workforce within the year following graduation. This outcome reflects the strong alignment between the university's academic programmes and labour market demands.

The proportion opting for **further education (4.1%)** signals a growing appetite for advanced qualifications, while the **4.2%** still seeking employment underscores the need for continued career

support initiatives.

Graduate Employment Rate (QS methodology): 95.6%

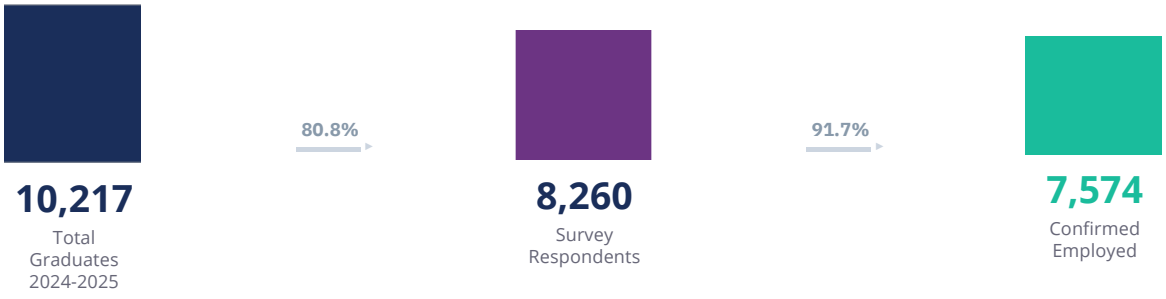
The graduate employment rate is calculated by excluding graduates in full-time further study from the denominator: 7,574 / (8,260 - 338) = 95.6%.

3. Activities related to student integration

GRADUATE OUTCOMES

7. Follow-up on Graduate Employment Outcomes 2024-2025

SURVEY REACH & CONVERSION



The survey pipeline illustrates the coverage achieved during 2024–2025: from a cohort of **10,217 graduates**, the Empowerment Center tracked **8,260** through its integration monitoring system, of whom **7,574** confirmed active employment – representing a **74.1% direct employment conversion rate** relative to the full graduate population.

This monitoring system allows the university to track graduate outcomes and continuously evaluate the alignment between academic training and labour market needs.

DETAILED OUTCOME BREAKDOWN

7,574
Graduates Employed
91.7% of respondents

348
Seeking Employment
4.2% of respondents

338
In Full-Time Further Study
4.1% of respondents

MEDIAN MONTHLY SALARY OF EMPLOYED GRADUATES

The median monthly salary recorded among employed graduates stands at **$632 USD**, consistent with entry-level compensation in Morocco's industrial corridor. The Kenitra Free Zone – home to **Stellantis, Yazaki, Lear Corporation, and CITIC Dicastal** – remains one of the main employment ecosystems absorbing UIT graduates across engineering, operations, and business functions.

★ KEY INSIGHT

The 2024-2025 cohort data confirms that Ibn Tofail University graduates transition rapidly and successfully into professional life. The high response rate of **80.8%** and the graduate employment rate of **95.6%** reflect both the quality of academic training and the effectiveness of the Empowerment Center's career integration programmes.

+4000
Beneficiaries

4. Activities related to student integration 2025

As part of its mission to support employability, the Empowerment Center at Ibn Tofaïl University has carried out several concrete actions aimed at facilitating the professional integration of students and young graduates.

1. Summary of the main activities carried out in 2025:

Dates	Activities	Number of participants
February 25, 2025	Concentrix recruitment session	131
May 29, 2025	Teleperformance recruitment day	14
October 14, 2025	Anapec workshop: “Writing your resume and cover letter”	149
October 15, 2025	Anapec workshop: “Preparing for a job interview”	191
October 21, 2025	Anapec workshop: “Writing your resume and cover letter”	23
October 22, 2025	Anapec workshop: “Preparing for a job interview”	25
October 28, 2025	Anapec workshop: “Writing your resume and cover letter”	31
October 29, 2025	Anapec workshop: “Preparing for a job interview”	28
November 4, 2025	Anapec workshop: “Writing your resume and cover letter”	18
November 5, 2025	Anapec workshop: “Preparing for a job interview”	24
November 11, 2025	Recruitment day with SEBN and GOTION companies	252
November 12, 2025	XiEZHONG Morocco Automotive recruitment day	188
November 13, 2025	Kromberg & Shubert recruitment day	186
November 14, 2025	Fujikura and OSOURCING recruitment day	167
November 20, 2025	Workshop: “Microsoft's Online Career Essentials in Generative AI”	97
November 21, 2025	Workshop: “Microsoft's Online Career Essentials in Generative AI”	134
November 24, 2025	Workshop: “Microsoft's Online Career Essentials in Generative AI”	30
December 17, 2025	Participation in the organization of the ENSAK Enterprise Forum	2375
TOTALS	**18 ACTIONS**	**4063**

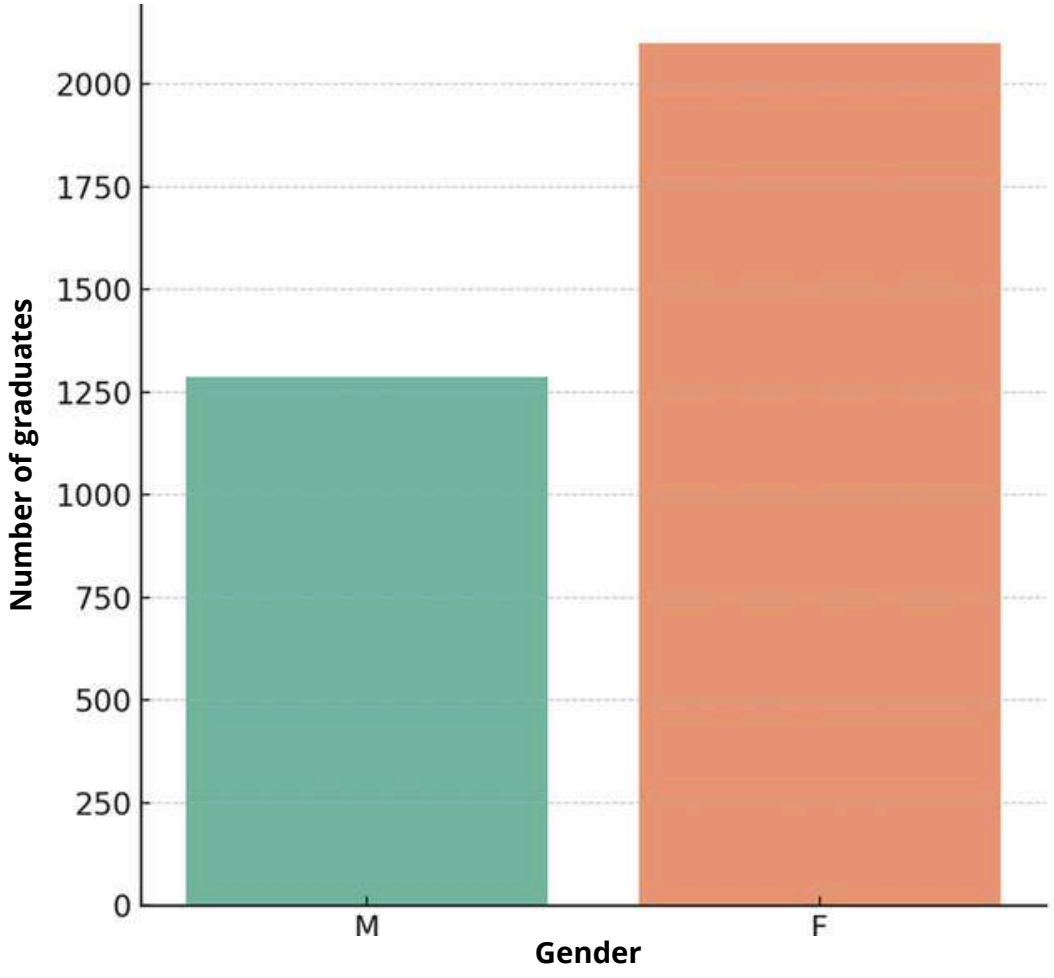
4. Activities related to student integration 2025

2. Integration of graduates through the IDMAJ program

A. Distribution of graduates by gender

The graph highlights a predominance of women among the successful candidates recruited through the Idmaj contract. This trend can be explained by various socio-economic factors, including a high representation of women in certain technical sectors such as:

- the automotive industry,
- the manufacture of machinery and electrical equipment,
- wholesale trade and commercial intermediation.



4. Activities related to student integration 2025

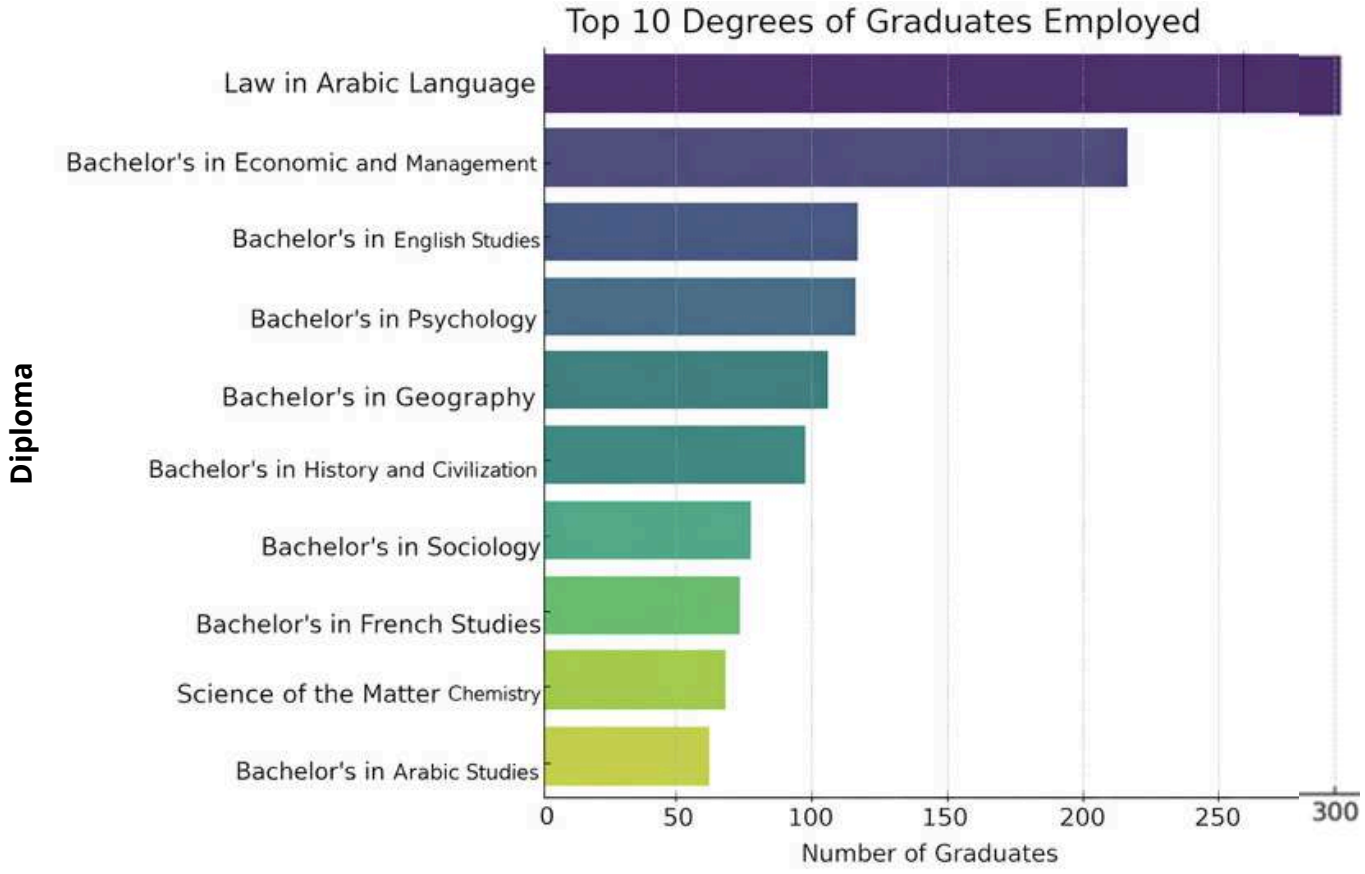
2. Integration of graduates through the IDMAJ program

Breakdown of graduates by diploma

There is a significant concentration around degrees focused on, for example:

- Law in Arabic
- Economics and management
- Degrees in law and economics
- English studies

These courses therefore seem to offer better immediate employability within the framework of the Idmaj contract.



4. Activities related to student integration 2025

2. Integration of graduates through the IDMAJ program

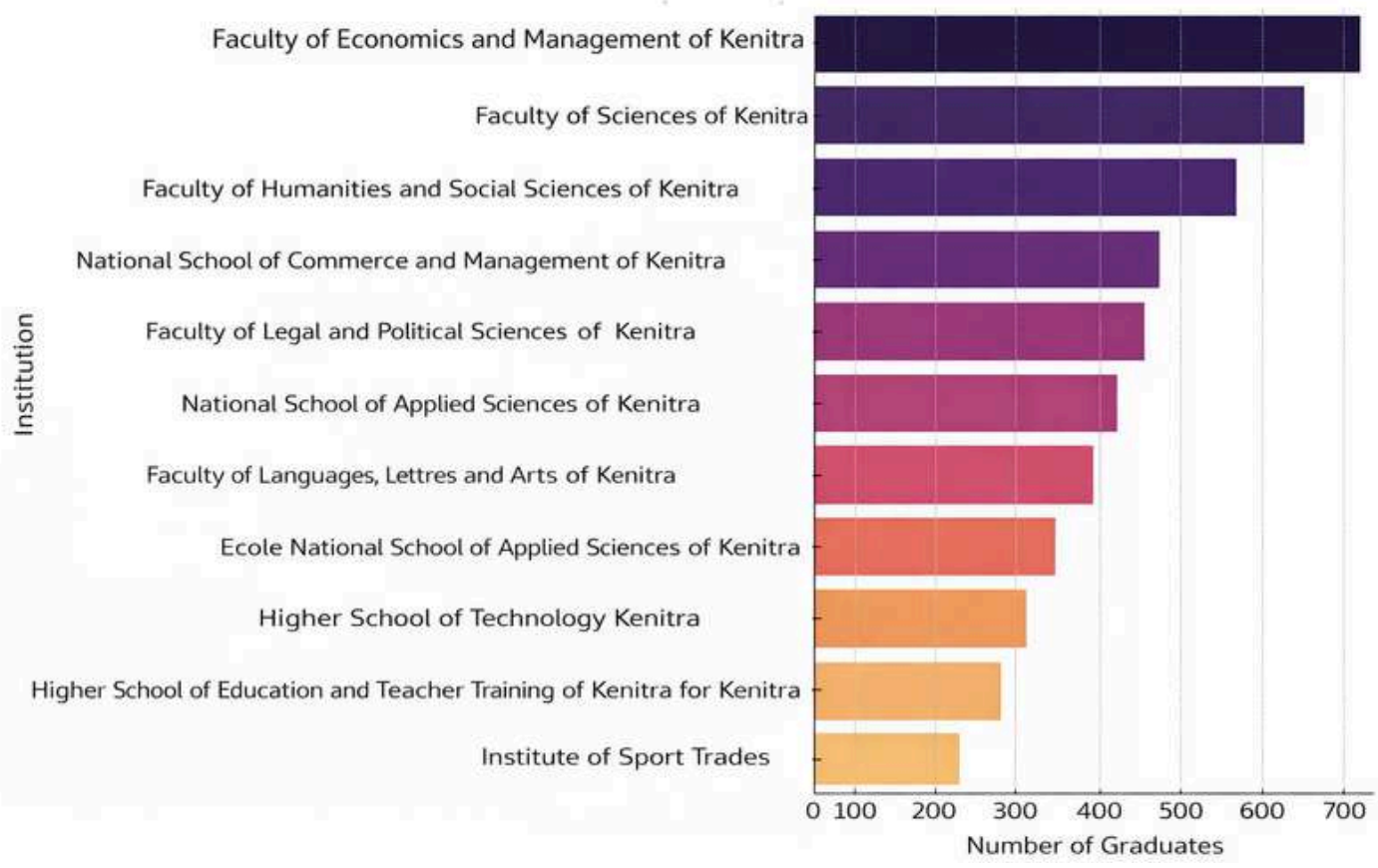
C. Distribution of graduates by institution

The institutions with the most graduates in employment are:

- Faculty of Economics and Management, Kenitra
- Faculty of Sciences, Kenitra
- Faculty of Humanities and Social Sciences
- ENCG

This shows that certain university structures produce more “employable” graduates, possibly due to the nature of the programs or their proximity to industrial hubs.

10 Educational establishments



4. Activities related to student integration 2025

2. Integration of graduates through the IDMAJ program

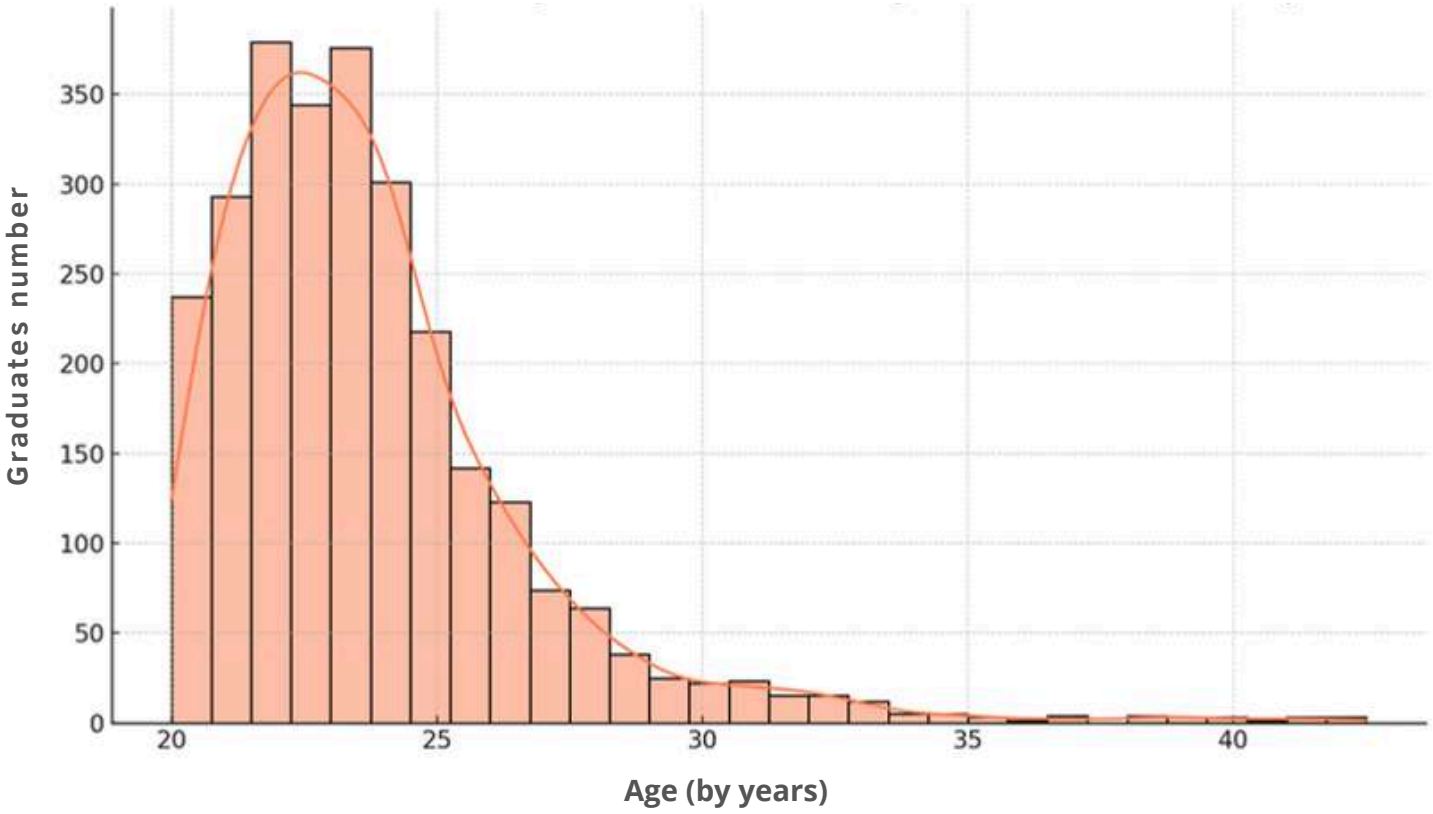
D. age at the time of signing the employment contract

Interpretation of the graph:

- The distribution follows a curve centered around 23 years of age, with a marked peak between 22 and 24 years of age.
- The density gradually drops after age 25, with a few isolated cases up to age 42.

This confirms that the majority of graduates sign their contracts very shortly after leaving university, which reflects the effectiveness of the Idmaj program for young graduates.

Distribution of age at the time of signing the employment contract



4. Activities related to student integration 2025:

2. Integration of graduates through the IDMAJ program

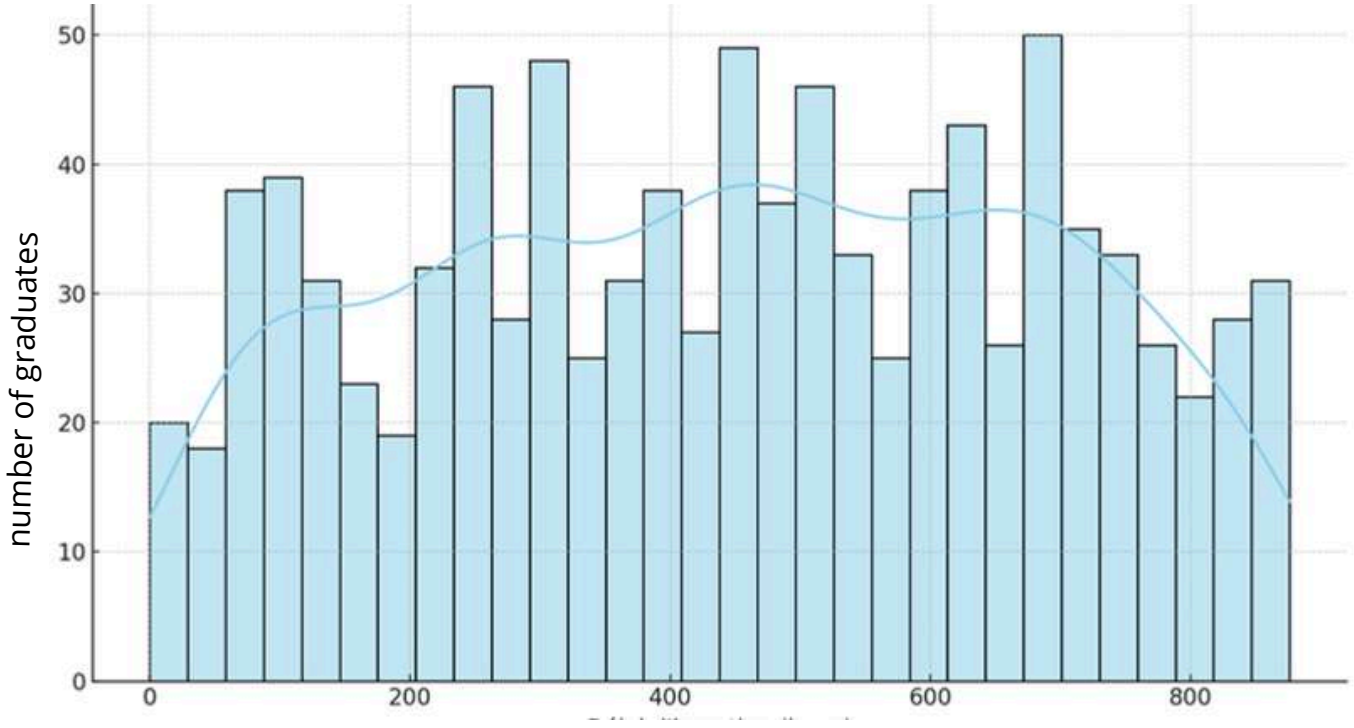
E. Timeframe for professional integration

On a valid sample of 985 graduates selected randomly, the time lag between degree completion (estimated at the end of June of the graduation year) and the effective start date of the IDMAJ contract was analyzed. The results are as follows:
Insertion time statistics (in days):

- Minimum: 0 days (immediate insertion)
- Average: 446 days (~1 year and 3 months)
- Median (50%): 447 days
- 25% of graduates are integrated in less than 249 days (~8 months)
- 75% of graduates are integrated in less than 644 days (~1 year and 9 months)
- Maximum observed: 876 days (~2 years and 5 months)

These results show that professional integration can be relatively slow, although some graduates find employment within a year after graduation.

Distribution of the time to employment (in days) after graduation



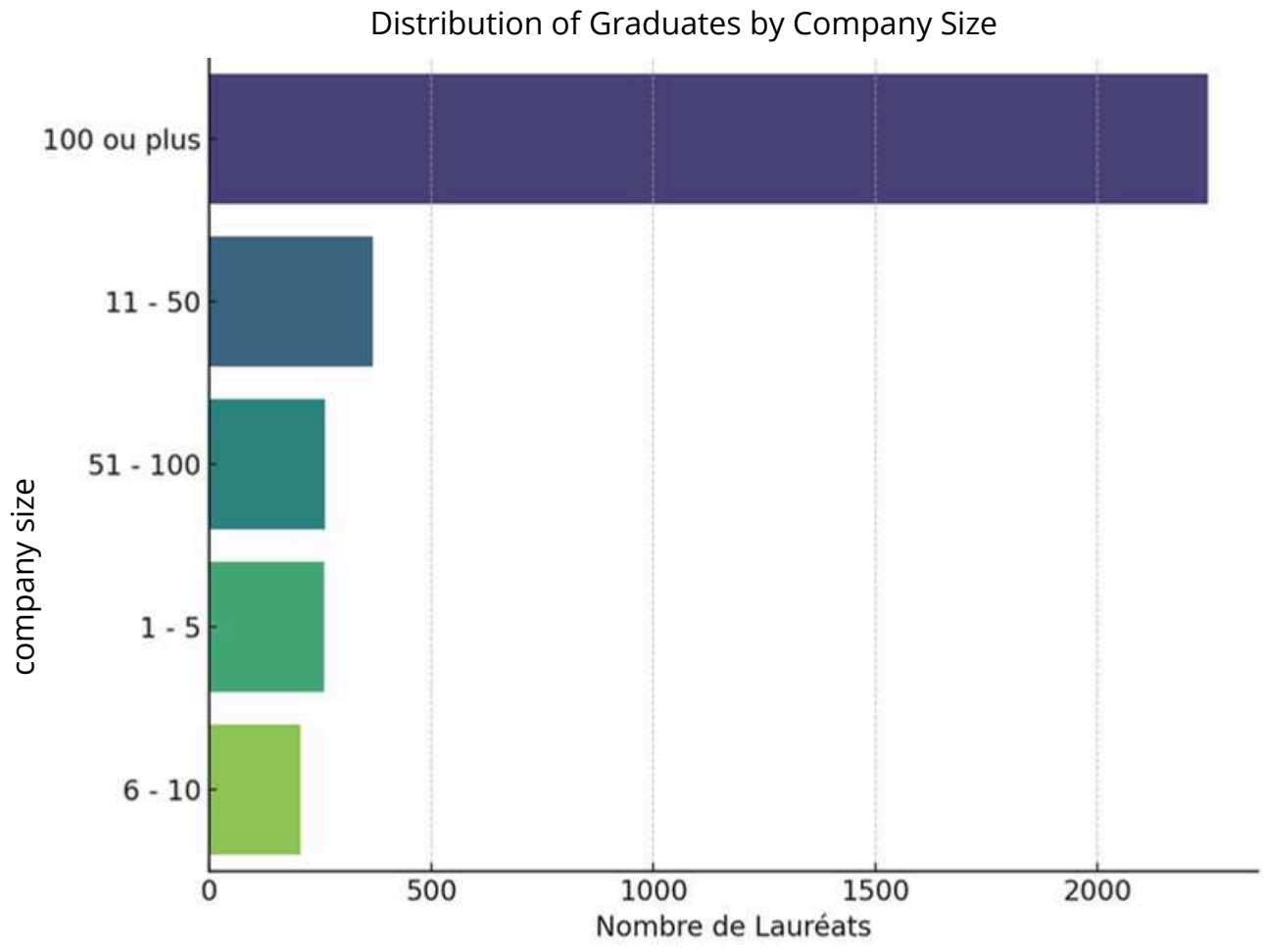
4. Activities related to student integration 2025:

2. Integration of graduates through the IDMAJ program

F. Distribution of Graduates by Company Size

Distribution by Company Size:

An overwhelming majority (more than 2,200) of graduates work in large companies (100 employees or more).
Medium-sized companies (11–100 employees) follow with a notable share.
Very small enterprises (VSEs) (1–10 employees) remain a minority but are still well represented.



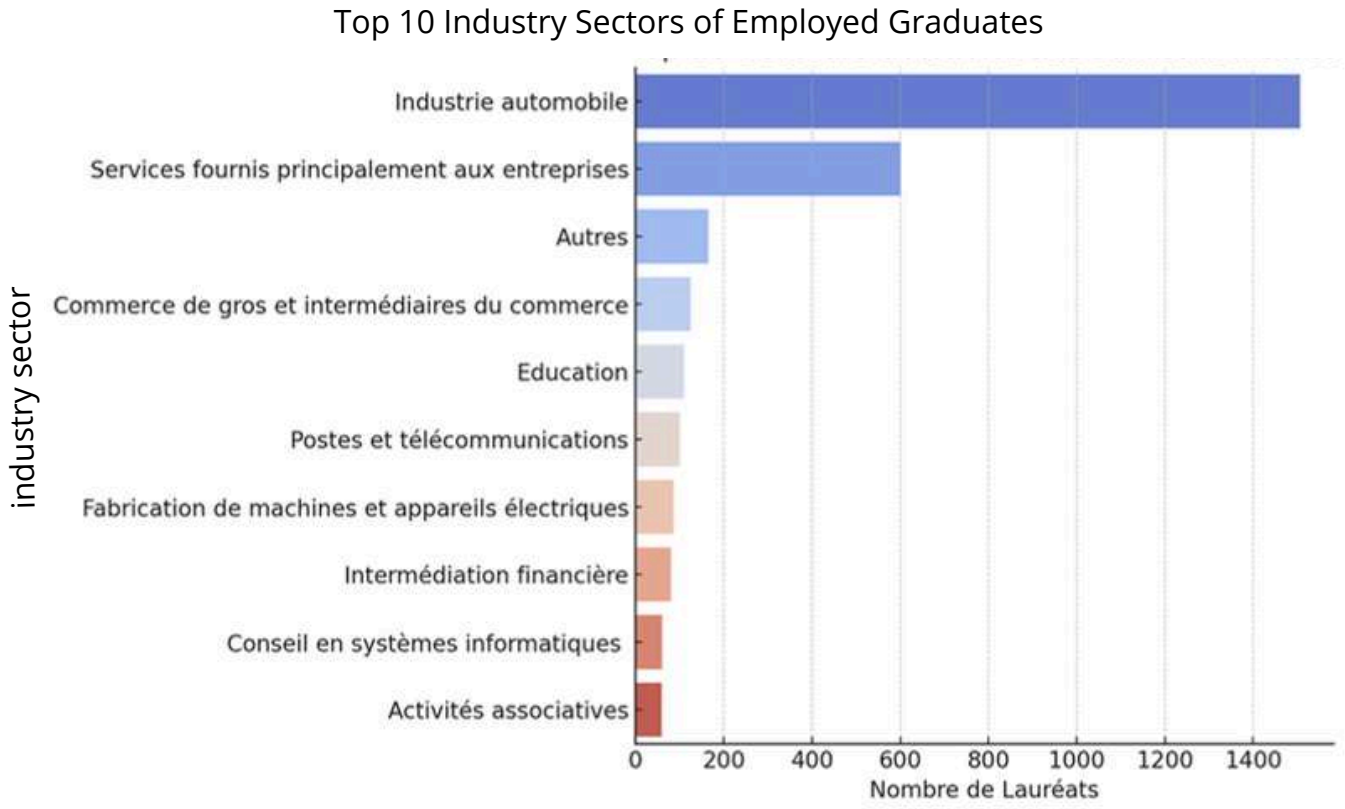
4. Activities related to student integration 2025:

2. Integration of graduates through the IDMAJ program

G. Distribution by Sector of Activity

The sectors of activity that recruit the most graduates through the IDMAJ program are:

- Automotive industry (dominant)
- Business services
- Agri-food industry, paper/cardboard, and textiles
- Personal services and education

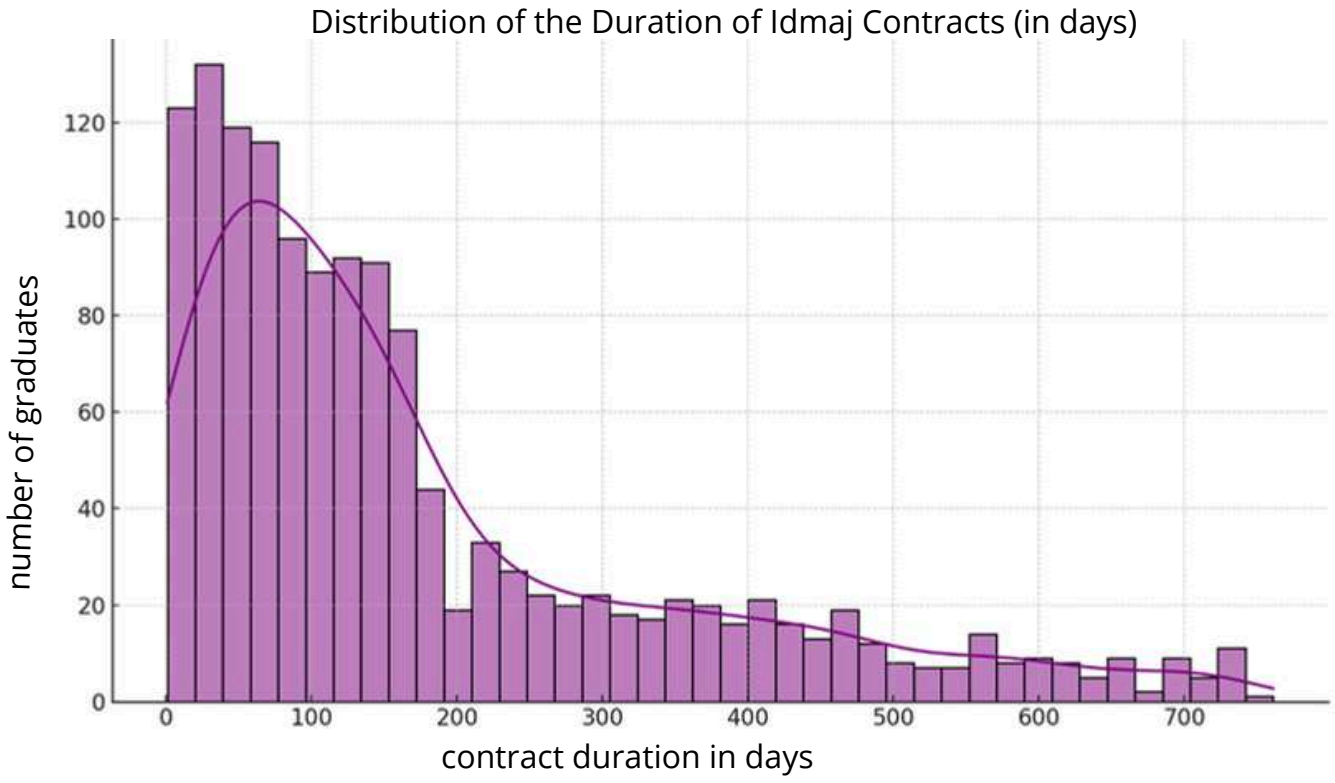


4. Activities related to student integration 2025:

2. Integration of graduates through the IDMAJ program

I. Duration of IDMAJ Contracts

- The majority of IDMAJ contracts last less than 6 months, which is well below the program's theoretical duration of 12 months (renewable).
- Very short cases (less than 1 month) are also observed, indicating early terminations.
- A few contracts approach 2 years, likely due to renewals or completion of the full term.



- There is a significant concentration of short durations, clearly visible around 1 to 4 months.
- The density curve drops quickly, indicating that few contracts reach or exceed 9 to 12 months.
- A small number of long-term contracts exist, but they remain marginal.

4. Activities related to student integration 2025:

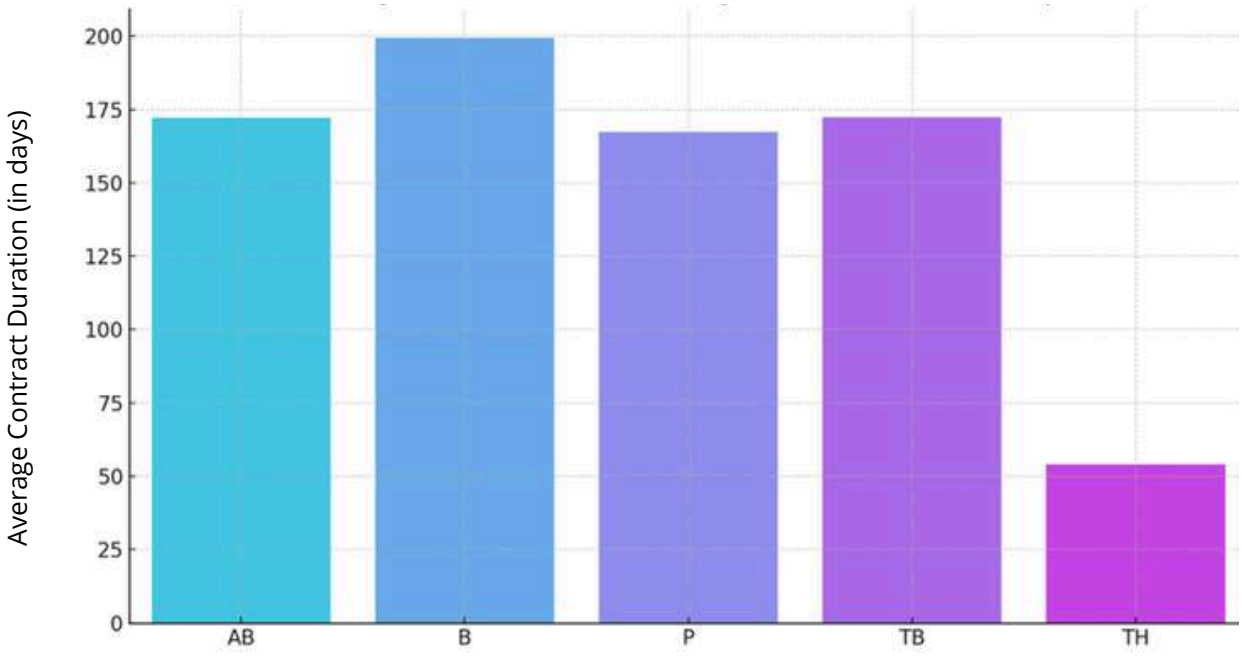
2. Integration of graduates through the IDMAJ program

J. Duration vs. Degree Classification

Degree Classification vs. Contract Duration

- Graduates with a “Bien” classification have the highest average contract duration (199 days).
- Graduates with “Passable” (P) and “Assez Bien” (AB) have similar durations (~167–172 days).
- “Très Honorable” (TH) is represented by only one case, so it is not statistically significant.
- Graduates with higher classifications appear slightly more stable in employment, but the differences remain moderate.

Average Duration of Idmaj Contracts by Diploma Classification



4. Activities related to student integration 2025:

2. Integration of graduates through the IDMAJ program

K. Termination Rate of IDMAJ Contracts

Out of a total of 3,385 IDMAJ contracts, the analysis of terminations shows:

- Terminated contracts: 1,411 contracts, representing 41.68% of the total.
- Non-terminated contracts (still active or completed normally): 1,974 contracts, representing 58.32%.

Interpretation:

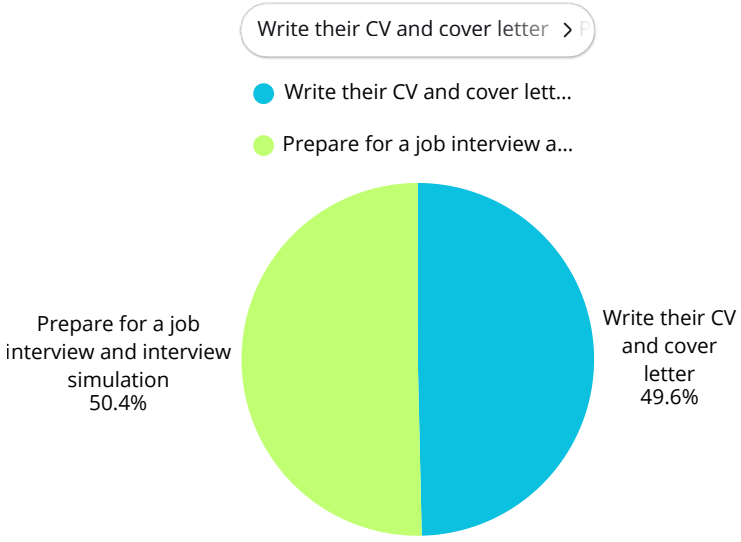
A termination rate of over 40% is significant and may be due to early contract breaks caused by better job opportunities, unsatisfactory working conditions, or other economic factors.

4. Activities related to student integration 2025:

1. Integration Workshops in Partnership with ANAPEC

In collaboration with ANAPEC, the center organized eight (8) workshops focused on professional integration. These workshops mainly covered career guidance, job search techniques, CV and cover letter preparation, and interview preparation, thereby contributing to the enhancement of students' employability.







The graph highlights a strong student engagement in the employability workshops conducted by ANAPEC.
The workshop "Preparing for Job Interviews and Simulations" recorded 210 participants, showing a slight increase compared to the "Writing Your CV and Cover Letter" workshop, which gathered 207 students.



4. Activities related to student integration 2025:

2. Recruitment Days (November 11–14, 2025)

The Empowerment Center organized a Recruitment Week from November 11 to 14, 2025, providing students and recent graduates with a platform for direct interaction with the professional world.

The event saw participation from renowned companies, including:

SEBN-MA, Gotion Power Morocco, Xiezhong Morocco Automotive Air Conditioning, Kromberg & Schubert Maroc, OSourcing, and Fujikura Automotive Morocco.

This event allowed participants to explore job and internship opportunities and to gain a better understanding of employers' expectations.



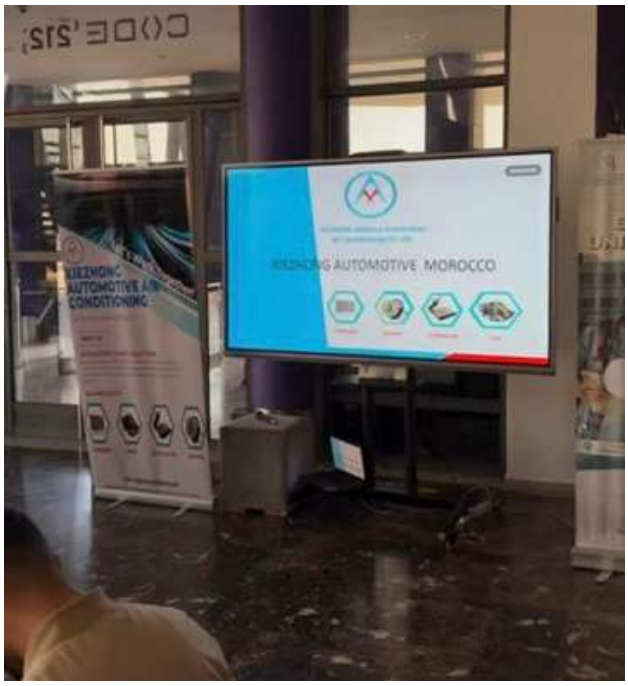






4. Activities related to student integration 2025:

Event Highlights









4. Activities related to student integration 2025:

2. Recruitment Days (November 11–14, 2025)

2.1 Participation by Recruitment Day

The Recruitment Week saw the following :

→ 597 participants (beneficiaries)

and

→ 793 participations (noting that a candidate could attend more than once)

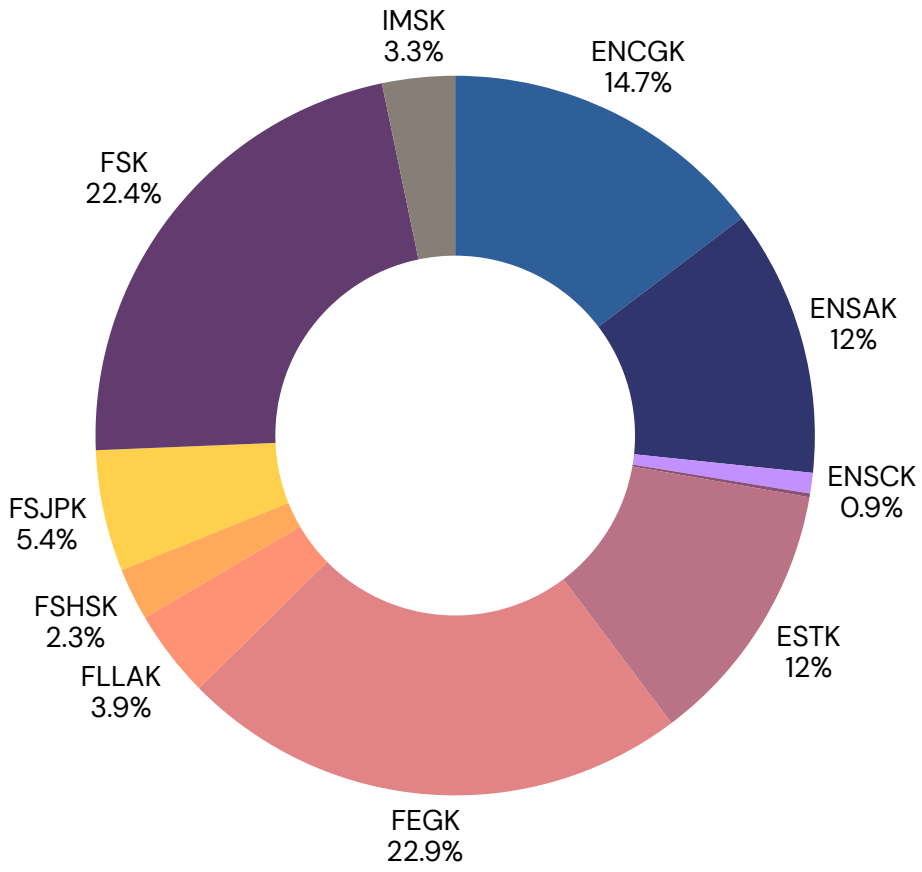
With the following breakdown:

- 252 participations on November 11
- 188 participations on November 12
- 186 participations on November 13
- 167 participations on November 14

4. Activities related to student integration 2025:

2. Recruitment Days (November 11–14, 2025)

2.2 Distribution of Candidates by Institution

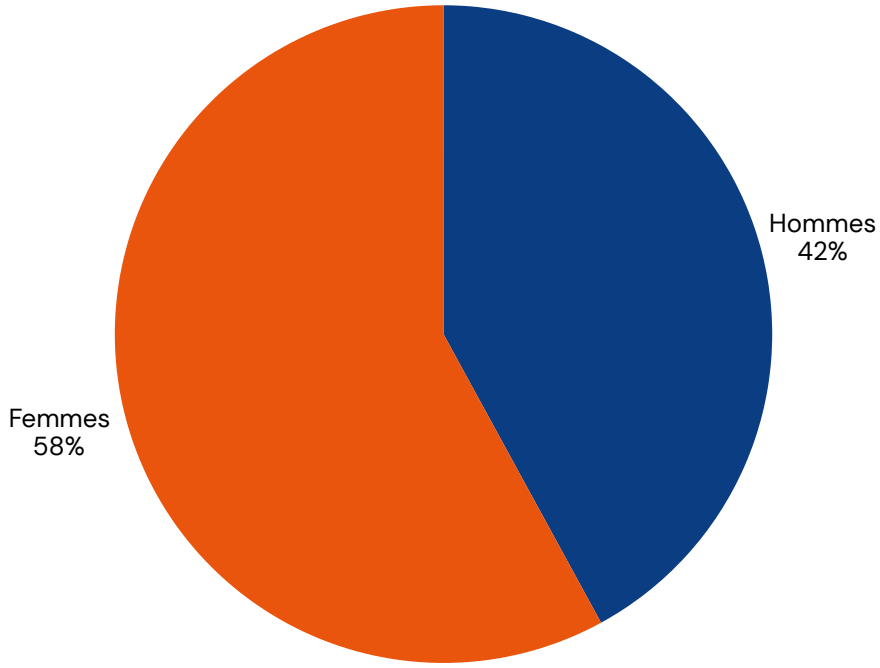


The candidates are mostly concentrated in the technical and economic faculties (FSK, FEGK, ENCGK).

4. Activities related to student integration 2025:

2. Recruitment Days (November 11–14, 2025)

2.3 Gender Distribution

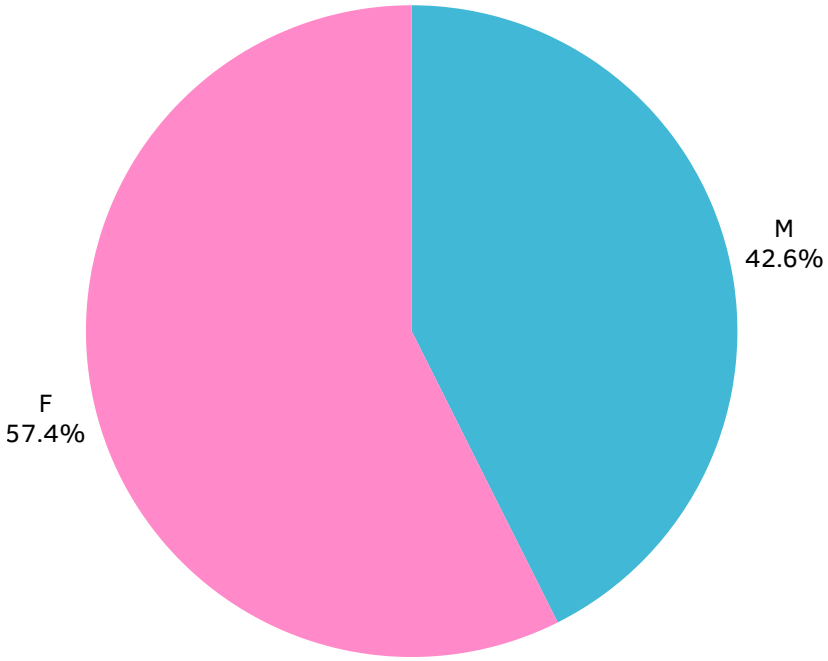


A total of 597 individuals participated in the Recruitment Week, including 346 women and 251 men. This distribution highlights a higher female participation.

4. Activities related to student integration 2025:

3. Graduate Integration through the TAHFIZ Program

a. Distribution of Integrated Graduates by Gender

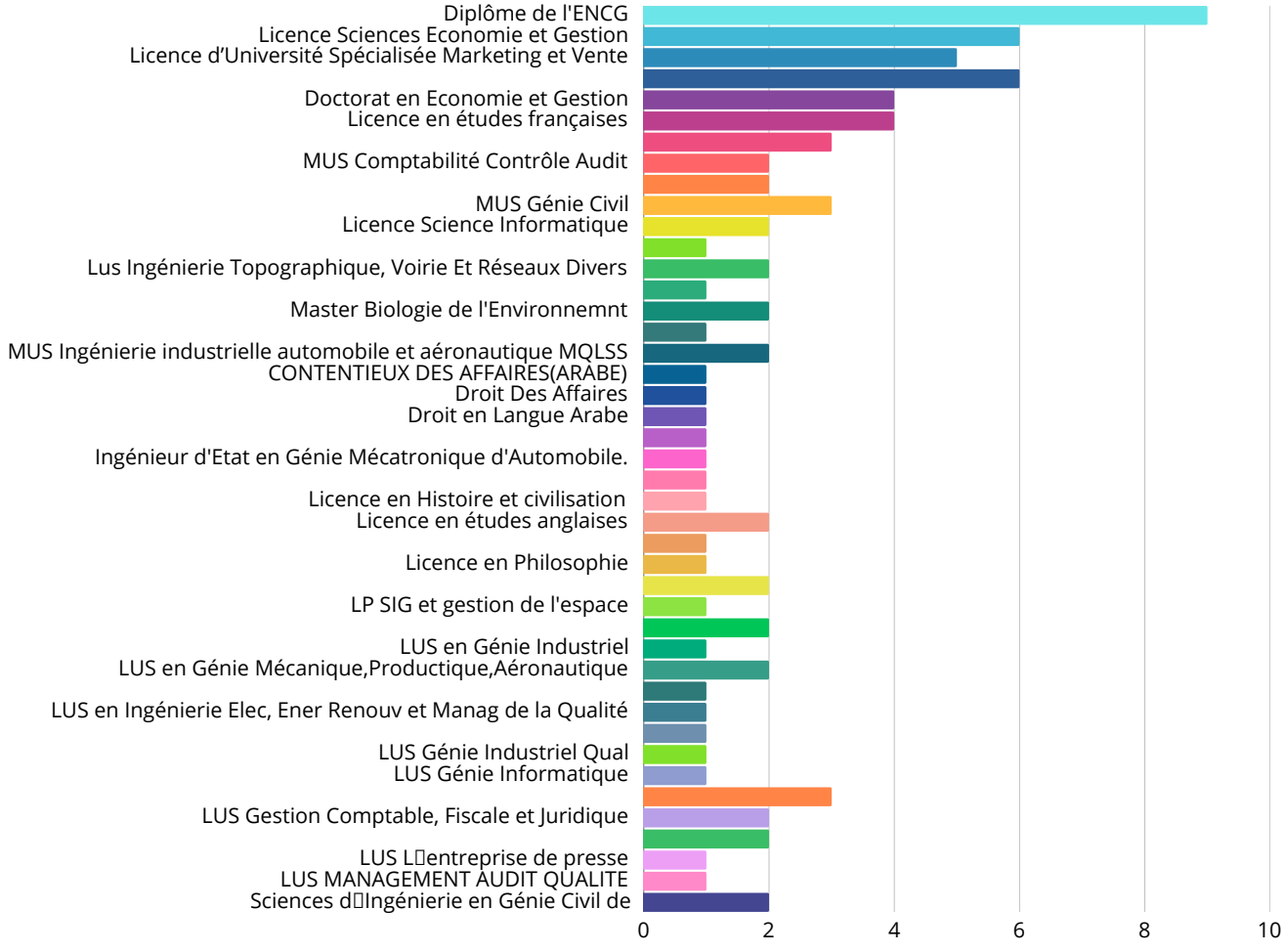


57.4% of graduates signing TAHFIZ contracts at the university were women, compared to 42.6% men, reflecting a slight female predominance.

4. Activities related to student integration 2025:

3. Graduate Integration through the TAHFIZ Program

b. Distribution of Integrated Graduates by Degree

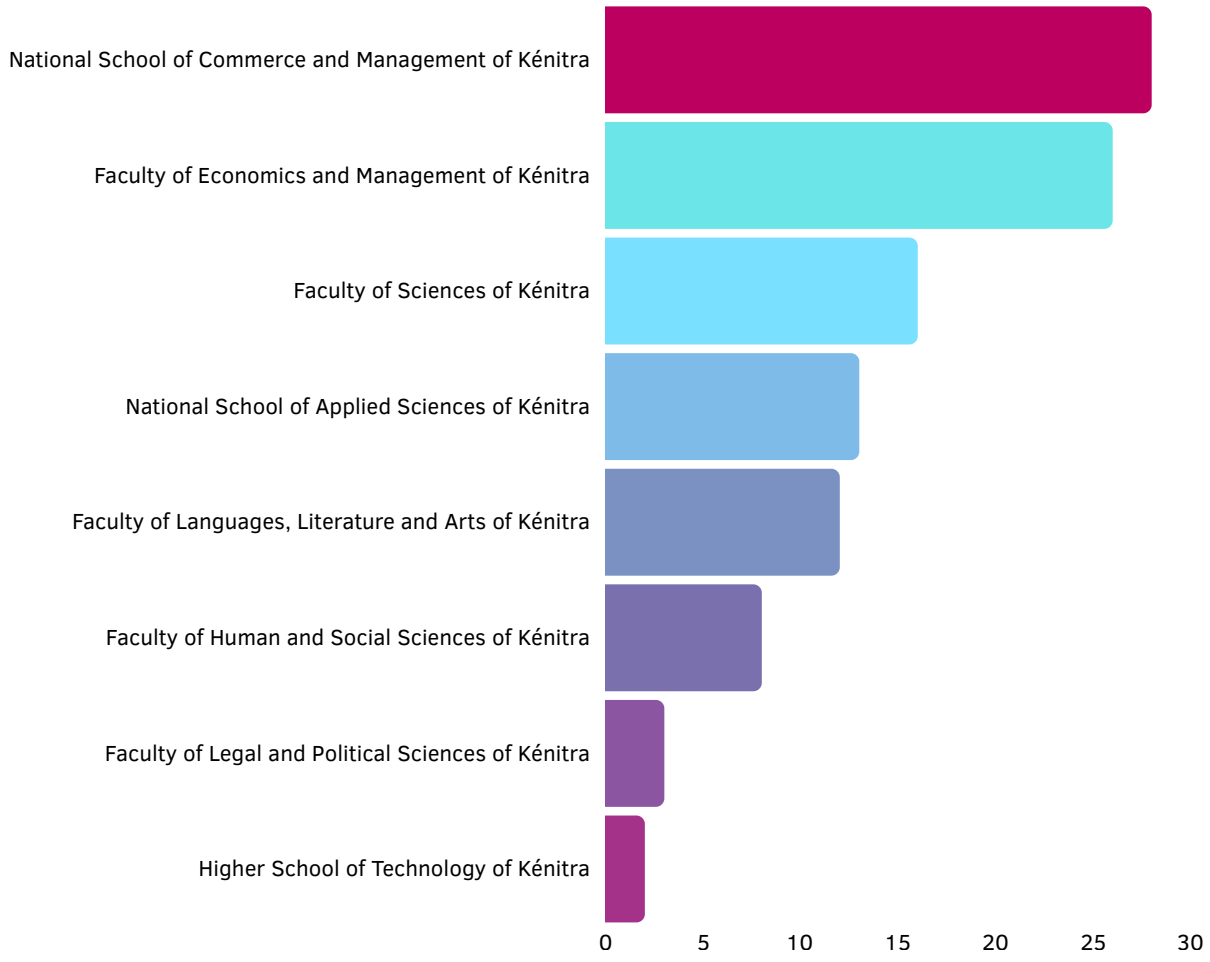


The TAHFIZ program primarily benefits higher education graduates, particularly in economics, psychology, history, and management, with a strong presence of bachelor's, master's, and doctoral degree holders.

4. Activities related to student integration 2025:

3. Graduate Integration through the TAHFIZ Program

c. Distribution of Integrated Graduates by Institution

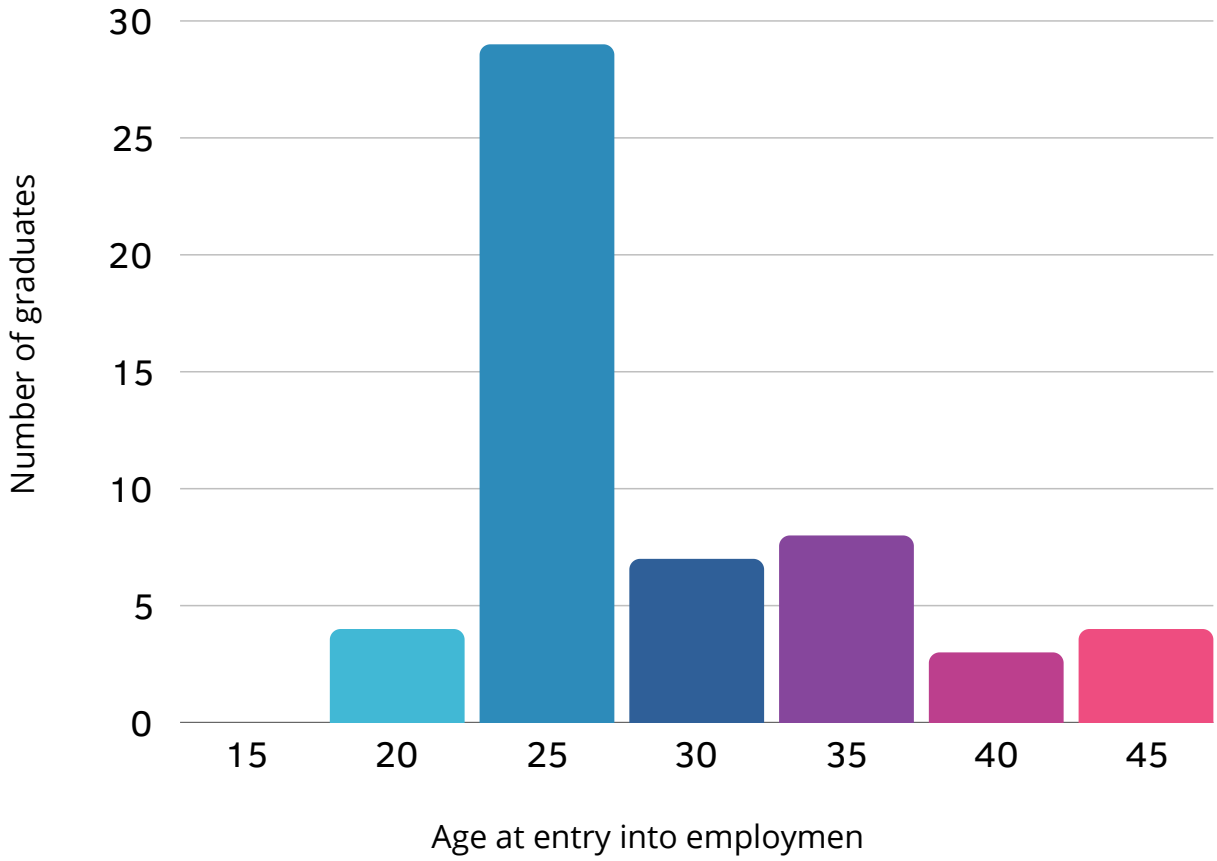


Graduates from ENCG, FEG, the Faculty of Sciences, and ENSA of Kénitra have the best chances of integration through the TAHFIZ program.

4. Activities related to student employability and integration – 2025

3. Integration of graduates through the TAHFIZ program

D. Age at the time of contract signing



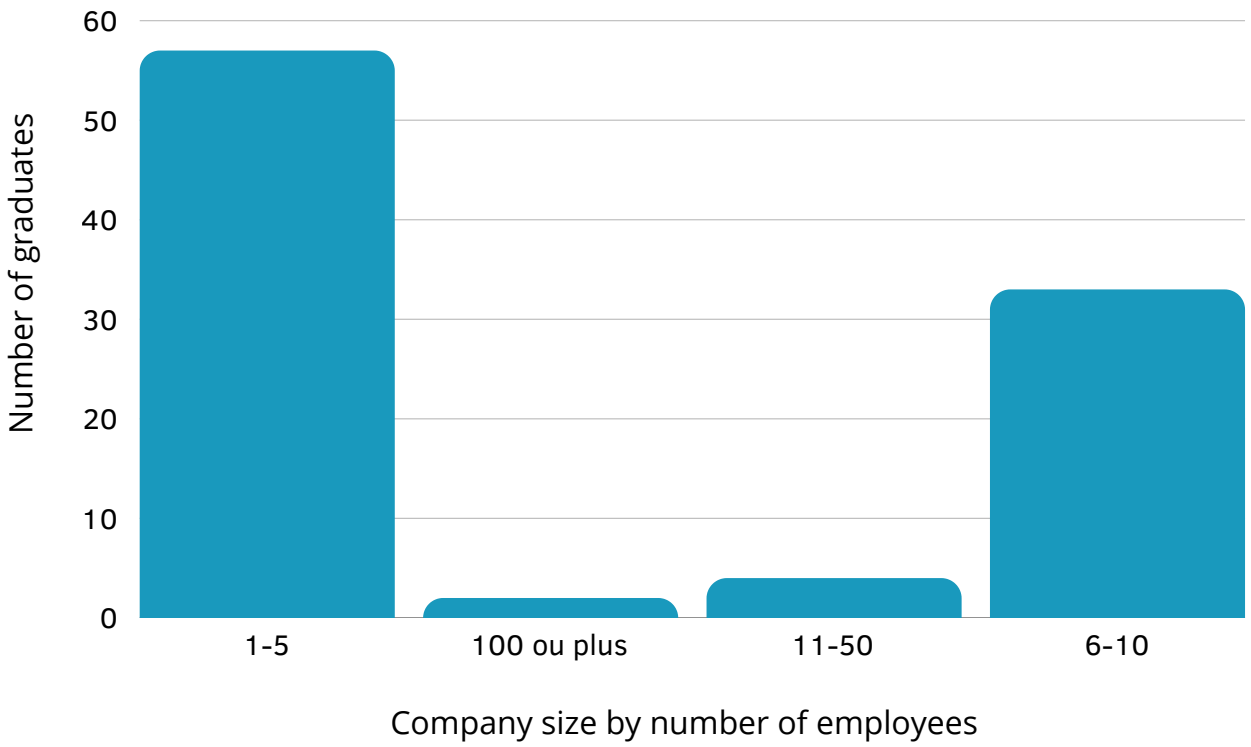
The data analysis shows that the most dominant age range among graduates is between 25 and 35 years, with the most frequent age being around 25 years.

.

4. Activities related to student employability and integration – 2025

3. Integration of graduates through the TAHFIZ program

E. Distribution of placed graduates by company size

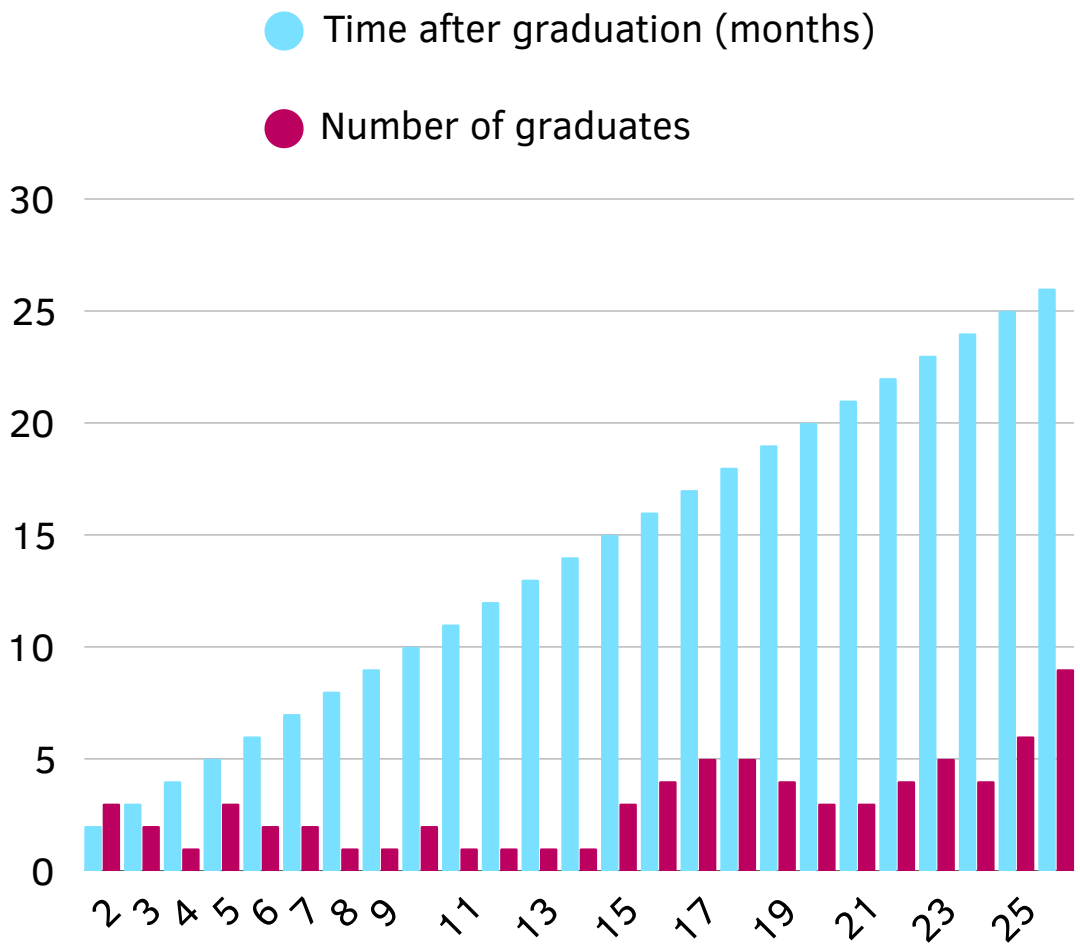


More than 90% of graduates from the Tahfiz program are placed in very small enterprises (1 to 10 employees), mainly in structures with 1 to 5 employees.

4. Activities related to student employability and integration – 2025

3. Integration of graduates through the TAHFIZ program

E. Time to employment for graduates

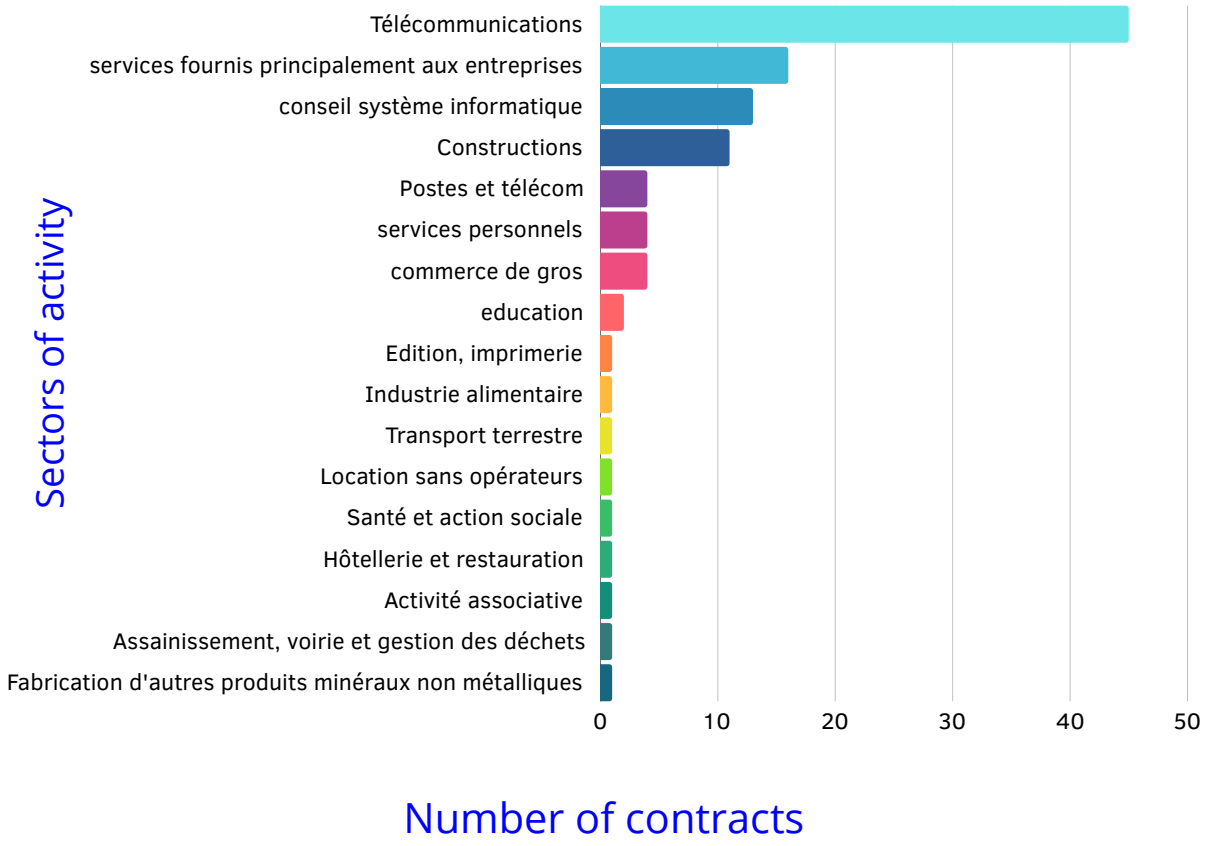


The majority of graduates from the Tahfiz program secure employment between 10 and 25 months after obtaining their degree. The median time to employment is around 17 to 18 months, confirming a significant peak within this interval.

4. Activities related to student employability and integration – 2025

3. Integration of graduates through the TAHFIZ program

F.Distribution by sector of activity



The data reveal a predominance of the telecommunications sector.

4. Activities related to student employability and integration – 2025

+60 Companies

3. Contribution to the organization of the ENSA Kénitra Forum

On December 17, 2025, the National School of Applied Sciences (ENSA) of Kénitra and the Empowerment Center of Ibn Tofail University organized a forum under the theme: "The Citizen Engineer: A Key Player for the Technological and Industrial Sovereignty of a Futuristic, Innovative, and Sustainable Morocco."

The Empowerment Center of Ibn Tofail University played a strategic role in the success of this event, notably by mobilizing companies from various sectors, with a particular focus on major players in the Kénitra Free Zone, known as the Atlantic Free Zone (AFZ), a key industrial hub in Morocco, primarily focused on the automotive sector and export logistics. Participating companies included Stellantis, Fujikura, Nindo, and other leading industrial groups.











4. Activities related to student employability and integration – 2025

4.Training in Generative Artificial Intelligence

As part of enhancing digital skills, the center organized, in collaboration with INJAZ Al-Maghrib, a training on generative artificial intelligence. This training was conducted in three sessions under the theme:

"**Microsoft's Online Career Essentials in Generative AI"**, enabling students to acquire innovative skills aligned with the current demands of the labor market.











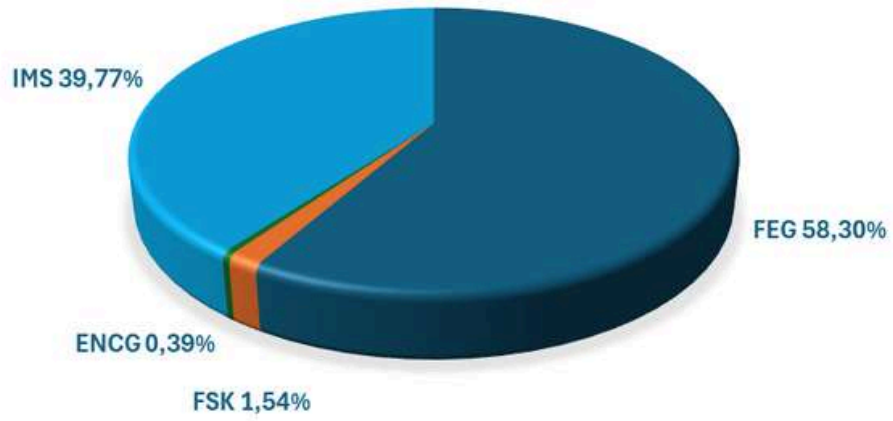
4. Activities related to student employability and integration – 2025

4. Training in Generative Artificial Intelligence: Continued

LThe workshop **"Microsoft's Online Career Essentials in Generative AI",** held over three days on November 20, 21, and 24, 2025, brought together 259 participants.

259
Beneficiaries

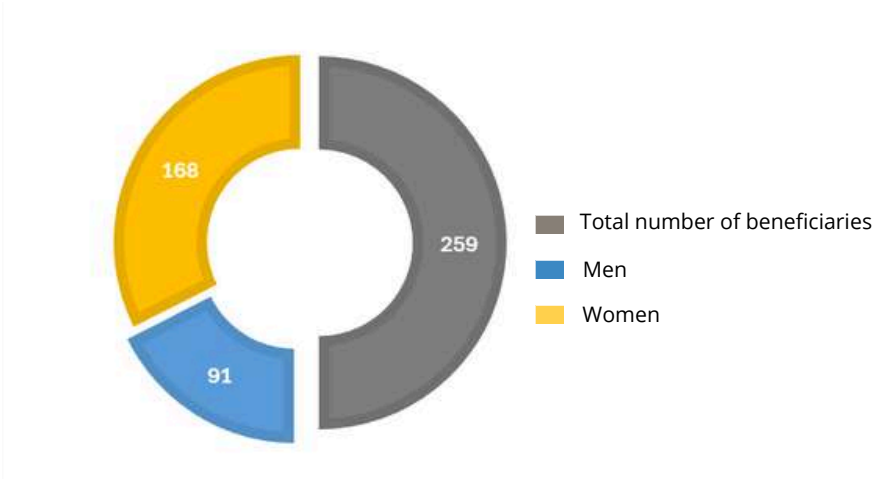
Distribution of beneficiaries by institution

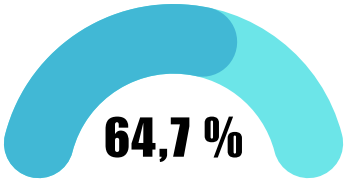


LThe analysis of participation by institution shows a strong dominance by **the Faculty of Economics and Management (58.30%) and the Institute of Sports Professions (39.77%)**, reflecting a strong interest from programs focused on economics, management, and administration. Other institutions remain minimally represented.

In terms of gender, participation was predominantly female, with **64.86% women** compared to **35.14% men.**

Distribution of beneficiaries by gender





Female participation

This dynamic highlights the inclusive nature of the workshop and its potential to encourage women's engagement with generative artificial intelligence skills.

II. Entrepreneurship Axis 2024 & 2025



+400
Bénéficiaires

II. Entrepreneurship Axis 2024 & 2025:

1. Main activities carried out in 2024:



The Empowerment Center also leads a strategic axis dedicated to entrepreneurship, aiming to foster initiative, innovation, and an entrepreneurial culture within the university community.

Through awareness-raising and support activities, the center assists students and graduates with entrepreneurial ideas or projects, notably through practical workshops, targeted training, mentoring sessions led by experts and partners, and connections with the entrepreneurial ecosystem.

This approach contributes to the development of entrepreneurial skills, sustainable employability, and the strengthening of the university's socio-economic impact.

Date	Actions	Nombre de participants
February 28-29 & March 4-5 2024	Training on "Entrepreneurship and Project Management – Session 1"	58 Students
March 26-27-29 & April 02-03-04 & May 07 2024	Training on "Entrepreneurship and Project Management – Session 2"	143 Students
From 1st To 04 July 2024	Hack@uit 1st Edition	153 Students
November 07 & 08 2024	Hack@UIT 2: Water–Energy Nexus	48 Students
TOTAL	**4 ACTIONS**	**402**

+200
Bénéficiaires

II. Entrepreneurship Axis 2024 & 2025:

1. Main activities carried out in 2024:

- **Trainings: Entrepreneurship and Project Management:**

With a total of over 200 student participants, these sessions cover the essential steps of starting a business, including market research, business plan development, and financial management.

Students also learn to identify opportunities and assess risks. The sessions encourage collaborative work and the exchange of ideas among participants.

Practical case studies, interactive workshops, and interventions from industry professionals further enrich the learning experience, enabling students to develop hands-on skills that are directly applicable. The goal is to strengthen their entrepreneurial mindset and prepare them to turn their ideas into viable and sustainable projects.



At the end of this training, students presented their project ideas, which they had developed and refined throughout the competition. These presentations highlighted their creativity, analytical skills, and innovative mindset. Each project was evaluated based on its relevance, feasibility, and development potential, providing participants with a first-hand experience of testing their ideas in front of professionals and peers.

.





+40 PROJECTS

II. Entrepreneurship Axis 2024 & 2025:

1. Main activities carried out in 2024:

- **Hack@uit 1 & 2 :**



The Career Center played a central role in organizing both editions of the Hack@UIT hackathon, turning these events into true spaces for innovation and learning. The first edition, held on the university campus, brought together 153 students working on **41 promising projects across various fields such as environment, energy, eco-friendly solutions, and innovative technologies.** Spread over four consecutive days, the event featured intensive training, ice-breaking activities, and workshops on public speaking and pitch preparation, thereby strengthening participants' technical and soft skills.







Building on this success, the second edition, themed "Water–Energy Nexus", took on a national scope and brought together **48 students** from various universities, promoting interuniversity exchange and engagement with major strategic issues. Both events had a significant impact on students, fostering their entrepreneurial mindset, creativity, and teamwork skills, while providing practical preparation for the demands of the professional world.

For more information about the Hackathon, please visit this link: **Ibn Tofail University Start-ups**

+200
Lauréats

II. Entrepreneurship Axis 2024 & 2025:

1. Main activities carried out in 2024:

- **Hack@uit 1 & 2 : Suite**

Furthermore, among the 201 graduates from the two editions of Hack@UIT, several have successfully leveraged this experience to stand out well beyond the university. Thanks to the skills acquired, the guidance received, and the maturity of their projects, many teams have won numerous awards in national and international competitions, demonstrating the quality of the ideas developed and the real impact of these hackathons.

These successes illustrate the effectiveness of the Empowerment Center's approach in preparing students for innovation, entrepreneurship, and high-level competition, while also enhancing the visibility and reputation of the university on both national and international stages.



During a competition in Hong Kong, the Hack@UIT graduates stood out by winning the Best Short Film award with their 4-minute animated film titled "The Dough."



This achievement highlights their creativity and their ability to bring original ideas to life in innovative formats.

- **In the journey of our students:**



2025 EMPOWERMENT CENTER DECEMBER

START-UP GENERATION: THE PROMISING PROJECT OF A STUDENT AT IBN TOFAIL UNIVERSITY THAT IS ATTRACTING INVESTORS

Dare to start a business while studying, defend an idea n front of international experts, and turn an ambition into a concrete project.

This is the challenge taken up by the contestants on 'Les Nouveaux BOSS'. This pan-African television competition, launched by TV5MONDE, has established itself as a real showcase for emerging French-speaking entrepreneurship, broadcast on the TV5MONDE+ platform.

LES NOUVEAUX BOSS

In Morocco, this entrepreneurial venture has found a privileged platform at Mohammed VI Polytechnic University (UM6P), chosen as the programme's official Moroccan station.

An environment of excellence where innovation, support and initiative come together to nurture the talents of tomorrow.

It was in this demanding and inspiring context that an entrepreneurial student from Ibn Tofail University in Kenitra took part in the 'Les Nouveaux BOSS' experience.

In this interview, **Chadi Boufous** gives us an insight into his career and entrepreneurial approach.

It all starts with an idea, curiosity and the desire to go further.

Can you tell us about your background and explain what led you to become an entrepreneur?

"My name is Chadi Boufous, I am 21 years old, I am a student at ENCG Kenitra and founder of FindCharge.
My desire to become an entrepreneur began long before FindCharge. From a very early age, I felt the urge to build a personal project, take on responsibilities and actively participate in creating value.
What attracted me most was the opportunity to see the concrete impact of my work in the field.

LES NOUVEAUX BOSS

"The turning point came from a simple observation: it was when I became interested in electric mobility, particularly through what Elon Musk has built with Tesla, that I began to analyse this ecosystem in Morocco in greater depth. Information on charging was often scattered and unclear for drivers, and the user experience remained unstructured and fragmented."

PAGE 1 www.empowermentcenter.uit.ac.ma

The participation of a graduate and winner of the first edition of Hack@UIT in the competition and television show "Les Nouveaux Boss" as the youngest contestant, after being selected from 400 participants across Africa.

The full article is available at the following link: www.empowermentcenter.uit.ac.ma

II. Entrepreneurship Axis 2024 & 2025:

1. Main activities carried out in 2025:

Dates	Description
22/01/2025	Meeting with the Injaz Al-Maghrib Team: presentation of Injaz, introduction to their entrepreneurship and professional integration support programs, networking with students, and signing of a partnership agreement.
13/02/2025	Meeting with Hack@UIT graduates (follow-up, support, and discussion on project progress)
24/02/2025	Entrepreneurship Bootcamp: Boost Your Skills
14 -15 May 2025	Entrepreneurship Bootcamp – ES Maroc (Social Enterprise Morocco)
20/05/2025	Support for project holders and coordination with the Dar Almoukawil advisor for personalized guidance.
28/05/2025	Injaz Regional Competition – Company Program: Presentation of prototypes and pitches in front of the jury (6 projects).
01/07/2025	Training for student project holders and PhD candidates on the theme: "Defend Your Project!" as part of the FINCOME-CNRST program.

II. Entrepreneurship Axis 2024 & 2025:

1. Main activities carried out in 2025:

- **Bootcamp : Boost your skills**

The “Boost Your Skills” Bootcamp, held at the university, brought together 29 students for an intensive day of training and hands-on workshops. Guided by experienced trainers and recognized experts in their fields, participants deepened their knowledge on project development, covering key topics such as the legal creation process and funding .sources

The event also provided valuable time for interaction with an entrepreneur, allowing students to gain practical and inspiring feedback. This initiative strengthened the students’ practical skills and equipped them with concrete tools to turn their .ideas into viable projects

29 Participants







II. Entrepreneurship Axis 2024 & 2025:

1. Main activities carried out in 2025:

- **Entrepreneurship Bootcamp – ES Maroc (Social Enterprise Morocco)**

A strategic meeting was held on April 22, 2025, between the Empowerment Center and ES Maroc, marking the launch of a partnership aimed at promoting student entrepreneurship at Ibn Tofail University.

This partnership planned the implementation of a certified entrepreneurial support program, with a particular focus on green entrepreneurship and sustainable innovation.

The program included five training sessions on May 14 and 15, 2025, designed to support student project holders.

At the end of the program, participants presented their pitches to the jury. The selected project is expected to receive funding between 10,000 and 30,000 dirhams.







II. Entrepreneurship Axis 2024 & 2025:

1. Main activities carried out in 2025 :

• Injaz Regional Competition – Company Program:

Ibn Tofail University, in collaboration with Injaz Al-Maghrib, proudly organized the first edition of the Regional Best Junior-Enterprise Competition.

The competition took place on May 29, 2025, at Code 212, Ibn Tofail University. Six teams participated, showcasing their creativity, innovation, and entrepreneurial spirit through remarkable projects. This event provided an exciting opportunity for young talents to present their ideas, gain valuable experience, and compete for recognition as the best Junior-Enterprise in the region.

Among the six participating teams, the winning team was MotionSync. MotionSync is a mobile application that analyzes movements in real time to enhance sports performance and rehabilitation. It allows users to monitor posture, correct errors, compare movements to professional standards, and engage with a sharing community, while offering interactive and motivating progress tracking.





II. Entrepreneurship Axis 2024 & 2025:

1. Main activities carried out in 2025 :

- **Injaz Regional Competition – Company Program:**

They also won the Innovation Award presented by Boeing on September 23, 2025, in Casablanca.





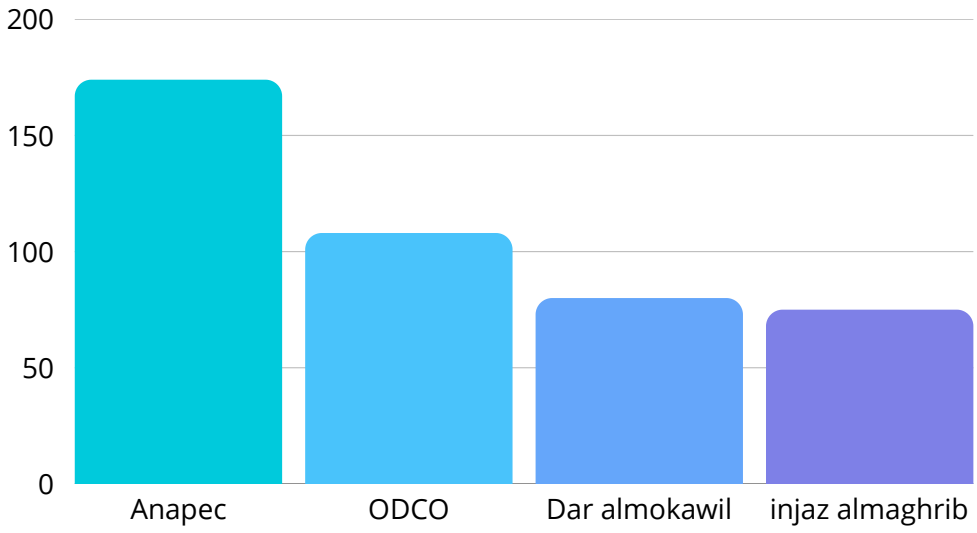




II. Entrepreneurship Axis 2024 & 2025:

1. Main activities carried out in 2025 :

Dates	Workshops	Number of participations
16/10/2025	ANAPEC – Entrepreneurship	133
21/10/2025	Self-employment through ODCO cooperatives	81
22/10/2025	Becoming a Self-Entrepreneur: Key Steps to Success – Dar Al Moukawil	80
23/10/2025	ANAPEC – Entrepreneurship	20
23/10/2025	Steer your Career- Injaz Al maghrib	47
30/10/2025	ANAPEC – Entrepreneurship	21
03/11/2025	Self-employment through ODCO cooperatives	5
05/11/2025	Steer your Career- Injaz Al maghrib	6
12/11/2025	Self-employment through ODCO cooperatives	22
13/11/2025	Steer your Career- Injaz Al maghrib	22
02/12/2025	Innovation Camp	80



8 TEAMS

II. Entrepreneurship Axis 2024 & 2025:

1. Main activities carried out in 2025:

• The Innovation Camp (iCamp)



As part of the initiatives led by the Empowerment Center of Ibn Tofail University to promote entrepreneurship and innovation, the Innovation Camp (iCamp) was organized on December 2, 2025, in partnership with INJAZ Al-Maghrib and Crédit Agricole du Maroc.

This collaborative workshop aimed to stimulate idea generation and the development of innovative projects addressing real-world professional challenges. The work focused on three main themes proposed by Crédit Agricole du Maroc:



- Using artificial intelligence and climate data to help farmers anticipate environmental risks and sustainably improve productivity.
- Leveraging digital technologies to optimize the performance and impact of local agricultural initiatives.
- Analyzing the behavior of rural entrepreneurs to propose personalized financing solutions with high economic and social impact.



Divided into eight teams of around ten students each, participants designed projects incorporating business, marketing, and innovation aspects. The day concluded with pitch sessions before the jury, highlighting the students' creativity, entrepreneurial spirit, and ability to turn ideas into concrete solutions.



The winning team was awarded gifts worth 1,000 dirhams per participant, recognizing the commitment and quality of the projects presented.

II. Entrepreneurship Axis 2024 & 2025:

• The Innovation Camp (iCamp)

The winning team was composed of students from the Faculty of Sciences, particularly from the Bachelor's program in Artificial Intelligence, as well as from the Center of Excellence in Aeronautics and Automotive at Ibn Tofail University. The team stood out for the relevance of its project, the creativity of its solutions, and its ability to effectively address the challenges posed by Crédit Agricole du Maroc. The announcement of the winners was a highlight of the event, emphasizing their commitment and performance during the Innovation Camp.









The Director of the Empowerment Center took the opportunity to congratulate the coordinator of INJAZ Al-Maghrib for her ongoing commitment and exemplary collaboration throughout the partnership, highlighting the importance of synergies between the university and its partners for the success of any event.



II. Entrepreneurship Axis 2024 & 2025:

• The Innovation Camp (iCamp)

As part of the Innovation Camp, a visit to the Fab Lab at Ibn Tofail University was organized by the Empowerment Center for Crédit Agricole du Maroc and INJAZ Al-Maghrib. This visit allowed the partners to explore the infrastructure and resources available for prototyping and developing innovative projects, concretely demonstrating the technological potential and creative environment offered to Ibn Tofail University students for bringing their solutions to life.









Empowerment Center - Ibn Tofail University - Kénitra, Morocco