



IRES.Think tank

## **The report on Morocco's reputation in the world in 2021**

As part of its observatory of the image of Morocco abroad, the Royal Institute of Strategic Studies (IRES) carried out, in partnership with the international firm "The Reprak Company", the seventh edition of the survey on the reputation of Morocco in the world.

The 2021 survey concerned a sample of 25 countries, including the G7 countries + Russia and 17 developed and / or emerging countries, belonging to regions of the world, which constitute a priority of Morocco's international positioning strategy.

The seventh edition showed that Morocco occupies the 27th place among the 72 countries evaluated in this survey. The Kingdom has retained its position for the year 2020 in the top 30 nations with the best reputation among the G7 countries + Russia.

## **Renewing the partnership between Africa and the European Union: what role for Morocco?**

The provisional report of this study, launched in the wake of the adoption by the European Union of its new African strategy, took stock of cooperation between Africa and Europe and highlighted the role of Morocco in this cooperation, in the light of the partnership of shared prosperity. Some levers of action have been identified so that Morocco can strengthen its contribution to Africa-Europe cooperation.

## **Strategic report 2021: English version**

The English edition of the 2021 strategic report dedicated to the post-Covid world has been finalized. This report has tried, in particular, to understand the contours of this world and to identify the seeds of change at work in order to decipher the promising facts of the future, despite the many current uncertainties



### **Webographic watch bulletin for July and August 2021**

The July and August 2021 issues of the "Webographic watch bulletin", posted on the IRES website, present summaries of foresight reports relating, in particular, to the following themes: the stability of the Maghreb, the impact of plastic pollution, regional integration in the Union for the Mediterranean...



### **Morocco's reputation in the world in 2021**

IRES organized, on July 1, 2021, a videoconference dedicated to the presentation and discussion of the main results of the seventh edition of the study on Morocco's reputation in the world, carried out by IRES in partnership with " Reprtrak Company ".

### **Foresight workshops on the future of Morocco's global professions**

The Institute held, from July 6 to 13, 2021, a series of foresight workshops on the future of Morocco's global professions. These meetings are part of the prospective watch mission led by IRES to understand the major transitions that foreshadow the world of tomorrow and to examine their direct and indirect impacts on Morocco.



These prospective workshops, which constitute the first phase of the study on the future of Morocco's global professions, launched at the end of June 2021 by the Institute, were attended by representatives of the public sector, the private sector, and delegates from the federations. representing the world trades of Morocco, university experts as well as members of civil society

## **Development of disruptive technologies: opportunities and challenges for Morocco**

IRES and Huawei Technologies jointly organized, on July 19, 2021, an international conference on the theme "Development of disruptive technologies: opportunities and challenges for Morocco".



This meeting saw the participation of national institutional actors, representatives of the private sector, as well as eminent national and foreign experts in the field of telecommunications, innovation, disruptive technologies and digital transformation.

It was an ideal opportunity to deepen the reflection on the issue of disruptive technologies in Morocco, by questioning the perspectives offered in the various fields, on the strategies to be put in place for the development of a sovereign technological ecosystem, as well as as on the levers and factors allowing to accelerate the digital transformation of the Kingdom and to concretize its vocation of digital hub of Africa.

### **Agenda**

For the months of September and October 2021, the IRES activity. Forum will stand out through the organization of :

- the seminar dedicated to the presentation of the preliminary conclusions of the study entitled "The renewal of the partnership between Africa and the European Union: what role for Morocco?"
- brainstorming sessions as part of the foresight activity.