

PROGRAM | BUSINESS IN TANDEM: BUSINESS OPPORTUNITIES BETWEEN MONTRÉAL AND CASABLANCA

-  **Format:** Virtual event – Zoom platform
 -  **Date:** March 25, 2026
 -  **Time:** 10:00 a.m. – 12:00 p.m. (Eastern Time)
 -  **Program duration:** 120 minutes
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Hour	Schedule
10:00 a.m.	Opening Remarks (2 minutes) Daniela Espinosa Gómez, Project Manager, Export Support Activities Chamber of Commerce of Metropolitan Montreal
	Welcome Addresses (15 minutes) Valérie Poulin, Director, Market Development, Ville de Montréal
10:02 a.m.	Othmane El Amrani, Economic Affairs Attaché, Québec Office in Rabat Silviu Lugojan, Senior Advisor – International Affairs – EAMO Exports, Investissement Québec International Acknowledgements by Daniela Espinosa Gómez
10:17 a.m.	Moderator Introduction – Presentation of the Experts – Daniela Espinosa Gómez
10:18 a.m.	Technology and AI Ecosystem in Montréal (Quebec) Mehdi Benboubakeur, Co-Founder & Chief Executive Officer, Printemps numérique (10 minutes)
10:30 a.m.	Technology and AI Ecosystem in Casablanca (Morocco) Fayçal Noushi, Chair of the International Commission – Americas, APEBI (10 minutes) Fatiha Charradi, Chief Executive Officer, UM6P Canada – Complementary AI perspective (10 minutes)

Hour

Schedule

10:48 a.m.

Introduction to the Business Panel (2 minutes)

Moderator: Naouel Hanani

10:50 a.m.

Business Panel Discussion (30 minutes)

Five questions exploring real-world experiences, challenges, trends, cross-sector partnerships, and international expansion perspectives

• **SVB DEV (Montréal–Casablanca)**

Zouhair Brouzi, Chief Executive Officer

• **Bioeureka (Montréal)**

Mohamed Diallo, Co-Founder

• **Aviseo Conseil (Montréal–Casablanca)**

François Rousseau-Clair, Partner

• **Flex Group (Montréal–Casablanca)**

Martin Arsenault, Vice President IoT

11:20 a.m.

Q&A Session with the Audience (10 minutes)

11:30 a.m.

Networking Session (10 minutes)

11:50 a.m.

Closing Remarks

12:00 p.m.

End of Program
