INSPRIRE AND REVEAL
TO YOUTH THEIR POTENTIAL!
About INJAZ Al-Maghrib

Member of Junior Achievement Worldwide, world leader in entrepreneurship education since 1919 and INJAZ Al-Arab, INJAZ Al-Maghrib is a public utility association, created in 2007 under the aegis of the SNI group. INJAZ Al-Maghrib’s mission is to encourage initiative-taking and develop the entrepreneurial skills of the Moroccan youth attending state schools.

Our objective is to provide youth, from middle school to university levels, with appropriate educational programs that are delivered by professionals from the corporate world and ensure that they understand the nuts and bolts of how to launch and manage a Junior Company, making sure that they are prepared for the challenges of the professional world.

Our programs, which are designed by experts from Junior Achievement, are translated and adapted for a Moroccan audience by INJAZ Al-Maghrib.

RECOGNITIONS

- On April 2nd, 2015, INJAZ Al-Maghrib obtained the “Responsible Association” label from Vigeo, leader in Morocco and Europe in CSR audit;
- INJAZ Al-Maghrib mentioned by President Bill Clinton in an article entitled “How the world’s most influential change agents mobilise for action” appearing in TIME magazine of September 30th, 2013;
- INJAZ Al-Maghrib received the 2013 Entrepreneurship Award from Metlife Foundation and Junior Achievement Worldwide;
- INJAZ Al-Maghrib recognised as an association of public utility by the Government, by decree No. 2-13-340;

INJAZ in figures

+ 90 Partners
+ 2750 Volunteers
+ 75,000 Youth trained since 2007

PROGRAMS

- **Company Program**
  - Training of youth in how to launch and manage a company

- **Economics for Success**
  - Financial management education for middle school students

- **Steer your Career**
  - Helps students develop personalised strategies for job-hunting

- **It’s my Business**
  - Familiarises youth with the corporate world

- **Career Success**
  - Prepares high school students for the world of work

- **Business Leaders**
  - Conferences given by company directors

- **I Camp**
  - Introduces students to entrepreneurship

- **Smart Start**
  - Supports students in setting up their own company

- **Entrepreneurship Masterclass**
  - Introduces middle school students to entrepreneurship