



EXHIBITION PLATFORM

PITCH TALKS PROGRAM

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WEDNESDAY, 2 JULY 2025

TIME	TOPIC	COMPANY	SPEAKERS
12:30	Developing Games with Unity 6	Unity Technologies	Dr. Corrie Green Senior Developer Advocate at UNITY
13:30	Leveling Up Learning: What AI and Gaming Teach Us About Education	International University of Rabat (UIR) / Higher School of Computer Science and Digital Technology (ESIN)	Prof. Hakim Hafidi : Teacher-researcher at ESIN (Higher School of Computer Science and Digital Technology) at UIR
14:05	From Heritage to Game Controller: Teaching Gaming in Service of Moroccan Identity	Ibn Tofail University / Center of Excellence in Design and Applied Arts	Prof. Houria Kelkoul : Director of the Center of Excellence in Design and Applied Arts, Vice-Dean of the Faculty of Languages, Literature, and Arts at UIT
14:40	Mohammed V University: Driving Talent and Innovation	Mohammed V University Rabat (UM5) / University Center for Entrepreneurship	Prof. Ismail Kassou : Vice President in charge of Research and Cooperation Prof. Karima Ghazouani : Director of the University Center for Entrepreneurship at UM5 Rabat and of the Student Support Hub for Innovation and Entrepreneurship, SALEEM Rabat
15:15	Preparing for Emerging Careers in Gaming: The Role of l'Institut des sciences du sport de Settat	Hassan I University – Settat / Institute of Sports Science (I2S)	Prof. Alaa Mrani : Lecturer at I2S Prof. El Mostafa Rajaallah : Accredited Professor at I2S and Head of the Master's Program in "Digital Transformation and Sports Technology" Prof. Issam Taqafi : Accredited Professor at I2S and Head of the Bachelor's Program in "Sports Technology"
15:50	Artificial Intelligence Applied to Video Games for Interactive, Adaptive, and Intelligent Environments	Sidi Mohammed Ben Abdellah University – Fez / École Normale Supérieure (ENS)	Prof. Amine Sallah : Senior Lecturer at the École Normale Supérieure
16:25	Gaming: When Passionate Talents Meet Mission-Driven Companies, the Ecosystem is Created	Groupe DBM MAROC	Mr. Abdelkarim Mazouzi : General Manager Mr. Oualid Mazouzi : Deputy General Manager
17:00	Supporting the rise of a Gaming Industry in Morocco: Funding Levers and the Role of Crédit Agricole du Maroc in the Creative Economy	Crédit Agricole du Maroc	Mr. Tarik El Krait : Director of the Business and Agri-Agro Markets Development Division Ms. Sawanih Taha : Business and Agri-Agro Markets Development Division Ms. Imane Nouri : Business and Agri-Agro Markets Development Division

THURSDAY, 3 JULY 2025

TIME	TOPIC	COMPANY	SPEAKERS
17:35	OMPES in Support of Gaming: Observing, Analyzing, and Supporting the Moroccan and African Economy	The Moroccan and Pan-African Sports Economy Observatory (OMPES)	Mr. Alaâ Mrani : President of OMPES & Professor at Hassan I University of Settat Mr. Mehdi Chihab : Vice President of OMPES & State Engineer Ms. Oumaima Zinaoui : Member of OMPES & PhD Candidate
18:10	Video Game Prototypes: FUTPA Maroc, Le Folklore Marocain, Ashfall Legacy Turnaroz, Keys of Light, Marjana El Gharaba, The Seven Gates of Heaven	Hassan II University of Casablanca / (ENSAD)	Mr. Ilyas Mazouz : Student at ENSAD Mr. Nabil Mimouni : Student at ENSAD Mr. Soufiane Tajri : Student at ENSAD Mr. Abdellah Bourhin : Student at ENSAD Ms. Salma Kharfi : Student at ENSAD Ms. Hidaya Saf : Student at ENSAD Mr. Ayoub Aouinzou : Student at ENSAD
18:45	The Role of Banks in Building Morocco's Gaming Ecosystem	CIH Bank	Mr. Ismail Benmbarek : Director of Innovation, Development, and Partnerships
19:20	The Digital Solidarity Incubator (IDS)	Mohammed V Foundation for Solidarity	Mr. Ayoub EL BOUCHIKHI : Entrepreneurial Coach at IDS
10:00	Presentation of a new game "FUTUROCCO": a Moroccan game set in Morocco in the year 2175	AJB GAMES STUDIO	Mr. Aymane Jbari : Founder - Game Developer Mr. Youness Bejrhit : Co-Founder - Artist
10:35	Digital Heritage and Eco-Tourism Meet AI: The New Frontier of the Gaming Industry	Inclusive Medina	Ms. Aya Es-saadaoui : Architect, Researcher, and Entrepreneur, Founder of Inclusive Medina Mr. Mohammed Laaroussi : Video Game Developer, Entrepreneur, and Tech Associate at Inclusive Medina
11:10	From Boredom to Boss Battles: Teaching Math Through RPGs	Kiddo Education	Ms. Kawtar Jalili : Founder of Kiddo Education & Co-founder of Le Sapin Engineers SARL
11:45	Presentation of the video game "EXPLOITATION_"	JUNE STUDIO	Mr. Ilias Belabed: Founder and Manager of JUNE STUDIO
12:20	Presentation of a strategy game "Powerplay"	Frantic	Mr. Amine Rehioui : Game Programmer
12:55	Magaza Simulator: A New Game in Development	Outcast Digital	Mr. Khalid Bouzarout : CEO Mr. Zakaria Aguinane : Lead Developer
13:30	Science Learning Through Gamification: Case Studies of Chemistry VR and Anatomy VR	Octav Studio	Mr. Houssam Eddine Rehhal : Head of Partnerships

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14:05	Esports: The Ultimate Playground to Engage Gen Z and Boost Your Brand	BESTOP (Esport Elite Champions)	Mr. Mounir Abou Ahmed : Founder of Esport Elite Champions / Design, Production, and Organization of Gaming and Esports Events Ms. Fatim-Zahra Hraiche : Director of Audiovisual Production
14:40	The Potential of Gamevertising: The Future of Advertising is a Game!	A314LAB	Mr. Etienne Lambot : Co-Fondateur & CEO – A314LAB
15:15	TBOURIDASH: Designing a Tactical Roguelike Inspired by Moroccan Tbourida	Kelbox Studio	Mr. Rachid Lansri : Game Designer & Founder of Kelbox Studio Mr. Marouane Baaout : Game Designer & Co-creator of Starter Podcast
15:50	The Future of Social Gaming: Bringing People Back to the Same Table	Vincente Games	Mr. Samir Tamri : Founder of Vincente Games
16:25	Project IZI Morocco: Gamifying Tourist Activities in Morocco	IZI EXPLORER	Mr. Mohammed Amine Bellahcen : CEO of IZI Explorer Ms. Meriem Douibi : Communications and Marketing Manager
17:00	Gameplay and Development of the Game "BEAT BAD BOX"	KNC LAB	Mr. Khalid Rajraji : Game Designer and Project Manager Mr. Youness El Garraab : Art Director and Game Designer
17:35	The Future of Content Lies in Codes: A Self-Managed Platform for Digital Transactions, Distribution, and Loyalty, developed by Yako Automation, Integration, Loyalty: We Transform Activation Codes into Drivers of Access, Growth, and Customer Relationships.	iNLEM /YAKO	Mr. Nizar El Miadi: General Manager of iNelm, Founder of the Yako Project
18:10	Serious Games and Educational Games	KOKORO Games	Mr. Abdellah Alaoui Mdarhri : CEO and Co-Founder Mr. Tarik Boumhaouss: Creative Director and Co-Founder Mr. Moulay Youssef Alaoui Mdarhri: Marketing Director
18:45	The Art of Environment Design and World-Building	Seelydot Studio	Mr. Said Allaoui : Founder of Seelydot, Creative Director & VFX Supervisor Ms. Oumaima Mokdad :CG Supervisor & Modeling Artist Ms. Ghizlane Bouayad : Digital Fashion & Cinematic Designer
19:20	From Local to Global: How Digital Virgo Can Elevate Local Game Creators Through Its Telecom and Digital Ecosystem?	Digital Virgo Maroc	Mr. Achraf Ammour : Sales Director for Africa Mr. Benjamin Eylenbosch : Product Manager E-sport

FRIDAY, 4 JULY 2025

TIME	TOPIC	COMPANY	SPEAKERS
10:00	Moroccan Architecture in Video Games	ARTISTYIY DIGITAL	Mr. Issam Chentoui: Bachelor's Degree in Sustainable Architecture
10:35	Esports & Gaming: Presenting the Global Ecosystem to Explain the Sector's Value Chain Between the "Gaming" Phase and the "Esports" Phase.	TBB E-CORP	Mr. Tarik Belghazi : Founder TBB E-Corp SARL
11:10	Ashira Studio Project and Game Development Business	Ashira Studio	Mr. Amine Abouzaid : CEO
11:45	Polished and Cohesive: The 2D Artist's Workflow from Design to Engine	Triaxis Studio	Mr. Abderrahim EL Mkademi : Game Dev
12:20	What Role Does Esports Play in Schools?	Geek Culture Agency	Mr. Amine Drif : Founder of Geek Culture Agency Mr. Tayeb Jebbouj : Radio Host
12:55	BMJ Supports Independent Developers with Technical and Creative Assistance to Maximize Game Success	BMJ	Ms. Nour Maski : COO, Expert in Video Game Innovation Mr. Ziyad Boudhim : Specialist in Game Design and Storytelling.
13:30	Showcasing the Collective's Productions	Alkhariqun Collective	Ms. Zineb Sbai El Idrissi : Director and Manager Mr. Salah Eddine Fellani : Comics artist and co-founder Mr. Mustapha Oualla : Lead Comic artist
14:05	Game Direction Assassin's Creed Unity at Ubisoft Montreal	Studio Darewise	Mr. Marc Albinet : Creative Director at Studio Darewise
15:10	Art Direction of Prince of Persia at Ubisoft Casablanca	Isart Digital Nice	Mr. Laurent Cluzel : Director of Campus Isart Digital Nice
16:15	Accelerating Game Audio Development with Generative AI (Presented by Mojatoon)	Mojatoon	Mr. Mohammed Rabia : CEO of Mojatoon
17:20	Triple Threat: New Ip, New Team, New Studio	Studio Ellipsis	Mr. Mustapha Mahrach : Creative Director at Studio Ellipsis
18:25	Presentation of the Video Game Incubator Program	Level Link Partners	Mr. Julien Villedieu : CEO of Level Link Partners
19:00	Presentation of the Video Game Creator Program	Isart Digital	Mr. Azad Lusbaronian : Director of Development at Isart Digital

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SATURDAY, 5 JULY 2025

TIME	TOPIC	COMPANY	SPEAKERS
10:00	HeroCat: The First Web3 Game That Knows You Before You Play	Indie Game Dev	Mr. Amine Houari : Founder & Project lead
10:35	Serious Gaming: When Video Games Train Professionals – A Case Study on Flight Simulator	Indie Game Dev	Mr. Nawfal BenBennasser: Senior Developer on Microsoft Flight Simulator, CEO of Magistral Studio, and Co-founder of MGD by Daga
11:10	Aydi and the Rainborn	Video Game Creator	Video Game Creator Students: Mr. Salah Eddine El Adnani Mr. Hamza Kouza Ms. Manal Achaoui Mr. Mohammed El Wardighi Mr. Mehdi Nadbour Ms. Hibatallah Meliani Mr. Khalid Mergousse Mr. Badr Benfanich
11:45	Fragments: Reclaim Your Soul, Remember the Truth...	Video Game Creator	Video Game Creator Students: Ms. Salma Chakri Mr. Haidar Abdulkahar Mr. Oualid Ouazrou Mr. Ilyass Salout Ms. Oumaima Gouffia Ms. Salma Boushabi Ms. Rihab Moussa Laachiri Ms. Bassma Benalla
12:20	Lost Sala in Colonia	Video Game Creator	Video Game Creator Students: Mr. Issam Chentoui Mr. Mehdi Haidar Ms. Zhor Elhamdouchi Mr. Reda Ait Laarab Mr. Souleyeman Echatoui Ms. Nouhaila El Karmani Mr. Moussaab El Mahraoui Mr. Anas Figuigui Mr. Rachid El Mansori
12:55	ScatteredSignals	Video Game Creator	Video Game Creator Students: Ms. Fadwa Qorchi Ms. Safiya El Hassar Mr. Faouzi Bouyattar Mr. Youssef Yousfi Ms. Chaimaa Lehnech Mr. Ziad Rbai

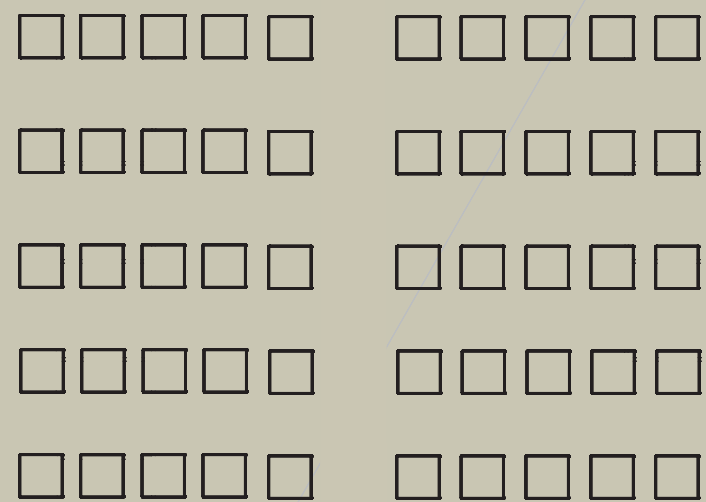
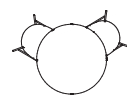
13:30	Veil of The Ancients	Video Game Creator	Video Game Creator Students: Mr. El Mehdi Er-reysey Ms. Salma Malki Mr. Hamza Chaouki Mr. Hamza EL Yamany Mr. Soufiane Zian Ms. Karima Bousfar Mr. Hamza Ezzakraoui Mr. Mohammed Laaroussi
14:05	Code, Create, Innovate: The 1337 Vision for the Video Game Industry	UM6P	Mr. Yassir Boux : Technical Director at 1337 School
14:40	Copyright Protection in the Digital Content Sector	Le Bureau Marocain des Droits d'Auteur et Droits Voisins (BMDAV)	Ms. Naïma Samri : Head of the Legal and Litigation Department Ms. Sara El Alami : Head of Legal Services
15:15	eBotola: An eSports League Model in Synergy with Traditional Sports	FRMJE	Mr. Soufiane El filali : Marketing & Communications Director
15:50	"Revolutionizing Moroccan Higher Education: Gamification as a Catalyst for Student Engagement A New Frontier for the Gaming Industry"	Moulay Ismaïl University / Code 212 Center	Prof. Moulay Hachem Alaoui Harouni : Head of the Digital Department at Moulay Ismail University Prof. Mohammed El Messaoudi : Professor at Moulay Ismail University
16:25	Gaming Innovation Hub (GIH): Toward a National Incubator for Gaming Innovation and Entrepreneurship	Chouaib Doukkali University / ENSA - El Jadida	Prof. Sahabi Mohamed : Vice President in charge of Research and Cooperation at Chouaib Doukkali University Prof. Abdelwahed Hajjaji : Director of the National School of Applied Sciences – El Jadida Prof. Rahhal Errattahi : Information Systems Officer at the National School of Applied Sciences – El Jadida
17:00	Reinventing Education with EdTech: From the Classroom to the Cloud	Algorithmics Rabat Souissi	Mr. Ihab Bokal : Teacher
17:35	EdTech and Inclusion: Tomorrow's Education for All	Algorithmics Rabat Souissi	Mr. Yahya Bahmani : Student
18:10	Game Development: Creating Worlds, Coding Realities	Algorithmics Rabat Souissi	Mr. Ghali Bouaiyda : Student
18:45	How Do Video Games Develop Skills Useful in Real Life?	Algorithmics Rabat Souissi	Mr. Chahine Hachimi : Student
19:20	Developing an Educational Video Game: A Challenge Between Fun and Pedagogy	Algorithmics Rabat Souissi	Mr. Kinane El Mifdali : Student

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SUNDAY, 6 JULY 2025			
TIME	TOPIC	COMPANY	SPEAKERS
10:00	New Horror Game in Development	Indie Game Dev	Mr. Said Rafii : Game Developer
10:35	Movies and Video Game Development	Indie Game Dev	Mr. Youssef Rafia : Game Developer
11:10	Using Social Media in Video Game Development	Indie Game Dev	Mr. Anass El Arraf : Game Developer
11:45	3D and Graphic Design in the Service of Game Development	Indie Game Dev	Mr. Taha Mahboub : 3D Artist
12:20	When Games Tell Stories Like Films: Visual Storytelling Experiences at Moroccan Universities	Ibn Tofail University / Center of Excellence in Design and Applied Arts	Prof. Safaa Bendhiba: Coordinator of the Gaming Program, Bachelor's Degree at the Faculty of Languages, Literature, and Arts at UIT
12:55	Spotnav: Where Virtual Tours Meet Real-Time Interaction	DROPLEET	Ms. Ouiame El Hezzam : Network and telecommunications state engineer from ENSAF, XR Master developer from the UM6P
13:30	PEEK A DOOM (PC Game)	Enigma Studio	Mr. Soufiane Khramez : CEO /Founder
14:05	INBA Training Programs Related to Gaming Careers	INBA	Mr. Mehdi Zouaki : Director of INBA Mr. Mohamed Lamsaour : Artist Professor at INBA
14:40	Staging and Gaming	ISADAC	Dr. Mahmoud Chahdi : Researcher, Director, and Mediator Dr. Omar Saadoun : Researcher and Visual Artist/ Video Games and Visual Stakes

15:15	The Art of Tomorrow's Storytelling: Immersion, Interactivity, and AI	ISMAC	Mr. Abdellatif Fdil : Teacher Ms. Awatif Rouijel : Teacher Mr. Houssam Halmaoui : Teacher Mr. Azhar Hadmi : Teacher Mr. Badre El BARDAI : Student
15:50	Game Jams and 5 Community Projects	MGD by DAGA	Mr. Abdellah Alaoui Mdarhri : President of MGD by DAGA Mr. Amine Abouzaid : Vice President of MGD by DAGA
16:25	The Upcoming Game from Clover Studio, Sky Drift: Our Development Process	Clover Studio	Mr. Zakarya Chioua :Co-founder and CEO of Clover Studio
17:00	Building Games That Go Viral: Hybrid-Casual Games Success	Dinomite Studio	Ms. Fatima Zohra Jaanin : Team Leader at Dinomite Studio
17:35	Presentation on a Gaming Solution in a Historical Monument Aimed at Transmitting Cultural Heritage to the New Generation.	Moroccan School of Engineering Sciences (EMSI) Casablanca / XR Center	Mr. Mohamed Tabaa: Director of the LPRI Laboratory – EMSI Casablanca Mr. Yassine Bounouader : Head of the XR Center – EMSI Casablanca
18:10	Qara Prison: From Game Idea to a Transmedia Universe Inspired by Moroccan Heritage	Play Legends Studio	Mr. Abdelilah Benjabbour : Co-founder – Project Manager and Technical Lead Mr. Mohamed Al Harrak : Artistic Director Mr. Mohammed Ilyass Hamlili : Co-founder – Creative Director

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SPACE CAPACITY
50 SEATS