

## CALL FOR EXPRESSIONS OF INTEREST

### Digit4Growth – Accelerating the Digital Transformation of Moroccan SMEs for Competitive Growth and Decent Job Creation

In a context of rapid economic transformation, digitalisation represents a key strategic lever for strengthening the competitiveness of Moroccan enterprises, improving productivity and fostering sustainable job creation. In cooperation with the Ministry of Industry and Trade, and within the framework of the Special Initiative “Decent Work for a Just Transition” – Invest for Jobs, as well as the Employment Partnership Programme (PPE) implemented by GIZ Morocco, this Call for Expressions of Interest (CEI) is launched for the Digit4Growth programme.

#### Objective of the Initiative

The Digit4Growth programme aims to support high-potential Moroccan small and medium-sized enterprises (SMEs) in structuring and implementing digital transformation projects with measurable economic impact and the creation of decent jobs.

Through tailored strategic and technical advisory support, the programme will assist companies seeking to:

- Modernise their processes and information systems;
- Integrate innovative digital technologies;
- Strengthen their competitiveness in domestic and international markets;
- Develop sustainable growth that generates long-term employment.

**Companies with a digital transformation project, including a job creation plan, are invited to submit their application via the dedicated online form:**

<https://kobo-ee.giz.de/x/o5CWZWw3>

#### Areas of Support

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Under the Digit4Growth programme, selected companies will benefit from tailored strategic and technical support aimed at structuring, securing and effectively managing their digital transformation projects. Support may cover, but is not limited to, the following areas:

### 1. Digital Transformation Diagnosis and Strategic Roadmap

- Assessment of the company's digital maturity
- Identification of high-impact digitalisation priorities
- Development of a structured and phased digital transformation roadmap

### 2. Structuring and Management of Digital Projects

- Support in project planning and definition of functional requirements
- Preparation of technical specifications
- Support in project governance and project management

### 3. Modernisation of Information Systems

- Recommendations regarding IT architecture and selection of appropriate solutions
- Support for system integration (ERP, TMS, platforms, cloud solutions)
- Optimisation of internal processes

### 4. Digital Risk Management and Cybersecurity

- Vulnerability assessments
- Cybersecurity recommendations
- Development of data protection policies and procedures

### 5. Innovation and Business Model Transformation

- Identification of opportunities for digitalisation of products and services
- Development of new digital services or channels
- Integration of digital technologies into the company's growth strategy

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The support provided under the Digit4Growth programme consists exclusively of strategic and technical advisory services. The programme does **not** cover:

- Purchase of software or licences
- IT development costs
- Hardware or equipment
- Services provided by software vendors, suppliers or system integrators

**The advisory support will be provided free of charge to selected companies and will be tailored to their specific needs in order to sustainably strengthen competitiveness and their capacity to create qualified jobs.**

**Please note:**

- The initiative is open to companies from all sectors, provided that the proposed digital transformation project demonstrates measurable economic value added and employment impact.
- Selected companies shall commit to actively participating in programme activities, supporting communication and visibility activities requested by GIZ, and providing all information required for project monitoring and impact assessment, particularly in relation to job creation.

**Eligibility Criteria**

- Be a medium-sized company legally established in Morocco.
- Have at least three (3) years of operational activity.
- Employ more than 10 full-time staff members.
- Have an annual turnover exceeding MAD 2 million.
- Demonstrate sufficient organisational and human resource capacity to implement the proposed project.
- Appoint an internal focal point responsible for project monitoring and coordination with the programme team.
- Demonstrate the financial capacity to cover the investments required for the operational implementation of the digitalisation project (licences, development, etc.).

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- Present a credible plan to create at least 10 new formal jobs during the period 2026–2027, directly or indirectly linked to the digital transformation project.

Projects demonstrating significant impact in terms of job creation and sustainable transformation will be prioritised.

### Application Procedure

Interested companies are invited to submit their application via the online form available at the following link: <https://kobo-ee.giz.de/x/o5CWZWw3>

**Application deadline: 30 April 2026**

### CONTACT:

For further information, please contact: [morocco@invest-for-jobs.com](mailto:morocco@invest-for-jobs.com)

Subject line: “D4G 2026: Request for Additional Information”

For more information: <https://invest-for-jobs.com/fr/>

### **Important Notes**

- The mobilisation of experts and the fees related to their services are fully covered by GIZ.
- However, software and hardware costs (licences, IT development, security equipment, etc.) remain the responsibility of the beneficiary company.
- Only pre-selected companies will be contacted for the next stages of the selection process.
- Submission of an application does not guarantee selection.
- All information submitted will be treated confidentially and used solely for the purpose of project evaluation.

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