



www.ocpgroup.ma



Press Release

OCP GROUP AND IBM FORM JOINT VENTURE TO ACCELERATE DIGITAL TRANSFORMATION FOR MOROCCAN AND AFRICAN COMPANIES

Rabat, Morocco, 6 December 2017 : OCP Group and IBM (NYSE: IBM) today announced a Joint Venture (JV) to provide digital and IT services in sectors ranging from agriculture to industry across Africa.

The new JV, named TEAL Technology Services™, will initially support OCP to accelerate its digital transformation and enhance efficiencies in its business operations. TEAL Technology Services will implement advanced technologies such as analytics, cognitive and Internet of Things (IoT) and develop customized services, leveraging OCP and IBM expertise, while also aiming to generate employment in the IT sector.

“Serving the African market, the IBM-OCP partnership will create innovative solutions and services to drive digital transformation in industry and other sectors important to Africa’s economic growth,” the two companies said in a joint statement.

Both companies are recognized global leaders in their respective fields. “This JV with IBM is another step in OCP’s tested model of strategic partnerships with best-in-class organizations to promote economic transformation and human capital development in sectors that are key to Africa’s future growth. OCP and IBM’s TEAL Technology Services will help build and accelerate Africa’s digital transformation,” explained Mustapha El Ouafi, OCP’s Managing Director.

Broad and inclusive economic growth in Africa will depend on the transformation of the continent’s agriculture sector and the expansion and diversification of its manufacturing, industrial and service sectors. Harnessing the full power of digital technologies and solutions will be key.

“This collaboration further demonstrates IBM’s commitment to bringing innovative solutions to African markets,” said Takreem El-Tohamy, IBM Middle East & Africa General Manager. “This venture will provide an opportunity to further strengthen our commitment to our clients on the continent and help them accelerate their digital transformation,” he added.

IBM and OCP will also launch education, social and research & development programs, reinforcing both companies’ commitment to fostering innovation and skills development on the continent.



www.ocpgroup.ma



Press Release

ABOUT OCP GROUP :

OCP Group is a leading producer of phosphate and fertilizer, serving customers around the globe. Thanks to its large-scale integrated industrial development strategy, OCP is present on the entire phosphate value chain, offering its 21,000 employees a development path focused on excellence. Building on nearly 100 years of agricultural and industrial knowledge and expertise, OCP, an African company headquartered in Casablanca, Morocco, is committed to being a globally responsible company, helping to drive sustainable solutions to feed a growing world population..

For more information about OCP : www.ocpgroup.ma

For more information about IBM: www.ibm.com/services/consulting

CONTACTS :

• Groupe OCP :

- Mrs. Fadoua GHANNAM

E-mail: fadoua.ghannam@ocpgroup.ma

Phone: (+212) 6 61 79 40 83

• IBM :

- Mrs. Nadia KALLEL

E-mail: nkallel@tn.ibm.com

Phone: (+212) 6 16 19 14 63