

ANRT was present at the second edition of the Association of Information System Users in Morocco (AUSIM) Congress held from October 10th to 12th 2012 in Marrakech. The theme was : "Digital business: opportunities and challenges for Morocco today and tomorrow."

Through this event the association aims to develop digital technology anchoring among economic actors. Such anchoring involves a breakthrough approach. The speakers all agreed that digital technology is more than a question of reflex, culture, attitude, and equipment.

With the flood of tablets and smart phones in the market and the generalization of social networks, digital technology has become a major issue, forcing companies to devise new strategies towards partners and clients.

The annual ANRT survey on ICT use shows that the main justification mentioned by the participants for not having Internet was the lack of need whereas a few years ago price was the major main reason.

"In this respect the customer takes on a major role in the alchemy driving us to become a digital nation", as noted by Mr. Azdine El Mountassir Billah, the General Director of ANRT: "as customs one day imposed electronic declaration and relieved businesses of this annoyance, we should think of doing the same for other services. It's by reiterating such innovative approaches that the fairy-tale of this digital gamble will take hold." What's obvious is that the administration should be intentional, more enterprising in the dematerialization of services.

For further information, visit the web site of the [AUSIM Congress](#).

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