

The AI Mada Foundation and INPT launch the Master Data & AI in partnership with Attijariwafa bank, inwi, Managem and Marjane Group

INPT and the AI Mada Foundation inaugurated, on October 6, a unique Master's program in Data & AI in Morocco, combining academic training with paid work-study professional experience. The program aims to train a new generation of talent to support the Kingdom's digital and technological transformation.

The AI Mada Foundation, in partnership with the National Institute of Posts and Telecommunications (INPT), officially launched the Master Data & AI program on Monday, October 6th, 2025.

This two-year Master's program is open to holders of a bachelor's degree in mathematics, computer science or physics. It is structured around a first year of core curriculum followed by a second year of specialization. The program stands out for a feature that is unique in Morocco: a paid work-study track combining academic instruction with in-company experience throughout the entire two-year period. Its ambition is to train a new generation of highly qualified professionals capable of supporting and driving the Kingdom's digital and technological transitions.

In a context where Data and Artificial Intelligence are reshaping business models and redefining companies' key skills, the Master Data & AI program aims to train data scientists and data engineers who combine technical expertise, strategic vision and digital responsibility.

The training program, fully supported by the AI Mada Foundation and its partners, is delivered by academic researchers and experienced industry professionals. It integrates practical case studies drawn from partner companies and places strong emphasis on soft skills, in order to prepare students to become key players in the national digital transformation.

Four leading companies are supporting the program—Attijariwafa bank, inwi, Managem and Marjane Group—which will host students during predefined periods and, alongside INPT, support them throughout the program.

Through this initiative, the AI Mada Foundation reaffirms its commitment to "Positive Impact" by promoting high-quality education focused on future-oriented professions and aligned with real market needs. INPT reaffirms its position as a leading national institution in excellence-driven education serving Morocco's digital transformation.

"This Master's program fully reflects our mission: to train highly qualified profiles capable of addressing the major challenges of the Kingdom's digital and technological transformation. Thanks to this partnership with the AI Mada Foundation, we are offering our students cutting-edge training that combines academic rigor with professional experience, in order to prepare the talents Morocco needs for its future" said Mr. Ahmed Tamtaoui, Acting Director of INPT.

The official launch of the Master's program took place on October 6 during an event bringing together students and all program stakeholders. The first cohort, comprising 30 students selected through a rigorous process—based on academic record review, a written examination and oral assessments—began classes on September 22nd 2025. The first in-company immersion is scheduled to begin in January 2026.

This pilot experience is intended to expand and, in the coming years, will enable the training of a growing number of students.

About the Al Mada Foundation

The Al Mada Foundation embodies the ESG commitment of Al Mada, an international investment fund. Guided by its “Positive Impact” signature, the Foundation seeks to create long-term positive impact through programs in the arts, education, entrepreneurship and the environment.

About INPT

INPT’s mission encompasses education, research and expertise. It offers high-level initial and continuing education programs in the fields of digital infrastructure, information and communication technologies, as well as digital sciences and technologies. INPT is also actively engaged in applied research and expertise, in support of technological innovation and development.