

## Outperform your competitors with a growth mindset.

## Become a cognitive enterprise with Blockchain and Cloud.

February 17, 2020 | 15:00 - 16:45 (GMT+1)

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Businesses in Morocco are becoming increasingly conscious of the fact that shifting to cognitive enterprises will boost the mining and chemical industries in the country. Attend the IBM Smarter Business webinar to understand the current state of these industries in Morocco with various limitations and prospects that can be addressed with IBM Solutions.

Learn how you can achieve business transformation with a hybrid cloud strategy and reinvent enterprise processes by making a move towards sustainability and deploying blockchain in the business.

### Here's the webinar agenda:

**15:00 - 15:15**      **Opening with high-level overview and current state of Mining/ Chemicals industry in Morocco:**  
Challenges and opportunities

**15:15 - 16:15**      **Panel Discussion:**  
The Cognitive Enterprise: Your business reinvention powered by a hybrid Cloud strategy — Journey to sustainability and Blockchain at the heart of the energy industry

**16:15 - 16:45**      **Q&A and Closing remarks**

Here is an opportunity to strengthen and elevate your business by becoming a cognitive enterprise. Prioritize the deployment of intelligent workflows with blockchain and hybrid cloud.

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