

# Canada and Africa

## Morocco



### More than thirty years of partnership

The Canadian International Development Agency (CIDA) has been cooperating with Morocco since 1963. CIDA's cooperation strategy in Morocco was developed on the basis of that country's development priorities: core education, vocational training, local governance, and equality between men and women. Canada makes sure that all its activities are protective of the environment. In 2004–2005, Canada's official development assistance to Morocco totalled \$10.2 million.

### Emphasis on skills

“Don't teach what you know; rather, teach what the student needs to know in order to practise an occupation.” That maxim sums up the skills-based approach for teachers who are called upon to apply it. Skills-based training is designed to convey to students the specific knowledge and skills the labour market needs.

In Morocco, many teachers in professional vocational training centres are learning this approach. For example, in Marrakesh, at the Institut supérieur des techniques hôtelières et touristiques, which trains people to work in the hospitality industry, a program is now available that enables students to acquire direct knowledge of the environment in which they will be working. In a “laboratory,” young Moroccans learn how to greet guests and use hotel management software. A dining room allows trainee servers to learn their trade.

With their diplomas in hand, the young graduates are sought out by employers. Because they were taught what they needed to know, they fit in quickly in the workplace. To date, none has failed to find a job.

### Equality between women and men

Through the Gender Equality Support Fund, a strong partnership has been developed with the Secrétariat d'État chargé de la famille du Maroc, which provides services to Moroccan families. Working with various public bodies and civil society groups, the fund strengthens local capability to promote gender equality. For example, the fund financed a television campaign in support of efforts to reduce violence against women. The campaign left an indelible image on the minds of Moroccan men and women, and continues to have an impact.

[www.cida.gc.ca/morocco](http://www.cida.gc.ca/morocco)



A dining room at the Institut supérieur des techniques hôtelières et touristiques in Marrakesh enables trainee servers to learn their trade.

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