



CONSULTING · TRAINING · RECRUITMENT — SINCE 2000

NAITECH CONSULT

Over 26 years structuring the human capital of African organizations.

Since 2000

Rabat, Morocco

5 countries of operation

naitechconsult.com

About Us

A consulting, training and recruitment firm serving public and private organizations

Founded in 2000 in Rabat, NAITECH Consult has spent more than 26 years supporting public and private organizations across Morocco, Africa and internationally. The firm has broadened its human-capital expertise to include local governance and artificial intelligence, now central to its offering. A team of multidisciplinary consultants, senior specialists and trainers, combining proven competence, rigour and professionalism.

26

Years of expertise

2000

Year founded

5

Countries of operation

12

Referenced engagements

37

Consulting services

17

Training fields

Consulting firm based in Rabat, Morocco — Morocco, Côte d'Ivoire, Congo, Mali, Senegal

Three Convictions

"A firm with no stated position is just a document supplier."

I

A report that changes no practice has produced nothing.

We judge ourselves on what remains in place six months after a mission ends: a framework kept up to date, a manager who runs a real appraisal, a committee that still meets. Not on the number of pages delivered.

II

Competence is measured, not declared.

Staffing levels, workload, the effect of a training programme, internal pay equity — all of this can be calculated. Wherever a number is possible, we produce it, and show the method so it can be challenged.

III

Artificial intelligence shifts the cost of analysis, not the responsibility for the decision.

A machine can sort applications, draft a framework, model a scenario. It cannot bear the consequences of a denied promotion or an announced reorganization. That is where a consultant still earns their fee.

Our Six Areas of Expertise

Human capital, training, organization, governance, compliance and data & AI — one team, one method

01



Human Capital & HR

Workforce planning · Job frameworks · Appraisal · HRIS

02



Training Engineering

Master plans · Programmes · Evaluation

03



Management Consulting

Process · Change · Risk · Quality

04



Local Governance

Local authorities · PPPs · Public procurement · Territories

05



Social & Legal Compliance

Labour law · Social dialogue · Audit

06



AI Governance

Dashboards · Simulators · AI governance

AREA 1

Human Capital & Human Resources

WORKFORCE PLANNING · JOB FRAMEWORKS · APPRAISAL · HRIS

Structuring the HR function so it steers the organization instead of just administering it.

- ✓ Workload diagnosis and analysis
- ✓ Job weighing and classification
- ✓ Workforce and skills planning (GPEC)
- ✓ Recruitment planning
- ✓ Structure sizing and optimization
- ✓ HR Master Plan (SDRH)
- ✓ Succession planning and talent management
- ✓ Outsourced HR management

AREA 2

Training Engineering

MASTER PLANS · PROGRAMMES · EVALUATION

From identifying the real need to measuring its effect on the job.



Training engineering



HR training and development



Training Master Plan

NAITECH Academy — 17 training fields, including:

Procurement & Logistics

Finance & Accounting

Project Management

Human Resources

QSE

Marketing & Sales

AREA 3

Management Consulting

PROCESS · CHANGE · RISK · QUALITY

Rethinking structure, process and roles to remove the real blockages.



Organizational development



Organization and change management



Communication



Commercial audit of companies



Risk mapping

AREA 4

Local Governance

LOCAL AUTHORITIES · PPPS · PUBLIC PROCUREMENT · TERRITORIES

Supporting local authorities in rolling out integrated development models, in line with advanced regionalization.

- ✓ Administrative modernization of public management
- ✓ Territorial human resources
- ✓ Organizational consulting
- ✓ Advisory to SMEs and professional associations
- ✓ Deconcentration & decentralization
- ✓ Training engineering for territorial actors
- ✓ Management procedures

AREA 5

Social, Legal Compliance & Social Dialogue

LABOUR LAW · SOCIAL DIALOGUE · AUDIT

Securing the employment relationship and workplace climate ahead of litigation.



Labour law and social compliance



Managing workplace social conflict



Corporate social compliance



Legal and administrative advisory

AREA 6

AI Governance

DASHBOARDS · SIMULATORS · AI GOVERNANCE

Making HR data legible and usable, and governing the use of AI in processes that decide people's fate.



Communication and strategic monitoring



AI strategy and roadmap



Process automation



Generative AI and team training



Data governance



Search visibility (SEO & GEO)



Digital marketing

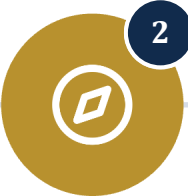
Our Method

How an engagement unfolds



Needs Analysis

Diagnosing the situation, the stakes and the skills gaps, conducted with your teams rather than remotely.



Solution Design

Designing the solution: frameworks, training plans, procedures or master plan, depending on the mission.



Implementation

Delivery, roll-out and skills transfer, in person or remote, in French or English.



Follow-through

Post-mission monitoring and support until the solution holds without us.

Our AI Charter

You have the right to know what produced the document you are paying for.



No client data in a public tool

Payroll files, appraisals, CVs and internal documents are never submitted to a consumer-grade service.



A human signs off

No deliverable leaves the firm without being checked line by line by the consultant who signs it.



No automated decision about a person

Recruitment, appraisal, promotion, dismissal: a machine can prepare the material, it never issues the decision.



Method disclosed on request

For any deliverable, we state which parts were AI-assisted and how they were checked.



We train you to challenge it

Every AI-related engagement includes a session on the limits and biases of these tools.

Selected Engagements

Missions we can name

PUBLIC POLICY

Former Secretariat of State for Housing

Study for a direct housing-aid system to replace the rebate-based system.

MEDIA

Med Radio

Recruitment, job frameworks, org chart, training plans and HR procedures — full-scope engagement.

PUBLIC ADMINISTRATION

Ministry for the Modernization of Public Administration

Training programme on applying Law No. 03-01 on the justification of administrative decisions.

PUBLIC UTILITY · 2015–2017

RADEEL (Larache)

Delivery of the HR master plan.

INTERNATIONAL COOPERATION

GIZ Côte d'Ivoire

Organizational diagnostic of the Abidjan District Incubator.

PUBLIC INSTITUTION

Road Financing Fund

Overhaul of the staff regulations.

Trusted By

30 published references, in Morocco and internationally



Public Institutions

Ministry of Equipment and Transport · Ministry of Civil Service ·
Ministry of Housing · CNDH · ANDA · Rabat Zoo · Abidjan
Autonomous District



International & Cooperation

UNESCO · GIZ (German Cooperation) · BTC–CTB (Belgian
Development Agency) · FDFP (Côte d'Ivoire) · Institut Français
Casablanca



Companies & Operators

Veolia · Amendis · Redal · RADEEL · TAQA Morocco · JESA ·
Webhelp · Philip Morris International · SIANA · Altadis · CFR ·
Dirafrost



Media & Communication

Groupe Maroc Soir · Global Media Strategic Consulting · Med
Radio



Foundations & Civil Society

Fondation Zakoura · Zakoura Academy · Fondation Wasl wa
Idmaj

Leadership

The person who leads every engagement



Mohammed EL Bouzidi

Managing Director

[linkedin.com/in/mohammed-el-bouzidi](https://www.linkedin.com/in/mohammed-el-bouzidi)

Education

- MPA — Portland State University (USA)
- Postgraduate Degree (DESS), Training Engineering — USTL Lille
- Advanced Management Programme — ISCAE
- CES in Political Science

Former HR Director at major public and private organizations. Seminars and assignments in Morocco, Montreal and Côte d'Ivoire. Co-founder of OMAP (Moroccan Observatory of Public Administration) and member of the EBU (European Broadcasting Union) HR Steering Committee.



Contact Us

A first conversation, no obligation, to frame your need.



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Let's talk about your organization.

A first conversation, no obligation, to frame your need and see whether we are the right firm to address it.

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