**Press Release** **Rabat, January 24, 2025**

# NBA AFRICA AND EVOSPORT, A SUBSIDIARY OF UM6P, LAUNCH NEW YOUTH BASKETBALL INITIATIVE IN MOROCCO

***- Collaboration Will Feature Launch of the First NBA Basketball School in Morocco and Four Jr. NBA Leagues, Marking League's Most Expansive Youth Basketball Development Programming Ever in the Country -***

**PARIS, FRANCE AND BENGUERIR, MOROCCO, January 24,** 2025 – NBA Africa and University Mohammed VI Polytechnic (UM6P), through its subsidiary EVOSPORT, today announced a new collaboration to support youth basketball in Morocco. The collaboration marks the league's most expansive youth basketball development programming ever in Morocco and makes UM6P an official partner of NBA Africa.

UM6P is a Moroccan university that focuses on developing solutions to specific continental and, more broadly, global challenges. The university is engaged in economic and human development and puts innovation at the forefront of African growth. In alignment with this vision, UM6P has launched EVOSPORT, its subsidiary dedicated to sports development, with the ambition of contributing to the creation of a dynamic and sustainable Moroccan and African sports ecosystem.

The collaboration between NBA Africa and UM6P will be implemented by EVOSPORT, in collaboration with Act4Community, which is a part of OCP Group's ecosystem. Together, they will launch four Jr. NBA leagues that will reach nearly 2,000 boys and girls ages 18 and under annually in Khouribga, Gantour, Laayoune and El Jadida, as well as Morocco's first NBA Basketball School in all four locations. More than 200 local coaches will also participate in Jr. NBA Coaches Workshops in each city.

The announcement was made today at a signing ceremony at UM6P France in Paris, the university's branch in Europe, by UM6P President Hicham El Habti, NBA Deputy Commissioner and Chief Operating Officer Mark Tatum, NBA Africa CEO Clare Akamanzi and Basketball Africa League (BAL) President Amadou Gallo Fall.

"We have seen firsthand through our previous initiatives in Morocco that there is incredible passion for basketball across the country," said Akamanzi. "Together with UM6P and ahead of the first BAL games in Morrocco in April, we look forward to significantly expanding our youth basketball

development efforts in the country and providing opportunities for thousands of Moroccan youth to learn and play the game."

"We are thrilled to work with NBA Africa to bring this transformative youth basketball program to Morocco," said El Habti. "At UM6P, we believe in the power of sports to inspire and develop young minds. This collaboration aligns perfectly with our mission to foster innovation and contribute to the socio-economic development of Africa. Through EVOSPORT, we are committed to creating opportunities for young athletes to thrive and achieve their full potential."

UM6P, as a key component of OCP Group's ecosystem, has significantly contributed to the group's long-standing commitment to sports development in Morocco. The collaboration with NBA Africa supports the youth targeted by the Act4Community program and reflects OCP Group's corporate social responsibility aiming for sustainable and tangible improvements in living standards through job creation, entrepreneurship, culture and sports.

The announcement builds on NBA Africa's and the OCP Group's previous collaboration that has featured previous Jr. NBA leagues in the cities of Benguerir and Khouribga. NBA Africa has reached more than 100,000 Moroccan youth and coaches through youth basketball development programming to date.

## About UM6P and EVOSPORT

University Mohammed VI Polytechnic (UM6P) is a Moroccan university focusing on developing solutions to specific continental, and more broadly global, challenges. It is oriented towards education and research, with strong links to industry, business, and innovation.

UM6P sets sight on responding to the various needs of African economies. From its main campus in Benguerir, near Marrakech, and its branches in Rabat, Laayoune, Paris, and Montreal, the university offers a new kind of learning environment, inspiring innovation and entrepreneurship through its Living Labs and peer-to-peer learning philosophy.

EVOSPORT is a subsidiary of UM6P. Born from the belief that sport is a powerful lever for socio-economic impact, EVOSPORT aims to contribute to the transformation of the sports industry in Morocco by accelerating the development of a dynamic and sustainable sports ecosystem, in line with the national strategic vision to position Morocco as a leading sports hub at both regional and global levels. Through an integrated and multidimensional approach, EVOSPORT seeks to redefine the sports sector by addressing the current and future challenges of the industry and aspires to

position itself as a reference in the sports sector through its commitment to creating a lasting impact with a strategy based on investment, training, and human development. For more information please visit: https://www.um6p.ma/en.

## About OCP Group and Act4Community

OCP Group helps feed a growing global population by providing essential elements for soil fertility and plant growth. With over a century of expertise and a turnover of more than USD 9 billion in 2023, OCP is the world leader in plant nutrition solutions and phosphate-based fertilizers. Headquartered in Morocco and present on five continents, OCP has over 17,000 employees and works closely with over 350 customers around the world. The Group is firmly convinced that leadership and profitability are synonymous with social responsibility and sustainable development. Its strategic vision lies at the intersection of these two dimensions.

Therefore, OCP Group continually renews its ties with the communities where it operates. Its economic, social and cultural ecosystem is integral to the group's development, aiming to be unifying and inclusive. To embody this philosophy, OCP Group launched Act4Community, encouraging citizen initiatives by supporting social and local innovations that create value for the group and its ecosystem. It promotes a new dynamic of operation based on openness and proximity to its fellow citizens.

In recent years, OCP Group has been a significant player in the development of sports in Morocco through its ecosystem, particularly UM6P and Act4Community.

For more information: www.ocpgroup.ma.

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