

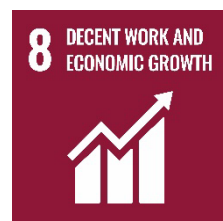


الجامعة الأوروبية بفس  
EUROMED UNIVERSITY OF FES  
UNIVERSITÉ EUROMED DE FÈS

# **SDG8 Report**

## **Decent work and economic growth**

**2024**



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# SDG 8 Report : Decent work and economic growth

## Introduction

The UEMF prepares productive citizens contributing to the socio-economic development of Morocco and the Euromed region extended to sub-Saharan Africa. Entrepreneurship is an integral part of training programs. The UEMF encourages its students and laureates in business creation, via its innovation center constituted by the incubation center <https://ueuromed.org/structure-innovation/incubateur-uemf> and the FSF project <https://ueuromed.org/structure-innovation/fez-smart-factory>. For this hub, UEMF has ultra-modern premises, technological structures and platforms, and incubation programs for the creation of startups and business acceleration.

UEMF establishments offer a wide range of training and research development activities which focus primarily on the expectations of small and medium-sized businesses with the aim of generating ideas and giving rise to projects focused on local and regional needs. . In this context, several competitions and hackathons are organized with socio-economic partners.

<https://ueuromed.org/actualites/ateliers-workshops/hackaton-leuromed-sustainable-impact-challenge-2eme-edition-par>

<https://ueuromed.org/en/news/workshops/hackaton-webhelp-maroc-et-uemf-des-projets-et-concepts-innovants-la-grande-finale>

<https://ueuromed.org/en/news/workshops/hackaton-le-projet-greenwings-fait-lunanimite-aupres-du-jury-et-rommage-la-premiere>

<https://ueuromed.org/actualites/ateliers-workshops/hackaton-sous-le-theme-de-lintelligence-artificielle-applied-leco>

## UEMF Policy on Social and Corporate Responsibility

### Values

The UEMF places the following principles and values at the heart of its mode of operation. As a result, she:

- is open to the world and promotes the values of inclusion, moderation, tolerance, interculturality and sharing;
- is open to all students and all staff, national and international, without discrimination based on origin, family situation, gender, disability or belief;
- is based on equality of chance and opportunity;
- advocates gender equality and implements a proactive policy to include a maximum number of women as well as people with reduced abilities;
- recognizes and rewards excellence following evaluation at all levels, both top-down and bottom-up;
- promotes critical thinking, rationality, citizenship values based on civic-mindedness, civility, commitment, a sense of duty and common interest as well as respect for others and the environment;
- encourages the qualities of initiative, entrepreneurship, innovation-creation and mastery of languages and cultures;
- has a social responsibility and offers scholarships for tuition, accommodation and meals to the best students from low-income families and from Sub-Saharan Africa.

[https://ueuromed.org/sites/default/files/upload/files/politique-de-luemf-en-matiere-de-responsabilite-sociale-et-societale-version-revisee-2022\\_0.pdf](https://ueuromed.org/sites/default/files/upload/files/politique-de-luemf-en-matiere-de-responsabilite-sociale-et-societale-version-revisee-2022_0.pdf)

### **Equal opportunities: parity, pay equity and inclusion of disadvantaged people, disabled people and immigrants**

UEMF promotes and implements a proactive policy of equal chances and opportunities among its faculty, administrative and support staff and also among its students. This policy gives everyone access to the UEMF without any discrimination, whether for employment, studies or even lifelong learning. This policy is structured around the following pillars:

1. the University guarantees equal opportunities; Anyone who notices or experiences unequal treatment has the right to file a complaint at the level of the Vice-President in charge of Academic Affairs for students and at the level of the Secretary General for faculty and administrative and support staff;
2. any candidate for a job position at the University is processed by the Human Resources Department in addition to a recruitment commission which acts with complete transparency and rigor and ensures fair treatment for all;
3. the University has set itself the objective of:
  - has. achieve and maintain parity in numbers between men and women, using positive discrimination in the event of equality of profiles and skills,
  - b. ensure the same salary for the same functions between men and women,
  - vs. promote gender parity in access to senior positions at the University, d. include as many people as possible with reduced abilities,
  - e. include people with immigrant backgrounds;
4. monitoring and correction of gaps: salaries, rate of female applications:
  - has. an "Equal Opportunities" committee is set up at the level of the University Presidency to make continuous improvements regarding the Equal Opportunities policy, implement it and monitor and audit its application,
  - b. the UEMF constantly monitors the application rate of women, their acceptance and recruitment rate and the rate of study completion and graduation at university,
  - vs. an incentive system in terms of scholarships is put in place to encourage applications from women in fields where they are under-represented (artificial intelligence, mechanics, civil engineering, management positions, etc.) in addition to a policy based on discrimination positive to give more opportunities to women in the event of equality of profiles and potential,
  - d. The UEMF is committed to ensuring equitable salary treatment between the sexes and to correcting any discrepancy as soon as it is noted.

### Help for people with disabilities:

1. all buildings and all premises within University buildings are accessible to PRMs (Persons with Reduced Mobility) and all staircases and elevators have signage written in Braille for the blind and visually impaired. ;
2. on all floors and in all places of the University, specific sanitary facilities meeting international standards are made available to PRMs;
3. in all parking areas, specific spaces are reserved for PMR and significant fines are applied to all those who park there, without having the right to do so;
4. Adapted accommodation is made available to students with a disability and in cases of severe disability, the University authorizes a family member to live with the disabled student.
5. a personalized service for disabled people including a shuttle from the campus gate to the teaching rooms. Production of suitable course materials and application of the third-time rule during evaluations;

### Working conditions: commitment against discrimination, child labor, forced labor and human trafficking

The University works for the development of its community by cultivating the feeling of belonging and by providing it with all the means and working conditions enabling it to establish a stimulating, serene climate favorable to innovation, creation and creativity. It recognizes employee rights (freedom of association and collective bargaining) for all, including women and staff of different nationalities. Everyone working at the University has a formal employment contract signed between the President of the University and the employee. This contract explains the working standards, the tasks and prerogatives of the employee, working hours, periods of leave and public holidays, remuneration and social benefits in terms of medical coverage and retirement.

### Living wage for employment practice

The SMIG (Guaranteed Interprofessional Minimum Salary) in DH in Morocco in 2022 for the non-agricultural sector is:

- Net monthly salary MAD: 2,769.87
- Hourly rate in MAD: 15.55
- Gross monthly salary MAD: 2,970.05
- Social contributions MAD: 826.56

The lowest salary at UEMF is 40% higher than the minimum wage.

### The UEMF is strictly prohibited from:

has. to employ minors at the university;

b. to impose forced labor on an employee;

vs. to use his hierarchical status to establish slavery, human trafficking and obtain favors of any kind from the employee;

d. to have behavior or attitude that could harm working conditions;

e. to outsource activities that harm employee rights. In the event that the University decides to outsource activities to third parties, this decision is taken in consultation with employees who must not suffer any prejudice of any nature whatsoever regarding this outsourcing.

## Human Resources Management (HRM)

Considered among the strategic levers of the University, the Human Resources Department of the UEMF has a social, advisory and support role for the development of the University and the skills and careers of staff.

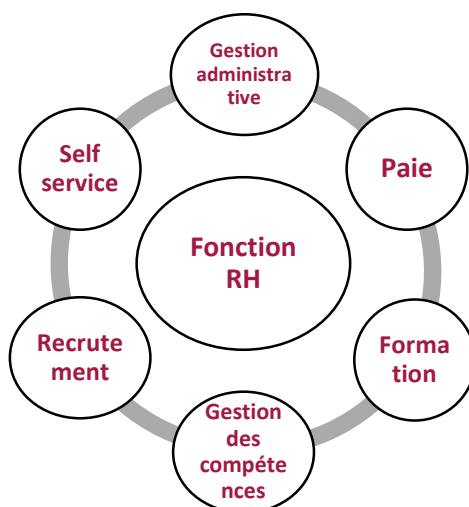
### HR policy:

Equal opportunities-gender equality-ethics and respect-internal promotion-staff training.

### Missions:

- Ensure the organization of the recruitment of teaching staff and administrative and technical staff
- Ensure the recruitment of associate professors and the management of temporary teachers;
- Prepare and monitor payment files for permanent staff, temporary staff and other service providers;
- Ensure the management of all administrative careers (rights and obligations) of all University staff;
- Define the needs of the University in the area of continuing staff training, establish a program, execute it and evaluate it;
- Ensure election operations for staff representatives;
- Ensure the management and monitoring of social dialogue with social partners, in accordance with current legislation
- Manage the various administrative operations of the UEMF as well as work accidents
- Work to motivate, involve and commit employees in line with the University's development strategy;
- Guarantee compliance with work regulations;
- Participate in internal communication within the University;
- Contribute to the organization and management of annual evaluations in collaboration with the Quality Assurance Department;
- Contribute to the legal aspects of the University;
- Ensure compliance with the values and HR policy of the UEMF as well as health and safety rules at work.

## The Human Resources component in the UEMF ERP



### Administrative management

- Contract management :
  - Types of contracts (CDD, CDI, CTD, secondment, foreigners, interns);
  - Trial period, end of contract, amendments
- Management of assignments: different establishments and services; and history
- Leave management: all types; statement on leave balance
- Absence management: all types; payroll deduction
- Management of requests for administrative documents (work/salary certificates, irrevocable commitment, balance of any account, work certificate)
- Management of mission orders
- Management of disciplinary sanctions (warning, reprimand, second reprimand, summons to the hearing session, listening minutes)
- Individual, global and analytical social dashboards (absenteeism rate, turnover rate, seniority rate, types of contracts/establishment, age pyramid, workforce by gender, etc.)

### Pay

- Entry of variable elements, net and gross, of payroll
- Entry of compulsory and optional social contributions subscribed by the UEMF
- Seizure of loans and advances (withholding taxes)
- Salary calculation
- Production of transfer reports and transfer file (bank)
- Editing monthly payroll reports
- Saving pay periods
- Payroll dashboards, allowing a detailed analysis of the payroll: by establishment, by type of contract, by job family, monthly evolution of the total cost of the payroll, share of social charges, etc.
- Interface with the CNSS system for managing the CNSS teledeclaration.

### Training

- Management of the training plan
- Planning of training actions
- Training budget monitoring
- Monitoring of training actions per year per employee/history
- Key indicators per employee (Training needs, Training hours per module per year, etc.)

### Skills management (GPEC)

- Management of the annual assessment interview
- Management of the Development Plan
- Design of forms by type of position (teacher, administrative staff, etc.)
- Organization of interviews
- Entering/calculating assessments (grades)

### Career Management

- Mobility/promotion
- Advancement
- Seniority
- Salary scales

### Recruitment

- Management of recruitment requests by establishment and by department
- Interview planning (workflow)
- Design of selection grids
- Document sharing
- Recruitment dashboard (Number of recruitment by establishment, department, period, profile, diplomas retained, salary ranges)

### Social audit

- Social barometers
- Setting up key indicators
- Detailed analysis capability

### Employee Self-service module

- Consultation of BPs, leave balance, reimbursements received
- Requests for administrative documents
- Leave request and follow-up of validation by the line manager
- Information on training activities, registration
- Consultation of internal service notes
- Internal communication: events, news, etc.

### The UEMF Mediator

The mediator's mission is to contribute to the establishment of a peaceful, pleasant and respectful working climate for all. It helps in the amicable resolution of conflicts between the parties involved in a dispute. In the event of a conflict, the university community (teacher-researchers, students and administrative and support staff) can contact the mediator who studies the file to ensure that its content falls within their competence. In the event of inadmissibility, he informs the President of the University or he can also redirect the referral to the appropriate services. He can carry out investigations, meet all parties individually and/or collectively and make recommendations to the parties who are free to apply them or not. In a spirit of conflict prevention and to help team cohesion, his mandate is also to hold meetings with the different departments to help establish a peaceful and cordial working climate. The Mediator acts with complete independence, transparency and discretion. He is not vested with any power of decision, injunction or coercion. He reports on his mission to the President of the UEMF and prepares an annual activity report in compliance with the rules of discretion and confidentiality.

Cases which cannot be the subject of mediation:

- serious cases rather relating to justice;
- conflict situation which does not fall within the framework of work;



- one of the parties does not want mediation;
- situations of an academic nature which are the responsibility of the Establishments (cases of student failure, grades, exams, internships, etc.) or the responsibility of the Human Resources Department.

<https://ueuromed.org/le-mediateur-de-luemf>

Statistics (UEMF staff)				
CATEGORIES	WORKFORCE			
	2018/2019	2019/2020	2020/2021	2021/2022
PERMANENT ACADEMIC	55	67	78	81
VACATION	163	192	240	293
MISSIONARY	67	110	58	45
ADMINISTRATIVE AND TECHNICAL	61	72	89	100
SUBCONTRACTORS	30	34	59	82

### Student internships

All UEMF students are invited to follow internships (academic, professional, etc.) in universities, administration and/or in companies.

### Objective of the internship

The purpose of the training course is to enable the student intern to put into practice the theoretical and methodological tools acquired during their training, to identify their skills and to consolidate their professional project.

The internship therefore aims to prepare the student intern for entry into working life through a better knowledge of the 'Reception Structure'.

It is part of the training and personal and professional project of the student intern and is an integral part of their educational curriculum.

The internship program is established by the 'UEMF Training Structure' and the 'Reception Structure' according to the general program of the training provided.

All trainees are insured.

An internship agreement signed by the UEMF, the host structure and the student intern describes the rights and duties of the parties concerned.

## Entrepreneurship

### StartUp Weekend Fez 2019

<https://www.youtube.com/watch?v=X3WV-92Tu3U>

### 1st edition of Euromed Career Day, Employment Forum of the #Euromed University of Fez



Beyond looking for a job or internship, the Euromed Career day is an opportunity to build links and meet professionals from various sectors. This forum aims to support young people in their professional journey by allowing them to attend numerous career presentations and thematic workshops. This year, the first edition of the Euromed Career Day started with a round table on "digital transformation: new professions, new skills", moderated by Pr. HICHAM SEBTI, Director and Teacher at the Euromed Business School in the presence of :

- Pr. Mostapha BOUSMINA, Presidency of the UEMF,
- Pr. Mustapha BENNOUNA, Advisor to the President of the Euromed University of Fez.
- Mr. Omar TAJMOUATI, General President of CGEM Fès-Meknes,
- Mr. Amjad KITI, Director of the Economic Impulse and Territorial Offer Pole of the CRI Fès-Meknes,
- Ms. Khouloud ABEJJA, Director of digital transformation at the Digital Development Agency,
- Mr. Omar AZZAM, Deputy Managing Director DXC Technology,
- Mr. Chakib ACHOUR, Chief Strategy Officer, Huawei ICT Ambassador, Huawei Technologies Morocco.

With more than 10 companies present in a space dedicated to exhibitors, students are then invited to meet professionals who are open to answering all their questions. UEMF students participating in this forum benefited from a series of power skills workshops around e-branding to better highlight their profile, essential keys to succeeding in an interview or even advice to better understand corporate culture.

[Euromed Career Day: a first edition rich in exchanges between UEMF students and professionals | UEMF \(ueuromed.org\)](https://www.facebook.com/UniversiteEuromed/photos/pcb.3095055200768839/3095046657436360)

<https://www.facebook.com/UniversiteEuromed/photos/pcb.3095055200768839/3095046657436360>

<https://m.facebook.com/UniversiteEuromed/videos/euromed-career-day/258638289818107/>

## Round table, around the theme of digital transformation Euromed #Career Day



**1<sup>ère</sup> édition** EUROMED CAREER DAY

**ROUND TABLE**

**Pr. HICHAM SEBTI (modérateur)**  
 Directeur Euromed Business School  
 Professeur Habilité, HDR en Gestion  
 Université Euromed de Fès

**Mme. Khouloud ABEJJA**  
 Directrice de la transformation digitale  
 Agence de Développement du Digital

**M. OMAR AZZAM**  
 Directeur Général Adjoint  
 DXC Technology

**M. CHAKIB ACHOUR**  
 Chief Strategy Officer  
 Huawei ICT Ambassador  
 Huawei Technologies Morocco

**Pr. MUSTAPHA BENNOUNA**  
 Conseiller du Président  
 Université Euromed de Fès

**MERCREDI 23 MARS 2022 à 10h30**  
 à l'Université Euromed de Fès

**f LIVE**

As part of the first edition of Euromed Career Day, a round table was organized under the theme of digital transformation and moderated by Professor SEBTI Hicham. This round table saw the intervention of:

- Ms. Khouloud ABEJJA: director of digital transformation, Digital Development Agency;
- Mr Omar AZZAM: Deputy Director, DXC Technology of Morocco
- Mr Chakib ACHOUR/ chief Strategy officer and HUAWEI ICT ambassador
- Mr Mustapha BENNOUNA Advisor to Mr LE President, Euromed University of Fes.

<https://www.facebook.com/UniversiteEuromed/photos/a.1603940243213683/3093094227631603>

## Pitches from candidates #BlueSpace, the incubator made in #UEMF



The first pitching session for candidate project leaders took place at the UEMF. Before a Jury made up of the UEMF entrepreneurship team, executives from Bank of Africa, partner of the University and the BlueSpace incubator project, the candidates presented various projects in turn. A selection phase is planned to choose projects that can benefit from incubation in the new BlueSpace by UEMF & Bank of Africa.

[BlueSpace Incubator] Pitch session for project leaders | UEMF ([ueuromed.org](http://ueuromed.org))

<https://www.facebook.com/UniversiteEuromed/photos/pcb.3050363325238027/3050362975238062>

### **[Entrepreneurship] Launch of the Blue Space incubator at UEMF: Open call for projects.**

An initiative resulting from a Public Private partnership concluded between the UEMF and Bank of Africa, the BlueSpace incubator is set up in the premises of Euromed University in Fez.

“BlueSpace” aims to support students and project leaders in realizing their entrepreneurial ambitions. It thus includes two components: an educational banking space dedicated to students and an incubator intended for project leaders participating in the program.



<https://www.ueuromed.org/actualites/annonces-diverses/entreprises-lancement-de-lincubateur-blue-space-luemf-appel>

### **Organization of the Royal Air Maroc Hackathon**

The “Euromed Sustainable Impact Challenge” Hackathon, organized from January 19 to 21, 2022 by Euromed University of Fez and Royal Air Maroc, closed with the announcement of the winning project “Green Wings”.

Green Wings is a mobile application created by a group of 8 students in Business, Artificial Intelligence and Design at UEMF. This application aims to promote RAM's CSR actions and instill them in the habits of employees through three main aspects: carpooling, catering, as well as eco-scoring and eco-ranking.

- Carpooling will help minimize the carbon footprint.
- The catering component will allow employees to confirm or not their presence at the company restaurant the next day, as well as to choose the foods that would make up their menu in order to avoid food waste.



- Eco-scoring is a score calculated on the basis of 3 factors: consumption of water and electricity internally and externally among the various RAM employees, the rate of involvement in carpooling and activities eco-responsible RAM, and finally volunteering. This score will result in an eco-ranking which will elect the best eco-friendly, which will create an atmosphere of competition and play and will allow business to be combined with pleasure.



All these activities will bring significant savings for RAM, savings which will then be used in a rewarding system in favor of the various eco-responsible employees.

<https://www.ueuromed.org/actualites/ateliers-workshops/hackaton-le-projet-greenwings-fait-lunanimite-apres-du-jury-et>

### Organization of the Web Help Hackathon In collaboration with the Partnerships Department



The grand finale of the Hackathon organized by Webhelp Maroc and the UEMF, from September 21 to 23, on employee loyalty saw the participation of more than ten projects, each one innovative. New ideas and concepts captivated the attention of the Jury during the defense session.

Concretely, the objective of this event is to encourage young UEMF students to find solutions to a common problem: employee engagement in a workspace. A dozen groups made up of students from Euromed Business School and the School of Digital Engineering

and Artificial Intelligence have pooled their efforts to design innovative concepts.

Highlight of this Hackathon, the nomination of the winning project at the end of the pitch session. It was the “Webhelp League” project, a platform which consists of gamifying the KPIs (Key Performance Indicator) of agents by transforming them into a team game, which stood out in 1st position. This is a platform that brings together groups that work in a Webhelp platform. The latter constitute a virtual football team with the objective of arriving at the top of the ranking at the end of the season. Players/agents must therefore create synergy between them: put the most productive players/agents in the positions that will bring the most points to the team and at the same time increase their ranking in the league. At the end of each season the winning team will be rewarded.

[https://www.linkedin.com/posts/euromed-business-school-universit%C3%A9-euromed-de-f%C3%A8s\\_hackathon-euromed-eidia-activity-6980108836346998784-475u?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/euromed-business-school-universit%C3%A9-euromed-de-f%C3%A8s_hackathon-euromed-eidia-activity-6980108836346998784-475u?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/euromed-business-school-universit%C3%A9-euromed-de-f%C3%A8s\\_warmabrup-hackathon-activity-6981721712002236416-HJi9?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/euromed-business-school-universit%C3%A9-euromed-de-f%C3%A8s_warmabrup-hackathon-activity-6981721712002236416-HJi9?utm_source=share&utm_medium=member_desktop)

<https://www.ueuromed.org/actualites/ateliers-workshops/hackaton-webhelp-maroc-et-uemf-des-projets-et-des-concepts-innovants>

### The UEMF... at the heart of regional entrepreneurial dynamics



With a view to supporting regional entrepreneurial dynamics, the UEMF, in partnership with Bank Of Africa and the Fès-Meknes Regional Council, organized a BootCamp on April 20 and 21 during which 23 idea leaders benefited from a training program. adapted support integrating training, mentoring as well as exchanges with business experts.

The objective is to help develop among the various participants a certain number of attitudes, skills and competencies useful for carrying out an entrepreneurial project.

A final selection of the best innovative ideas will be organized on May 6, 2022. The winners of this edition will benefit directly from the support of the UEMF incubator.

## The finalists of the regional stage of the “Smart Bank” competition are revealed!

23 project leaders were selected to present their project to business leaders and bankers and obtain a share of the funds intended to develop the dynamic of innovation in the Fez-Meknes region.

3 finalists were announced during the trophy ceremony, and will represent the Fez-Meknes region during the national final which will take place next June. If they manage to convince the national jury, financing contracts will be awarded to them to accelerate the development of their innovations, in addition to the support offered to them by the entrepreneurship support structure of the UEMF.

The finalists:

- **PEATI- Positive Energy Advice Trading International**  
PEATI is a 100% Moroccan wholesale digital purchasing center specializing in the BUILDING sector.
- **Ra7betkom**  
Digital platform to connect agricultural stakeholders, specifically farmers, to provide them with better visibility on the market and to be able to best promote their products.
- **Com'On**  
A platform that helps communities discover themselves better and develop mutual aid and the exchange of services within them.





### The UEMF promotes Electric Mobility! (06 May 2022)

The UEMF has entered into a new partnership with the Moroccan start-up “POGO”, which consists of the development of soft and electric mobility within the UEMF eco-campus. For a first incubation phase, “POGO” deployed a fleet of 12 electric scooters for internal travel needs within the campus, in addition to 10 electric motorcycles for external travel. POGO will benefit from the services offered by the UEMF incubator, namely technical assistance, individualized monitoring, access to technological platforms and access to the UEMF partner network.



### “KICK-OFF MEETING: AGRITECH PROJECT » June 2, 2022

Develop entrepreneurship activities in the fields of AGRITECH with the aim of pursuing innovation, transferring know-how and linking research with demand actors in the Fez-Meknes region: this constitutes the objective of the “AGRITECH” project, entitled “Regional Pole of Innovation and Entrepreneurship in Agritech”, which was officially launched in June 2022. This project is part of the “Tamkin Li Tanmia” program financed by the French Development Agency (AFD).

The main objective of this project, which lasts 33 months, is the development of integrated innovation ecosystems at the local level to support the transfer of know-how between the



different actors of innovation in AGRITECH, in particular the scientific system, the public and private sector (mainly Start-Ups and SMEs), but also farmers.

June 2, 2022, the launch day of this project, was an opportunity for the stakeholders present (DRA, INRA, ADA, ENA, ADD, DOMAINES, CRI FM, APEBI, FENAGRI, Pôle Digital, AGRINOVA, AFD) to obtain information and to identify with the logic of the project. Detailed information was presented, namely: the vision, expected results, positioning of the cluster, services, target and implementation methodology.

The stakeholders present also contributed to the framing of the cluster's activities through focus groups which had the following themes: financing, innovation and collaboration between the cluster's stakeholders.



### **“Creative Minds”: Activity Entrepreneurial during the week**



In order to complete the entrepreneurial acculturation effort invested and deployed across all UEMF training cycles, the partnerships and entrepreneurship department team supported the integration process of the new UEMF members through “Creative Thinking” approaches for a better understanding of entrepreneurial culture, particularly idea generation.

These Workshops saw the participation of nearly 300 students representing the different establishments.

### Competition for the admission of project leaders into the Fez Smart Factory Ecosystem incubator



The Fez Smart Factory Ecosystem is launching its first competition for the admission of the first project leaders into its industry 4.0-oriented incubator.

<https://www.ueuromed.org/actualites/annonces-diverses/concours-pour-ladmission-des-porteurs-de-projets-dans-lincubateur-de>

#### UEMF activities

### Reinventing value chains, an opportunity for Morocco

China coughed and the world caught a cold. The realization of the prophetic metaphor during the covid-19 pandemic brings us back to a disenchanted reality of globalization and globalized value chains which organize the design, production and circulation of manufactured goods. Over the last thirty years, the structuring of global value chains (GVCs) has been guided by the belief that progress in logistics technologies would ensure, more and more effectively, the control of costs, deadlines and risks in value chains. dispersed over increasingly distant geographical areas.

[Reinventing value chains, an opportunity for Morocco | UEMF \(ueuromed.org\)](https://www.ueuromed.org/actualites/annonces-diverses/concours-pour-ladmission-des-porteurs-de-projets-dans-lincubateur-de)

**What future positioning for the Moroccan Automotive Industry? Policy Paper by Pr. Hafsa El Bekri and Pr. Hicham Sebti.**



Pr. Hafsa El Bekri and Pr. Hicham Sebti, Teachers and Director of the Euromed Business School respectively, have published a Policy Paper entitled: "What future positioning for the Moroccan Automotive Industry? », a study carried out under the direction of Prof. Ahmed Azirar, Research Director at the Moroccan Institute of Strategic Intelligence (IMIS).

The Policy Paper analyzes the effects of digital, ecological and societal transformations on the global automobile industry, accelerated both by the post-pandemic context and the geopolitical reconfiguration at work.

<https://www.ueuromed.org/actualites/annonces-diverses/quel-positionnement-davenir-pour-lindustrie-automobile-marocaine>

<https://www.youtube.com/watch?v=aOTuz25FyNU>

**Ceremony organized in tribute to retired executives from the Fez-Moulay Yaacoub orientation.**

The Euromed University of Fez organized, on Thursday January 20, 2022, a ceremony in tribute to the retired executives of the Fez-Moulay Yaacoub orientation. This event initiated by the Moroccan Association of Educational Orientation and Planning Executives (AMCOPE) - Fès-Moulay Yaacoub, in partnership with the Regional Academy of Education and Training of the Fez Region -Meknes (AREF). This ceremony was marked by the presence of around a hundred executives, guidance and educational control bodies. Mr. EL Hassan El Aissati, President of AMCOPE, as well as the various speakers, emphasized the considerable role of guidance frameworks in the development and support of students' personal and professional projects. The ceremony closed with a presentation of trophies in honor of the retired guidance executives.





[https://www.linkedin.com/posts/universit%C3%A9-euro-m%C3%A9diterran%C3%A9enne-de-f%C3%A8s\\_myuemf-education-student-activity-6890304452671471616-KGIS?utm\\_source=linkedin\\_share&utm\\_medium=android\\_app](https://www.linkedin.com/posts/universit%C3%A9-euro-m%C3%A9diterran%C3%A9enne-de-f%C3%A8s_myuemf-education-student-activity-6890304452671471616-KGIS?utm_source=linkedin_share&utm_medium=android_app)

**“Fintech: Tool for accelerating financial literacy and inclusion”.**



الجامعة الأوروبية بـفـاس  
EUROMED UNIVERSITY OF FES  
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**EUROMED** School  
**BUSINESS**  
Shape Business & Society

## WEBINAIRE ZOOM

### FINTECH : TOOL FOR ACCELERATING FINANCIAL LITERACY AND INCLUSION

SAVE THE  
DATE

10

Décembre  
2021

à 10h


zoom



**Dennis Ajalie**  
Chief Business Development Officer  
TeamApt, Nigeria



**Kenza Lahlou**  
General Partner  
Outlierz Ventures



**Blessed Yahaya**  
Regional Projects and partnership  
optimizations for north Africa  
Flutterwave



**Rachid Moulay El Rhazi**  
Country Manager - Morocco  
Flutterwave

<https://www.facebook.com/UniversiteEuromed/photos/a.1603940243213683/3021826924758334>

## Launch of the SMART Bank Territorial Open Innovation program



With a view to supporting regional entrepreneurial dynamics, the UEMF, in partnership with Bank Of Africa, CRI-Fès-Meknes and the Fès-Meknes Regional Council, organized a BootCamp on March 9 and 10 during which 16 idea leaders benefited from an adapted support program integrating training, mentoring and exchanges with business experts. The objective is to help develop among the various participants a certain number of attitudes, skills and competencies useful for carrying out an entrepreneurial project.

A final selection of the best innovative ideas will be organized at the end of this edition. The winners of this edition will benefit directly from the support of the UEMF incubator.

<https://ueuromed.org/actualites/ateliers-workshops/la-5eme-edition-du-programme-dopen-innovation-territoriale-smart-bank>

## MFM RADIO: Filming of the show “Almoqawil” at UEMF



Filming of a series of Almoqawil (The Entrepreneur) programs organized by MFM RADIO which aims to highlight the Moroccan skills of graduates in Morocco in the field of Entrepreneurship. This program was filmed within the UEMF Incubator, inviting student project leaders, as well as Entrepreneurship supervisors within our University. This involves covering the axis of entrepreneurship at UEMF, through supporting young students & winners in the creation of their startups. This show will be broadcast on MFM Radio's digital platforms.

<https://www.youtube.com/watch?v=-OOqsJYF7jQ>

## AFRICA BUSINESS DAY February 13-14, 2023



The Africa Business Days Dakhla Round organized on February 13 and 14, 2023 by the African Chamber of Commerce and Service of Dakhla in Morocco in partnership with the Regional Council of Dakhla Oued-Edahab, aim to combine the interests of European economic operators and Africans, around proven opportunities. They constitute a real crossroads, where the experiences of the regions, both European and African, interact, for co-development and innovative investment synergies.

During this event, Professors Hafsa El Bekri and Hicham Sebti presented a study carried out on trade between the member countries of the economic grouping of West African States. This presentation aimed to highlight the benefits of the dynamics of this region.

<https://ueuromed.org/riemas/actualites/event-africa-business-day>

<https://www.youtube.com/watch?v=8DRyDTWo2a4&t=17s>

### International Multidisciplinary Conference: The issue of ethics in work at the heart of discussions March 8 - 10, 2023



Peleforo Gon Coulibaly University and the Association of Mandé Studies (ManSA) organized from March 8 to 10, 2023, a multidisciplinary conference around the theme: Work, Ethics and Sustainable Development: social levers for a professionally professional society"more engaged.

The conference benefited from the participation of Professor Hasna Slamti, who addressed the issue of the use of morality to define law, focusing on epistemological reflection. According to his analysis, any theoretical reflection must be based on epistemological research which studies the sources of knowledge in a particular field, in order to determine their practical relevance.

<https://ueuromed.org/riemas/actualites/colloque-international-pluridisciplinaire-la->



[problematique-de-lethique-dans-le](#)

### Young entrepreneurs conference March 2, 2023



On March 2, the Enactus club organized a conference hosted by Achraf Boulaid, young entrepreneur and digital expert, on the key success factors of any youth entrepreneurial initiative.

### Euromed University presents in Barcelona during the EIBMED 2023 edition conference



Representing the Euromed University of Fez, Pr. Hafsa El Bekri, teacher-researcher at the Euromed Business School of the UEMF and co-director of the Research Institute for European, Mediterranean, and African Studies (RIEMAS) went to Barcelona to participate at the EIB MED conference, which took place on July 10, 2023. This event was organized by EIB Global in partnership with the Union for the Mediterranean. During this conference Pr. El

Bekri shared an interview with HE Ambassador Senén Florensa - President of the European Institute of the Mediterranean.

This edition of the EIB MED conference brought together several governmental, commercial, banking and political partners from the Mediterranean region. In his intervention, Pr. Hafsa El Bekri highlighted three key messages relating, firstly, to the need for Nearshoring to bridge the regional integration gap in the Euro Med region. Then it marked the untapped potential of southern Mediterranean companies and the requirements for value chain design in the EuroMed region. As a conclusion to her intervention, she addressed the need, for the southern shore of the Mediterranean and African countries by extension, to construct their own narrative on climate change in order to avoid a sort of compromise between obtaining European EIB funds or the search for new partners with a more permissive approach.

This conference was an excellent opportunity to discuss new ways to revive the economy in the southern Mediterranean region and to discuss the cause of the energy shock which is of particular concern recently.

<https://ueuromed.org/actualites/annonces-diverses/luniversite-euromed-presente-barcelone-lors-de-la-conference-eibmed>

### Preparing African Human Capital for the Jobs of Tomorrow



**UEMF RIEMAS THINK TANK**  
UNIVERSITÉ EUROMED DE FÈS

**CHAMBRE AFRICAINE DE COMMERCE ET DE SERVICES**  
Attiyyehwa Group

**CCSM**  
Chambre de Commerce Suisse du Maroc

**LIVE WEBINAR**

**PRÉPARER LE CAPITAL HUMAIN AFRICAIN AUX MÉTIERS DE DEMAIN**

**Mercredi 05 avril 2023 à 16h00 GMT**

**Hicham Sebti**  
Directeur de l'EuroMed Business School  
Université Euromed de Fès

**Maryam Zoulali**  
Responsable Recrutement, Partenariats et Marque employeur  
Attiyyehwa bank Capital Humain Groupe

**Abdelmounaim Faouzi**  
Président de la chambre africaine de commerce et de services

**Christophe de Figueiredo**  
Président de la chambre suisse Maroc

**Chakib Mounisf**  
Directeur chargé des relations africaines  
Université Euromed de Fès

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[https://www.linkedin.com/posts/hicham-sebti-phd-hdr-42896319\\_joinus-capitalabrhomme-africain-activity-7048643543321452544-RQOJ?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/hicham-sebti-phd-hdr-42896319_joinus-capitalabrhomme-africain-activity-7048643543321452544-RQOJ?utm_source=share&utm_medium=member_desktop)



## Training cycle

### “Public Research Contracts – Company” training

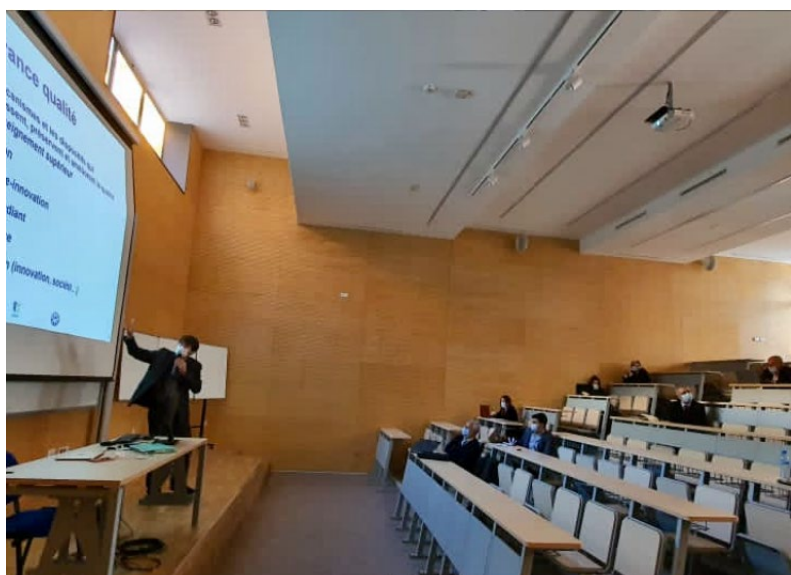


As part of the Tech-Tamkeen initiative, a training session delivered by Pr. Salim Bounou, Dean of the Euromed Faculty of Pharmacy, on “The different types of Public Research contracts - Business, transfers and licensing agreements: the basics negotiation”, took place from October 31 to November 1 at the CNRST headquarters in Rabat.

This training workshop aimed to introduce participants to the legal jargon of research valorization and to carry out an in-depth analysis of the contractual elements.

<https://ueuromed.org/actualites/formations/formation-contrats-recherche-publique-entreprise>

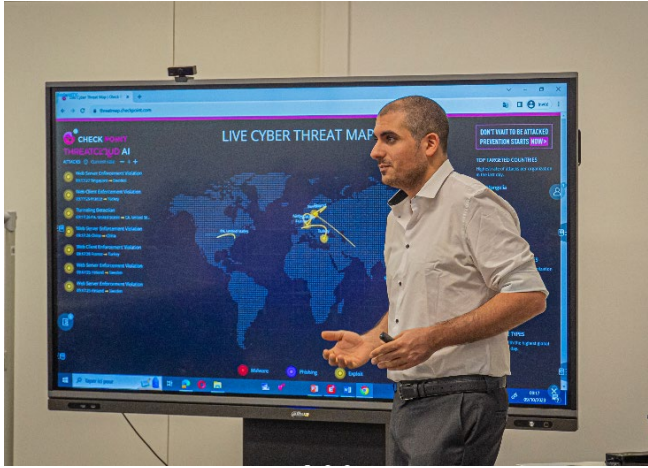
### Quality Assurance Training Program



Euromed University of Fez has launched a training cycle dedicated to quality assurance which aims to demonstrate the value of quality assurance for the management and guarantee of the quality of training and research and all supported activities by universities. This training alternates presentations and illustrations drawn from concrete experiences in Morocco, in the region, in Europe, and in OECD countries. At the end of each session, question-and-answer sessions are scheduled to provoke debate and interactivity between participants.

<https://ueuromed.org/actualites/formations/programme-de-formation-lassurance-qualite>

### Training seminar: Cyber Security & Cyber defense



As part of the training meetings and seminars organized by the Euromed University of Fez, advanced training in Cyber Security took place from Monday October 9 to Friday October 13, 2023.

The kick-off of this meeting was given in the presence of Prof. Salim Bounou, Vice-President in charge of Research-Innovation and Partnership with the participation of students from the School of Digital Engineering and Artificial Intelligence of the UEMF, professor-researchers and members of the Information Systems Department.

The beneficiaries of this training followed a program, spanning one week, provided by experts and professionals in the field of Cyberattack and Cybersecurity.

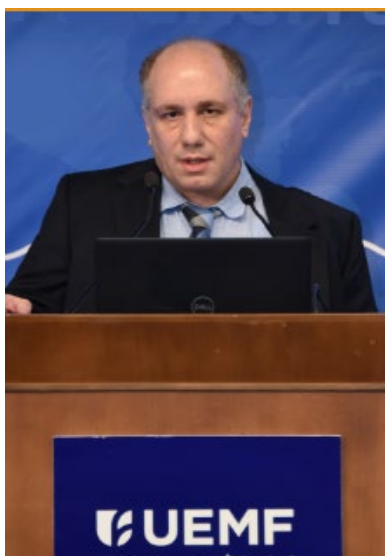
<https://ueuromed.org/actualites/formations/seminaire-de-formation-cyber-security-cyber-defense>

## Expert Interventions

### **Tribune Medias24 “Five ways to strengthen the employee-employer relationship in 2023”**

**By Pr. Othmane Benmoussa**

It is noted that several authors whose work focuses on leadership, organizational behavior and employee voice put forward particularly important ideas around the sustainability of hybrid teams, recruitment and retention of employees, in a challenging labor market requiring the development of more robust corporate cultures that can meet the changing needs of employees.



<https://medias24.com/chronique/cinq-facons-de-renforcer-la-relation-employe-emploi-en-2023/>

### **“Rethinking hierarchy in organizations” By Pr. Othmane Benmoussa**

What decisions should be decentralized? How much discretion should employees have over the areas of decision-making delegated to them? How are these employees motivated and evaluated? How do leaders ensure that all decentralized decisions mesh seamlessly with each other? ... Several questions were addressed by Professor Benmoussa in his Médias 24 column.

[www.medias24.com/chronique/repenser-la-hierarchie-dans-les-organizations/](http://www.medias24.com/chronique/repenser-la-hierarchie-dans-les-organizations/)

### **Tribune Medias24 “Job, career or objective” By Pr. Othmane Benmoussa**

The goal of each employee varies, as does the approach deployed by leaders to manage their employees who fall into three categories: employees oriented around preserving their job, those fixed on their career and a third category espousing and trying to achieve the goals of their organization.

[www.medias24.com/chronique/emploi-carriere-ou-objectif/](http://www.medias24.com/chronique/emploi-carriere-ou-objectif/)

### **Tribune Medias24 “How to effectively plan your working day: five structuring representations” By Pr. Othmane Benmoussa**

The goal of each employee varies, as does the approach deployed by leaders to manage their employees who fall into three categories: employees oriented around preserving their job, those fixed on their career and a third category espousing and trying to achieve the goals of their organization.

[www.medias24.com/chronique/comment-planifier-efficacement-votre-journee-de-travail-trois-representations-structurantes/](http://www.medias24.com/chronique/comment-planifier-efficacement-votre-journee-de-travail-trois-representations-structurantes/)

**DELL Morocco and Connexus Conference: “Hybrid work and the future of work” June 8, 2023 Pr. Othmane Benmoussa**



The Euromed Polytechnic School (EPS) spoke on June 6, 2023 before the top management of Dell Technologies Morocco in Casablanca where Pr. Othmane Benmoussa hosted a conference on the theme “Leading in Times of Crisis and Hybrid Work: How to Continue to Mobilize we have Daily Basis? ”.

Organized by Dell Technologies and sponsored by the international association Connexus, the communication, in front of an audience of 50 managers, some in person and others remotely from abroad, focused on organizational culture, leadership, systemic thinking applied to the management and motivation of human resources, as well as the modalities to be implemented within the framework of efficient hybrid operation for local and other multicultural teams. Various models have been developed such as CAARE, LMX and the Hackman and Oldham archetype.

<https://ueuromed.org/actualites/annonces-diverses/conference-dell-maroc-et-connexus-le-travail-hybride-et-le-future-work>

**Between upper management decisions and delegation: risk analysis and management  
By Pr. Othmane Benmoussa**



One of the major roles of leaders is to make intelligent and timely decisions.

However, the most skillful resolution could be to delegate it to a collaborator while taking into account a continuum of risks which remains to be assessed in a contextual manner.

In this sense, four questions deserve reflection for greater efficiency!

<https://medias24.com/chronique/entre-decisions-de-lupper-management-et-delegation-analyse-et-gestion-du-risk/>

**“Negotiation of salary or flexibility: instructions”: article by Pr. Othmane Benmoussa of the Euromed Polytechnic School on Medias24**

Consider the case that you have a new job offer, but you’re not thrilled with the salary or you’re looking for a promotion, but your manager doesn’t seem to be on the same page.

Another situation that may also concern you is that you are overwhelmed by too many projects and want to adjust your workload.

<https://medias24.com/chronique/negociation-du-salaire-ou-de-la-flexibilite-mode-demploi/>

**Human capital and continuous improvement of performance: lessons from sports management: article by Prof. Othmane Benmoussa of the Euromed Polytechnic School on Medias24**

To effectively implement a strategy, you must fully identify and characterize the critical roles within your organization and truly ensure that the best talents occupy them.

Leaders like to show that they appreciate their employees and blatantly proclaim that all members of their team are essential to the success of their organization. As uplifting as this sentiment is, it is simply not true!

Talent can only be a source of sustainable competitive advantage if the right people are in the most critical positions. Having stars in jobs that are hardly crucial is just a waste of talent.

<https://ueuromed.org/actualites/articles/capital-human-et-amelioration-continue-de-la-performance-lecons-extrates-du>

**Other events and activities**

- Coordination for the integration of at least 60 students as part of PFE/PFA internships
- Creation of an office dedicated to monitoring internships and integration
- EBS\_Talks conference: presentation of the Morocco Now brand
- Project to promote Moroccan artisanal products EBS
- Organization of the Webinar Economic impacts of the Ukrainian crisis.



## 2024: Euromed University of Fez at the heart of action for the SDGs

### Hackathon MedInnovation Tour: the pre-event of the “MediTour 2023” Forum at UEMF



The Euromed University of Fez, in partnership with the Fez-Meknes Chamber of Commerce, organized the “MedInnovation Tour 2023” hackathon on October 13 and 14 at the UEMF Eco-campus, under the auspices of the Ministry of Tourism. This event, ahead of the 10th edition of the Mediterranean Tourism Forum, aimed to promote investments in Mediterranean tourism and to enhance its natural and cultural assets. Entrepreneurs and experts participated to rethink the tourist experience and propose innovative solutions. Participants benefited from training and workshops on themes such as design thinking, sustainability and prototyping. Several projects emerged around the theme “Mediterranean tourism in projects”, and the awards ceremony brought together public and private figures from the sector.

<https://ueuromed.org/actualites/annonces-diverses/hackathon-medinnovation-tour-le-pre-evenement-du-forum-meditour-2023>

## Launch of the GreenTech Roadshow: A Partnership for Sustainable Innovation



Euromed University of Fez and BMCI are partnering to create an ecosystem conducive to innovation and sustainable development. This partnership reflects the commitment of both institutions to support entrepreneurship and the ecological transition.

The Euromed University of Fez (UEMF) and the Moroccan Bank for Commerce and Industry (BMCI) are proud to announce the launch of the GreenTech Roadshow, a major event dedicated to sustainable innovation and entrepreneurship. This challenge is aimed at startups with a functional minimum viable product (MVP), ready to impact two essential areas: agritech/blue economy and low carbon.

In a global context of increasing water stress and climate emergency, the GreenTech Roadshow aims to identify and support innovative technological solutions capable of addressing these challenges.

1. Agritech / Blue Economy: This theme targets startups offering solutions to reduce water stress, essential for the sustainability of water resources.
2. Low Carbon: This theme addresses innovative solutions aimed at reducing carbon emissions, crucial for the fight against climate change.

<https://ueuromed.org/actualites/annonces-diverses/lancement-du-greentech-roadshow-un-partenariat-pour-linnovation>

## Launch of the first Bootcamp of the Tech4Farmers program at the Euromed University of Fez



Taking place over three days, from June 10 to 12, this event marks an important milestone for AgriTech innovators supported by the French Development Agency (AFD) as part of the “Tamkin LiTanmia” project, in collaboration with the Regional AgriTech Innovation and Entrepreneurship Hub.



Participants include a selection of promising companies representing the future of AgriTech, such as DeepLeaf, Jafife, ARWA Solutions, Yadag, Jodoor, Lombrisol, Agrinotech, Agri-bOT, MadjiX, and EJ Solutions. Other startups are expected, promising to make this bootcamp even richer in innovation and potential synergies. Each company brings its unique expertise and vision to transform the agricultural sector and contribute to a sustainable future for the Fez-Meknes region.

The opening day was dedicated to welcoming participants, presenting the program and partners, followed by an introduction to Design Thinking and problem framing. Participants had the opportunity to interact with experts, discover development opportunities for their technological solutions, visited the University's prototyping infrastructure and worked on the proto-personas of AgriTech in Morocco.

The second day focused on the development of the full-life cycle of projects, rapid prototyping, and role-plays to interview users. Participants also explored the funding, expertise and networking opportunities offered by the program.

The third and final day focused on corporate partnerships, with feedback from AgriTech companies, and working groups to identify potential partners and synergies between startups. The bootcamp concluded with individual coaching sessions.

This program represents a unique opportunity for start-uppers to revolutionize the agricultural sector through innovative solutions, while contributing to the sustainable development of the Fez-Meknes region.

<https://ueuromed.org/actualites/annonces-diverses/lancement-du-premier-bootcamp-du-programme-tech4farmers-luniversite>

**Interview - Le360] Mostapha Bousmina, President of UEMF: How Morocco is Becoming the 1st African Power in AI**



During an interview with the web media "Le360.ma", Pr. Mostapha Bousmina, President of the Euromed University of Fez (UEMF), described how Morocco is becoming the leading African power in artificial intelligence (AI) thanks to the School of Digital Engineering and Artificial Intelligence (EIDIA).

Opened in 2019, EIDIA currently trains 700 students and will issue its first degrees in June 2024. It collaborates with various components of the university, integrating cutting-edge technologies for applications in health, agriculture, industry and security, with international partnerships and multilingual training.

Mr. President said: "Our vision was not to create a school on artificial intelligence out of touch and disconnected from other disciplines. On the contrary, our school was designed in a holistic manner by integrating it into a protean environment combining training and research-innovation and it is based on several other structures of the University."

<https://ueuromed.org/actualites/articles/interview-le360-mostapha-bousmina-president-de-luempf-comment-le-maroc-devient>

### Euromed University of Fez Strengthens its Partnership with Pinnacle Teaching Solutions



Euromed University of Fez (UEMF) is proud to announce the extension of its partnership with Pinnacle Teaching Solutions, a leading player in the educational field with nearly 43 years of international expertise in 15 countries. This renewed partnership aligns with our commitment to expand our teaching in English, with the ambition of delivering 50% of courses in English by 2025, compared to 40% currently. Marking a crucial step in UEMF's international development, this strategic commitment also further strengthens our multilingual academic

environment, a central pillar of our vision. The aim is to broaden the horizons of our students in terms of international mobility and professional opportunities.

In this dynamic, the UEMF has created the Euromed Language Center. Placed under the direction of Professor Alexander Toshkov, the Euromed Language Center will play a determining role in achieving our linguistic and academic objectives. Also, thanks to this new agreement, an essential component will be dedicated to continuing education. This initiative will allow not only students, but also professionals, to benefit from professional development programs throughout their careers.

<https://ueuromed.org/actualites/accords-et-partenariats/luniversite-euromed-de-fes-renforce-son-partenariat-avec>

### The Restructuring Days of Fes 2024: A Giant Step in the Field of Law for Companies in Difficulty





On May 16 and 17, 2024, the Euromed University of Fez and the Sorbonne Law School held the Fez Restructuring Days at the UEMF eco-campus. The event aimed to strengthen the participants' expertise in corporate law in difficulty, by addressing the amicable and judicial aspects of restructuring.

Under the direction of Prof. François-Xavier Lucas and with the participation of eminent speakers, the days covered essential themes such as the declaration and admission of claims, European and international bankruptcy law, security law, amicable restructuring, and safeguard or recovery plans. The discussions and exchanges allowed participants to better understand restructuring techniques and to choose the most appropriate methods for each situation.

This event provided a platform to consolidate knowledge, exchange with experts, discover the latest advances in the field and develop innovative solutions for current restructuring challenges.

<https://ueuromed.org/actualites/congres-et-colloques/les-journees-restructuring-de-fes-2024-un-pas-de-geant-dans-le>

### **Signing of an agreement between the Euromed University of Fez and the Moroccan Association of Occupational Health**



The Moroccan Association of Occupational Health organized the 18th edition of the spring conference on the theme "The sick person at work and work-related illness" on May 18, 2024 in Meknes. This conference brought together experts and professionals to discuss the need to strengthen occupational medicine and adopt new laws to protect the health of employees. Participants included the regional delegate of the Ministry of Health and Social Protection, the president of the Association, the regional director of the Ministry of Economic Integration, university professors, experts, and occupational physicians.

The discussions focused on important and current topics related to occupational medicine and its legal relations with employees and employers. A key moment of the event was the

signing of a partnership agreement between the Moroccan Association of Occupational Health and the Euromed University of Fez. This six-year agreement aims to exchange expertise and knowledge in the field of training and scientific research, as well as to carry out joint projects to improve the health and safety of workers in Morocco.

<https://ueuromed.org/actualites/conventions-accords/signature-dune-convention-entre-luniversite-euromed-de-fes-et>

### Elite legal training in Restructuring unmatched in Africa at UEMF

The Euromed University of Fez and the Sorbonne Law School are organizing the



"Restructuring" Days of Fez on May 16 and 17, 2024. This conference, unique in Africa, will bring together more than 250 business leaders, lawyers, judges and experts in restructuring law from France, Morocco and Sub-Saharan Africa. Professor François-Xavier Lucas and other experts will discuss topics such as the declaration and verification of claims, new developments in bankruptcy law, and developments in security and prevention law.

These days aim to strengthen the partnership between the Euromed University of Fez and the Sorbonne Law School, which offer a double Master's degree in Business Law. The training is demanding and selective, bringing together students from France, Morocco and Sub-Saharan Africa. The teaching is dynamic and interactive, including team projects, real case studies, and a mandatory internship in a law firm or company. This allows students to acquire practical skills and immerse themselves in the professional world of business law.

<https://ueuromed.org/actualites/congres-et-colloques/une-formation-juridique-delite-en-restructuring-inegalee-en-afrique>

### THE Impact Ranking 2024: 3rd nationally in the category SDG 8: Decent work and economic growth

Rank	Name	Decent work and economic growth	Overall
22	International University of Rabat Morocco	80.2	69.9–75.7
401–600	Abdelmalek Essaâdi University Morocco	52.8–61.1	58.8–64.4
401–600	<u>Euromed University of Fez</u> Morocco	52.8–61.1	64.5–69.8

### THE Awards Arab World 2024: Finalist for the “Outstanding Contribution to Entrepreneurialism” award


**Awards Arab World 2024** | **Shortlist**

## Outstanding Contribution to Entrepreneurialism

Alamein International University, Egypt

American University of Sharjah, United Arab Emirates

Egypt-Japan University of Science and Technology (E-JUST), Egypt

Euromed University of Fez, Morocco

German Jordanian University, Jordan

King Abdullah University of Science and Technology (KAUST), Saudi Arabia

King Fahd University of Petroleum and Minerals, Saudi Arabia

Mansoura National University, Egypt



## Participation of Prof. Mostapha Bousmina at the International Colloquium in Rome: training and social cohesion



On 13 March 2024, an event entitled “Higher Education and Social Cohesion for the Management of International Demographic Dynamics” was organised in Rome, at the Sistine Chapel, by Multiversity, Pegaso Digital University and MEDEA. The event brought together influential figures, including Italian President Sergio Mattarella, Maltese President Marie-Louise Coleiro-Preca, and European Commission Vice-President Dubravka Šuica.

Prof. Mostapha Bousmina, President of the Euromed University of Fez (UEMF), participated to highlight the importance of cooperation between Europe and Africa in education and vocational training. Luciano Violante, President of Multiversity, stressed the role of digital universities in promoting skills, social inclusion and sustainability. Emphasis was placed on the importance of digital training to prepare young African generations to contribute to socio-economic development.

This commitment reflects UEMF's priorities, focused on inclusion, innovation and digital technology, to strengthen training and research.

<https://ueuromed.org/actualites/congres-et-colloques/participation-du-pr-mostapha-bousmina-au-colloque-international>

## Roundtable: The empirical realist school of law at the intersection of law and CSR



The Euromed Institute of Legal and Political Sciences organized a roundtable on March 11, 2024 on “The empirical realist school of law at the intersection of law and CSR”, hosted by Mr. Duma Martin (Université Laval) and moderated by Pr. Hasna Slamti (Euromed University of Fez). The event explored the empirical realist approach in examining labor law and protective law, emphasizing the importance of collecting empirical data to answer legal questions. The discussions presented four models of corporate social responsibility (CSR) – accompaniment, engagement, elucidation, opposition – that illustrate the interactions between state law, efficiency, and effectiveness. The roundtable also introduced students to the concept of “consumocratic law,” where consumers exert influence on companies through societal marketing.

<https://ueuromed.org/actualites/cycle-de-conferences/table-ronde-lecole-realiste-empirique-du-droit-lintersection-du>



## UEMF and AFD launch the “Tech4Farmers” program



Launch of the Tech4Farmers call for applications, a support program specially designed for project leaders in the sector of innovative technologies in the field of agriculture (AgriTech).

During a launch conference that brought together key players in the agricultural sector of the Fez-Meknes region this Thursday, March 7, at the Euromed University of Fez (UEMF), the University and the French Development Agency (AFD) officially launched the Tech4Farmers program, the objective of which is to support the development and marketing of AgriTech solutions that meet the needs of national agriculture and that of the Fez-Meknes region, in particular.

The Tech4Farmers program is part of an ambitious project to build a Regional Hub for Innovation and Entrepreneurship in agriculture and agri-food in the Fez-Meknes region. This project is led by UEMF, AFD in partnership with the Ministry of Agriculture, Maritime Fisheries, Rural Development and Water and Forests, the Digital Hub of Agriculture and a consortium of partners including government agencies, sector federations, universities and research centers.

<https://ueuromed.org/actualites/annonces-diverses/luemf-et-lafd-lancent-le-programme-tech4farmers>

## Euromed Career Day: UEMF strengthens its links with the socio-economic world



Euromed University of Fez organized on February 28, 2024 the second edition of the Euromed Career Day on its Eco-campus, bringing together a wide range of companies and human resources professionals. This event aims to facilitate the professional integration of students and graduates by opening the doors to the job market. Participating companies included Webhelp, Attijariwafa Bank, Bank of Africa, Safran Aerosystems, and Huawei.

The forum began with a round table on the theme of artificial intelligence and its impact on employees in Africa, with experts from various sectors. The event also allowed students to interact with recruiters, attend workshops on soft skills and power skills, and participate in individual interviews. Students from various backgrounds, such as health, artificial intelligence, architecture or human sciences, had access to coaching programs and professional opportunities. This edition was a great success thanks to the diversity of its activities and constructive exchanges between recruiters and students.

<https://ueuromed.org/actualites/annonces-diverses/leuromed-career-day-luempf-renforce-ses-liens-avec-le-monde>

## Pinnacle Teaching Solutions delegation visit and conference on leadership lessons



Euromed University of Fez hosted, on February 22, a delegation from Pinnacle Teaching Solutions composed of Dr. Phil Goertzen, Academic Director of Pinnacle, Mr. Collin Quigley, Director of Pinnacle and Katie Haynes, Manager of Short-Term Academic Programs in Morocco. This team presented the new Pinnacle project which is dedicated to online learning. It is worth noting that Pinnacle Teaching Solutions is a professional teaching organization committed to excellence in education by collaborating with universities since 1981.

Following this working meeting, Dr. Phil Goertzen gave a lecture entitled "Leadership Lessons Learned: Thoughts on Getting Things Done and Working Across Cultures". A lecture that was attended by students from the Euromed Business School (EBS) and the Institute of Legal and Political Sciences (ISJP) of the UEMF and they attended with great interest.

Drawing on his extensive experience working and collaborating with national and international institutions, the speaker shared with students a set of tools for analyzing knowledge, navigating cultural differences and adapting negotiation styles in different contexts.

The delegation's visit ended with a classroom observation and a meeting with the training teachers of the UEMF Language Center.

<https://ueuromed.org/actualites/annonces-diverses/visite-dune-delegation-de-pinnacle-teaching-solutions-et-conference>



### Third steering committee meeting of the Regional Agritech Innovation and Entrepreneurship Hub



On February 21, 2024, the Euromed University of Fez hosted the third steering committee of the “Regional Hub for Innovation and Entrepreneurship in Agritech” project, as part of the “Tamkin Li Tanmia” program, funded by the French Development Agency (AFD). This event brought together various partners, including the AFD, the Digital Hub for Agriculture, the IAV Institute and other regional stakeholders, to take stock of the progress of the Agritech project.

The meeting provided an opportunity to share perspectives on progress made and discuss next steps, followed by the signing of a partnership agreement. The support program for innovative projects was presented, and an inaugural conference of the call for projects is planned for March 7, 2024 at UEMF, focusing on agricultural issues in the Fez-Meknes region.

This event strengthened collaboration and innovation in the AgriTech sector, contributing to the creation of a strong ecosystem for agricultural entrepreneurship in Morocco.

<https://ueuromed.org/actualites/annonces-diverses/tenue-du-troisieme-comite-de-pilotage-du-pole-regional-dinnovation-et>



## Conference on the Employability of Graduates by Prof. Salim BOUNOU



Professor Salim BOUNOU, Vice President for Research, Innovation and Partnerships, took part in a conference entitled "Closing the Gap - Higher Education Partnerships as Pillars of Employment: Strategic Considerations for Improving Graduate Employability in Morocco", organized by DAAD, from January 16 to 18, 2024 in Marrakech, Morocco.

<https://ueuromed.org/actualites/annonces-diverses/conference-sur-lemployabilite-des-diplomes-par-le-pr-salim-bounou>

## Euromed Innovation Center: UEMF inaugurates its new innovation center (EIC)



The Euromed University of Fez has announced the creation of the Euromed Innovation Center (EIC), a support structure dedicated to creators of innovative projects. The selection committee evaluates the projects on their scientific and innovative nature, as well as on the technical, entrepreneurial and managerial skills of the project leaders.

The EIC aims to provide personalized support throughout the business creation process, including inspiring events, diversified training, and privileged access to university resources. This center positions itself as a catalyst for innovation, both regionally and nationally, contributing to the importance of universities in the technological and entrepreneurial landscape.

Labeled by "Tamwilcom" among the four SAP structures at the national level in the "Ideation" segment, the EIC allows project leaders to access programs such as "Tech Start" and "Tech Boost", thus reinforcing the center's commitment to transforming innovative ideas into successful startups.

<https://ueuromed.org/actualites/annonces-diverses/euromed-innovation-center-luempf-inaugure-son-nouveau-centre>

## Signing of an agreement to launch the Pan-African Chair in Sustainability & Impact Finance



The Euromed University of Fez signed an agreement with the Bank Of Africa group and 6 other partners with the aim of launching a chair entitled Pan-African Chair in Sustainability and Impact Finance, on December 19.

The chair aims to promote and support scientific research and training as well as the transfer of skills and expertise in sustainability and impact finance to various stakeholders. It is a joint initiative involving several universities and institutes such as the ISCAE Group, the Faculty of Legal, Economic and Social Sciences of Casablanca, the Hassania School of Public Works, Cadi Ayyad University and the Higher School of Education and Training of the University of Agadir, with the aim of improving the competitiveness of companies, increasing the attractiveness of the country in terms of responsible investment and contributing to the interest of the community..

<https://ueuromed.org/actualites/annonces-diverses/signature-de-convention-en-vue-de-lancer-la-chaire-panafricaine-en>

## Launch of new professional DUs at ISJP



Euromed University of Fez is launching two professional university degrees in Land Law and Real Estate Management and Banking and Financial Techniques as part of its continuing education. The first degree aims to provide legal and technical expertise in land law for careers in sectors such as land conservation, notarial work, and real estate development, strengthening investment security. The second degree meets the needs of the financial sector by training professionals in banking and financial techniques, ensuring their mastery of legal and financial tools in compliance with regulations. These training courses are dedicated to professionals and students wishing to deepen their skills in the real estate and financial field.

<https://ueuromed.org/actualites/annonces-diverses/lancement-de-nouveaux-du-professionnels-lisjp>



## Launch of an Executive MBA in international dual diploma by EPS and the Health Center



The "HEALTHCARE SUPPLY CHAIN MANAGEMENT" program trains healthcare supply chain professionals, responding to the specific needs of the sector through a modular and flexible approach. The objective is to strengthen managerial and operational skills by integrating key supply chain management concepts, developing expertise adapted to the medical, pharmaceutical and biotechnology sectors, and facilitating the practical application of the acquired knowledge. The program also focuses on managing stakeholder interests, applying relevant KPIs and adopting a global vision of the value chain.

<https://ueuromed.org/actualites/annonces-diverses/lancement-dun-executive-mba-en-double-diplomation-internationale-par>

## International conference: Pr. Hasna SLAMTI represents the UEMF at the Côte d'Azur University in Nice



In its new edition, under the trajectory of the meetings of African Studies in France, the University of Nice-Côte d'Azur organized on its Jean d'Angely campus, from 1<sup>st</sup> to 4<sup>th</sup> July 2024, an international conference under the theme: A race for ports in Africa? Actors, territories and strategies.

During this 8th edition of the African Studies Meetings in France, Professor Slamti gave a presentation entitled: "Territorial issues facing the challenges of connectivity in Africa: the case of the port of Tangier Med" during her participation in panel 37 entitled "A race for ports in Africa? Actors, territories and strategies".

Also, this communication aimed to lift the veil on the logistical and geopolitical interest of the Tangier Med port. It also attempted to show that this port is not only a global logistics and maritime hub, but also an essential driver of economic and territorial development.

<https://ueuromed.org/actualites/congres-et-colloques/colloque-international-pr-hasna-slamti-represente-luemf-luniversite>

**Signing of the financing agreement for the "Factory Pilot School 4.0" project co-financed by the KFW subsidiary, the Investment Facility for Employment (IFE)**



On July 2, 2024, the EuroMed University of Fez (UEMF) and the Investment Facility for Employment (IFE) signed a financing agreement for the Pilot School Factory 4.0. This project, co-financed by the IFE (37.58 million DH, or 3.51 Me) and l'UEMF (own contribution of 30%), mobilizes a total investment of 53.2 million DH (4.97 Me) to build a training centeresaye hasindustry 4.0.

This center, which is expected to open in September 2026, will train 585 graduates and strengthen the skills of more than 1,100 professionals in its first three years of operation, creating 541 new jobs. It is part of the national digital transformation strategy and aims to support Morocco's industrial growth, particularly in the Fez-Meknes region, by offering specialized training for young graduates and professionals.

This signature marks the beginning of several similar projects financed by the IFE, in partnership with Moroccan institutional and industrial players, as part of the development of training infrastructures for the industry of tomorrow.

<https://ueuromed.org/actualites/conventions-accords/signature-de-la-convention-de-financement-du-projet-usine-ecole>

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<https://ueuromed.org/actualites/annonces-diverses/prestigious-double-diploma-george-washington-university-and-eidia-uemf>



### Third Entrepreneurship Training Workshop of the Link Up Africa Program at UEMF



On July 17 and 18, 2024, the Euromed Innovation Center (EIC), the innovation center of the Euromed University of Fez, hosted its third entrepreneurship training workshop as part of the Link Up Africa pre-incubation program. Funded by the European Union and implemented by AMCI and the Belgian agency Enabel, this event aims to support project leaders in creating their businesses, whether in Morocco or in their native country for students and graduates from sub-Saharan African countries.

At the heart of this training, participants explored value creation and structuring their business model. They also honed their pitching skills, which are essential to capture the attention of investors. The intensive sessions, led by EIC experts and mentors, allowed budding entrepreneurs to refine their value proposition, develop their presentation skills and build a solid business model.

This workshop offered a unique opportunity for students and winners to prepare their projects for the pitch sessions in front of a jury of experts. The best projects will be selected to join the pre-incubation program, an invaluable chance for young entrepreneurs to turn their ideas into reality.

<https://ueuromed.org/actualites/annonces-diverses/troisieme-atelier-de-formation-en-entreprises-du-programme-link>

## STARTECH Call for Projects: Comprehensive support programs



Are you an innovator in the fields of AgriTech, HealthTech, CleanTech, Industries 4.0, EdTech, Cybersecurity or Fintech?

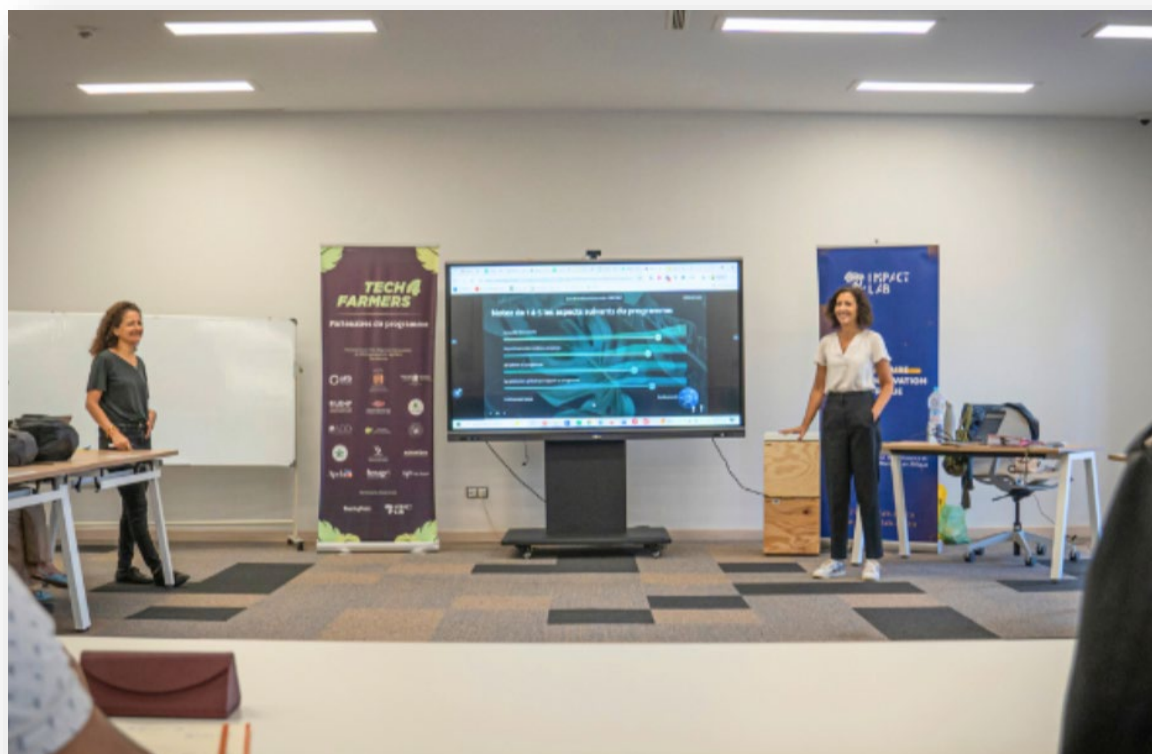
The Euromed Innovation Center(EIC)of the Euromed University of Fez is launching the STARTECH call for projects, offering a unique opportunity to benefit from personalized support and mentoring from experts.

Aimed at assisting those with innovative ideas through comprehensive support programs, STARTECH includes collaborative workspaces, specialized training, Soft Skills coaching, and privileged access to UEMF's resources and technological platforms.

The deadline for submitting applications is September 8, 2024. Applications received after the closing date of the call for projects will not be considered. Selected projects will participate in Bootcamps within the UEMF and benefit from interesting investment opportunities offered by our partners.

<https://ueuromed.org/actualites/annonces-diverses/appel-projets-startech-programmes-dentreprises-complets>

## Resounding Success of the Second Tech4Farmers Bootcamp at UEMF



From September 24 to 26, the Euromed University of Fez hosted the second Bootcamp of the Tech4Farmers incubation program, aimed at Moroccan AgriTech start-ups. Organized in partnership with AFD and PRIE, this event aimed to sustainably transform the agricultural sector through innovative solutions. For three days, entrepreneurs participated in feedback sessions, value creation workshops, masterclasses on social and environmental impact, and benefited from expertise to structure their business plans. This Bootcamp strengthened their role as actors in agricultural innovation and their commitment to an economic and sustainable future for Morocco.

<https://ueuromed.org/actualites/annonces-diverses/succes-retentissant-du-deuxieme-bootcamp-tech4farmers-luempf>