



الجامعة الأوروبية بفس
EUROMED UNIVERSITY OF FES
UNIVERSITÉ EUROMED DE FÈS

SDG8 report

DECENT WORK AND ECONOMIC GROWTH

2025



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SDG 8 Report: Decent work and economic growth

Introduction

UEMF prepares productive citizens who contribute to the socio-economic development of Morocco and the wider Euromed region, including sub-Saharan Africa. Entrepreneurship is an integral part of its training programs. UEMF encourages its students and graduates to create businesses through its innovation hub, the incubation center <https://ueuromed.org/structure-innovation/incubateur-uemf> and the FSF project <https://ueuromed.org/structure-innovation/fez-smart-factory>. UEMF has ultramodern premises, technological structures and platforms, and incubation programs for the creation of startups and the acceleration of businesses for this hub.

UEMF institutions offer a wide range of training and research and development activities that focus primarily on the needs of small and medium-sized enterprises, with the aim of generating ideas and developing projects focused on local and regional needs. Within this framework, several competitions and hackathons are organized with socioeconomic 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-remporte-la-premiere>

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

UEMF Policy on Social and Societal Responsibility

Values

The UEMF places the following principles and values at the heart of its operating method. As a result, it:

- is open to the world and promotes the values of inclusion, moderation, tolerance, interculturality and sharing;
- is open to all students and staff, national and international, without discrimination based on origin, family situation, gender, disability or belief;
- is based on equality of opportunity and opportunity;
- advocates gender equality and implements a proactive policy to include a maximum number of women as well as people with reduced faculties;
- 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 tuition, accommodation and catering scholarships 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

Equal opportunities: parity, pay equity and inclusion of disadvantaged people, people with disabilities and immigrants

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

1. The University guarantees equal opportunities; anyone who observes 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 at the University is processed by the Human Resources Department in addition to a recruitment committee which acts with complete transparency and rigor and ensures fair treatment for all;
3. the University has set itself the objective of:
 - a. achieve and maintain parity in numbers between men and women, using positive discrimination in cases of equality of profiles and skills,
 - b. ensure the same salary for the same functions between men and women,
 - c. promote gender parity in access to senior positions at the University, d. include as many people with reduced abilities as possible,
 - e. include people from immigrant backgrounds;
4. monitoring and correction of gaps: salaries, rate of female applications:
 - a. an "Equal Opportunities" committee is set up at the level of the University Presidency to make continuous improvements concerning the Equal Opportunities policy, to implement it and to monitor and audit its application,
 - b. UEMF continuously monitors the application rate of women, their acceptance and recruitment rate and the rate of completion of studies and graduation from university,
 - c. an incentive scheme for 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 positive discrimination to give more opportunities to women in the event of equal profiles and potential,
 - d. UEMF undertakes to ensure fair salary treatment between the sexes and to correct any discrepancy as soon as it is noted.

Help for people with disabilities:

1. all buildings and all premises within the University buildings are accessible to PRM (Persons with Reduced Mobility) and all stairs and elevators are equipped with signage written in Braille for the blind and visually impaired;
2. on all floors and in all areas of the University, specific toilets that comply with international standards are made available to people with reduced mobility;
3. in all parking areas, specific spaces are reserved for people with reduced mobility and significant fines are applied to anyone who parks there without the right to do so;
4. adapted accommodation is made available to students with disabilities and in cases of severe disability, the University authorizes a family member to stay with the disabled student.
5. a personalized service for the disabled, including a shuttle from the campus gate to the teaching rooms. Production of adapted course materials and application of the one-third time rule during assessments;

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

The University strives to foster the development of its community by cultivating a sense of belonging and providing all the resources and working conditions to create a stimulating, serene, and favorable climate for 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 employee's work standards, duties, and prerogatives, working hours, vacation and holiday periods, compensation, and benefits in terms of medical coverage and retirement.

Living wage for employment practice

The SMIG (Guaranteed Minimum Interprofessional Wage) 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:

- a. to employ minors at the university;
- b. to impose forced labor on an employee;
- c. to use his hierarchical status to establish slavery, human trafficking and to obtain favors of any kind whatsoever from the employee;
- d. to have behavior or attitude that could harm working conditions;
- e. to outsource activities that harm employees' rights. In the event that the University decides to outsource activities to third parties, this decision is taken in consultation with employees who shall not suffer any prejudice of any kind as a result of this outsourcing.

Human Resources Management (HRM)

Considered among the strategic levers of the University, the Human Resources Department of the UEMF plays a role that is both social, advisory and supportive of the development of the University and the skills and careers of staff.

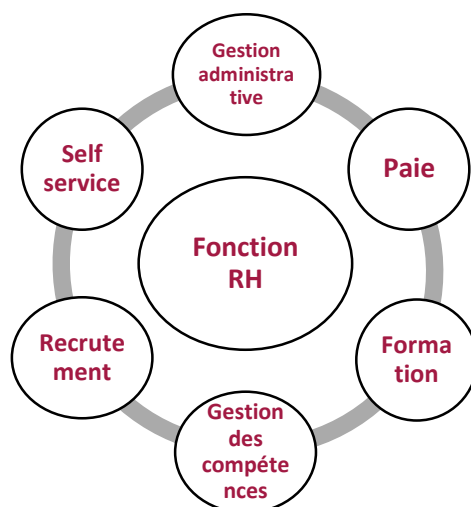
HR Policy:

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 University's needs in the area of continuing staff training, establish a program, implement it and evaluate it;
- Ensure the election of 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 towards the motivation, involvement and commitment of employees in line with the University's development strategy;
- Ensure compliance with labor 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 UEMF values and HR policy as well as health and safety rules at work.

The Human Resources component in the UEMF ERP



Administrative management

- Contract management:
 - Types of contracts (fixed-term contract, permanent contract, fixed-term contract, secondment, foreigners, interns);
 - Trial period, end of contract, amendments
- Assignment management: different establishments and services; and history
- Leave management: all types; calculation of leave balance
- Absence management: all types; payroll deduction
- Management of requests for administrative documents (work/salary certificates, irrevocable commitment, final settlement, work certificate)
- Management of mission orders
- Management of disciplinary sanctions (warning, reprimand, second reprimand, summons to the hearing session, hearing report)
- 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 to by the UEMF
- Seizure of loans and advances (withholding tax)
- Calculation of salaries
- Production of transfer statements and transfer file (bank)
- Editing monthly payroll statements
- Saving pay periods
- Payroll dashboards, allowing a detailed analysis of the payroll: by establishment, by type of contract, by job family, monthly changes in the total cost of the payroll, share of social security contributions, etc.
- Interface with the CNSS system for the management of CNSS electronic declarations.

Training

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

Skills management (GPEC)

- Management of the annual performance review
- Management of the Development Plan
- Design of forms by type of position (teacher, administrative staff, etc.)
- Organization of interviews
- Entry/calculation of 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 recruitments by establishment, department, period, profile, diplomas accepted, salary brackets)

Social audit

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

Employee Self-service Module

- Consultation of BP, leave balance, reimbursements received
- Requests for administrative documents
- Leave request and monitoring 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 calm, pleasant, and respectful working environment. He or she assists in the amicable resolution of conflicts between the parties involved in a dispute. In the event of a conflict, the university community (teachers, students, and administrative and support staff) may refer the matter to the mediator, who will examine the file to ensure that its content falls within his or her jurisdiction. In the event of inadmissibility, he or she will inform the President of the University or may also redirect the referral to the appropriate departments. He or she may conduct investigations, meet with all parties individually and/or collectively, and make recommendations to the parties, who are free to implement them or not. In a spirit of conflict prevention and to help build team cohesion, he or she is also mandated to hold meetings with the various departments to help establish a calm and cordial working environment. 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 that cannot be subject to mediation:

- serious cases rather falling under the jurisdiction of the courts;
- conflict situation which is not within the scope of work;
- one of the parties does not wish to mediate;
- academic situations which are more 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	STAFF			
	2018/2019	2019/2020	2020/2021	2021/2022
ACADEMIC PERMANENT	55	67	78	81
TEMPORARY	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 undertake 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 strengthen their professional project.

The internship therefore aims to prepare the student intern for entering working life through a better understanding of the 'Host Structure'.

It is part of the training and the 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 'Host Structure' based on the general program of the training provided.

All interns 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 job and internship searches, Euromed Career Day is an opportunity to network and meet professionals from various sectors. This forum aims to support young people in their career paths by allowing them to attend numerous career presentations and thematic workshops. This year, the first edition of Euromed Career Day kicked off with a round table on "digital transformation: new professions, new skills," led by Professor HICHAM SEBTI, Director and Lecturer at Euromed Business School, in the presence of:

▪ Pr. Mostapha BOUSMINA, Presidency of the UEMF,

- Prof. Mustapha BENNOUNA, Advisor to the President of the Euromed University of Fez.
- Mr. Omar TAJMOUATI, General President of CGEM Fez-Meknes,
- Mr. Amjad KITI, Director of the Economic Impulse and Territorial Offer Pole of the CRI Fez-Meknes,
- Ms. Khoulood ABEJJA, Director of Digital Transformation at the Digital Development Agency,
- Mr. Omar AZZAM, Deputy General Manager DXC Technology,
- Mr. Chakib ACHOUR, Chief Strategy Officer, Huawei ICT Ambassador, Huawei Technologies Morocco.

With more than 10 companies present in a dedicated exhibitor area, 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, and 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 discussion on the theme of digital transformation Euromed #Career Day



UEMF
الجامعة الأوروبية في فاس
EUROMED UNIVERSITY OF FES
UNIVERSITÉ EUROMED DE FÈS

1^{ère} édition
**EUROMED
CAREER DAY**

ROUND TABLE

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

Mme. Khoulood 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 on the theme of digital transformation and moderated by Professor SEBTI Hicham. This round table included the participation of:

- Ms. Khoulood ABEJJA: Director of Digital Transformation, Digital Development Agency;
- Mr. Omar AZZAM: Deputy Director, DXC Technology 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>

Candidate Pitches #BlueSpace, the incubator made in #UEMF



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

[BlueSpace Incubator] Pitch session for project candidates | UEMF (ueuromed.org)

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

[Entrepreneurship] Launch of the Blue Space incubator at UEMF: Call for projects open.

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

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



<https://www.ueuromed.org/actualites/annonces-diverses/entrepreneuriat-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 the Euromed University of Fez and Royal Air Maroc, ended with the announcement of the winning project "Green Wings".

Green Wings is a mobile application created by a group of eight students in Business, Artificial Intelligence, and Design at UEMF. The application aims to promote RAM's CSR initiatives and instill them in employees' habits through three main components: 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 based on 3 factors: water and electricity consumption internally and externally among the various RAM employees, the rate of involvement in carpooling and RAM's eco-responsible activities, and finally volunteering. This score will lead to an eco-ranking that will elect the best eco-friendly, which will create a competitive and fun atmosphere and allow people to combine business with pleasure.



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

<https://www.ueuromed.org/actualites/ateliers-workshops/hackaton-le-projet-greenwings-fait-lunanimite-aupres-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 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 the Euromed Business School and the School of Digital Engineering

and Artificial Intelligence pooled their efforts to design innovative concepts.

The highlight of this Hackathon was the nomination of the winning project at the end of the pitching session. The "Webhelp League" project, a platform that gamifies agents' KPIs (Key Performance Indicators) by transforming them into a team game, came in first place. This platform brings together groups working on a Webhelp platform. These groups form a virtual football team with the goal of reaching the top of the standings at the end of the season. Players/agents must therefore create synergy between themselves: placing the most productive players/agents in the positions that will earn the team the most points 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_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>

UEMF... at the heart of regional entrepreneurial dynamics



In order to support regional entrepreneurial dynamics, the UEMF, in partnership with Bank Of Africa and the Fez-Meknes Regional Council, organized a BootCamp on April 20 and 21 during which 23 idea holders benefited from a tailored support program integrating training, mentoring as well as exchanges with business experts.

The objective is to contribute to developing among the different 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 have been revealed!

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

Three finalists were announced during the awards ceremony and will represent the Fez-Meknes region at the national finals to be held next June. If they succeed in convincing the national jury, they will be awarded funding contracts to accelerate the development of their innovations, in addition to the support offered by the UEMF's entrepreneurship support structure.

The finalists:

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



UEMF promotes electric mobility! (May 6, 2022)

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 an initial 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

Developing entrepreneurship activities in the fields of AGRITECH with the aim of pursuing innovation, transferring know-how and connecting research with demand actors in the Fez-Meknes region: this is the objective of the "AGRITECH" project, entitled "Regional Center for 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 will last 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 learn about and identify with the logic of the project. Detailed information was presented, namely: the vision, expected results, positioning of the pole, 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 of integration



In order to complement the entrepreneurial acculturation effort invested and deployed across all UEMF training cycles, the Partnerships and Entrepreneurship Management team supported the integration process of new UEMFiens through "Creative Thinking" approaches for a better understanding of entrepreneurial culture, particularly the generation of ideas. These workshops were attended by nearly 300 students representing 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 the globalized value chains that organize the design, production, and circulation of manufactured goods. For the past thirty years, the structuring of global value chains (GVCs) has been guided by the belief that advances in logistics technologies would ensure, with increasing efficiency, the control of costs, lead times, and risks in value chains dispersed across 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, Professors and Director of the Euromed Business School respectively, published a Policy Paper entitled: "What future positioning for the Moroccan Automotive Industry? », a study conducted under the direction of Professor 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 automotive 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 of the Fez-Moulay Yaacoub orientation.

The Euromed University of Fez organized, on Thursday, January 20, 2022, a ceremony in tribute to the retired guidance executives of Fez-Moulay Yaacoub. This event initiated by the Moroccan Association of Guidance and Educational Planning Executives (AMCOPE) - Fez-Moulay Yaacoub, in partnership with the Regional Academy of Education and Training of the Fez-Meknes Region (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 executives in the development and support of students' personal and professional projects. The ceremony ended 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

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



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EUROMED UNIVERSITY OF FES
UNIVERSITÉ EUROMED DE FÈS

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



To support regional entrepreneurial momentum, UEMF, in partnership with Bank of Africa, CRI-Fès-Meknès, and the Fès-Meknès Regional Council, organized a BootCamp on March 9 and 10, during which 16 idea holders benefited from a tailored support program that included training, mentoring, and discussions with business experts. The goal is to help develop among the various participants a number of attitudes, skills, and competencies useful for successfully 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. The aim is to cover the entrepreneurship axis at UEMF, through the support of young students & graduates in the creation of their startups. This program 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 Services of Dakhla in Morocco in partnership with the Regional Council of Dakhla Oued-Edahab, aims to bring together the interests of European and African economic operators around proven opportunities. They constitute a true crossroads, where the experiences of both European and African regions interact, for co-development and innovative investment synergies.

During this event, Professors Hafsa El Bekri and Hicham Sebti presented a study conducted on trade between member countries of the West African Economic Community. This presentation aimed to highlight the benefits of the region's dynamics.

<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 Mandé Studies Association (ManSA) organized from March 8 to 10, 2023, a multidisciplinary conference on the theme: Work, Ethics and Sustainable Development: social levers for a professionally "more committed".

The conference benefited from the participation of Professor Hasna Slamti, who addressed the issue of using morality to define law, focusing on epistemological reflection. According to her analysis, any theoretical reflection must be based on epistemological research that 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 led by Achraf Boulaid, a young entrepreneur and digital expert, on the key success factors of any entrepreneurial initiative by young people.

Euromed University present in Barcelona at the EIBMED conference 2023 edition



Representing the Euromed University of Fez, Prof. Hafsa El Bekri, a lecturer and researcher at the Euromed Business School of the UEMF and co-director of the Research Institute for European, Mediterranean, and African Studies (RIEMAS), traveled to Barcelona to participate in 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, Prof. 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 her speech, Professor Hafsa El Bekri highlighted three key messages, first, the need for nearshoring to bridge the regional integration gap in the EuroMed region. She then highlighted the untapped potential of Southern Mediterranean companies and the demands for value chain design in the EuroMed region. Concluding her speech, she addressed the need for the Southern Mediterranean, and by extension African countries, to build their own narrative on climate change in order to avoid a compromise between obtaining European EIB funds or seeking 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 particularly worrying in recent times.

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

Preparing African Human Capital for the Jobs of Tomorrow



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

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

LIVE WEBINAR

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

Maryam Zouali
Responsable Recrutement, Partenariats
et Marque employeur
Atijerwa 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
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Training cycle

“Public Research Contracts – Business” Training



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

The aim of this training workshop was to introduce participants to the legal jargon of research promotion and to conduct an in-depth analysis of contractual elements.

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

Quality Assurance Training Program



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

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

Training seminar: Cyber Security & Cyber defense



As part of the meetings and training seminars organized by the Euromed University of Fez, advanced training in Cyber Security took place from Monday 9 to Friday 13 October 2023. The meeting kicked off in the presence of Professor Salim Bounou, Vice-President in charge of Research-Innovation and Partnership, with the participation of students from the UEMF School of Digital Engineering and Artificial Intelligence, professor-researchers and members of the Information Systems Department. The beneficiaries of this training followed a program, spread over 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

Medias24 Tribune "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, and this, in a difficult labor market requiring the development of more robust corporate cultures capable of responding to the changing needs of employees.



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

"Rethinking Hierarchy in Organizations" By Pr. Othmane Benmoussa

Which decisions should be decentralized? How much discretion should employees have over the decision-making areas delegated to them? How are these employees motivated and evaluated? How do managers ensure that all decentralized decisions fit together perfectly? ... Several questions were addressed by Professor Benmoussa in his Médias 24 column.

www.medias24.com/chronique/repenser-la-hierarchie-dans-les-organisations/

Medias24 Tribune "Job, Career or Goal" By Pr. Othmane Benmoussa

Each employee's goal varies, as does the approach taken by leaders to manage their employees, who fall into three categories: employees focused on preserving their job, those focused on their careers, and a third category embracing and trying to achieve the goals of their organization.

www.medias24.com/chronique/emploi-carriere-ou-objectif/

Medias24 Tribune "How to effectively plan your workday: five structuring representations" By Pr. Othmane Benmoussa

Each employee's goal varies, as does the approach taken by leaders to manage their employees, who fall into three categories: employees focused on preserving their job, those focused on their careers, and a third category embracing and trying to achieve the goals of their organization.

www.medias24.com/chronique/comment-planifier-efficacement-votre-journee-de-travail-cinq-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, to the top management of Dell Technologies Morocco in Casablanca, where Professor Othmane Benmoussa led a conference on the theme "Leading in Times of Crisis and Hybrid Work: How to Continue to Mobilize on a Daily Basis?".

Organized by Dell Technologies and sponsored by the international association Connexus, the presentation, presented to an audience of 50 managers, some in person and others remotely from abroad, focused on organizational culture, leadership, systems thinking applied to management and human resources motivation, as well as the methods to be implemented within the framework of efficient hybrid operations for local and other multicultural teams. Various models were 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 appreciated 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-risque/>

"Salary or Flexibility Negotiation: Instructions": Opinion piece by Professor Othmane Benmoussa of the Euromed Polytechnic School on Medias24

Let's say 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 with 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 performance improvement: lessons from sports management: Opinion piece by Professor Othmane Benmoussa of the Euromed Polytechnic School on Medias24

To effectively implement a strategy, it is necessary to perfectly identify and characterize the critical roles within your organization and truly ensure that the best talents occupy them.

Leaders like to flaunt their appreciation for their employees and blatantly proclaim that every member of their team is essential to the success of their organization. As uplifting as this sentiment may be, it's 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 simply a waste of talent.

<https://ueuromed.org/actualites/articles/capital-humain-et-amelioration-continue-de-la-performance-lecons-extraites-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
- EBS Moroccan Handicrafts Promotion Project
- Organization of the Webinar Economic Impacts of the Ukrainian Crisis.

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

MedInnovation Tour Hackathon: 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, held ahead of the 10th edition of the Mediterranean Tourism Forum, aimed to promote investment in Mediterranean tourism and showcase 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 both institutions' commitment to supporting 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 sectors: agritech/blue economy and low-carbon.

In a global context of growing water stress and climate emergency, the GreenTech Roadshow aims to identify and support innovative technological solutions capable of meeting 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



From June 10 to 12, an AgriTech bootcamp brought together promising startups at the Euromed University of Fez as part of the "Tamkin LiTanmia" project, supported by the AFD and the Regional AgriTech Innovation Hub. Companies such as DeepLeaf, ARWA Solutions, and Agri-bOT participated to develop innovative and sustainable agricultural solutions for the Fez-Meknes region.

Over three days, participants benefited from training in design thinking, prototyping, product lifecycle, financing, and partnerships. The event also provided opportunities for discussions with experts, infrastructure tours, and personalized coaching.

This bootcamp strengthened synergies between start-ups and encouraged the emergence of technological solutions for smarter and more sustainable agriculture.

<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 Leading African Power in AI



In 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 award 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.

The President said: "Our vision was not to create a school of artificial intelligence that was isolated and disconnected from other disciplines. On the contrary, our school was designed holistically, integrating it into a multifaceted environment combining training and research-innovation, and it relies on several other structures of the University."

<https://ueuromed.org/actualites/articles/entretien-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 educational provider with nearly 43 years of international expertise in 15 countries. This renewed partnership aligns with our commitment to expanding our English-language teaching, with the ambition of delivering 50% of courses in English by 2025, up from 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 goal is to broaden our students' horizons in terms of international mobility and professional opportunities.

In this spirit, the UEMF has created the Euromed Language Center. Under the direction of Professor Alexander Toshkov, the Euromed Language Center will play a key role in achieving our linguistic and academic goals. Also, thanks to this new agreement, a key 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 Fez Restructuring Days 2024: A Giant Step in the Field of Business Law 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 participants' expertise in corporate law in difficulty, addressing the amicable and judicial aspects of restructuring.

Under the direction of Professor François-Xavier Lucas and with the participation of distinguished 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 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 sessionspring conference on the theme "The sick 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 fields 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 unrivaled in Africa at UEMF



The Euromed University of Fez and the Sorbonne Law School are organizing the "Restructuring Days" in Fez on May 16 and 17, 2024. This conference, unique in Africa, will bring together more than 250 business leaders, lawyers, judges, and restructuring law experts 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 dual Master's degree in Business Law. The program is demanding and selective, bringing together students from France, Morocco, and Sub-Saharan Africa. The teaching is dynamic and interactive, including team projects, real-life 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 SDG 8 category: 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 Professor Mostapha Bousmina at the International Conference in Rome: training and social cohesion



On March 13, 2024, an event entitled "Higher Education and Social Cohesion for Managing International Demographic Dynamics" was organized 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.

Professor 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, emphasized the role of digital universities in promoting skills, social inclusion, and sustainability. Emphasis was placed on the importance of digital training in preparing 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 discussion on March 11, 2024, on “The Empirical Realist School of Law at the Intersection of Law and CSR,” moderated by Dr. Duma Martin (Laval University) and moderated by Prof. Hasna Slamti (Euromed University of Fez). The event explored the empirical realist approach to 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, and 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 over 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 innovative agricultural technologies (AgriTech) sector.

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, whose objective 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 and AFD in partnership with the Ministry of Agriculture, Maritime Fisheries, Rural Development, and Water and Forests, the Digital Agriculture Hub, and a consortium of partners including government agencies, sectoral 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



On February 28, 2024, Euromed University of Fez hosted the second edition of Euromed Career Day at 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 doors to the job market. Participating companies included Webhelp, Attijariwafa Bank, Bank of Africa, Safran Aerosystems, and Huawei.

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

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

Visit of a delegation from Pinnacle Teaching Solutions and conference on leadership lessons



On February 22, Euromed University of Fez hosted a delegation from Pinnacle Teaching Solutions, including Dr. Phil Goertzen, Pinnacle Academic Director; Mr. Collin Quigley, Pinnacle Director; and Katie Haynes, Head of Short-Term Academic Programs in Morocco. The team presented the new Pinnacle project, which focuses on online learning. Pinnacle Teaching Solutions is a professional teaching organization committed to excellence in education, 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." The lecture was attended by students from the Euromed Business School (EBS) and the Institute of Legal and Political Sciences (ISJP) of the UEMF, who attended with great interest.

Drawing on his extensive experience working and collaborating with national and international institutions, the speaker shared with the 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 Agriculture Hub, 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 the 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 Graduate Employability 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 the creators of innovative projects. The selection committee evaluates projects based on their scientific and innovative nature, as well as 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, diverse 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-luemf-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 six other partners to launch 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 businesses, 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 Fes 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 intended for professionals and students wishing to deepen their skills in the real estate and financial fields.

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

Launch of an Executive MBA with a dual international degree by EPS and the Health Center



CIMES Collège pour l'Innovation, le Management, et l'Économie du Savoir

UEMF EUROMED POLYTECHNIC SCHOOL PÔLE SANTÉ

EXECUTIVE MBA

Formation en Management des Organismes et Structures de Santé

SUPPLY CHAIN MANAGEMENT DE LA SANTÉ

Acquérir une compréhension profonde des concepts clés de la gestion de la chaîne d'approvisionnement globale et de son rôle de premier plan au niveau de l'écosystème de la santé, de la société et de l'environnement.

www.cimes.ma/s-inscrire/

Formation diplômante

4 modules indépendants + Projet Professionnel (PP)

Modules capitalisables sur une période de 3 ans maximum pour l'obtention de l'Advanced Master

The "HEALTHCARE SUPPLY CHAIN MANAGEMENT" program trains healthcare supply chain professionals, addressing 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 tailored to the medical, pharmaceutical, and biotechnology sectors, and facilitating the practical application of acquired knowledge. The program also emphasizes managing stakeholder interests, applying relevant KPIs, and adopting a holistic view of the value chain.

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

International Conference: Prof. Hasna SLAMTI represents 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 1st to 4th 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".

This communication also aimed to shed light on the logistical and geopolitical importance of the Tangier Med port. It also attempted to demonstrate that this port is not only a global logistics and maritime hub, but also a key 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 center for Industry 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>

Prestigious Double Diploma from George Washington University and EIDIA of UEMF



Unlock your potential and shape the future of cybersecurity with our exclusive Master of ICT Security and AI.

This collaborative program, offered jointly by George Washington University and the EIDIA of UEMF, provides a unique opportunity to earn a double diploma from two prestigious institutions.

Our cutting-edge curriculum combines the latest advancements in quantum computing, artificial intelligence, and cybersecurity, equipping you with the skills and knowledge needed to tackle the complex challenges of tomorrow's digital landscape. With access to world-class faculty, state-of-the-art facilities, and a global network of professionals, you'll be at the forefront of innovation and intelligence in ICT security.

Join us and become a leader in securing the digital frontier. Apply now to embark on a transformative journey that will elevate your career and make a lasting impact on the world of cybersecurity.

<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), an innovation center at 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, essential for capturing investors' attention. The intensive sessions, led by EIC experts and mentors, enabled 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 pitch sessions in front of a panel of experts. The best projects will be selected to join the pre-incubation program, an invaluable opportunity for young entrepreneurs to turn their ideas into reality.

<https://ueuromed.org/actualites/annonces-diverses/troisieme-atelier-de-formation-en-entrepreneuriat-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.

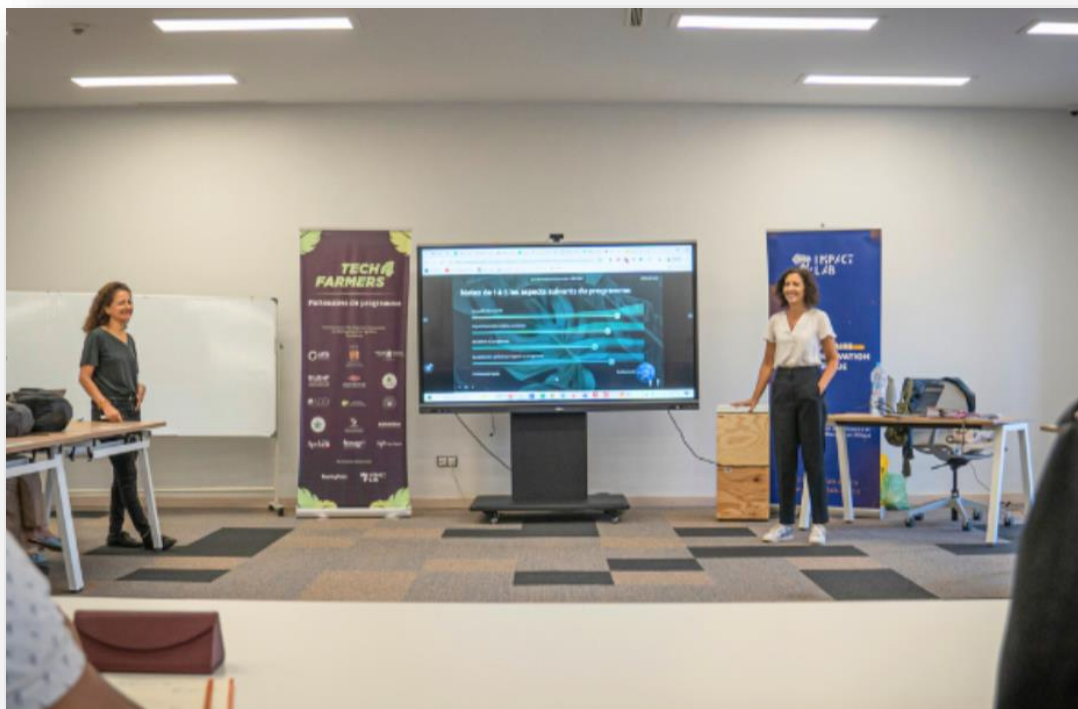
Aimed at assisting those with innovative ideas through comprehensive support programs, STARTECH includes collaborative workspaces, specialized training, soft skills coaching, and privileged access to UEMF's resources and technological platforms.

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 UEMF and benefit from attractive investment opportunities offered by our partners.

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

2025: Euromed University of Fez intensifies its commitment to the SDGs

Resounding Success of the Second Tech4Farmers Bootcamp at UEMF



From September 24th to 26th, the Euromed University of Fez hosted the second Bootcamp of the Tech4Farmers incubation program for Moroccan agritech startups. Organized in partnership with the AFD and PRIIE, this event aimed to sustainably transform the agricultural sector through innovative solutions. Over 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 stakeholders 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-luemf>

Franco-Moroccan Conference on Business Law



The conference, co-organized by the Euromed University of Fez (UEMF) and the Law and Commerce Association, under the theme "Franco-Moroccan Cross-Perspectives on Business Law," brought together renowned experts from both shores of the Mediterranean to discuss contemporary legal issues in business law. This event highlighted Franco-Moroccan collaboration and provided a valuable platform for exchanging views on legal practices, particularly in the areas of arbitration, contract law, and financing.

The opening ceremony was marked by speeches by prominent figures, such as Professor François-Xavier Lucas, Director of the Sorbonne Law School's outsourced program at UEMF, and Mr. Antoine Diesbecq, President of the Law & Commerce Association. The presence of Mrs. Carine Foeller Viallon, Consul General of France in Fez, as well as numerous jurists, lawyers, and researchers, reinforced the international and academic dimension of the event, highlighting the importance of cooperation between France and Morocco in the legal field.

<https://ueuromed.org/actualites/congres-et-colloques/colloque-franco-marocain-sur-le-droit-des-affaires>

Montpellier Business School Hosted at the Euromed University of Fez



As part of the Progression Agreement signed between the Euromed University of Fez (UEMF) and Montpellier Business School (MBS), the UEMF was pleased to welcome a representative from MBS on November 13th for a meeting dedicated to Euromed Business School (EBS) students. This exchange is part of an academic cooperation approach aimed at strengthening the international perspectives of our students.

During this visit, the MBS representative presented in detail the opportunities offered by the dual degree program between the two institutions. This new partnership allows EBS students, at the end of their five years of post-baccalaureate studies, to obtain:

- the Grande École Program in Management diploma issued by UEMF;
- the equivalent diploma from Montpellier Business School;
- the Master of Science (MSc.) from MBS, opening doors to international careers.

This program provides an exceptional springboard for our students, allowing them to benefit from dual academic expertise and develop world-class skills in a multicultural environment.

<https://ueuromed.org/actualites/conventions-accords/montpellier-business-school-accueillie-luniversite-euromed-de-fes>

Launch of the Second Edition of the Fez Smart Factory Competition



The Euromed University of Fez (UEMF) is launching the second edition of the Fez Smart Factory (FSF) competition, supported by the United Nations Industrial Development Organization (UNIDO).

Who can participate?

The competitions are open to the categories below, apply if you are:

A researcher/inventor who has designed an innovative product with a manufacturing process tested on a laboratory scale (TRL 3) and you want support to validate it on a pilot scale (TRL 5);

A startup carrying out a smart factory project for an innovative product tested on a pilot scale (TRL 5) and you want support to validate it on a demonstration scale (TRL 8);

A startup or industrialist carrying out a smart factory project tested on a demonstration scale and you want to be supported to carry it out on an industrial scale in Morocco;

A Research and Development entity wishing to provide services to researchers/inventors, startups and industrialists to optimize the value chains of their smart factory projects;

An engineering company seeking to provide services to researchers/inventors, startups and manufacturers to develop Industry 4.0 use case solutions

<https://ueuromed.org/actualites/annonces-concours/lancement-de-la-seconde-edition-des-concours-fez-smart-factory>

EMADU immersed in the El Jadida International Building Exhibition



As part of EMADU's extracurricular activities, 6th-year students, accompanied by the director of training, visited the SIB in El Jadida. This visit is part of the school's openness to its socio-professional environment in order to professionally integrate future EMADU graduates.

This visit also aims to assist students in the discovery process of different materials and new technologies in the fields of architecture/design and construction in general.

<https://ueuromed.org/actualites/visites/lemadu-en-immersion-au-salon-international-du-batiment-del-jadida>

Med Youth Lab: Euro-Mediterranean Hackathon at UEMF



70 young people from 21 nationalities gathered at the UEMF for a Euro-Mediterranean Hackathon co-organized by the UEMF, the Union for the Mediterranean (UfM), the German Development Cooperation, and the Anna Lindh Foundation.

From November 25th to 29th, the Euromed University of Fez, in collaboration with the Union for the Mediterranean (UfM), the German Development Cooperation (GIZ), the Anna Lindh Foundation and the European Institute of the Mediterranean, hosted the UfM Med Youth Lab 2024, a dynamic Hackathon that took place over five days.

The UfM Med Youth Lab 2024 was marked by exceptional cultural richness. In addition to the 50 nationalities already present at the Euromed University of Fez, 70 young people aged 18 to 29, from 21 nationalities from the southern Mediterranean region and the European Union, were added, illustrating the international and inclusive vocation of the UEMF.

<https://ueuromed.org/actualites/annonces-diverses/med-youth-lab-hackathon-euro-mediterraneen-luemf>

Excelia, a prestigious French higher education group, hosted at the Euromed University of Fez



As part of the partnership established between the Euromed University of Fez (UEMF) and Excelia, a prestigious French higher education group, which includes a triple-accredited AACSB, EQUIS, AMBA Business School, a TEDQUAL-accredited Tourism School, and a Communication School, we had the pleasure of welcoming our partner for a session specially organized for the benefit of our students at the Euromed Business School (EBS).

This exchange is part of an academic cooperation approach aimed at strengthening the international prospects of our students. During this visit, the Excelia representative presented in detail the opportunities offered by the dual degree program between the two institutions.

This new partnership allows EBS students, at the end of their five years of post-baccalaureate studies, to obtain:

- Diploma from the Grande École Program in Management issued by UEMF;
- Equivalent diploma from Excelia.

This program provides a springboard for our students, allowing them to benefit from dual academic expertise and develop world-class skills in a multicultural environment.

<https://ueuromed.org/actualites/accords-et-partenariats/excelia-prestigieux-groupe-denseignement-superieur-francais>

Launch of Fez Smart Factory activities at UEMF



On January 16, 2025, the Euromed University of Fez (UEMF) launched the Fez Smart Factory, the first Moroccan ecosystem dedicated to Industry 4.0. This ambitious project, supported by a broad public-private and international partnership, aims to transform Moroccan industry by integrating advanced technologies such as artificial intelligence, robotics, and 3D printing.

Located on 6.6 hectares within the UEMF eco-campus, the platform includes an incubator, an R&D center, a business center, and a Pilot School Factory 4.0, currently under construction, which will offer nearly one million hours of training. This project, funded in particular by FONZID and the MCC, embodies a new industrial dynamic based on innovation, training, cooperation, and sustainability.

<https://www.ueuromed.org/actualites/ceremonie/lancement-des-activites-de-fez-smart-factory-luemf>

Morocco200: a milestone at the Euromed University of Fez



The Euromed University of Fez had the pleasure of hosting “Morocco200” on February 26, 2025, a major initiative led by the Ministry of Digital Transition and Administrative Reform, GITEK AFRICA, KAOUN International and the Digital Development Agency (ADD).

This ambitious operation highlighted the potential of Moroccan startups through a national roadshow, stopping in Casablanca, Tangier, Agadir and Fez, with the aim of inviting young entrepreneurs to take part in Africa’s largest tech event, GITEK AFRICA.

UEMF thanks Mr. Chakib Achour, Country Chief Representative of GITEK Africa in Morocco, as well as all the partners who contributed to the success of this initiative. A special tribute is paid to POGO, a startup born within UEMF, and to ARWA Solutions, who shared their experience and commitment by participating in the 2024 edition of GITEK.

With innovation at the heart of UEMF’s mission, the university remains committed to supporting the startup ecosystem and guiding Moroccan talent towards excellence and technological entrepreneurship.

<https://www.ueuromed.org/actualites/annonces-diverses/morocco200-une-etape-marquante-luniversite-euromed-de-fes>

[Tribune] Wage inequality in Morocco: three months of “free” work for women



According to a report by the High Commission for Planning, published in 2024, the wage gap between men and women reached 23%. This means that in 2024, Moroccan women symbolically worked “for free” from October 8 until the end of the year. This observation highlights the urgent need for concrete action to reduce these inequalities and ensure true pay equity. This represents nearly three months of unpaid work compared to men, an alarming inequality that remains largely ignored in the public debate.

<https://ueuromed.org/actualites/articles/tribune-inegalites-salariales-au-maroc-trois-mois-de-travail-gratuit-pour-les>

New Dynamics: Health Tourism at the Euromed University of Fez



A pioneer in promoting synergies between research, innovation and territorial development, the Euromed University of Fez (UEMF) hosted, from April 10 to 12, 2025, the first edition of the Regional Forum on Health Tourism, under the theme: "Thermal waters of the Fez-Meknes region: Health and Tourism".

Organized in partnership with the Wilaya of the Fez-Meknes Region, the province of Moulay Yacoub, the Regional Tourism Council and the Regional Council, this major event is fully in line with the UEMF's commitment to actively contribute to the dynamics of sustainable regional development, particularly in sectors with high potential such as health tourism.

A meeting place for experts, researchers, economic operators, and public stakeholders, the Forum offered a rich program including scientific seminars, presentations of innovative projects, and roundtable discussions on the challenges of developing spa resorts. Through this event, the UEMF leverages its academic and scientific expertise to fuel reflection and support public policies in structuring a regional ecosystem focused on health, well-being, and sustainable tourism.

By hosting this Forum, the University confirms its role as a catalyst for strategic projects at the national and regional levels, and reaffirms its mission as a center of excellence promoting dialogue between knowledge, innovation and inclusive development.

<https://ueuromed.org/actualites/congres-et-colloques/nouvelle-dynamique-tourisme-de-sante-luniversite-euromed-de-fes>

[Tribune] Donald Trump's reciprocal customs duties, "A clear challenge to the spirit of the Morocco-United States Free Trade Agreement"



A promise is a promise. On April 2, Donald Trump released his much-feared “reciprocal tariffs” announced in February. To usher in what he calls his “declaration of economic independence” and usher in “the golden age of the United States,” the 47th president in the country’s history imposed an import duty on his economic partners for every product crossing U.S. customs.

“Foreign leaders have stolen our jobs, foreign leaders have ransacked our industries, and these scavengers have ripped apart our American Dream. We will produce the cars, boats, potato chips, planes, minerals, and medicines we need right here in the United States,” he said, illustrating the ultra-protectionist policy he has been pursuing since taking office.

<https://ueuromed.org/actualites/articles/tribune-droits-de-douane-reciproques-de-donald-trump-une-remise-en-question>

Promoting artisanal heritage : a strategic framework agreement for the region



On April 17, 2025, the Euromed University of Fez participated in the signing of partnership agreements during the visit of Mr. Lahcen Essaadi, Secretary of State for Crafts, to the Fez-Meknes Chamber of Crafts.

A framework agreement was signed between the UEMF State Secretariat and the Chamber of Crafts to develop specialized university training in craft trades, support innovative projects, conduct socio-economic studies, promote craft heritage and integrate digitalization to modernize the sector.

The UEMF is committed to mobilizing its resources to train professionals who combine tradition, innovation and sustainability while respecting the environment and social values.

A second partnership was signed with the Federation of Craft Businesses to strengthen training in glass techniques in collaboration with CERFAV in France.

<https://ueuromed.org/actualites/conventions-accords/valorisation-du-patrimoine-artisanal-un-accord-cadre-strategique>

3^e édition des Restructuring Days of Fez



Today and tomorrow, the Euromed University of Fez is hosting the 3rd edition of the Fez Restructuring Days, an event of excellence organized in partnership with the Sorbonne Law School. Renowned jurists, practitioners, researchers, magistrates, and institutional representatives from France, Africa, Morocco, and elsewhere are gathering to discuss the major transformations in corporate restructuring law.

The morning was devoted to two major areas: the reform of amicable and collective procedures, then the international and European issues linked to restructuring.

Rich discussions that fuel reflection and open the way to new perspectives.

https://www.linkedin.com/posts/universit-euro-m-diterran-enne-de-f-s_universitaezeuromed-sorbonne-journaezesrestructuring-activity-7326209800675942400-UcPz?utm_source=share&utm_medium=member_desktop&rcm=ACoAADTGRfcBC1u9wYbkACypuAdXhOuzPcQwP94

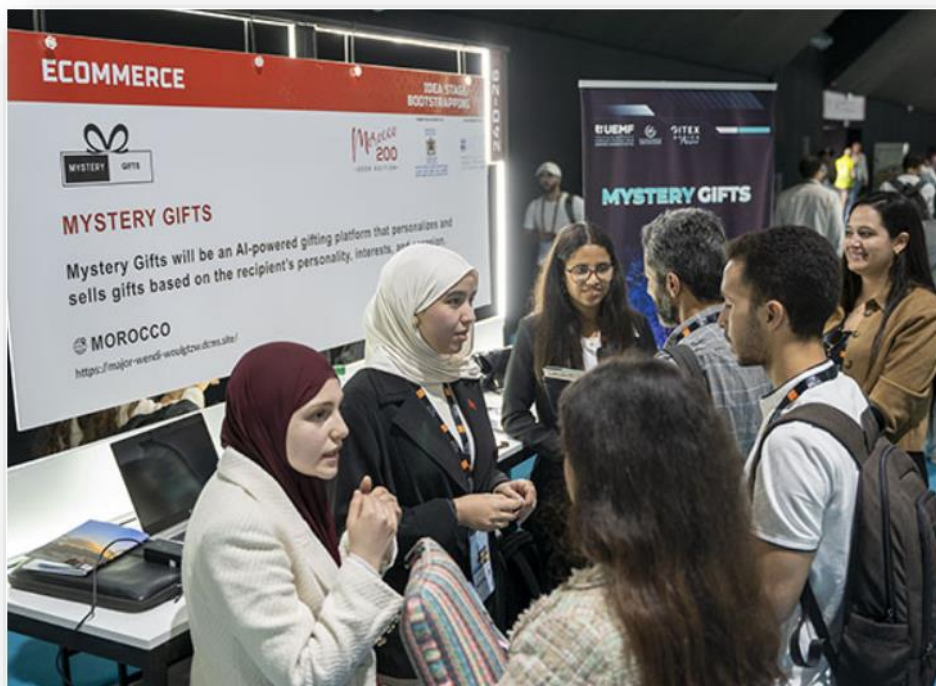
Alnnovathon: Innovation in the service of health and education thanks to AI



On April 22 and 23, more than 50 students from EBS and EIDIA participated in the Alnnovathon, a hackathon organized by the Euromed Innovation Center as part of the STARTECH program, in partnership with Tamwilcom. For 48 hours, they developed innovative solutions in health and education, putting AI at the service of society. Supervised by experts, the participants presented their projects during a final pitch, and three teams—Ru'ya, MedPass, and Eschool4GenZ—were awarded prizes and received tailored support.

<https://ueuromed.org/actualites/ateliers-workshops/ainnovathon-innovation-au-service-de-la-sante-et-de-leducation-grace>

Mystery Gift, a startup incubated at UEMF, selected at GITEX



Among the 200 Moroccan startups selected to participate in the continent's largest technology fair, GITEX, Zahira Boulanouar, a second-year student at the School of Digital Engineering and Artificial Intelligence (EIDIA), proudly represented the Euromed University of Fez with her "Mystery Gift" project.

Born from an idea developed in her bedroom, this innovative personalized gift concept combines customer focus, creativity, and artificial intelligence. Driven by an original vision of tailor-made products, Zahira transformed her initiative into a promising startup, now supported by the UEMF's Euromed Innovation Center (EIC).

His career path reflects the spirit of innovation, perseverance, and entrepreneurial commitment that the University encourages in its students. The recognition obtained through this national selection confirms the quality of the support offered by the EIC and the UEMF's ambition to train the leaders and innovators of tomorrow.

Our congratulations to Zahira on this great achievement and our best wishes for the rest of her adventure at GITEX Africa 2025 and beyond.

<https://ueuromed.org/actualites/annonces-diverses/mystery-gift-startup-incubee-luempf-selectionnee-au-gitex>

A center of excellence for French-speaking restructuring, the UEMF is hosting a 3rd edition with strong international resonance



On May 8 and 9, 2025, the Euromed University of Fez, in partnership with the University of Paris 1 Panthéon-Sorbonne, hosted the 3rd edition of the Restructuring Days. This benchmark event in the French-speaking legal world brought together nearly 250 participants from Europe and Africa: lawyers, magistrates, business leaders, researchers, and students.

Created to analyze developments in the law governing companies in difficulty, these days have become a space for exchanges between professionals and academics on legal reforms, innovative practices, and international issues. The rich program addressed the reform of amicable procedures, recovery plans, and transnational cooperation.

This edition was distinguished by a strong African participation, notably from OHADA member delegations, confirming the event's vocation to create a bridge between Europe and Africa.

Fez has thus established itself as a center of excellence in business law, thanks to the UEMF's commitment to research, continuing education and international openness.

<https://ueuromed.org/actualites/congres-et-colloques/pole-dexcellence-du-restructuring-francophone-luemf-accueil-une>

Leadership and Individual Effectiveness : An Exceptional Conference with Mr. Reda Bouraoui



Euromed Business School hosted an inspiring conference led by Mr. Reda Bouraoui, management expert and co-founder of the UniTalk platform, on the theme "From Classroom to Career." With 30 years of experience, he shared with students key insights on leadership, personal effectiveness, and the transition to professional life. This interactive event, combining discussion and introspection, reinforced the school's commitment to developing responsible and globally-minded leaders.

<https://ueuromed.org/actualites/cycle-de-conferences/leadership-et-efficacite-individuelle-une-conference-hors-norme>

Tech4Farmers: Three days of support for the 2nd cohort of AgriTech startups



From May 13 to 15, 2025, the Euromed University of Fez organized the second bootcamp of the Tech4Farmers program, in partnership with the French Development Agency (AFD). This program is part of the Regional AgriTech Innovation and Entrepreneurship Center (PRIE) of Fez-Meknes.

For three days, 16 AgriTech startups benefited from intensive support to: Structure their economic model, Build their business plan and develop strategic partnerships,

Explore opportunities for territorial deployment through panels with regional institutions (DRA, ENA Meknès, Agrinova).

Supervised by UEMF, IMPACT Lab and the Euromed Innovation Center, this bootcamp strengthened the participants' entrepreneurial capacities while connecting them with key players in the Moroccan agricultural ecosystem.

<https://ueuromed.org/actualites/ateliers-workshops/tech4farmers-trois-jours-daccompagnement-pour-la-2e-cohorte-de>

Strategic reading of Moroccan intelligence: Moulay Abdelmalek Alaoui in conference at the UEMF



As part of its high-level intellectual meetings, the Euromed University of Fez welcomed Mr. Abdelmalek Alaoui, president of IMIS and recognized expert in strategy, for a conference dedicated to his reference work "The Time of Morocco: Resilience and Emergence of the Cherifian Kingdom".

The event provided an opportunity to revisit Morocco's major strategic directions in the face of the Covid-19 pandemic, while analyzing the far-reaching reforms undertaken in the institutional, economic, digital, and geopolitical spheres. Through a structured and lucid approach, Mr. Alaoui presented Morocco as a country undergoing transformation, focusing on political anticipation, innovation, and a sovereign vision of development.

The discussions highlighted the central role of youth in this dynamic, perceived not only as beneficiaries, but also as key agents of change. Students were thus able to interact around the issues of national leadership, digital transition, continental integration, and productive sovereignty.

The session concluded with a book signing and a special moment of sharing, confirming the importance of such meetings in civic education, the formation of critical thinking and the promotion of a culture of resilience.

<https://ueuromed.org/actualites/cycle-de-conferences/lecture-strategique-de-lintelligence-marocaine-moulay-abdelmalek>

Doctoral Thesis Defense in Management and Innovation by Mr. Olugbenga Ayo OJUBANIRE



The Euromed University of Fez (UEMF) is pleased to inform the public of the defense of the doctoral thesis in "Management, Innovation and Entrepreneurship". The thesis defense will take place on Friday, June 20, 2025 at 10:00 a.m. at the UEMF Location: the Great Hall of the Incubator (LOC001994)

The thesis will be presented by Mr. Olugbenga Ayo OJUBANIRE, Under the theme: "Determinants of Smart Factory Model Adoption among Industrial Enterprises in Emerging Economies: A comparative Study of the Automotive Industry in Nigeria and Morocco"

<https://ueuromed.org/actualites/cedoc/soutenance-de-these-de-doctorat-en-management-et-innovation-par-m-olugbenga-ayo>

HackAI Morocco: UEMF on the podium!



Among more than 200 applications, our students from the School of Digital Engineering and Artificial Intelligence (EIDIA) distinguished themselves in this prestigious national generative artificial intelligence (GenAI) challenge, organized at 1337AI.

A team of three students, proudly representing UEMF, brilliantly defended their ideas during this competition, which brought together the country's top talent. Their project, Tomouhi, is an intelligent job interview simulation platform, offering personalized support to help students and job seekers hone their skills. A true demonstration of creativity and commitment!

Congratulations to Imane AMAAZ, Imane Benchrif and Hiba SOFYAN for this remarkable achievement, as well as to the mentors who accompanied them throughout the journey.

<https://ueuromed.org/actualites/activites-des-etudiants/hackai-morocco-luemf-sur-le-podium>

Visit of a Senegalese delegation to the UEMF: focus on innovation and African synergies



Euromed University of Fez hosted a Senegalese government delegation led by the Secretary of State for the Development of Small and Medium-Sized Industries, as part of an official visit focused on South-South cooperation. The meeting provided an opportunity to present UEMF's strategic initiatives in innovation, entrepreneurship, and sustainable development, while exploring avenues for collaboration in supporting SMEs and training young entrepreneurs. This visit strengthened ties between Morocco and Senegal, illustrating the key role of African universities in the continent's transformation.

<https://ueuromed.org/actualites/visites/visite-dune-delegation-senegalaise-luempf-cap-sur-innovation-et-les-synergies>

Participation in the National Conference on Investment, Employment and Digital Transition



As part of the annual session of the House of Councillors of the Kingdom of Morocco, a National Conference on Investment, Employment and Digital Transition was held on June 11, 2025 at the House of Councillors, under the theme: "Investment, Employment and Structural Transformation in Morocco: Towards a New Inclusive Territorial Governance".

The Euromed University of Fez was represented by Professor Ahlam Mohammadi, lecturer and researcher at the Euromed Business School (EBS), who took part in the thematic workshop entitled: "Investment, governance, gender and territorial dynamics: points of convergence to improve inclusive employment in Morocco."

Her speech highlighted the conditions necessary to make public investment a lever for inclusive job creation and balanced territorial development. She emphasized the importance of governance rooted in local realities, capable of responding to the structural challenges of the labor market.

Calling for a strategic repositioning of public policies, Professor Mohammadi stressed the need to place the creation of productive, sustainable and accessible jobs for all at the heart of national priorities.

This participation illustrates the active engagement of the UEMF academic body in the major debates that shape the future of the country.

<https://ueuromed.org/actualites/annonces-diverses/participation-la-conference-nationale-sur-linvestissement-lemploi-et>

Roundtable: Entrepreneurship in Africa – Innovate locally, impact globally



As part of African Week, a round table hosted by Bank of Africa was held on June 12, 2025 around the theme:

“Entrepreneurship in Africa: Innovate locally, impact globally.”

This session brought together students and professionals to explore the role of local innovation in the continent’s economic transformation and its global influence.

The discussions highlighted success stories, challenges encountered, and opportunities for young African entrepreneurs, with a particular focus on innovation, sustainability, and inclusive growth.

The event illustrated the full potential of the African entrepreneurial spirit in building a more dynamic, connected and resilient economy.

[Club Activities Report: Vice-Presidency in charge of Cultural Affairs and University Life](#)

Para-academic visit organized by the EPS BDE



The Student Office (BDE) of the School of Physical Sciences (EPS) organized a para-academic visit to the Sofafer company as part of the BDE activities.

[Club Activities Report: Vice-Presidency in charge of Cultural Affairs and University Life](#)

Meetings between UEMF students and alumni

CULTURAL AND STUDENT ACTIVITIES: MEET OUR ALUMNI

2. WORKSHOPS & CONFERENCES



Meet Les Lauréats de l'UEMF_EBS

Brahim ADOUMAZ
Lauréat de l'Entre-Audit et pilotage de la performance
Auditeur-consultant financier.

Loubna BERRADA
Lauréate de Marketing et Business Development
Chef de publicité.

Ghizlane MHILIS
Lauréate de l'Entre-Audit et pilotage de la performance
Project manager entrepreneuriat.

12 Feb 2025 19:00h Google Meet

Uemf Genius Club Create.Enhance.Sustain

February 2nd to 12th, 2025

Students and UEMF Alumni

Sessions of meetings between students and UEMF alumni for an enriching exchange on career paths, the professional world, internships and the sharing of inspiring experiences.

From February 2 to 12, 2025, meeting sessions brought together UEMF students and alumni for enriching discussions around career paths, integration into the world of work, internships, and the sharing of inspiring experiences.

[Club Activities Report: Vice-Presidency in charge of Cultural Affairs and University Life](#)

Enactus UEMF National Seminar

CULTURAL AND STUDENT ACTIVITIES: SEMINAR

2. WORKSHOPS & CONFERENCES



February 8th, 2025

Enactus UEMF

The Enactus UEMF National Seminar brought together students and experts from partner universities for a day of exchange, sharing know-how and presenting social impact projects.

The event enabled Enactus UEMF to showcase its achievements and build bridges with other Enactus clubs nationwide.

On February 8, 2025, the Enactus UEMF national seminar brought together students and experts from partner universities for a day of exchange, sharing of know-how and presentation of projects with a strong social impact.

This event allowed Enactus UEMF to highlight its achievements and strengthen its links with other Enactus clubs nationwide.

[Club Activities Report: Vice-Presidency in charge of Cultural Affairs and University Life](#)

MATLAB & Simulink: Modeling and Simulation of Dynamic Systems



HI-TEC

Formation en Matlab/Simulink

Maîtrisez la simulation sur Matlab/Simulink

AQUATIF Akim
Étudiante en 5^e année de Génie Électrique.

Objectifs de la formation :

- ✓ Maîtriser l'interface, rédiger des scripts et exploiter les fonctionnalités de base et avancées.
- ✓ Construire et simuler des modèles dynamiques avec Simulink.
- ✓ Créer des graphiques, interpréter des résultats de simulations.
- ✓ Appliquer MATLAB/Simulink à des cas concrets (industrie, recherche).

- Simulez des circuits électriques et des systèmes mécaniques avec Simulink.
- Visualisez les résultats avec des graphiques clairs.
- Expérimentez des simulations en temps réel et transformez vos idées en solutions !
- Rejoignez-nous et devenez un expert en simulation !

Vendredi 21 février 2025 20:00 PM Google Meet

On February 21, 2025, the Hi-Tec Club organized an introductory session to MATLAB & Simulink, focusing on the modeling and simulation of dynamic systems. Participants learned how to create scripts, solve differential equations, visualize results graphically, and analyze system behavior. They also learned about Simulink's basic building blocks for modeling electrical (such as circuits) and mechanical systems.

[Club Activities Report: Vice-Presidency in charge of Cultural Affairs and University Life](#)

“Communication and Professional Skills” – Rotaract & Genius Clubs



On February 26, 2025, the Rotaract and Genius clubs, in collaboration with Ms. Khadija El Hamyani, led a communication workshop focusing on oral expression techniques, the art of convincing and the expectations of the professional world. Participants also took part in a fun activity aimed at improving their speaking, diction, and interpersonal skills. It was a practical and inspiring experience to strengthen key communication skills.

[Club Activities Report: Vice-Presidency in charge of Cultural Affairs and University Life](#)

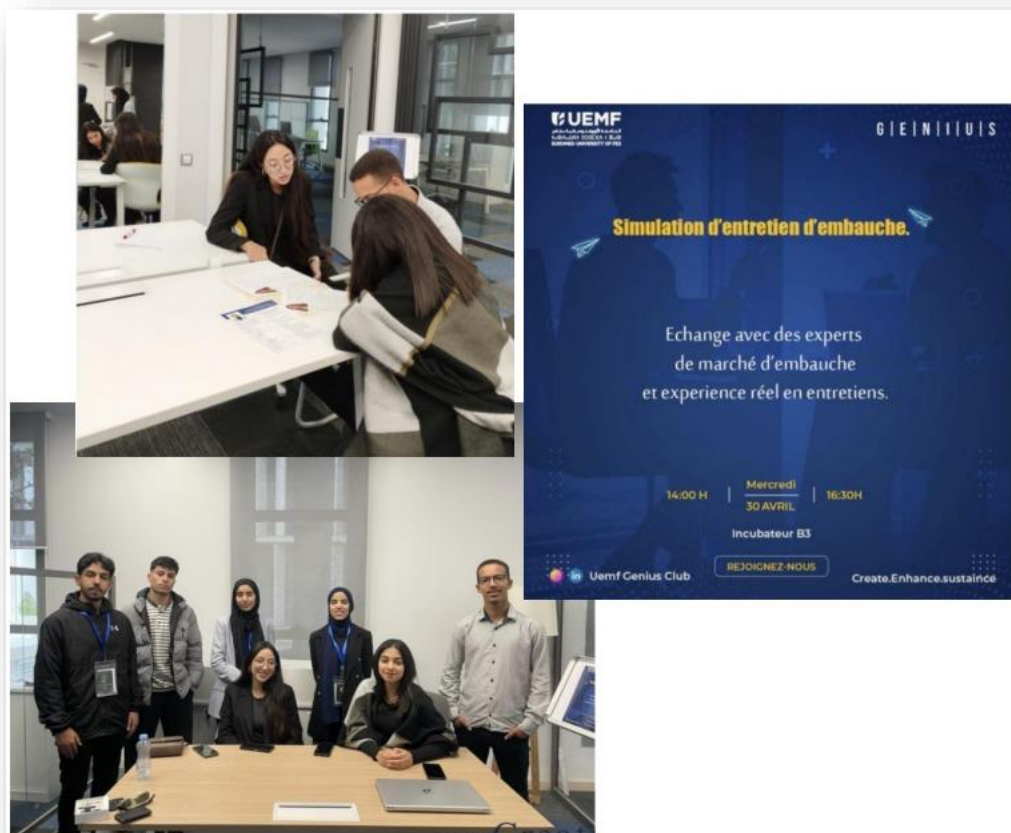
Training: Succeeding in your interview – HI-TEC Club



On April 16, 2025, as part of its actions aimed at strengthening the cross-disciplinary skills of its members, the HI-TEC Club organized a free training course entitled: "How to succeed in an interview and avoid common mistakes," led by Ms. Nadia El Harrak, expression teacher and certified personal development coach.

[Club Activities Report: Vice-Presidency in charge of Cultural Affairs and University Life](#)

Interview Preparation Workshop – Genius Club



On April 30, 2025, the Genius Club organized a job interview preparation workshop for Master's students, with the aim of supporting them in their professional integration.

[Club Activities Report: Vice-Presidency in charge of Cultural Affairs and University Life](#)

THE Impact Ranking 2025: 1st at regional level and 2nd at the national level in the category SDG 8: Decent work and economic growth

Rank	Name	Decent work and economic growth	Overall
=60	International University of Rabat Morocco	78.0	70.3–76.1
201–300	Euromed University of Fez Morocco	65.4–69.4	65.6–70.2
201–300	Ibn Tofaïl University Morocco	65.4–69.4	70.3–76.1
301–400	Abdelmalek Essaâdi University Morocco	62.1–65.3	60.9–65.5
601–800	Mohammed V University of Rabat Morocco	45.9–54.7	60.9–65.5

The 2nd edition for the STARTECH program



The Euromed Innovation Center (EIC), in partnership with Tamwilcom, the Fez-Meknes Regional Investment Center and Bank of Africa, organized an intensive bootcamp for innovative project leaders.

The objective of this initiative is to support the region's talents in structuring their ideas, to encourage their transformation into high-potential startups and to promote local innovation through concrete actions, collaboration and impact.

On July 10 and 11, participants from the Fez-Meknes region benefited from two days structured around practical workshops, mentoring sessions, and constructive exchanges. These days were marked by a collective dynamic promoting mutual support, energy, and creativity, driven by committed and action-oriented project leaders.

https://www.linkedin.com/posts/universit-euro-m-diterran-enne-de-f-s_universitaeeuromed-uemf-euromedinnovationcenter-activity-7350805116356050947-Cldh?utm_source=share&utm_medium=member_desktop&rcm=ACoAADTGRfcBC1u9wYbkACypuAdXhOuzPcQwP94

End of studies defenses at UEMF



Euromed University of Fez is experiencing a key milestone with its final year defenses. This solemn moment reflects the commitment and progress of students, who present their final year projects before a jury. It's an opportunity to showcase their skills, ideas, and preparation for entering the professional world or pursuing their academic ambitions.

https://www.linkedin.com/posts/universit-euro-m-diterran-ene-de-f-s_universitaeuromed-uemf-soutenancepfe-activity-7341398558878666754-oe_C?utm_source=share&utm_medium=member_desktop&rcm=ACoAADTGRfcBC1u9wYbkACypuAdXhOuzPcQwP94

Euromed Innovation Center launches Tech4Farmers, a springboard for agritech



https://www.linkedin.com/posts/universit-euro-m-diterran-enne-de-f-s_universitaeeuromed-tech4farmers-agritech-activity-7333050599350964224-cUxa?utm_source=share&utm_medium=member_desktop&rcm=ACoAADTGRfcBC1u9wYbkACypuAdXhOuzPcQwP94

Startech Hackathon: three cohorts, three regions, one ambition



As part of the 2^e edition of the STARTECH program, the Euromed Innovation Center (EIC) is organizing an ideation bootcamp at the Euromed University of Fez, bringing together 10 innovative projects led by young talents from the Fez-Meknes, Drâa-Tafilalet and Oriental regions.

This program aims to support young people with ideas and assist them in structuring impactful entrepreneurial projects. Over two days, participants benefit from practical workshops, personalized coaching, and targeted mentoring sessions to transform their ideas into viable solutions.

The bootcamp is organized with the support of Tamwilcom, through the Innov Invest Fund, and in partnership with the CRI Fès-Meknès, Bank of Africa and the Blue Space network.

<https://ueuromed.org/actualites/ateliers-workshops/hackathon-startech-trois-cohortes-trois-regions-une-meme-ambition>

Continuing Education: UEMF joins forces with Audencia to launch a dual-degree Executive MBA



Audencia Business School and the Euromed University of Fès (UEMF) have signed a strategic partnership to deliver the Audencia Executive MBA on the UEMF campus in Morocco. This high-level training program, designed for senior executives, will lead to a dual degree: the Audencia Executive MBA (AMBA, EQUIS, and AACSB accredited) and a diploma awarded by UEMF.

The program, reserved for Moroccan or international professionals based in Morocco, requires significant managerial experience (8 years, including 3 in management). The official launch will take place in Fès, but the two institutions plan to expand the EMBA to other Moroccan regions depending on demand.

https://fr.linkedin.com/posts/universit-euro-m-diterran-enne-de-f-s_audencia-universit%C3%A9euromed-executivemba-activity-7356609590039375872-59Yb

A day of integration between energy, cohesion and orientation



Integration Week - Day 3: Placed under the sign of energy and inspiration

In the morning, our students vibrated to the rhythm of a sporty morning, between challenges, cohesion and good humor. In the afternoon, heading towards the future with a Masterclass of orientation: mapping out your academic and professional path at the UEMF, led by the team of the Euromed innovation center (EIC).

Between surpassing oneself, encounters and projection towards the future, this third day perfectly illustrates the spirit of the integration week: learning, sharing and growing together.

<https://lnkd.in/p/euX8TxZD>

Official photo of the 4th class of the Master of Business Law



A highlight:the photo of the 4th class of the Master of Business Law of the Sorbonne Law School at the Euromed University of Fez, under the direction of Prof. François-Xavier Lucas. A promotion that embodies academic rigor, professional ambition and international openness.

https://www.linkedin.com/posts/universit-euro-m-diterran-enne-de-f-s_universitaezeuromed-sorbonne-droitdesaffaires-activity-7376534344196059137-HB8d?utm_source=share&utm_medium=member_desktop&rcm=ACoAADTGRfcBC1u9wYbkACypuAdXhOuzPcQwP94

Tamkin LiTanmia: Agritech Project Steering Committee



On September 25, 2025, the Euromed University of Fez hosted the steering committee of the "Regional Innovation and Entrepreneurship Hub in Agritech" project, part of the Tamkin Li Tanmia program funded by the AFD. Launched in 2022, this project aims to build a regional agricultural innovation ecosystem connecting researchers, institutions, businesses, start-ups, and farmers to develop appropriate technological solutions.

The meeting, bringing together numerous institutional and private partners, made it possible to present the project progress, monitor the Tech4Farmers program, plan the mobilab and awareness-raising activities, while defining the next steps. It confirms UEMF's commitment to technological and entrepreneurial innovation in the service of agriculture and the Fez-Meknes region.

<https://ueuromed.org/actualites/annonces-diverses/tamkin-litanmia-comite-de-pilotage-du-projet-agritech>

3^e and last Tech4Farmers Bootcamp of the 2^e Cohort

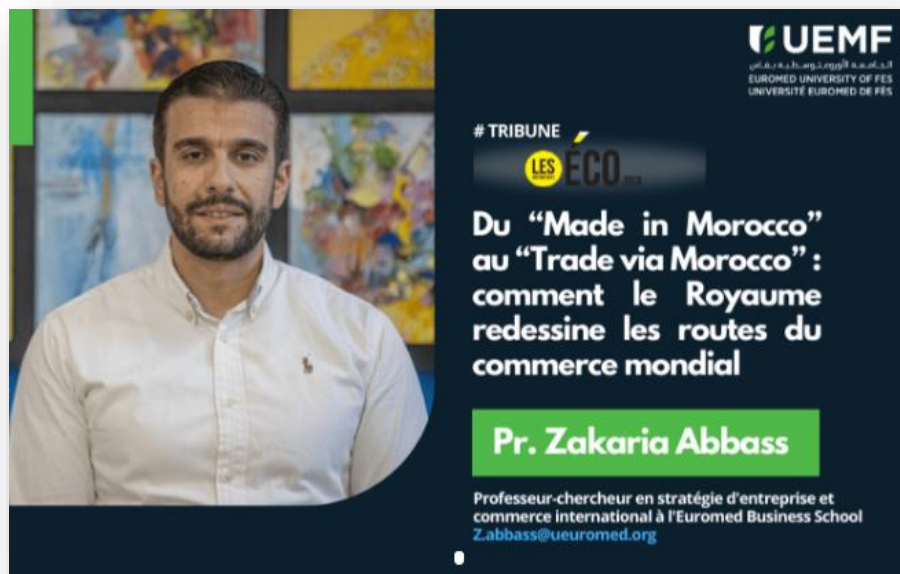


From September 23 to 25, 2025, the Euromed University of Fez, through its Euromed Innovation Center incubator, hosted the third and final Tech4Farmers - Tamkin LiTanmia bootcamp, funded by AFD. Dedicated to AgriTech project leaders from the second cohort, this bootcamp allowed startups to refine their business model, strengthen their pitching skills, and prepare for fundraising through practical workshops, mentoring, and discussions with experts.

This step completes the incubation cycle and prepares entrepreneurs to scale up and fully integrate into the regional and national Agritech ecosystem. It illustrates UEMF's commitment to technological innovation, sustainable agriculture, and impact entrepreneurship in the Fez-Meknes region.

<https://ueuromed.org/actualites/annonces-diverses/3-et-dernier-bootcamp-tech4farmers-de-la-2-cohorte>

[Tribune] From "Made in Morocco" to "Trade via Morocco": How the Kingdom is redrawing the routes of global trade



The "Made in Morocco" label has long symbolized an emerging industrial pride. Textiles, leather, then automobiles and aeronautics were the showcases of this Moroccan producer. But in 2025, this label is no longer sufficient to reflect the Kingdom's ambition.

The country is not just a manufacturing territory: it is becoming a logistical and strategic crossroads, at the heart of the recomposition of global flows. This profound transformation heralds the shift from "Made in Morocco" to "Trade via Morocco," an expression of a deliberate repositioning.

<https://ueuromed.org/actualites/articles/tribune-du-made-morocco-au-trade-morocco-comment-le-royaume-redessine-les>