

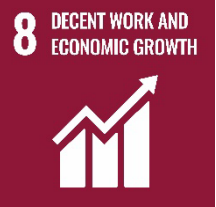


الجامعة الأوروبية بفس
EUROMED UNIVERSITY OF FES
UNIVERSITÉ EUROMED DE FÈS

SDG8 Report

Decent work and economic growth

2023



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SDG 8 Report : Decent work and economic growth

Introduction

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

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

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

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

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

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

UEMF Policy on Social and Corporate Responsibility

Values

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

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

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

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

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

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

Help for people with disabilities:

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

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

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

Living wage for employment practice

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

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

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

The UEMF is strictly prohibited from:

has. to employ minors at the university;

b. to impose forced labor on an employee;

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

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

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

Human Resources Management (HRM)

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

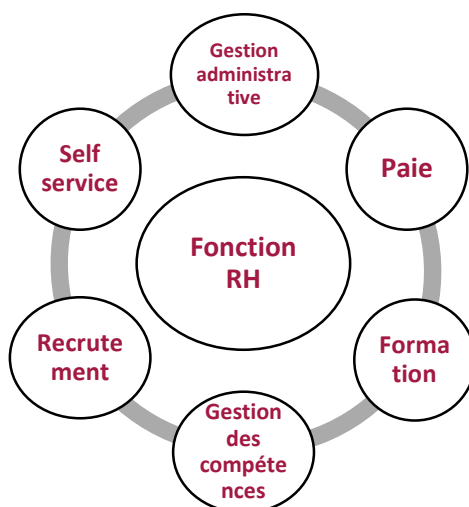
HR policy:

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

Missions:

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

The Human Resources component in the UEMF ERP



Administrative management

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

Pay

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

Training

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

Skills management (GPEC)

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

Career Management

- Mobility/promotion
- Advancement
- Seniority
- Salary scales

Recruitment

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

Social audit

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

Employee Self-service module

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

The UEMF Mediator

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

Cases which cannot be the subject of mediation:

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

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

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

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

Student internships

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

Objective of the internship

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

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

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

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

All trainees are insured.

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

Entrepreneurship

StartUp Weekend Fez 2019

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

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



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

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

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

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

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

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

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



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 under the theme of digital transformation and moderated by Professor SEBTI Hicham. This round table saw the intervention of:

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

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

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



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

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

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

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

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

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



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

Organization of the Royal Air Maroc Hackathon

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

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

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

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



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

<https://www.ueuromed.org/actualites/ateliers-workshops/hackaton-le-projet-greenwings-fait-lunanimite-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 the UEMF, from September 21 to 23, on employee loyalty saw the participation of more than ten projects, each one innovative. New ideas and concepts captivated the attention of the Jury during the defense session.

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

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

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

https://www.linkedin.com/posts/euromed-business-school-universit%C3%A9-euromed-de-f%C3%A8s_hackathon-euromed-eidia-activity-6980108836346998784-475u?utm_source=share&utm_medium=member_desktop

https://www.linkedin.com/posts/euromed-business-school-universit%C3%A9-euromed-de-f%C3%A8s_warmabrup-hackathon-activity-6981721712002236416-HJi9?utm_source=share&utm_medium=member_desktop

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

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



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

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

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

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

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

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

The finalists:

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



The UEMF promotes Electric Mobility! (06 May 2022)

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



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

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

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

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

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

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



“Creative Minds”: Activity Entrepreneurial during the week



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

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

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



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

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

UEMF activities

Reinventing value chains, an opportunity for Morocco

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

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

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



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

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

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

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

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

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



https://www.linkedin.com/posts/universit%C3%A9-euro-m%C3%A9diterran%C3%A9enne-de-f%C3%A8s_myuemf-education-student-activity-6890304452671471616-KGIS?utm_source=linkedin_share&utm_medium=android_app

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


 الجامعة الأوروبية بـفـاس
 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



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

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

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

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



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

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

AFRICA BUSINESS DAY February 13-14, 2023



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

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

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

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

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



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

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

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

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

Young entrepreneurs conference March 2, 2023



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

Euromed University presents in Barcelona during the EIBMED 2023 edition conference



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

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

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

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

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

Preparing African Human Capital for the Jobs of Tomorrow



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 Zoulali
Responsable Recrutement, Partenariats et Marque employeur
Attijafinancé bank Capital Humain Groupe

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

Christophe de Figueiredo
Président de la chambre suisse Maroc

Chakib Mounisf
Directeur chargé des relations africaines
Université Euromed de Fès

Inscription en ligne :
<https://forms.office.com/r/9dkbMqK7HY>

https://www.linkedin.com/posts/hicham-sebti-phd-hdr-42896319_joinus-capitalabrhomme-africain-activity-7048643543321452544-RQOJ?utm_source=share&utm_medium=member_desktop

Training cycle

"Public Research Contracts - Company" training

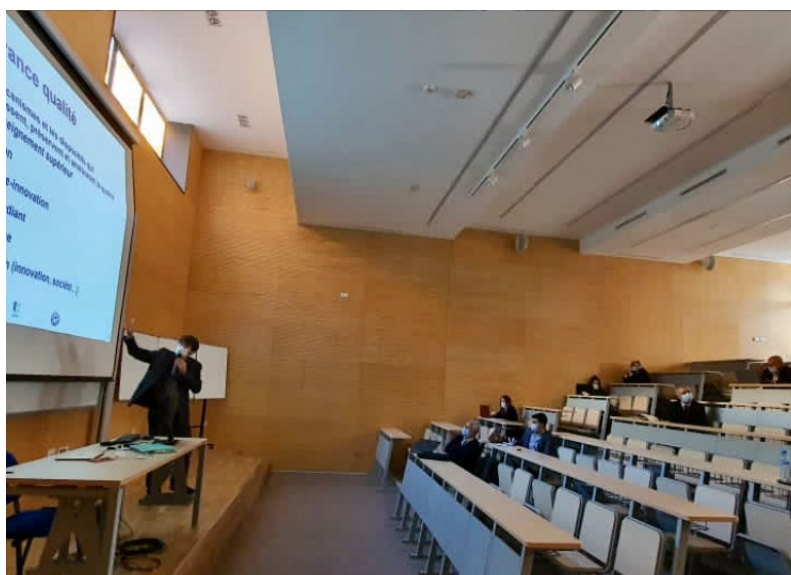


As part of the Tech-Tamkeen initiative, a training session delivered by Pr. Salim Bounou, Dean of the Euromed Faculty of Pharmacy, on "The different types of Public Research contracts - Business, transfers and licensing agreements: the basics negotiation", took place from October 31 to November 1 at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

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

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

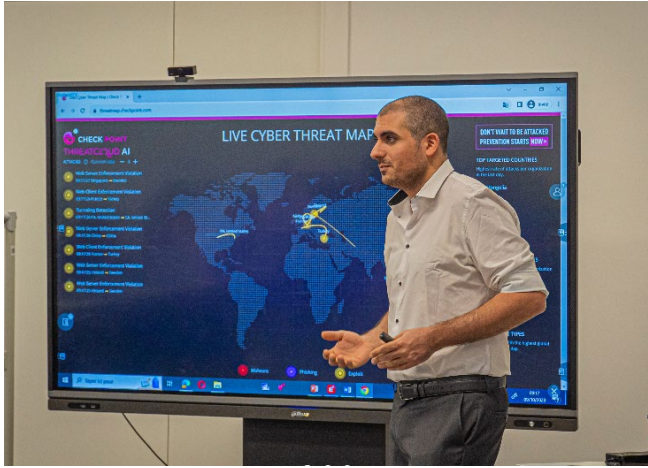
Quality Assurance Training Program



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

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

Training seminar: Cyber Security & Cyber defense



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

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

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

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

Expert Interventions

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

By Pr. Othmane Benmoussa

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



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

“Rethinking hierarchy in organizations” By Pr. Othmane Benmoussa

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

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

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

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

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

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

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

www.medias24.com/chronique/comment-planifier-efficacement-votre-journee-de-travail-trois-representations-structurantes/

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



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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

Other events and activities

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