ACBSP 2017 Region 8 Fall Conference  
November 1st – 4th  
Palm Plaza, Marrakech  
Morocco  
Conference Agenda

October 31, 2017

2:00 pm to 8:00 pm  
Registration, registration desk at Palm Plaza

November 1, 2017

8:00 am to 9:30 am  
Registration and Welcome Reception

9:30 am to 10:30 am  
Opening Ceremonies  
Welcome Speeches  
Dr. Anass Alex Lahlou, Chair of ACBSP Region 8 International Council,  
President of AULMF, PIIMT and AUL – USA  
Dr. Emil Gjorgov, ACBSP Director of European Operations – Belgium

10:30 am to 12:00 pm  
Keynote Speeches  
M. Ahmed Akhchichine, President of Marrakech-Safi-Tansifet-Al Haouz Region – Morocco  
Her Royal Highness Ms. Sanyogita Atrey, Serial Entrepreneur,  
Chairperson 18SG Group – India  
M. Jackie Kadoch, President of Jewish community in Marrakech – Morocco

12:00 pm to 12:30 pm  
Official Opening of the Innov'Prize (The Entrepreneurship competition)
12:30 pm to 3:00 pm  **Lunch**

3:00 pm to 4:00 pm  **Seminar:** The impact of entrepreneurship on the socio-economic environment through the integration of immaterial capital (Room 1)

*Amine Laghidi*, President of the National Commission of Capital and Intangible Economy at the ASMEX - Moroccan Association of Exporters – Morocco

**Competition:** Innov’prize teams presentations (Room 2)

4:00 pm to 4:15 pm  **Coffee Break and Networking**

4:15 pm to 5:15 pm  **Seminar:** Social Entrepreneurship (Room 1)

*Mr. Khalid Al-Sayed*, Board Member in charge of Media at University of Qatar and Media Expert at Katara Foundation – Qatar

**Competition:** Innov’prize teams presentations (Room 2)

7:00 pm – 11:00 pm  **Diner at Bô & Zin** *(More info are available at the Registration Desk)*

7:00 pm  Meeting at the hotel lobby

11:00 pm  Departure to the hotel
<table>
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<tr>
<th>Time</th>
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<tr>
<td>8:00 am to 9:30 am</td>
<td>Registration, registration desk at Palm Plaza</td>
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| 9:30 am to 10:30 am| **Seminar**: Networking and alliances: a necessity for the entrepreneur's success (Room 1)  
                       *Nesrine Roudane, Managing Partner, Roudane & Partners Law Firm* |
| 10:30 am to 11:00 am| **Coffee break and Networking**                                       |
| 11:00 am to 12:00 pm| **Seminar**: Agricultural Education and Research: Levers of Sustainable development (Room 1)  
                       *Amine Laghidi, President of the National Commission of Capital and Intangible Economy at the ASMEX - Moroccan Association of Exporters - Morocco* |
| 12:00 pm to 2:00 pm| **Lunch**                                                            |

**ACBSP Presentations (Room 2)**

9.30 am – 10.00 am: **Presentation**: *Matthew Andrews* - Linking student success to company success: knowledge and skills needed by young, fast growing companies and how business schools can contribute. (Room 2)

10.00 am – 10.30 am: **Scholarly Paper**: *Prof Jeremy Cripps, Dr. John Russel and Dr. Emil Gjorgov* - The 3RsApp: Managing and Planning University Resources. (Room 2)

**ACBSP Presentations (Room 2)**

Presentation: *Dr. Manishankar Chakraborty*. Presentation on Transforming Student Success through Recruitment, Retention, and Reentry (Room 2)
2:00 pm to 3:00 pm

Seminar: The role of the University and Governments in promoting the entrepreneurial culture (Room 1)

His Excellency M. Umaro Sissoco Embalo, Prime Minister – Guinea Bissau

Dr. Anass Alex Lahlou, Chair of ACBSP Region 8 International Council, President of AULMF, PIIMT and AUL – USA

Christine Clarke, Academic Dean, EU Business School - Spain

ACBSP Presentations (Room 2)

2:00 pm to 2:30 pm Presentation: Dr. Abdul Quddus Mohammed - Transforming Business Graduates Success through Employability Skills Program (Room 2)

2-30 pm to 3:00 pm Scholarly Paper: Dr. Manishankar Chakraborty - A hypothetical Case Study on Transforming Student Success through Recruitment, Retention, and Reentry (Room 2)

3:00 pm to 3:30 pm

Coffee break and Networking

3:30 pm to 4:30 pm

Seminar: Education and Training: Tools for optimizing Productivity and Income (Room 1)

Hanane Annoua, Founder and Managing Director, Learn and Dare, Morocco

Workshop: Recruit, train and retain the right talents (Room 2)

Kaoutar Moudar, HR Expert and Faculty, Morocco

4:30 pm to 5:00 pm

ACBSP Board Meeting (Room 1)

7:30 pm – 11:00 pm

Diner at Palm Plaza Moroccan Restaurant ($50: More info are available at the Registration Desk)
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<td>9:30 am to 10:30 am</td>
<td><strong>Seminar: Women Entrepreneurship</strong> <em>(Room 1)</em>&lt;br&gt;<strong>Rabia El Alama</strong>, Managing Director at AMCHAM and Founder of the Women Advancement Network - Morocco&lt;br&gt;<strong>Wassila Kara-Ibrahim</strong>, VP at AFEM « Association des femmes chefs d'entreprise du Maroc » and Founder of Bil Consulting - Morocco</td>
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<td><strong>ACBSP Presentations</strong> <em>(Room 2)</em>&lt;br&gt;Scholarly Paper: <strong>Dr. Alfred Howard Miller</strong> - Conceptual and Empirical Validity of Baldrige Excellence Model for Business Schools <em>(Room 2)</em>&lt;br&gt;Scholarly Paper: <strong>Dr. Almaz Sandybayev</strong> - Entrepreneurial Motivations as Determinants of Youth Entrepreneurship Challenges. A Case of Business College in UAE <em>(Room 2)</em></td>
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<td><strong>Coffee break and Networking</strong></td>
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<td>11:00 am to 12:00 pm</td>
<td><strong>Workshop: Develop the optimal marketing strategy to launch and sell a product / service</strong> <em>(Room 1)</em>&lt;br&gt;<strong>Ahmed Salemi</strong>, International Marketing and Sales Expert and trainer at OMT Global, Faculty at American University of Leadership – Morocco</td>
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<td><strong>ACBSP Presentations</strong> <em>(Room 2)</em>&lt;br&gt;Scholarly Paper: <strong>Giovanna Bejjani</strong> - Retaining &amp; Transforming Student Success through Experiential Learning, an Overview <em>(Room 2)</em></td>
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<td>12:00 pm to 2:00 pm</td>
<td><strong>Lunch</strong></td>
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<td><strong>Competition: Final Round pitch</strong> <em>(Auditorium)</em></td>
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3:00 pm to 3:30 pm  
**Coffee break and Networking**

3:30 pm to 4:30 pm  
Closing of the Conference

**Dr. Anass Alex Lahlou, Chair of ACBSP Region 8 International Council, President of AULMF, PIIMT and AUL – USA**

**His Excellency M. Umaro Sissoco Embalo, Prime Minister – Guinea Bissau**

6:30 pm – 12:00 am  
**Gala Dinner and Award ceremony at Chez Ali** ($50 MAD: More info are available at the Registration Desk)

- 6:30 pm Meeting at the hotel lobby
- 12:00 am Departure to the hotel

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**November 4, 2017**

9:00 am to 5:00 pm  
**Marrakech City Tour** ($95 More info are available at the Registration Desk)

- 9:00 am Meeting at the hotel lobby
- Jamaa El Fna
- Ourika
- Menara

- 5:00 pm Departure to the Hotel