



UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI

Moroccan Investors of the World Players in Economic Diplomacy

13 - 14 December 2007
Mohammed VI International Conferences Center
Skhirat - Rabat - Morocco

PROGRAMME

How can the emerging economies mobilize their expatriated promising performers, create networks of influence and make these people their ambassadors, ones who can effectively stimulate foreign investment and in the end, help out their country's economic development?

This issue is particularly pressing with a high-growth economy such as Morocco's, where the real advantages for foreign investors are progressing faster than its image. These expatriated promising performers who work in international companies turn out to be a considerable natural resource for promoting the reputation of their homeland and showing how warmly it welcomes foreign investment. That is, provided there are effective plans for encouraging, motivating and supporting them in such an effort.

For these reasons three objectives have emerged for the 5th edition of Fundamentals of Investment:

- 1- To contribute to a national discussion of the various roles that Moroccan skills developed abroad ought to play when seen as part of the broader picture of Moroccan economic development;
- 2- To share observations on the promotional role of diasporas in all countries and to outline a national policy in line with Morocco's special traits and priorities.
- 3- To test and research the types of promotional mechanisms (networking, associations, contacts, etc.) whereby expatriated promising performers would play a diplomatic role in the service of promoting their country's economy.

The 5th Fundamentals of Investment aspires to be a creative event, a place for innovative thinking about mobilising expatriate Moroccan promising performers and their influence on the country's economic development. Within that framework the event should make it possible to view these subjects in new light, research the best practices of emerging economies and identify concrete solutions that are tailored to the Moroccan economy and capable of making it even more attractive to foreign investors.



UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI

Moroccan Investors of the World Players in Economic Diplomacy

13 - 14 December 2007
Mohammed VI International Conferences Center
Skhirat - Rabat - Morocco

.....**Thursday 13 December**

MASTER OF CEREMONY OF THE CONFERENCE, MR. THAMI GHORFI, PRESIDENT OF RADIO ASWAT, MOROCCO

3:00 pm	WELCOME AND REGISTRATION
5:00 pm	OFFICIAL OPENING
	ADDRESS OF HIS MAJESTY KING MOHAMMED VI
5:30 pm	OPENING CONFERENCE
	<p>The mobilization of expatriated promising performers in the economic development of their country of origin by Mr. Brice HORTEFEUX, Minister of Immigration, Integration, National Identity and Cooperative Development of France</p> <p>In the era of globalization, the emerging economies are affected by the flight of their most promising citizens, who go for training to the great international universities and then take up responsible jobs abroad.</p> <p>These countries face a changing economic and immigration environment that enhances the attractiveness of qualified promising performers. They therefore have to find new ways to mobilize their expatriate promising performers and turn them into economic ambassadors for their country.</p> <ul style="list-style-type: none"> ○ What is the impact of the expatriation of promising performers on the economic development of countries (Western, emerging or developing)? How is that measured? ○ How does one combine long-term efforts (developing a structured policy) and immediate needs (increasing the economic attractiveness of the country)? ○ How does one define and structure a consistent policy for mobilizing the networks of expatriated promising performers?
6:00 pm	ADDRESS BY MR. CHARLES MILHAUD, PRESIDENT OF GROUPE CAISSE D'ÉPARGNE, FRANCE, OFFICIAL PARTNER OF THE CONFERENCE
6:30 pm	ADDRESS BY MR. MUSTAPHA BAKKOURY, PRESIDENT OF CAISSE DE DÉPÔT ET DE GESTION, MOROCCO, OFFICIAL PARTNER OF THE CONFERENCE
6:50 pm	PRESENTATION OF THE MAROC HEXAGONE OUTCOME AND ACKNOWLEDGEMENT BY MOULAY HAFID ELALAMY, PRESIDENT OF THE CONFÉDÉRATION GÉNÉRALE DES ENTREPRISES DU MAROC, MOROCCO AND MR. FRÉDÉRIC JOUSSET, PRESIDENT OF WEBHELP, FRANCE
7:10 pm	PRESENTATION OF THE MOROCCO ATTRACTIVENESS SURVEY 2007 BY MR. MARC LHERMITTE, ASSOCIATE, ERNST & YOUNG, FRANCE, AND MR. BACHIR TAZI, MANAGING ASSOCIATE, ERNST & YOUNG, MOROCCO
7:30 pm	END OF THE OFFICIAL OPENING



UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI

Moroccan Investors of the World Players in Economic Diplomacy

13 - 14 December 2007
Mohammed VI International Conferences Center
Skhirat - Rabat - Morocco

.....Friday 14 December

MASTER OF CEREMONY OF THE CONFERENCE, MR. THAMI GHORFI, PRESIDENT OF RADIO ASWAT, MOROCCO

8:15 am	WELCOME COFFEE
8:45 am	ADDRESS BY MR. HASSAN ABOUYOUB, PRESIDENT OF THE SCIENTIFIC BOARD
9:00 am	FIRST PLENARY SESSION
	The mobilization of expatriated talents for the development of their country of origin: international testimony and experiences
	<p>China, Ireland, Switzerland, Arab Countries, France (Grand Lyon)... Many areas have developed effective programs for mobilizing their nationals abroad. They have succeeded in combining (a) the recognition and consciousness-raising of promising performers abroad, (b) mobilization around a common effort and (c) the organization of an effective network, which is a forceful participant in the service of the country's development.</p> <ul style="list-style-type: none">○ How to explain, through examples, that certain countries manage to stimulate the interest of their nationals, particularly the most influential ones, from an economic point of view?○ How to identify, mobilize and activate this network? Examples of countries, regions and cities?○ How does one take into account the particular qualities of the countries of origin in order to involve more the promising performers abroad in co-development policies? <p>Moderator : Denis KERDRAON, previous Chief of Service of Enterprises at BFM, France</p> <p>Speakers :</p> <ul style="list-style-type: none">○ Claude BÉBÉAR, Chairman of the Supervisory Board, Groupe AXA, France○ Jean René FOURTOU, Chairman of the Vivendi Supervisory Board, France○ Abdellatif SELLAMI, Assistant Professor, Zayeb University, UAE○ Eoin GAHAN, Head, Trade, Regulation & Policy Foresight Department, Governmental Agency, Forfas, Ireland○ Minkang ZHOU GU, Professor, Universidad autónoma de Barcelona, China○ Erick MERCK, Director of External Development & Alumni Relations, École Polytechnique de Lausanne, Switzerland○ Guy PEYRETTI, Deputy Director, Urban Community of Grand Lyon, France○ Jean-Louis DOMERGUE, Consultant, previous representative of the International Organization for Migration in West and Central Africa, France
11:00 am	COFFEE BREAK



UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI

Moroccan Investors of the World Players in Economic Diplomacy

13 - 14 December 2007

Mohammed VI International Conferences Center

Skhirat - Rabat - Morocco

11:30 am **SECOND PLENARY SESSION**

Mobilization of promising Moroccans abroad: policies, initiatives and success stories...

As investors, businesspeople and promoters of co-development initiatives, Moroccans abroad are the first ambassadors of Morocco's economic influence. Testimonies and the confrontation of several views that will necessarily need to converge for Morocco to find a model for harmonious development of its economy.

- How does one harmoniously combine private initiatives and public policies?
- How does one make more fluid the relations between the government, political and economic representatives, and promising individuals, and so create an effective force?
- How do expatriate promising performers see their contribution to the growth of their country of origin?
- On what terms and for what priorities are they ready to involve themselves more in promoting the economic attractiveness of the country?
- The example of Maroc Entrepreneurs, an active association that heightens the awareness of Moroccan skilled people abroad which mobilizes them on behalf of the economic development of their country of origin

Moderator: Georg HOLZACH, TV Presenter, Germany

Speakers:

- Mrs. Latifa AKHERBACH Secretary of State at the Ministry of Foreign Affairs and Cooperation
- Mohamed MBARKI, General Manager, Agence de l'Oriental, Morocco
- Mohammed ALAOUI, Managing Director, Property Trading, Crédit Suisse, Germany
- Aly HORMA, Vice President, American Moroccan Professionals Association, United States
- Driss AJBALI, Member of the Consultative Council of Human Rights, Morocco
- Ugo MELCHIONDA, Project Manager, Regional Office of the International Organization for Migration, Italy
- Faouzi LAKHDAR-GHAZAL, President, Association Savoir et Développement, France
- Nabil MAHRAOUI, President, London Finance Club, United Kingdom

1:30 pm **LUNCH**



UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI

Moroccan Investors of the World Players in Economic Diplomacy

13 - 14 December 2007
Mohammed VI International Conferences Center
Skhirat - Rabat - Morocco

3:00 pm

THIRD PLENARY SESSION

Building, financing and promoting these networks: the essential tools for raising the awareness level of the highly-skilled abroad

Networks, the ideal means of influence, should continually renew their methods to raise the awareness of their members and increase their effectiveness. The new information and communication technologies and the internet have gradually changes their modes of operation and recruitment. Using influential social networks has become obvious today for countries wishing to mobilise their most promising individuals abroad.

- How does one build an international network of influence?
- LinkedIn and Viadeo -- how do these new tools revolutionize networks?
- Are word-of-mouth processes useful, in fact effective, for an emerging economy?
- The stakes on the brink of opportunity;
- The example of the Anima Investment Network, the network that promotes the economic development of Mediterranean countries

Moderator : Peter GRIMSDITCH, Editorial Director, Oxford Business Group, United Kingdom

Speakers :

- Christian DE BOISSIEU, University Professor, Economist, Acting President of Le Conseil d'Analyse Économique, France
- Claude BOUVEUR, President, Moroccan Section of Foreign Trade Counselors, France
- Mustapha MALLOUK, Vice Managing Director, Al Jazeera Children Channel, UAE
- Louis NAUGÈS, President, Révevol, France
- Malika EZZINE, President, Association des Femmes Marocaines, Canada
- Nicolas FRITZ, General Delegate, France Angels, France
- Mohamed CHERKAOUI, University Professor, Georgia Institute of Technology, United States
- Mehdi KSIKES, Head of Research, New Amsterdam Capital, United Kingdom
- Emmanuel NOUTARY, Marketing and Innovation Manager, Anima Investment Network, France

4:45 pm

COFFEE BREAK



UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI

Moroccan Investors of the World Players in Economic Diplomacy

13 - 14 December 2007

Mohammed VI International Conferences Center

Skhirat - Rabat - Morocco

5:15 pm

FIRST ROUND TABLE

Glances of Moroccans abroad on the development of their country

Various actors from the associative, institutional and entrepreneurial sectors will bring an objective look on the recent economic choices of the Kingdom of Morocco

- How does one get more involved in the promotion of Morocco abroad?
- What vision into the future do these promising individuals abroad have of their own country?
- Do they feel involved enough in the decision making process?
- What role can national expatriates play in the promotion of Moroccan key sectors (off-shoring, industry and tourism)?

Moderator : Hamid BARRADA, Delegate Editor in Chief of Jeune Afrique, Morocco

Speakers :

- Mr. Ahmed CHAMI: Minister of Industry, Trade and New Technologies
- Mohammed BRIHMI, President Moroccan Association of Toronto, Canada
- Mustapha CHAMEKH, President, Association des Biologistes Marocains, Belgium
- Souad SBAI, President, Association des Femmes Marocaines, Italy
- Hassan EL MESNAOUI, Elected and Counselor to the President of the Montpellier Chamber of Commerce, France
- Daniel BRAUN, Managing Director, Percall SAS, France
- Mouaioua ESSEKELLI, Director, Bank for Moroccans without borders, Attijariwafa Bank, Morocco
- Jamal BELAHRACH, General Manager, Manpower, Morocco



UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI

Moroccan Investors of the World Players in Economic Diplomacy

13 - 14 December 2007

Mohammed VI International Conferences Center

Skhirat - Rabat - Morocco

6:10 pm

SECOND ROUND TABLE

Moroccan abilities of the world, a promotional force

Moroccans in this ambassadorial and promotional position of the good economical health of their country; the speakers will reveal their motivation, their conviction and will try to draw a positive framework for the creation of an active network of expatriated talents. Acknowledgments of active and committed Moroccans

- What relations exist between Moroccans from abroad and their country of origin?
- How to heighten the awareness of Moroccan abilities abroad and bring them together around a unifying project?
- What tools can be made available to them so they can become economic ambassadors?
- What are the key sectors capable of catalyzing these talents and striving for a sustainable growth of the Kingdom's economy?

Moderator : Hamid BARRADA, Delegate Editor in Chief of Jeune Afrique, Morocco

Speakers :

- Adil DOUIRI, former Minister of Tourism and President of Casablanca Finance Group, Morocco
- Alaa OURMANSOUR, Vice President Strategic Initiatives, The Africa Club (London Business School), United Kingdom
- Sihame ARBIB, Managing Director, APIM Consulting, Belgium
- Amine KHALIL, President, Maroc Entrepreneurs, France
- Mohammed BOUZIANE, President, Mgenex Biosciences, United States
- Jamal BOUOUIYOUR, Professor, University of Pau et du Pays de l'Adour, France
- Brahim BENJELLOUN TOUIMI, Administrator and Managing Director in charge of the Human Capital Pole and Technologies, BMCE BANK, Morocco
- Mohammed HOMMAN, Chief Executive Officer, Vironova, Sweden

7:00 pm

CLOSING CEREMONY AND COCKTAIL DÎNATOIRE OFFERED BY GROUPE CAISSE D'ÉPARGNE, FRANCE, OFFICIAL PARTNER OF THE CONFERENCE

Address by Mr. Nizar BARAKA, Minister of Economic and General Affairs and creation of the Moroccan Investment Network, International Network of Moroccan skills abroad for the promotion of Moroccan economic opportunities

Synthesis of the Conference by the 4 moderators:

- Denis KERDRAON, Moderator of the First Plenary Session, France
- Georg HOLZACH, Moderator of the Second Plenary Session, Germany
- Peter GRIMSDITCH, Moderator of the Third Plenary Session, United Kingdom
- Hamid BARRADA, Delegate Editor in Chief of Jeune Afrique, Moderator of the First and Second Round Tables, Morocco