

The 2nd International Congress on Desert Economy:

"Deserts at the center of global economic transformation."

17th - 18th April 2019, Dakhla, Morocco

<https://sahara-economy.sciencesconf.org>



<https://web.facebook.com/Dakhla-International-Congress-on-Desert-and-Sahara-Economy-Development-2131673810481157>



<https://www.youtube.com/channel/UCSXw5Q8HsTs2QTi6vKlamxw>

Tel: +212618086893

E-mail: economydesert@gmail.com

"What makes the desert beautiful," said the little prince, "is that somewhere it hides a well." (Antoine de Saint-Exupéry). But, I say that, what really makes the desert beautiful, is that somewhere it hides a well of oil or a mine or gold or any rare metal (Economically speaking).

Dr. AAILAL Elouali, Chairman and coordinator of the International Congress on (Sahara) Desert Economy.

Think globally, act locally.



جهة الداخلة وادي الذهب
ⵎⴰⵔⴻⵎⴻ ⵏ ⵏⵓⵔ ⵏ ⵏⵓⵔ ⵏ ⵏⵓⵔ
Région Dakhla Oued Eddahab

The International Congress
on Desert Economy
DAKHLA - MOROCCO

April 17th - 18th, 2019



المدرسة الوطنية للتجارة والتسيير-الداخلة
ⵎⴰⵔⴻⵎⴻ ⵏ ⵏⵓⵔ ⵏ ⵏⵓⵔ ⵏ ⵏⵓⵔ
ÉCOLE NATIONALE DE COMMERCE ET DE GESTION - DAKHLA



ICDED dakhla 2019

N E R N O N L
CONGRESS

DESER
ECONOMY

DAKHLA ENCG
REGIONAL COUNCIL
Oued Eddahab

MOROCCO

INTERNATIONAL CONGRESS ON DESERT ECONOMY

amee

Agence Marocaine
pour l'Efficacité Énergétique



Centre National pour la Recherche
Scientifique et Technique

Desert Action Association Dakhla

<https://web.facebook.com/Desert-Action-343917626009142/>



amee

Agence Marocaine
pour l'Efficacité Energétique



Centre National pour la Recherche
Scientifique et Technique



جهة الداخلة وادي الذهب
ⵏⵓⵔⵉⵔⵉ ⵏ ⵓⵎⵓⵔⵓⵙ
Région Dakhla Oued Eddahab

The International Congress
on Desert Economy
DAKHLA - MOROCCO

April 17th - 18th, 2019



المدرسة الوطنية للتجارة والتسيير - الداخلة
ⵜⴰⵎⴰⵔⴰⵏⵜ ⵜⴰⵏⵓⵙⴰⵢⵜ ⵜⴰⵖⴰⵏⵏⵜ ⵜⴰⵎⴰⵔⴰⵏⵜ
ÉCOLE NATIONALE DE COMMERCE ET DE GESTION - DAKHLA



المدرسة الوطنية للتجارة والتسيير - الداخلة
ⵜⴰⵎⴰⵔⴰⵏⵜ ⵜⴰⵏⵓⵙⴰⵢⵜ ⵜⴰⵖⴰⵏⵏⵜ ⵜⴰⵎⴰⵔⴰⵏⵜ
ÉCOLE NATIONALE DE COMMERCE ET DE GESTION - DAKHLA



The International Congress
on Desert Economy
DAKHLA - MOROCCO
April 17th - 18th, 2019



amee
Agence Marocaine
pour l'Efficacité Énergétique

المدرسة الوطنية للتجارة و التسيير بالداخلة والمجلس الجهوي لجهة الداخلة واد الذهب ينظمان

المؤتمر الدولي الثاني حول اقتصاديات الصحراء.
"الصحراء في خضم التحول الاقتصادي العالمي"
17 و 18 أبريل 2019 . الداخلة - المغرب.



amee

Agence Marocaine
pour l'Efficacité Énergétique



Centre National pour la Recherche
Scientifique et Technique

Argument

Economically speaking, deserts (including the Sahara) have been for decades an incubator of non-renewable energies and raw materials (especially the oil revolution). Sustainability and governance concerns have triggered numerous pertinent questions which have led to rethinking the global development process, due to its close dependence on energy transformation, from non-renewable energies to renewable, clean and more efficient ones. Actually, deserts are a rich land in terms of non-traditional economic opportunities. Surprisingly and contrary to all stereotypes about this territory, deserts will be in the core of alternative and innovative solutions that will shape the world's economic transition, towards new sustainable economic patterns.

For instance, deserts turned to be the perfect place for energy's crisis solutions, which will contribute significantly in neutralizing its heavy burden on the bills of both countries and households, as renewable energy efficiency will greatly reduce price, and thus, it will increase the consumer's purchasing power, the decreasing level of the latter, has begun to threaten the social peace in many places in the world, due to the high cost of fossil fuels.

Starting from the fact that the greatest deserts, all over the world, are located in Africa and from the promoting geographical configuration of this continent, a huge collective effort on desert's economic rehabilitation is urgently required, in order to enhance the international trade logistics, ocean (blue) economy and Africa's structuring mega-projects. Indeed, desert's coastal richness suggests an eventual international cooperation, to upgrade its blue economy, by optimizing the logistic supply chain, as logistics is one of the greatest challenges in such vast deserts.

In the context of a global economic transformation, comes the second edition of the International Congress on Desert Economy – Dakhla (ICDED), annually co-organized by the National School of Business and Management (ENCG) of Dakhla-Morocco and the Regional Council of Dakhla Oued Eddahab.

The ultimate purpose is to be a scientific and multidisciplinary platform on desert and Sahara economy development, in order to contribute effectively to the good governance and in the sustainable development of desert regions, by stimulating

meetings between all stakeholders on a global scale, with a view to fostering cooperation and partnership, among (Sahara) desert countries (Africa, the Gulf States, the United States of America, China, Australia...), with the aim of creating a conducive environment to the exchange of experiences, expertise and innovation, around themes related to desert economy, such as: Tourism and travel industry, agriculture, renewable energy, raw materials, transportation and logistics, sea and ocean economy, technology and innovation, entertainment and sport economy, cultural and intangible heritage, nature and environment... Thus, this special edition entitled “ Deserts at the center of global economic transformation ”, will be held on 17th and 18th April 2019 at Dakhla-Morocco, and will be devoted to addressing general issues on desert (Sahara) economy.

Dr. AAILAL Elouali: President and Coordinator of the International Congress on Desert Economy.

Think
Globally,
Act
Locally

Keynote Speakers



1. Mr. Lauren Fletcher.

Founder and CEO of BioCarbon Engineering, which aims to plant 1 billion trees a year with Drones.

Scientist and Engineer in NASA (National Aeronautics and Space Administration)

Founder and CEO of β -Earth

Desert Research Institute, **USA**.

Lockheed Martin.

Mars exploration programs.

The International Space Station.

University of Oxford, England. Stanford University, **United States**.

2. Mr. Nasir El Bassam.

Director of the International Renewable Energy Research Center. **USA**. Chairman of the World Renewable Energy Council. **Germany**.

3. Mr. Peter Syme.

Specialist in adventure travel and digital transformation in the travel industry. **England**.

4. Mr. James MacGregor.

President of Ecoplan, 'Ecological planning for the environment and tourism'. **Canada**.

5. Mr. Mohammed Al Taani.

Secretary General of the Arab Renewable Energy Commission. **Jordan**.

6. Mr. Khalid Benhammou.

Director of "Sahara Wind". **Morocco**.

7. Mr. Erich Loschner

Desert Food Foundation. Las Palmas de Gran Canaria. **Spain**.

8. Mr Abdelkader Allali.

International consultant in sustainable development and green economy.

The Nobel Peace Prize in the framework of the Intergovernmental Panel on Climate Change (IPCC). **Morocco**.



The International Congress
on Desert Economy
DAKHLA - MOROCCO

April 17th - 18th, 2019



المدرسة الوطنية للتجارة والتسيير - الدakhla
+212 05 48 80 11 80 | 80 11 80 11 80 - 80 11 80
ÉCOLE NATIONALE DE COMMERCE ET DE GESTION - DAKHLA



Organizing Committee.

Dr. **AAILAL Elouali** : President and Coordinator of the International Congress on Desert Economy - Dakhla. President of the "[Desert Action](#)" Association, Dakhla.

Members:

AAILAL Elouali. Research Professor at the ENCG of Dakhla,

Kaoutar Roussi. Research Professor at the ENCG of Dakhla

Hassane Amaazoul. Research Professor at the ENCG of Dakhla

Hajar El Moukhi. Research Professor at the ENCG of Dakhla

Ahmad Outfarouin. Research Professor at the ENCG of Dakhla

Lahoucine Assellam. Research Professor at the ENCG of Dakhla

Houssine Soussi. Research Professor at the ENCG of Dakhla

Chahida El Idrissi, Research Professor at the ENCG of Dakhla.

Lamia El Kahri, Research Professor at the ENCG of Dakhla.

Asmae El Hidani, Research Professor at the ENCG of Dakhla.

Fadoua Lemsagued, Research Professor at the ENCG of Dakhla.

amee
Agence Marocaine
pour l'Efficacité Énergétique



Scientific Committee.

Aziz Sair. Director of ENCG, Dakhla.

Nasir El Bassam. Director of the International Renewable Energy Research Center. **USA.**
Chairman of the World Renewable Energy Council, **Germany.**

Kevin Cullinane. University of Gothenburg, **Sweden.**

Heriberto Suárez. Institute of Tourism and Sustainable Economic Development, University of Las Palmas de Gran Canaria, **Spain.**

Elouali AAILAL. ENCG, Dakhla.

Jinlong Ma. University of Melbourne, **Australia**, Tianjin University, **China.**

Mustapha Naimi. University Institute of Scientific Research, Rabat.

Houcine Khatteli. General Director of the Institute of Arid Regions, **Tunisia.**

Hassan Ramou. IEA, Rabat.

Khaled Sharbatly. “Desert Technologies”, **Saudi Arabia.**

Lhasan Elmrani. President of the Center for Studies and Development of Oasis and Desert Territories. Errachidia.

Julius Gatune. The African Center for Economic Transformation, **South Africa.**

Aicha Oujaa. National Institute of Sciences of Archeology and Heritage, Rabat.

Aimad Elhajri. FSJES, Cadi Ayyad University, Marrakech.

Youssef Errami. Director of ESC Pau Business School, **France.**

Badia Oulhadj. ENCG, Settat.

Blanca Miedes Ugarte. University of Huelva, **Spain.**

Tor Arne Gjertsen. The Arctic University of Norway, **Norway.**

Abdelouahed Ben-Ncer. Director of the National Institute of Archeology and Heritage.

Celestin Christian Tsala Tsala. University of Yaoundé I, **Cameroon.**

Ouafae Ouariti Zerouali. ENCG, Agadir.

Mohamed Ben Moussa. Director of the ENCG, Marrakech.

Abderrahim Rharib. ENCG, Casablanca.

Lanouar Charfeddine. University of Qatar, **Qatar.**

Asmae Bouaouinate. FLSH, Mohammedia.

Hamid Nechad. ENCG, Tangier.

Fatima Zahra Achour. FSJES, Ibn Tofail University, Kenitra.

Jamila Saidi. FLSH, Mohammedia.

Oumhani Eddelani. FSJES, Sidi Mohammed Ben Abdellah University, Fez.

Mounir Jerry. FSJES, Ibn Tofail University, Kenitra.

Seedou Mukhtar Sonko. Assane Seck University of Ziguinchor, **Senegal.**

Youssef Alami. ENCG, Tangier.

Kaoutar Roussi. ENCG, Dakhla.

Hassane Amaazoul. ENCG, Dakhla.

Hajar El Moukhi. ENCG, Dakhla.
Chahida El Idrissi. ENCG, Dakhla.
Lahoucine Assellam. ENCG, Dakhla.
Mohammed El Amrani. ENCG, Dakhla.
Asmae El Hidani. ENCG, Dakhla.
Fadoua Lemsagued. ENCG, Dakhla.
Ouafae Bouchaf. ENCG, Dakhla.
Sheikh Mohamed Maoulainine. Regional Director, the High Planning Commission, Dakhla.
Abdellah El Boussadi. ENCG, Casablanca.
Abdelkarim Asdiou. ENCG, Casablanca.
Abdelhadi Ewague. FLSH, Chouaib Doukkali University, El Jadida.

Call for Papers.

It is with great pleasure that we invite you to **submit** an abstract for presentations, either, as an oral communication, poster, through the congress website: <https://sahara-economy.sciencesconf.org>, within the framework of one of the **themes** of the congress, before **February 13, 2019**. Proposals must meet the scientific standards required in the **Author guidelines** section.

The participation in the Congress is free of charge. However, for a better organization, preliminary online **registration** is **mandatory** before **Mars 31, 2019**.

For PhD students, please bring your student ID card or your registration certificate...

For more information, please contact: **Tel: +212618086893** or **E-mail: economydesert@gmail.com**

After evaluation by the Scientific Committee of the abstracts of communication projects, authors will be informed of the results, no later than February 10, 2019.

Full versions of the research papers must reach the Scientific Committee before **Mars 29, 2019**.

The Congress will be held in **Dakhla** (southern **Morocco**) on **April 17th-18th, 2019**. It is planned to publish the best papers presented in a scientific Journal and / or in a collective work. The languages of the Congress are: English, Arabic and French.

Both, the two collective lunches and the collective dinner, as well as coffee breaks, during the days of the Congress, are offered in honor of the participants. Supplies and documentation such as satchels, notepads... are also available. The airport shuttle will be provided by the ENCG of Dakhla, for participants coming from Abroad. Further information about the Congress, including information on **Dakhla city**, about cheaper hotels, will be available on our website: <https://sahara-economy.sciencesconf.org>

Themes:

Contributions will focus mainly on one of the following (non-exhaustive) themes:

1. Management, governance and sustainability issues.
2. Deserts (Sahara) and the global economic transformation.
3. Renewable energy and energy transformation.
4. Sports economy and Recreation Economy.
5. Ocean (Blue) economy.
6. Cultural entrepreneurship and management of tangible and intangible heritage.
7. Entrepreneurship, marketing and innovation.
8. Knowledge economy and human capital.
9. Finance and financial system.
10. Green economy, circular economy and responsible development.
11. International collaboration and trade logistics.
12. Rationalization of natural resources.
13. Digital economy.
14. Economic intelligence.
15. Tourism, travel and hospitality industry.
16. Public policy and regional development.
17. Public / private investment and business climate.

Important dates.

- **February 13, 2019:** Deadline for submission of abstracts.
- **February 20, 2019:** Deadline for notification of acceptance.
- **March 29, 2019:** Deadline for submission of complete papers (final versions).
- **March 31, 2019:** Deadline for registration.
- **April 17-18, 2019:** ICDED2, Dakhla - Morocco.

Author guidelines.

Abstracts should follow the instructions provided below. Oral and poster submissions should be in **Word** format and include:

1. The header:

- The title of the communication;
- Type of communication (oral or poster);
- The first name and the last name ;
- Function and institutional affiliation;
- Keywords (3-5).

2. The abstract text:

1. The problem;
2. The objectives;
3. The methodological framework;
4. Preliminary results (if possible).

3. A brief bibliography (2-4 references).

The overall document (the header + the abstract text + the bibliography) must not exceed two pages maximum, less than 500 words (excluding spaces) (Format: A4 21 × 29, Font: Times New Roman, font size: 12, line spacing: 1.5, spacing: before 0pt and after 6pt, margins: normal 2.5). For the header, the font size is: 14.

For poster communication: A portrait A0 poster, size: 1189 mm x 841 mm.

Oral communications:

Oral interventions will be in French or Arabic or in English, for a period of 15 minutes, followed by a discussion of 5 minutes.

Poster communications:

Parallel sessions will be organized during the congress. Each poster will be presented during one of these sessions, in a short presentation, about 5 minutes, in front of the scientific committee members.

Final full papers.

The final version of the accepted full papers, is to be submitted, first via the website, then to send another version, no later than March 29, 2019, as an attached file in Word format to the following e-mail address: economydesert@gmail.com. A template of accepted articles (final version) is available on the website.

PhD Workshop.

A PhD workshop will be organized as part of **the International Congress on Desert Economy, April 17, 18, 2019 in Dakhla**. The challenge is to allow PhD students to make a short oral presentation (6 min at most) on their theses work at various stages of advancement. This doctoral workshop is organized in the context of the importance given by our School to young researchers. We are committed to fostering their integration into the scientific community. PhD students in various disciplines (Economics, Management, Geography, Environment, Culture ...), are invited to submit the summary of the most important points of their theses.

Further information about this PhD Workshop is available in the section **“PhD Workshop”**, on our website: <https://sahara-economy.sciencesconf.org>

Sahara Desert Excursion

(Combine pleasure, business and science)

Download (Description and fees): [Sahara](#)

[Desert Excursion PDF](#)

Download: [Registration Form for](#)

[Excursion Doc](#)



The registration deadline for the excursion has been extended until Tuesday, April 16, 2019.

Desert and Sahara Economic Development Action Association Dakhla

The association **Desert Action** organize on Friday, April 19, 2019, an excursion to the desert of Sbitta (160km from Dakhla). This excursion is part of the post-congress program of the 2nd International Congress on Desert Economy. This is an opportunity to savor the beauty of this region.

The participation fee in this tour is 600 DH (60 Euros). For those wishing to participate, please download and complete the registration form for this tour (click here) or visit the section: **"Sahara Desert Excursion"** (Congress website: <https://desert-economy1.sciencesconf.org>) .

The participation fee will be paid by bank transfer to the following account:

National School of Business and Management in Dakhla (ENCG Dakhla)

For domestic transfers, RIB: 310530103202470147310124

For international transfers, IBAN: MA64 310530103202470147310124

SWIFT: BKAMMAMR

Please return the completed registration form, as well as the proof of payment (copy) (transfer order) to the email address: economydesert@gmail.com , before April 10, 2019.

The desert of Sbitta:

In the middle of nowhere, to combine business with pleasure.

The most peaceful and joyful moments in the middle of nowhere, "the desert of Sbitta", with its sandy horizons, adorned by the most amazing desert tree: the Acacia (raddiana), under its refreshing shadows, while listening to some classic tones of the Desert (Hassani music), you will attend a "desert barbecue" and you will taste the traditional dish of southern provinces: "Rice with camel meat". Of course, this time of entertainment is interrupted by three ritual and special moments, those of the presentation of the famous three cups of "Saharan Tea", prepared under a tent of the desert.

This moment of relaxation and contemplation, is not a moment of inactivity, but also an opportunity to combine business with pleasure:



The International Congress
on Desert Economy
DAKHLA - MOROCCO

April 17th - 18th, 2019



المدرسة الوطنية للتجارة والتسيير - الدakhla
+212 5343041804 | 8041804 | 8041804 - 8041804
ÉCOLE NATIONALE DE COMMERCE ET DE GESTION - DAKHLA



Times of exploration, curiosity and popular science. The light will be put on certain phenomena that take place in the desert: Meteorological (precipitation and plants of the desert), geological (formation of dunes), archaeological...and above all, the central desert place, around the world, and its promising economic potential: desert tourism (Sahara), sport and adventure tourism, renewable energies, agriculture, raw materials and minerals, oceanic economy (blue), desert technology, tangible and intangible heritage (cultural) ... etc

Departure from Dakhla: Friday April 19, 2019 at 09:00 H.

Return to Dakhla: In the evening around 19:00 H.

The menu:

Beet salad (Barba salad)

Tomato salad

Pasta salad

Cucumber salad

Nicoise salad

Rice with camel meat (the traditional dish in the southern provinces)

Grilled chicken

Grilled sheep

Grilled kebabs

Drinks

Bread

Saharan tea.

amee
Agence Marocaine
pour l'Efficacité Énergétique



About this Congress

The idea of the International Congress on Desert Economy, arose for the first time in the framework of the association "[Desert Action](https://web.facebook.com/Desert-Action-343917626009142/)", in Dakhla, first Moroccan association, specialized in Desert and Sahara economy development; then, thanks to an official convention between the National School of Business and Management (ENCG) of Dakhla and the Regional Council of Dakhla Oued Eddahab, this agreement provides for the annual co-organization of this Congress. <https://web.facebook.com/Desert-Action-343917626009142/>

The web page of the last edition (1st edition) of the International Congress on Desert Economy - Dakhla: <https://desert-economy1.sciencesconf.org>





The International Congress
on Desert Economy
DAKHLA - MOROCCO

April 17th - 18th, 2019



المدرسة الوطنية للتجارة والتسيير - الداخلة
+212 5343041804 | 8041804 | 8041804 - 8041804
ÉCOLE NATIONALE DE COMMERCE ET DE GESTION - DAKHLA



Potential Keynote Speakers, who were contacted by the Congress President, but unfortunately they could not come.

Dr. Farouk El-Baz.

Professor Director of the Remote Sensing Center at Boston University.
Apollo program of NASA.
Economic geology.
Field investigations to the great deserts of the world.

Ms. Tina Quigley.

President of the Desert Research Institute, Foundation, USA.
President of the Nevada Transportation Authority, USA.

Dr. Mark Stafford Smith.

Director of CSIRO's National Climate Change Adaptation Research Program.
Former CEO of the Desert Knowledge Cooperative Research Center. Australia.

Mr. Liu Shizeng.

Director of The Gansu Desert Control Research Institute in Lanzhou. China.

Mr Mohamed Dekkak.

President and founder of the Adgeco group. United Arab Emirates.

Mr. John Belizaire.

CEO Soluna. United States.

Mr. James Ray.

Former Senior Infrastructure Advisor, Office of the Secretary, United States Department of Transportation.

amee
Agence Marocaine
pour l'Efficacité Energétique



المؤتمر الدولي الثاني حول اقتصاديات الصحراء, الداخلة:

الصحراء في خضم التحول الاقتصادي العالمي

17 و 18 أبريل 2019

المدرسة الوطنية للتجارة والتسيير. جهة الداخلة واد الذهب. المغرب.

فكر عالميا, نفذ محليا.

amee

Agence Marocaine
pour l'Efficacité Energétique



Centre National pour la Recherche
Scientifique et Technique

Le 2^{ème} Congrès International sur l'Économie du Désert:

"Les déserts au centre de la transformation économique mondiale."

17-18 avril 2019, Dakhla, Maroc

Ecole Nationale de Commerce et de Gestion Dakhla

<https://sahara-economy.sciencesconf.org>

<https://web.facebook.com/Dakhla-International-Congress-on-Desert-and-Sahara-Economy-Development-2131673810481157>

Tel: +212618086893

E-mail: economydesert@gmail.com

PROGRAMME

Le 17 Avril 2019 :

- **15h 00** : ACCUEIL DES PARTICIPANTS A L'ENCG- DAKHLA.
- **15h 30** : MOTS DES ALLOCUTIONS
 - Mot de bienvenue de Monsieur le Directeur de l'ENCG Dakhla.
 - Mot de Monsieur le Wali de la Région Dakhla-Oued Ed Dahab.
 - Mot de Monsieur le Président de la Région Dakhla-Oued Ed Dahab.
 - Mot de Monsieur le Président de l'Université Ibn Zohr.
 - Mot du Conseil Economique Social et Environnemental.
 - Mot de l'Agence Marocaine pour l'Efficacité Energétique (AMEE).
 - Mot du Président du Congrès International sur l'Économie du Désert.

- **16h 00: SEANCE PLENIERE I**

- **Scientific research at the service of desert development: The American experience.**

Mr. Lauren Fletcher. Engineer and Scientist at NASA. Oxford University, **England.** Stanford University, **United States.**

- **Options and perspective of empowering economic transformation of deserts in regional and global context.**

Mr. Nasir El Bassam. Director of the International Renewable Energy Research Center. **United States.** Chairman of the World Renewable Energy Council. **Germany.**

- **The potential impacts of digital transformation on desert tourism.**

Mr. Peter Syme. Specialist in adventure travel and digital transformation in the travel industry. **England.**

- **Renewable energy in the desert economy.**

Mr. Luis Barber. Engineering and consulting in sustainable development. **Las Palmas de Gran Canaria. Spain.**

- **17h 30 : PAUSE CAFE**

- **18h 00: SEANCE PLENIERE II**

- **Desert tourism in Morocco.**

Mr. James MacGregor. President of Ecoplan, "Ecological planning for the environment and tourism". **Canada.**

- **Deep impact: Sahara Wind's transformative access to the Atlantic Trade Winds.**

Mr. Khalid Benhammou. Director of "Sahara Wind". **Morocco.**

- **Project financing in the desert.**

Mr. Erich Loschner. Desert Food Foundation. Las Palmas de Gran Canaria. **Spain.**

- **The place of the fourth generation of energy revolution and artificial intelligence as an entrance for sustainability.**

Mr. Mohammed Al Taani. Secretary-General of the Arab Renewable Energy Commission. **Jordan.**

- **Desert economy alternatives to combat climate change impacts.**
Mr. Abdelkader Allali. International consultant in sustainable development and green economy. The Nobel Peace Prize in the frame of the Intergovernmental Panel on Climate Change, (IPCC). **Morocco.**
- **Deserts at the center of global economic transformation.**
Mr. Elouali Aailal. President of the International Congress on Desert Economy. **Morocco.**

- **20h 30 : DINER**

Le 18 Avril 2019 :

- **9H 00 : SESSIONS PARALLELES.**
- **Session I : L'économie du Sahara et le développement des régions désertiques.**
- 1- La logistique territoriale au cœur de l'attractivité touristique ? Approche théorique. Jebrane El Mehdi. ENCG Agadir. Ouafae zerouali Ouariti. ENCG Agadir.
- 2- Évaluation économique de l'impact des changements climatiques sur l'agriculture marocaine : Evidences empiriques. Amouzay Hassan. El Ghini Ahmed. Université Mohammed V. Rabat.
- 3- Opportunités des énergies renouvelables à Dakhla. Roussi Kaoutar. ENCG Dakhla.
- 4- La région Draa Tafilalet : Perspectives de développement d'un territoire Oasien. Aitouzdi Houcin. Université Ibn Zohr. Agadir. Ramou Hassan. IEA Rabat.
- 5- Diagnostic territorial et développement régional : enjeux et perspectives, Cas de la région de Laâyoune-Boujdour-Sakia El Hamra. Mahzoum Abdennasser. FSJES Settati. Said El Ganich. ENCG Settati. Brahim Dinar. ENCG Settati.
- 6- Gestion des risques dans les chaînes logistiques. Abdelhay Amal. Université Hassan II. Casablanca.
- 7- Quelle lecture pour les principales politiques publiques dans les provinces du Sud ? Khalid Moukrite. Université Mohammed V, Rabat.
- 8- L'ERP, un outil au service de la gouvernance du tourisme. Rachdi Youssef. FST Tanger.
- 9- Contribution des coopératives de lait de chamelle à Dakhla au développement durable. El Hidani Asmae. ENCG Dakhla.

10- Le patrimoine rupestre de Smara (Région de Saquia el Hamra, Maroc), quel impact sur l'économie local? Oulmakki Naïma . Oujaa Aïcha. Lemjidi Abdelkhalek. Institut National des Sciences de l'Archéologie et du Patrimoine. Rabat.

11-

صون وحفظ التراث المحلي لدمجه في التنمية السياحية.

محمد مولود امنكور. جامعة محمد الأول. وجدة.

➤ **Session II : Finance, management et durabilité.**

- 1- La libéralisation de taux de change et la performance financière des entreprises exportatrices Marocaines. Sti Nouhaila . ENCG Casablanca.**
- 2- Les comportements des employés face à la numérisation de la fonction ressources humaines. Atid Hasna. ENCG Kénitra. Rguibi khalid . ENCG Kénitra.**
- 3- L'investissement dans les marchés frontières. Nijah Zakaria Ahmed. Université Hassan 1er, Settat.**
- 4- Le développement durable : véritable projet sociétal ou simple imposture du capitalisme ? Amaazoul Hassane. ENCG Dakhla.**
- 5- La place du risque opérationnel dans la réglementation prudentielle. Daoui Manar. FSJES Settat.**
- 6- L'insertion des migrants subsahariens sur le marché de l'emploi Marocain. El Moukhi Hajar. ENCG Dakhla.**
- 7- Règles d'origine : Levier du commerce extérieur Marocaine. Khiati Mustapha. Université Hassan 1^{er}. Settat.**
- 8- Management du développement durable : gouvernance, bonnes pratiques et enjeux de performance sociale : cas des entreprises marocaines labellisées RSE label CGEM. Bennouna Amina . FSJES Salé. Touate Samira. FSJES Fès.**
- 9- La responsabilité sociale des entreprises et gestion des ressources humaines : une nécessité pour le développement du leadership responsable. Atid Asma. ENCG Kénitra.**
- 10- Evaluation de l'équité spatio-économique par un modèle stochastique. Koraich Al Mahdi. Hamzaoui Moustapha. Outla Adil. Université Abdelmalek Essaadi, Tanger.**

- **14H 00 : DEJEUNER.**
- **15H 30 : ATELIER DOCTORAL : SESSIONS PARALLELLES.**

○ **Session I.**

- 1- **Gouvernance bleue et prévention des risques.** Sanae Chakkour. Université Hassan II. Casablanca.
- 2- **Le marketing territorial au service de l'attractivité touristique des villes Sahariennes : cas de dakhla.** Sara Alouane. Université Mohammed V. Rabat.
- 3- **La contribution de la collaboration dans les chaines logistiques dans l'amélioration de la performance logistique.** Fatima Gouiferda. Université Ibn Zohr. Agadir.
- 4- **Les démarches living labs dans le contexte marocain : quel apport en matière de mobilité urbaine ?** Soufiane Elbroumi. Université Sidi Mohammed ben Abdellah. Fès.
- 5- **Déterminants et conséquences du développement du marché obligataire au Maroc.** Lamya Aouzal. Université Hassan II. Casablanca.
- 6- **Pilotage de la performance du capital immatériel : le cas des entreprises de service Marocaines.** Ghita bennis. Université de Rennes 1. France.
- 7- **Ressources territoriales et développement local dans la région de Draa Tafilalet.** El houcin Aitouzdi. Université Ibn Zohr. Agadir.
- 8- **La libéralisation de taux de change et la performance financière des entreprises exportatrices Marocaines.** Nouhaila Sti. ENCG Casablanca.
- 9- **Capital humain, IDE et commerce international au Maroc.** Hamid Fayou. Université Ibn Tofail. Kénitra.
- 10- **La diversification du portefeuille et la volatilité du marché boursier.** Assia Rhatous. Université Ibn Tofail. Kénitra.

○ **Session II.**

- 1- **Le marketing d'influence et son rôle sur les intentions comportementales des consommateurs.** Fatima zahra Jaoui. Encg Settat.
- 2- **Autonomisation et économie sociale et solidaire : étude de cas d'organisations de femmes au Maroc.** Bouchra Tribak. Université de Huelva. Espagne.
- 3- **Impact de la mise en place d'une stratégie RSE sur la fidélisation du client interne et la relation avec le client externe : cas du secteur automobile.** Doha Warit. Université Hassan II. Mohammedia.
- 4- **Païement pour les services environnementaux : essai de conception institutionnelle au bassin versant d'ourika.** Hicham Ed-Dahmouny. Université Sidi Mohammed ben Abdellah. Fès.

- 5- De la ressource territoriale a la construction des systèmes productifs localisés (SPL) : une application par trois cas encastres dans la région de Daraa-Tafilalet. Mohamed Zahidi. Université Hassan II. Casablanca.
- 6- L'économie bancaire et la croissance économique : le cas du Maroc. Hind Houssa. Université Ibn Tofail. Kenitra.
- 7- Pouvoir managérial et gouvernance dans l'entreprise familiale au Maroc : cas des grandes entreprises. Ali Mansouri. Université Sidi Mohammed ben Abdellah. Fès.
- 8- Economie sociale et solidaire et emploi des jeunes. Aicha Ahnach. Université Ibn Zohr. Agadir.
- 9- Impact des congés fiscaux sur l'attraction des IDE en Afrique. Somia Ghrara. Université Cadi Ayyad. Marrakech.
- 10- Le contrat et la gestion de l'eau et l'assainissement au Maroc. Aicha Ajarar. Université Mohammed V. Rabat.

○ Session III.

- 1- Dynamisme entrepreneurial des femmes marocaines : cas de la région Fès-Meknès. Abir Jouad. Université Sidi Mohammed ben Abdellah. Fès.
- 2- Système d'information logistique et performance logistique : cas du secteur de la grande distribution. Laila Zeroual. ENCG Agadir.
- 3- Digitalisation RH et comportements au travail. Hasna Atid. ENCG Kénitra.
- 4- L'attractivité territoriale des investissements directs étrangers avec un essai de modélisation économétrique sur la région Rabat- Kenitra. Btissam ibenkhayat Zoukkari. Université Sidi Mohammed ben Abdellah. Fès.
- 5- La sécurisation du capital immatériel des PME. Sara Sail. Université Hassan II. Casablanca.
- 6- Impact des dépenses publiques sportives sur la croissance économique au Maroc une analyse économétrique de 1990 à 2017. Brahim Elotmani. Université Ibn Tofail. Kénitra.
- 7- Economies sociale et solidaire et l'approche genre au Maroc, quel rôle des coopératives ? Fayrouz amrati Amina. Université Sidi Mohammed ben Abdellah. Fès.
- 8- Du gouvernement d'entreprise à la RSE : quels incidents sur le processus décisionnel, cas de la société anonyme. Ichrak Chabbaki. Université Hassan II. Casablanca.
- 9- L'évaluation de la pertinence des systèmes de contrôle de gestion et son contribution à l'amélioration de la performance des grandes entreprises publiques : esquisse de modélisation d'un modèle d'évaluation à partir de l'approche socio-économique. Mohamed Oujamaa. Université Hassan 1^{er}. Settat.

10- Etude de l'impact du système de contrôle de gestion sur la performance des collectivités territoriales. Maha assaad Idrissi. Université Ibn Tofail. Kénitra.

11- Studies and modelling of variables influencing the microstructure of financial markets. Abdelhadi Ifleh. ENCG Settat.

12-

الاستثمارات الفلاحية بجهة الداخلة وادي الذهب ودورها في التنمية.

محمد العالم. جامعة الحسن الثاني. المحمدية.

13-

آثار التغيرات المناخية على الموارد المائية : المجال الواحي بحوض غريس (الجنوب الشرقي المغربي) وسبل التأقلم.

حفصة بويلال. جامعة محمد الخامس الرباط.

• 19H 00 : DINER GALA ET CLOTURE.

Le 19 Avril 2019 :

9H 00 : EXCURSION : " Sahara Desert Excursion