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جامعة عبد المالك السعدي
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Université Abdelmalek Essaadi



ENCGT

المدرسة الوطنية للتجارة والتسيير
Ecole Nationale de Commerce et de Gestion

Regional workshop “Scaling-up Private Sector Participation in North Africa”

Tangier, Morocco, 20-22 July 2022

DAY 1: Wednesday 20 July

08:30 - 09:00 Registration of participants

Welcoming remarks

- Pr. Bouchta El Moumni, President of Abdelmalek Essaâdi University
- Mr. Ahmed Maghni, Director, National School of Commerce and Management of Tangier (ENCG)
- Ms. Zuzana Brixiova Schwidrowski, Director, ECA Sub-regional Office for North Africa
- Jedlane Nabil, Professor of Economics, ENCG of Tangier

09:00 - 09:20

Overview of Private Sector development in North Africa

- Ms. Zuzana Brixiova Schwidrowski, Director, ECA Sub-regional Office for North Africa

09:20 - 09:50

Keynote speaker:

- Pr. Fiona Tregenna, University of Johannesburg

09:50 - 10:20

10:20 - 10:45 Coffee break, group photo and interviews

Session 1: The Role of the State

The key role of the private sector in sustainable development in the context of the current multiple shocks (Pandemic, climate change, Russia-Ukraine conflict). However, in many countries and particularly in North Africa, the private sector’s contribution to growth and poverty reduction is still limited. What role has the governments in the region played to relieve constraints on private sector? Where is the government impeding private sector contributions? What measures have been taken to improve the business environment? What needs to be done?

10:45 - 12:00 Moderator: Khaled Hussein, Chief, Subregional Initiatives Section, ECA SRO-NA

Panelists:

- Amel Garcia, Deputy director, Tunisia Investment Authority
- Dr. Anas Lamin, Board member of the Libyan Investment authority and President of the Auditing risk compliance Committee
- Mr. Moustapha Maouloud, Technical Advisor in charge of the Business Climate, Investment Promotion Agency in Mauritania (APIM)
- Zoubir Benhamouche, Economic Affairs Officer, ECA SRO-NA



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Session 2: Access to New Sources of Finance

Access to finance is crucial for the development of the private sector in all economies. Financing innovations by banks and non-bank financial Institutions, including financial technology (fintech) firms, are needed to respond to private sector financing challenges. How can NA tap in into new sources of finances? What are the successful experiences in the region?

Moderator: Nabil Jedlane, Professor of Economics, ENCG of Tangier.

Panelists:

12:00 - 13:00

- **Mrs. Heba El Serafi**, Sector Head of Disclosure Department & Chairman Assistant for Disclosure Sector, EGX
- **Professor Babacar Séne**, Université Cheikh Anta Diop de Dakar (UCAD)
- **Mr. Abdul Salih**, Head of Executive Committee Strategic Commodities Syndicate (SCS) Sudan
- **Mr. Elnihwi Ibrahim Mohamed Ali**, Consultant Libyan Investment Authority
- **Mrs Ihssane Iraqi, Program Manager**, SME'S Finance and Development. EBRD.

13:00- 14:00

Lunch Break

Session 3: National and Regional Value Chains

In North Africa, the presence of barriers to trade, either through non-tariff or tariff measures, reduces market competition and therefore, efficiency and average productivity. Policies to develop regional value chains should focus on the private sector. What policies are needed to enhance regional value chains and reach greater private sector participation?

14:00 - 15:00

Moderator: Nabil Jedlane, Professor of Economics, ENCG of Tangier.

Panelists:

- **Mr. Slim Driss**, Professeur des Universités en Sciences économiques à l'ESSEC de Tunis, Université de Tunis.
- **Ms. Elisa Saint Martin**, Policy Analyst, OECD Development Centre - Africa Unit
- **M. Mohamed Chemingwi**, Chief of regional Integration Section, ESCWA

Closing remarks

15:00 - 15:15

- **Ms. Zuzana Brixiova SCHWIDROWSKI**, Director of the ECA Sub-regional Office for North Africa

15:15 - 16:00

Coffee break and networking

DAY 2: Thursday 21 July

Keynote speaker

9:30 - 10:30 **Dr. Ayach Khellaf**, Secretary General, High Commission for Planning, Morocco

Ms. Grace Obat, Director, Private Sector Development Division, ECA

10:30 - 10:45 **Coffee break**

Session 4: Skills Gap: Lessons from North Africa

North Africa is still characterized by a mismatch between the skills provided by formal education and those demanded by the private sector. What measures to be taken to address skills gaps? What are the success stories in North Africa?

10:45- 11:45 **Moderator: Ms. Amal Elbeshbishi**, Economic Officer, SRO-NA, ECA

Panelists:

- **Charles-Henri Besseyre-Des-Horts**, Professor Emeritus HEC Paris, PhD
- **Mr. Salah Eddine Sabik**, **President** of the Social Relations, Employment and Professional Training Commission of CGEM Tangier

Session 5: Innovation Capacity

Innovation contributes to a strong economy through job creation, income generation and is key driver of long-term economic growth. There is need to increase private sector innovative strength, make them more competitive and capable of delivering.

- **Moderator: Soumaya Iraqui Husseini**, Chief of Employment and Skills for Sustainable Development, SRO-NA

11:45 - 13:00 **Panelists :**

- **Manuel Langendorf**, Coordinator of EuroMeSCo policy study on digital transition
- **Mohamed Skander**, Entrepreneur in Algeria
- **Ahmed Mehdi Omarouayache**, President of the Algeria Digital Cluster and member of CARE
- **Nawal Chraibi**, General Director of Mascir (Moroccan Research Foundation for innovation and Research
- **Mme Chaibia Balbzioui Alaoui**, President Tangier Tetouan Al Hoceima

13:00-14:00 **Lunch Break**

Session 6: The Role of the Private Sector in Transition to Green Economy

North Africa is at a greater risk to the effects of climate change. Given the current budget constraints in the public sector due to multiple shocks, the private sector has a critical role to play in generating and channeling additional finance towards the green transition. How can private sector play a greater role in transition to green economy?

14:00- 15:00 **Moderator: Prof. Bakour Chafik** , ENCGTanger

Panelists:

- **Charles Akol**, Environmental Affairs Officer, Green Economy division, ECA.
- **M. Rachid Bayed**, Directeur Pôle Opération et Directeur Pôle Développement par intérim
- **El Youssef Lahcen**, Professor-researcher in economics at Cadi Ayyad University, Specialist in renewable energies

Closing remarks

- 15:00- 15:30
- **Mr. Chraïbi Abdeslam**, Deputy Director, National School of Commerce and Management of Tangier (ENCG)
 - **Ms. Zuzana Brixiova Schwidrowski**, Director, ECA Sub-regional Office for North Africa



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DAY 3: Friday, 22 JULY

Site visit

9:30- 12:30 **Tanger Med:** Industrial port complex

12:30- 14:00 **Lunch Break**
