

E-Sistep – Conferences 2021 Edition Program

Day 1 : May 18th, 2021

9:30 am to 10:00 am

Participants welcoming and registration

10:00 am -11:30 am

Exhibition official opening

- Mr. Tarik AITRI – President of the FMMEI (welcoming address)
- Mr. Moulay Hafid EL ALAMY – Minister of the Industry, Commerce, Digital and Green Economy
- Mr. Chakib ALJ – President of CGEM

Panel 1 : 12:00 pm – 1:30 pm

MMEI, vector of economic development in Morocco

The MMEI position themselves as the foundation of any industry. A transversality that characterizes this field and makes it a vector of development of other industries in which the MMEI intervene as subcontractors or suppliers. Besides, the MMEI intervene directly in specific markets as direct producers of different products.

Speakers :

- **Mr. Abdeslam HALOUANI**
Vice President of the Federation of Metal, Mechanical and Electromechanical Industries (FMMEI)
- **Mr. Hakim ABDELMOUMEN**
Acting President of the Moroccan Association for the Automobile Industry and Manufacturing
- **Mr. Karim CHEIKH**
President of the Grouping of Aeronautical and Space Moroccan Industries
- **Mr. Abed CHAGAR**
President of the Federation of Chemistry and Parachemistry
- **Mr. Abdelmounim EL EULJ**
President of the Agri-food National Federation
- **Mr. José J SUAREZ**
President and Chef Executive Officer (CEO) at JS Consulting – Leadership – Management – Innovation
- **Mr. Ismael AKALAY**
President of the Association of the Moroccan Steel Industry

Day 2 : May 19th, 2021

Panel 1 : 10:00 am to 11:30 am Global industrial value chain, towards a new model

2020 has been marked by the pandemic crisis caused by Covid 19. A crisis that might become more frequent due to the appearance of new variants of the virus. As a consequence, the global economy has been shaken and in partial shutdown because of a business model that relies on globalization. To deal with this situation, the current industrial value chain model was questioned and is now adapting by encouraging proximity, integrated solutions and the local know-how.

Speakers :

- **Mr. Mohamed BACHIRI**
Vice President of CGEM
President of Maroc Industrie Group
President of the Innovation and Industrial Development commission
- **Mr. Ali SEDDIKI,**
General Director of the Industry at the Ministry of Industry, the Commerce and the Green and Digital Economy
- **Mr. Hicham BOUDRAA,**
Acting General Director of the Moroccan Agency of Investment and Exportation Development
- **Mrs. Oumnia BOUALAM**
Managing Director – OXFORD
- **Mr. Cyril DURAND,**
General Director of Linkiaa
- **Mr. Chakib ACHOUR,**
Director of Marketing Business Strategy and Huawei ICT AMBASSADOR.
- **Dr. Ilhan AKBAS**
Computer scientist – USA
Dr. AKBAS is a computer scientist with over 18 years of experience in defense industry, consulting and academia, combining perspectives from research, technology, business, and human factors.
- **Mr. Yariv LOTAN (Waiting list)**
Head of Strategic Development |Start Up NationV
- **Mr. Ariell RESHEF (Waiting list)**
CNRS Research Director at the economic center of La Sorbonne (Paris 1 Pantheon Sorbonne), Professor at Paris School Economics and scientific advisor at CEPII
- **Mr. Jaafar MRHARDY (Waiting list)**
General Director of Tanger Med Zones

Day 2 : May 19th, 2021

Panel 2 : 14:00 pm to 15:30 pm Innovation as a lever to support the economic resilience

Companies that survived during the pandemic period are those who innovated in their products and processes to acquire a strong resilience, unlike many others who saw their weakened by the crisis ,and as a consequence they became less competitive and lost market share.

Speakers :

- **Mr. David TOLEDANO**
President of the Network of the Moroccan Industrial Technical Center
- **Mr. Tarik AITRI**
CEO PROMINOX
- **Mr. Said BENHAJJOU**
President of the Electronic, Mechatronic, Mechanic Cluster of Morocco.
- **Mrs. Nawal CHRAIBI**
General Director of MAScIR
- **Mr. Michael SUNG** – USA – Hong Kong
Chairman of CarbonBlue Innovations
PhD in EECS at the MIT Media Lab
Financial engineering degree from MIT Sloan Business School.
Member of the China Digital Finance Advisory Group for the United Nations.
- **Dr. Hafid GRIGUER**
PhD, Director of ILO (Innovation Lab for Operations) at Mohammed VI Polytechnic University
- **Mr. Agmon DAVID PORAT**
Director of Strategic Business Development Co-Founder and CEO
Let-Lab the industry4.0
- **Mr. Smeeta FOKEER (Waiting list)**
Research and Industrial Policy Officer at the Department of Policy Research and Statistics (PRS) of UNIDO.
- **Mr. Jörgen SANDSTRÖM (Waiting list)**
Head of Mining and Metals Industry – World Economic Forum

Day 3 : May 20th, 2021

Panel 1 : 10:00 am to 11:30 am

MMEI 4.0 for an efficient economy

The industry 4.0 has become a "Must Have" in order for companies in the MMEI to reinforce their competitiveness and positioning in the market. The practical aspects of the Industry 4.0 remain not very well-known by companies in the MMEI. The objective of the panel is to contribute in the acceleration of an industry MME 4.0 in Morocco through successful experience sharing.

Speakers :

- **Mr. Zakaria ELMOUJAHID,**
General Director of the Digital Development Agency
- **Mr. Mohamed BENOUDA**
President Founder of ABA CAPITAL
- **Mr. Amin ZAROUK**
President of APEBI
- **Mrs. Sâadia LAKEHAL**
President Founder, Global women in manufacturing and AgtTch CANADA
- **Mr. Eric LEPINE,**
Specialist Automation/Control & Industry 3.0-4.0
- **Mr. Moussa ZAGHDOUD - France**
Executive Vice - President
Board Member Alcatel-Lucent Enterprise France
He currently leads ALE's worldwide digital transformation, innovation and Cloud division, one of the three business divisions at ALE. Moussa is also the inventor of numerous solutions within the space of Cloud communications
- **Mr. Jameel ISTAITIH**
Director of Industry 4.0 Strauss Group
- **Mr. Pascal LAURIN (Waiting list)**
Director of Industry 4.0/ Division Director at Bosh Rexroth

Day 3 : May 20th, 2021

Panel 2 : 14:00 pm to 15:30 pm

Carbon-free MMEI, on the path to a green industry

The MMEI decarbonization, an urgent need for the sector in order to reach markets which have made of MMEI products carbon footprint an access barrier. Lowering the energy bill, integrating renewable energies (solar, wind power, green hydrogen), adopting the proper energetic efficiency practices are all measures that MMEI companies can integrate to produce "green" and secure their place in European and international markets.

Speakers :

- **Mr. Mohamed GHAZALI**
General Secretary of the Ministry of Energy, Mines and Sustainable Development
- **Mr. Badr IKKEN**
General Director of the Research Institute in solar and new energies
- **Mr. Said MOULINE**
General Director of the Green Economy Moroccan Agency (AMEV)
- **Mrs. Hanan HANZAZ FEHRI**
Representative of member countries of the united nations organization for the industrial development
- **Mrs. Fatima Zohra KHALIFA**
General Director of Cluster Solaire
- **Mr. Juan VERDE – USA – Washington**
Policy Expert and Corporate Strategist Advocate for the Green Economy.
Juan Verde is an internationally renowned strategist for both the public and private sectors, with a particular focus on sustainable economic development. His specialty is designing innovative strategies to attract investment, accelerate economic development, and support strategic alliances.
- **Dr. Christian KURRER (Waiting list)**
European Parliamentary Research Service/ Autor of : The potential of hydrogen for decarbonizing steel production
- **Mr. Jean Claude DIEULOUFET (Waiting list)**
General Director OPTIMISE-France

4:00 pm – 5:00 pm

Closing of the E-Sistep by Mr. Tarik AITRI president of MMEIF

E-Sistep - Workshops Program 2021 Edition

Day 1	
Panel 1: MMEI, vector of the economic development of Morocco 12:00 pm – 1:30 pm	
Workshop 1 : Innovative processes and cutting optimization, stamping and profiling 2:00 pm – 3:00 pm Moderator : Gilbert DAOLIO – Research and planning direction Participants : CERIMME, AMICA, FIMME, companies from the stamping ecosystem.	Workshop Maghreb Steel (Planning in progress)
Day 2	
Panel 1 : Global industrial value chain, towards a new model 10:00 am – 11:30 am	
Workshop 1 : Smart value chain 12:00 pm – 1:00 pm Moderator : IBM Global Services, The IBM Institute for Business Value, Arcelor Metal (case study) Hassan BAHIJ, Director of IBM Morocco Participants : Companies from the sector	Workshop 2 : Metals supply chain – Ecosystems and Clusters : a catalyst for integrated and competitive solutions 12:30 pm – 1:30 pm Moderator : Marcus MEISSNER – Senior Manager ACCETUR - Zürich Moderator : The Chicago Metropolitan Agency for Planning (CMAP) Participants : Companies from the sector
Workshop 3 : European action plan for raw materials : a plan to build the resilience of Europe (suggestion) Moderator : European commission Participants : MMEI companies exporting to and transiting by the European Union	Workshop 4 : Israeli innovation 4.0 cross industries Moderator : Tamar SARAGA Participants : Yariv LOTAN Start Up Nation Central, XXXXX, Jameel ISTATIH, Agmon DAVID PORAT...
Panel 2 : 2:00 pm – 3:30 pm Innovation as a lever to support the economic resilience	

Wo Workshop 1 : Companies innovation and resilience – Case of MMEI France
12:30 pm – 1:30 pm
Moderator : Joint observatory, prospective and analytic of metal industry professions and qualifications Philippe CONTET (A)
General Director of the Federation of Mechanic industries
Participants : Companies from the sector

Workshop 2 : Moroccan innovations to support the international resilience and the human development
Moderator : Khalid CHAFAQUI CKM World Ecosystem
Speakers : Confirmed soon

Day 3

**Panel 1 : 10:00 am – 11:30 am
MMEI 4.0 for an efficient economy**

**Workshop 1 : The smart future of metal working
12:00 pm – 1:00 pm**

Moderator : Philippe CONTET, General Director of the FIM

Moderator : Deloitte Paris, ACCENTUR, BCG
Participants : MMEI companies that are interested in the digitalization.

**Workshop 2 :
12:30 pm – 1:30 pm
Workshop HUAWEI**

**Panel 2 : Carbon-free MMEI, on the path of a green industry
2:00 pm – 3:30 pm**

**Workshop 1 : Green hydrogen to support a green metal industry
12:00 pm – 1:00 pm**

Moderator : Tariq BAALLA - IRESEN

Participants : Macen, Moroccan steel, ONEE, IRESEN

**Wo Workshop 2 : 12:30 pm – 1:30 pm
Circular economy at the heart of carbon-free MMEI**

Moderator : COPPER ALLIANCES – Europe
Participants : Ministry of Industry, AMEV, metal recovery companies...