

2ND EDITION

AFRICA
PLACE
MARKETING



**All together for the hospitality
and attractiveness of our territories**

November 24 & 25, 2021

Hyatt Regency Casablanca



Program: 2nd edition of the Africa Place Marketing
Claim: All together for the hospitality and attractiveness of our territories

DAY 1 : Wednesday November 24th, 2021

OPENING CEREMONY

Hour : 09:45 - 10:15

Khalid SAFIR : Wali, Director General of Territorial Authorities
Said AHMIDOUCH : Wali of the Casablanca- Settat Region
Nabila RMILI : President of the Council of the City of Casablanca
Mohamed JOUAHRI : General Manager of Casablanca Events and Animation

CONFERENCE 1: THE ROLE OF TERRITORIAL MARKETING IN THE HOSPITALITY AND ATTRACTIVENESS OF TERRITORIES

Hour : 10:15 - 11:45

Moderator

Yasmine ALAOUI : Research Professor, Consultant in Territorial Marketing

Speakers

Christophe ALAUX : Research Professor, President of the Chair "Attractiveness and New Territorial Marketing" at Aix-Marseille University and Director of the IMPGT
Hassan AZOUAOUI : Expert, research professor in territorial marketing
Paul Vincent MARCHAND : Attractiveness agency director Attitude Manche
Moa BJÖRNSON : CEO for Træna 365 and Head of Development in Træna Municipality, Norway
Marc MARYNOWER : Expert consultant in territorial marketing, attractiveness strategy and public communication

CONFERENCE 2: ALL TOGETHER FOR THE HOSPITALITY AND ATTRACTIVENESS OF OUR TERRITORIES

Hour : 12:00 - 13:30

Moderator

Jean Philippe GOLD : General Manager - Hauts-de-France Attractiveness Mission Regional Tourism and Convention Committee.

Speakers

Lionel FLASSEUR : General Manager of Auvergne Rhône-Alpes Tourism, President of Essentiem
Othman Cherif ALAMI : President of the Regional Tourism Council of Casablanca-Settat Region.
Fatima Ezzahra MOKHTARI : Head of the Strategic Monitoring and Planning Division – Regional Investment Council
Imane CHIFAE : Development Manager- Regional Council of Tourism Tangier Tetouan Al Houceima
Vincent GOLLAIN : Territorial Marketing Expert - Paris Île-de-France

WORKSHOP 1: THE KEY SUCCESS FACTORS OF TOMORROW'S TERRITORIAL MARKETING

Hour : 14:45 - 15:30

Moderator

Soumia DANNA : Director of Economy and Employment - in charge of the Economic Attractiveness of the city of Vitrolles / for the Metropole Aix Marseille Provence

Speakers

Damien DUPORT : Manager of the Hula Hoop agency - Geneva - Consultant in territorial attractiveness

Laurence OVLOVSKY : Marketing and events project manager - Choose Paris Region

Baba NDIYAE : President of the Departmental Council of Kaolack Senegal

Mohamed ZEROUALI : Head of the Economic Affairs and Partnership Division, Oriental Region

Tshepiso MALELE : Marketing Manager, Country head: CHINA (Acting) – South Africa Nation Brand

THINK TANK: WHAT TERRITORIAL MARKETING SHOULD BE INVENTED FOR AFRICAN TERRITORIES?

Hour : 16:00 - 17:30

Host

Christophe ALAUX : Research Professor, President of the Chair "Attractiveness and New Territorial Marketing" at Aix-Marseille University and Director of the IMPGT

Participants

Othman Cherif ALAMI : President of the Regional Tourism Council of the Casablanca-Settat Region

Marc MARYNOWER : Expert consultant in territorial marketing, attractiveness strategy and public communication

Lionnel FLASSEUR : General Manager of Auvergne Rhône-Alpes Tourism, President of Essentiem

Cédric MOREL : CEO · Hula-Hoop

Mamadou Moustapha DIENG : President of the International Cooperation Commission of the Departmental Council of Rufisque

DAY 2 : Thursday November 25th, 2021

CONFERENCE 3: THE EVOLUTIONS AND CRISES OF TERRITORIES BETWEEN EMERGENCE AND RESILIENCE

Hour : 09:30 - 11:00

Moderator

Hassan RADOINE : Director School of Architecture, Planning and Design of Mohammed VI Polytechnic University

Speakers

Clément DE ZEN : Director of Consulting – Hula Hoop

Soumia DANNA : Director of Economy and Employment - in charge of the Economic Attractiveness of the city of Vitrolles / for the Metropole Aix Marseille Provence

Hassan AZOUAOUI : Expert, research professor in territorial marketing

Frédéric RAYMOND : General Manager – Place aux jeunes en région – QUEBEC

Jean Philippe GOLD : General Manager - Hauts-de-France Attractiveness Mission Regional Tourism and Convention Committee.

CONFERENCE 4: IDENTITY AND SENSE OF BELONGING A TERRITORY; THE PERSONALITY OF A TERRITORY

Hour : 11:15 - 12 :45

Moderator

Lionel FLASSEUR : General Manager of Auvergne Rhône-Alpes Tourism, President of Essentiem

Speakers

Todd BABIAK : CEO – Tasmanian brand

Camille RATIGNIER : Territorial Marketing Project Manager at the Department of Ruffisque

Mamadou Moustapha DIENG : President of the International Cooperation Commission of the Departmental Council of Ruffisque

Aurélien CHARPILLE : General Manager at Brive Tourisme

Cédric MOREL : CEO Hula Hoop

Micah SLAVENS : General Manager - Lift Interactive – Edmonton

WORKSHOP 2 : (RE)BOOSTING A TERRITORIAL BRAND

Hour : 14:00 - 15:30

Moderator

Damien DUPORT : Manager of the Hula Hoop agency - Geneva - Consultant in territorial attractiveness

Speakers

Marc MARYNOWER : Expert consultant in territorial marketing, attractiveness strategy and public communication

Jane BRADY : Bioregional Learning Centre, Co-Founder

Majda KHATIB : Teacher-researcher, specialized in territorial marketing

Micah SLAVENS : General Manager - Lift Interactive – Edmonton

Shamiso Nomso HLATSHWAYO : Acting General Manager of Research – South Africa Nation Brand

AFRICA PLACE MARKETING COMPETITION

Hour : 15:45 - 17:30

Animateur

Bouchra TAIBI : Consultant in strategy, concept & content creation and training

Jury

Othman Cherif ALAMI : President of the Regional Tourism Council of the Casablanca-Settat Region.

Marc MARYNOWER : Expert consultant in territorial marketing, attractiveness strategy and public communication

Soumia DANNA : Director of Economy and Employment - in charge of the Economic Attractiveness of the city of Vitrolles / for the Metropole Aix Marseille Provence

Lionel FLASSEUR : General Manager of Auvergne Rhône-Alpes Tourism, President of Essentiem

Damien DUPORT : Manager of the Hula Hoop agency - Geneva - Consultant in territorial attractiveness

Jane BRADY : Bioregional Learning Centre, Co-Founder

CLOSING CEREMONY

Hour : 17:45 - 18:15

Mohamed JOUAHRI : General Manager – Casablanca Events and Animation