



المدرسة الوطنية للتجارة
والتسيير - مراكش
ECOLE NATIONALE DE COMMERCE
ET DE GESTION - MARRAKECH



ENCG Marrakech organizes a conference under the theme:

Stakeholder Management: interculturally different ?



Friday, May 26, 2023, 9H30



Conference Room, ENCG Marrakech



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ENCG MARRAKECH



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PROGRAM

09H30 : REGISTRATION AND CHECK-IN

10H00 : OPENING CEREMONY

- Ms. Fatima ARIB, Director of the National School of Business and Management ENCG Marrakech

10H15 : CONFERENCE « STAKEHOLDER MANAGEMENT: INTERCULTURALLY DIFFERENT ? »

Speaker :

- Mr. Peter DIETRICH, Director of Studies - International Business Studies (BA & MA), Professor of Strategic Communication & Stakeholder Management, Fachhochschule Kufstein Tirol Bildungs GmbH, University of Applied Sciences.

Moderation :

- Mr. Tarik ZAHRANE, Deputy Director of Research and Cooperation, ENCG Marrakech

11H15 : DISCUSSION -CONCLUSION

11H30 : COFFEE BREAK

12H00 : PEDAGOGICAL VISIT : EBF (EMERGING BUSINESS FACTORY), MARRAKECH

14H00 : CLOSING

