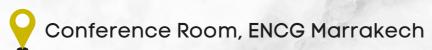




ENCG Marrakech organizes a conference under the theme:

Stakeholder Management: interculturally different?

Friday, May 26, 2023, 9H30





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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? » <u>Speaker</u>:

- 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