



Cultural Sensitivity & Local Contribution in Business and Education

How to Build International Business in
De-globalization Era?

April
3 – 5
Casablanca,
Morocco

In recent years, globalization of business has led to exceptional changes from product adaptation to the way we interact with customers. With the connectedness, the computing power, the data, things just are moving at a faster pace, so **companies operating in diverse markets face new challenges** and **local communities** ask for meaningful social contributions and **local impacts**. **Companies have to think global, act local**, but then also think about how taking into account local issues impact them somewhere else. They **need to continually move back and forth between local and global**.

With Trump's Era, Brexit, the **myth of a borderless** world has come **crashing down** and managers **need to adapt their international strategies** and give more importance to local issues and cultural sensitivity of their business in order to create better local anchorage and then assure sustainability and optimize the development for everybody's profitability.

- How international companies have to **deal with this new era**?
- How by continuing to **think globally**, at the same time **enhance local positive** impact?
- How to take into consideration **diversity and cultural sensitivity** without altering company values and culture?
- **How** business schools could **contribute** to answer these new challenges?

Join us and spend 3 most exiting and unforgettable days with the colleagues from all over the World!!

17th ANNUAL BMDA CONFERENCE
CULTURAL SENSITIVITY & LOCAL CONTRIBUTION
IN BUSINESS & EDUCATION
How to Build International Business in De-globalization Era?
April the 3rd, 4th and 5th

Day 1 – ACADEMIC SOLUTIONS AND INSIGHTS
(April 3)



13.30 – 13.35

Introduction of the first day. Dr. Virginijus Kundrotas, President of Baltic Management Development Association (BMDA), Dean of Adizes Graduate School (USA)



13.35 – 13.40

Welcome words from the Chairman of the Conference Prof. Dipak C. Jain, European President, CEIBS (China)



13.40 – 14.20

Cultural sensitivity in African education. Emlyon case Chairman of the First Day Dr. Tawhid Chtioui, Dean, emlyon business school Casablanca campus (Morocco) from 01 04 2019 Chairman of the Management Board and Dean of emlyon business school (France)

14.20 – 14.50 *Tour in emlyon business school campus*

14.50 – 15.20 *Networking Coffee Break*

15.20 – 16.50 *Panel 1*

What do we mean by Culturally sensitive Programs at Business Schools and what should be taken into account?



Moderator

Prof. Sergey R. Filonovich, Dean, Graduate Management School, National Research University "Higher School of Economics" (Russia)

Speakers:



The Relevance and Impact, Engagement, Cultural Sensitivity in Business Education

Dr. Assylbek Kozhakhmetov, President, ALMA University,
(Kazakhstan)



Relevance/Impact on society: cultural dimension

Dr. Mohamed Derrabi, Director, Toulouse Business School Casablanca Campus
(Morocco)



Internationalising curricula: diverse approaches

Prof. Hazel Gruenewald, Head of International Relations, ESB Business School
(Germany)

16.50 – 17.20 Networking Coffee Break

17.20 – 18.50 Panel 2

Learning Methods in De-globalization Era. Diversification vs Unification



Moderator

Prof. Toomas Danneberg, Vice Rector, Estonian Business School (EBS)
(Estonia)

Speakers:



Learning about culture vs. learning from culture: creating transformative learning experiences in a multicultural setting.
Prof. Irina Petrovskaya, Associate professor, Lomonosov Moscow State University Business School
(Russia)



Digital Disruptors to Traditional Educational Delivery Models: Will You Participate?
Prof. Tim Mescon, Executive Vice president and Chief officer for Europe, the Middle East, and Africa for AACSB International
(Netherlands)



The most effective ways of knowledge distribution – in tomorrow's world of management education"
Mr. Andrew Main Wilson,
Chief Executive, AMBA & BGA
(United Kingdom)

18.50h– 20.00 Welcome Cocktail at emlyon business school Casablanca campus



Day 2 - SOLUTIONS FOR BUSINESS
(April 4)

9.00 – 9.20 Official Conference Opening

Welcome words



Dr. Virginijus Kundrotas, President of Baltic Management Development Association (BMDA),
Dean of Adizes Graduate School
(USA)



Prof. Tugrul Atamer, Deputy Director General and Professor of Strategic Management Strategy and Organization, **emlyon business school**
(France)



09:20 – 09:40 What do you need to know about Africa?
Facts & important information for doing business in this continent
Dr. Ali Elquammah, AABS Board Chairman, Director at HEM Business School
(Morocco)



9.40 - 10:30
Keynote speech “Cultural sensitivity & local contribution in business & education”
Chairman of the Conference
Prof. Dipak C. Jain, European President of CEIBS
(China)

10.30- 11.00 Networkong Coffee break

11.00 – 12.30 Panel 1

How to define the local needs and adjust products or services for the local markets in order to be successful and responsible at the same time?



Moderator

Prof. Alojzy Z. Nowak. Professor of Economics, Dean of the Faculty of Management University of Warsaw (Poland)

Speakers:



Mr. Dmitry Hohlov, Marketing Director, Business School Zdes I Sejchas (Belarus)



Mr. Patrick Arnaud Regional Manager South Africa, ATALIAN Group (France)



Mr. David Garay Mazon African specialist, Managing Partner, Indegate Consulting (Spain)

12.30 – 13.30 Networking Lunch

13.30 – 15.00 Panel 2

How local culture might influence the business processes of international companies? Challenges and solutions.



Moderator

Mr. Andrey Koliada, Dean, Eurasian Management & Administration School (EMAS)
(Russia)

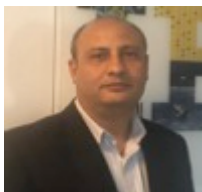
Speakers:



Prof. Andriy Rozhdesvensky, CEO, Center for Leadership, LvBS
(Ukraine)



Mr. Nabil Gamal Legal Director Contract and Development,
Oracle Company
(Morocco)



Mr. Mimoun Ouchaou, SWG FSA Technical & Services Sales Team
Manager, IBM Company
(Morocco)

15.00 – 15.30 Networking Coffee break

15.30 – 17.00 Panel 3

**What HR policy the company in International markets should perform? Locals vs expatriates?
Talent management.**



Moderator

Prof. Rita Bendaravičienė, Dean, Vytautas Magnus University, Faculty of
Economics and Management
(Lithuania)

Speakers:



Ms. Ibtissam Elabsi, HR Strategy Consultant, & Coach-Owner at Key RH (Morocco)



Ms. Irina Abramova, Alumni of MIM Kiev MBA program, International Management Institute (MIM-Kyiv), (Ukraine)



Ms. Isabelle Mousset, HR Partner- Talent Management Specialist, Jacob engineering (France)

17.00 – 17.30

Mindfulness as performance enhancer (a short experiential session of selective awareness to increase efficiency)



Asya Širovnik Moškon

Founder of Sirovnik Institute, head of ADTH School, active member of Newton Institute (USA) and International Association of Counselors and Therapists IACT, internationally recognized spiritual leader, hypnotherapist and an author (Slovenia)

17.30 – 18.00 Official Conference Closing



17.30 – 17.45 Conclusions and learning outcomes of the Conference

Chairman of the Conference

Prof. Dipak C. Jain, European President of CEIBS
(China)



17.45 – 17.50 Closing words from host institution Emlyon Business School

Prof. Tugrul Atamer, Deputy Director General and Professor of Strategic Management Strategy and Organization, **emlyon** business school
(France)



17.50 – 17.55 Closing words from Baltic Management Development Association

Dr. Virginijus Kundrotas, President of Baltic Management Development Association (BMDA),
Dean of Adizes Graduate School
(USA)

18:00 Moving to the Reception place





Day 3 - SOLUTIONS FROM BUSINESS (April 5)

8.45 Leaving from the hotel to the company visits

10.00 – 12.00 – Company visits

The participants visit one of the chosen companies bellow and discuss the issues, based on the topic of the Conference



Mr. Philippe Ratto, General Manager RATP DEV Casablanca

RATP Développement: <https://www.ratpdev.com/en/references/morocco-casablanca-tramway>

It all started in Paris about 120 years ago, with our parent company RATP. The first metro line crossed the French capital. It was opened for the Paris world fair on July 19, 1900, after less than eighteen months of construction—an impressive feat.

Since then, we've kept on innovating, from the first hydraulic metros in the fifties to electric trams and driverless shuttles today. That technical excellence has propelled us to our current status as the global leader in automated subways and trams.

The foundation of RATP Dev in 2002 was a watershed moment. The goal was to develop, operate and maintain new transportation systems in France, Europe, and around the world, drawing on the

know-how of RATP Group. We've never looked back. Some 1.5 billion passengers use our transit systems every year. As we grow, our know-how grows too. But our passion stays the same: to build along with you and bring cities around the world the excellence of innovative, sustainable transportation.



Mr. Youssef Moamah, General Manager CMGP

CMGP (Compagnie Marocaine de Goutte à goutte et de Pompage): <http://www.cmgp.com/>
Moroccan Drip and Pumping Company. The CMGP by its experience and know-how is today the leader of the irrigation market in Morocco with a comprehensive product range and close collaboration with the world's leading manufacturers, the CMGP covers the distribution of irrigation equipment, installation of irrigation projects, geomembrane basins and water treatment plants pumping.

13.00 – 14.00 Lunch

15.00- 16.00 Visiting Hassan II Mosque



16:00 – 20:00 Free time

20.00 – Departure by bus for the evening festivities and networking as well as Gala dinner

LA Cascade, Morocco <https://www.facebook.com/lacascadecasablanca/>



CONFERENCE PARTNERS

