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**FORMER STATE MINISTER ADVISER
PUBLIC PRIVATE SECTORS ASSISTANCE
AND DEVELOPMENT PARTNERSHIP
NGO & CONSULTING GROUPS SUPPORT
PUBLIC POLICIES PROMOTION, IMPACT
ASSESSMENT AND EVALUATION**



Member of international experts' networks: developmentaid.org, assortis.com, devex.org, tanmia.ma
<https://galaxieduweb.com>

**FOUNDER & CHAIRMAN IN 2010 OF THE EURO-MEDITERRANEAN AND AFRICAN CENTER FOR DEVELOPMENT (MONTPELLIER FRANCE)
DEPUTY SECRETARY GENERAL OF HE MOROCCAN ASSOCIATION OF TOURISM JOURNALISTS AND WRITERS** <https://fijetmaroc.com>
<https://prodevcommunications.wixsite.com/medias> <https://positivecoachnigse.wixsite.com/activeexperts>

**LANGUAGES: ARABIC, FRENCH, ENGLISH, SPANISH, BERBER. ICNT: WINDOWS, M. OFFICE, GOOGLE, FIREFOX, OPERA
COUNTRY EXP: MOROCCO, FRANCE, BELGIUM, SPAIN, TURKEY, SWITZERLAND, ENGLAND, SYRIA, EMIRATES, QATAR, SENEGAL.**

- ✓ COMMUNICATION, PUBLIC RELATIONS, BUSINESS FACILITATION, NEGOTIATION AND MEDIATION, CRISIS COMMUNICATION.
- ✓ POLITICAL, SOCIAL, CULTURAL, STRATEGIC RESEARCH AND STUDIES, INTERNATIONAL COOPERATION IMPLEMENTATION.
- ✓ POLYVALENT CONSULTANCY, TECHNICAL ASSISTANCE FOR PUBLIC AND PRIVATE SECTORS PERFORMANCE AND REFORM.
- ✓ EXPERTIZE TO EMPOWER PEACE, DEMOCRACY, GENDER, HUMAN RIGHTS, EDUCATION, DEVELOPMENT, AND EMPLOYMENT.
- ✓ POLYVALENT TECHNICAL ASSISTANCE TO NGO' PROJECTS AND QUALIFIED CONTRIBUTION TO THINK TANKS LOCAL STUDIES.

COUNCIL, STUDIES AND TRAINING CONSULTING EXPERTISE (ARABIC, FRENCH AND ENGLISH):

- ⇒ COUNCIL AND ASSISTANCE OF NATIONAL PUBLIC STRATEGIES OR REGIONAL POLICIES IMPLEMENTATION.
- ⇒ STUDIES, CONSULTING, TECHNICAL, CULTURAL OR STRATEGIC ASSISTANCE OF PUBLIC OR PRIVATE SECTORS.
- ⇒ COMMUNICATION, ICT, PRESS, MEDIA, PUBLIC, INSTITUTIONAL, INTERCULTURAL INTERNATIONAL RELATIONS.
- ⇒ CRISIS COMMUNICATION, CONFLICT RESOLUTION CONCERTATION AND POSITIVE DIALOGUE FACILITATION.
- ⇒ INTERNATIONAL RELATIONS, COOPERATION, NEGOTIATION, MEDIATION, BUSINESS PARTNERSHIP FACILITY.

EXPERIENCE IN ENGINEERING, AUDITING AND EVALUATING IMPACT OF PUBLIC POLICIES:

- ⇒ SUSTAINABLE DEVELOPMENT IMPLEMENTATION, DECENT EMPLOYMENT, INTEGRATION OF THE INFORMAL SECTOR.
- ⇒ EDUCATION, TRAINING, EMPLOYMENT, QUALIFICATION, INSERTION, SELF-EMPLOYMENT, TERRITORIAL ENTREPRENEURSHIP.
- ⇒ HUMAN, ECONOMIC AND SOCIAL DEVELOPMENT, GENDER PROMOTION, POVERTY AND EXCLUSION REDUCTION, SOLIDARITY.
- ⇒ REGIONAL GOVERNANCE, TERRITORIAL MARKETING, REGIONAL DEVELOPMENT, INVESTMENT AND EMPLOYMENT FACILITATION.
- ⇒ IMMIGRATION, INTEGRATION, DIVERSITY MANAGEMENT, MIGRANTS SECURITY AND HUMAN RIGHTS WATCH FOR SAFE MOBILITY.
- ⇒ COUNTERING VIOLENT EXTREMISM, CULTURAL TOLERANCE, RELIGIOUS MODERATION, DERADICALIZATION AND REINTEGRATION.

UNIVERSITY STUDIES:

	Year
□ University Education: Morocco, France, Belgium. Human, Social & Political studies	
□ University of Rabat Morocco. MA Culture & Development, Social Change and Communication.	2001
□ University of Montpellier 1 France. Doctoral Studies on International and Regional Relations.	1993
□ University of Montpellier 1 France. MBA , Public Law and Local Administration Governance.	1991
□ University of Paris 8 France. MA American & English Studies focusing on work innovations.	1988
□ University Aix Marseille France. MA English studies on education theories in Europe & USA.	1987
□ University of Montpellier 3 France. BA American Studies, American Revolution Studies.	1986
□ High State Institute of Translation and Interpretation in Brussels language training.	1981

PRESS AND MEDIAS:

2014: Representative in Morocco of the French political review <http://revuepolitique.com> edited in Paris since 1894
2013: Editor-in-chief Maghreb and Africa of a review of Presidency Key Brief edited in French and in English
2012: Editor for specialized press of a variety of special reports on Africa regarding investment, development, cooperation, insurance.
2009: Communication and partnership Director for the Arab Community radio in Brussels. <http://almanar.be>
2000: Press writer in French and in Arabic for several Moroccan newspapers dealing with political, social and economic actuality.

INTERNATIONAL RELATIONS:

- Proposal to the French Presidency of a geopolitical and strategic analysis for the goals of the Mediterranean Union.
- Production of a report on the geopolitical and strategic analysis of the "Arab Spring" political and democratic challenges.
- Study on the changes and challenges of immigration and integration and the radicalization drifts among naturalized youth.
- Seminarist at the Forum of Political and Economic Liberty in the Arab World based in Rabat <http://arab-csr.org/>
- Expert partner of the European Superior Lobbying Institute in Paris and Brussels <http://lobbying-europe.com>
- Facilitating negotiations and mediation of business relationships and joint internationalization partnerships.

PUBLIC, PRIVATE LOCAL AND INTERNATIONAL EXPERIENCES:

Since **2012**: Founder of PRODEVCOM consulting services. Several missions of advisory and technical, media and strategic assistance of public and private sectors in management, communication, organization and training.

11/2021 - 12/2021: Expert senior consultant development of technical offers for CREATIVE GROUP in Rabat:

- ⇒ Elaboration of the concept of territorial marketing and decentralized cooperation of the Drâa Tafilalet Region.
- ⇒ Development of the coaching concept for the directors and executives of the Caisse de Dépôts et de Gestion in Rabat.
- ⇒ Implementation of the proposal for the modernization and dematerialization of the Ministry of Energy Transition.
- ⇒ Realization of the technical offer of the AOP C4 laboratory of the Energy Transition and Climate Change.
- ⇒ Proposal for the updating of the technical offer of support and assistance of the Al Barid Bank headquarters in Rabat.

10/2020 - 06/2021: Expert editor in Institutional, Editorial, Event and Digital Communication (EU Project):

- ⇒ Technical assistance in Morocco support programs for more than 300 association projects in the regions of Tangier Tetouan Al Hoceima, Oriental, Casablanca Settat and Souss Massa. Development of leaflets, newsletters and mapping content.

10/2020 - 12/2020: Expert Communication Marketing Export for the mastery of import and export techniques in Morocco.

- ⇒ Development of the content of the digital export platform (Diagnosis, Intelligence, Monitoring, Product, Marketing, Customs...)
- ⇒ Translation into English of the 15 thematic export materials and proposal of multilingual e-Export digital solutions.

02/2019 - 07/2019: Senior Expert in Institutional, Editorial, Event and Digital Communication (SOFRECO France Rabat).

Technical assistance to Morocco of the AGRI 2 project to support subsistence agriculture in 4 regions in the South and East of Morocco. <https://destat-maroc.com/siteagri2/>. And development and promotion of new agricultural statistics tools (Destat). Communication on the realization of the National Agricultural Register and for the Calculation of the Costs of Agricultural Production.

07/2018 - 07/2019: Expert Partner in Institutional, Editorial, Event and Digital Communication (PRECOM Morocco).

- ⇒ Elaboration and translation of the Accompanying Magazine, and supervision of the delegations of the 60th Congress of Journalists and Writers of Tourism in Marrakech 360 journalists from 36 countries from 28 /11 to 3/12/2018.
- ⇒ Institutional and commercial promotion of the new 2019 edition of the Guide for Moroccans Living Abroad.
- ⇒ Proposals for a global communication strategy for two professional confederations in Casablanca and Marrakech.
- ⇒ Animation of the Media Impact Days of Fez and Meknes to promote ecological and cultural tourism in Fez-Meknes region.

03/2016 - 03/2017: Expert Partner in Institutional, Editorial, Event and Digital Communication (HJK Groupe Maroc).

- ⇒ Contribution to the French-English edition and translation of the Export Trombinoscope, i.e. 16 booklets for 16 export sectors.
- ⇒ Design of territorial and regional marketing guides for the promotion of investment in the 12 regions of Morocco.
- ⇒ Participation in the implementation of various communication projects on culture, environment, development and energy.

10/2017 - 12/2017: Expert consultant for a study on violent extremism in Morocco. (COFFEY England Rabat).

- ⇒ Study and proposals on the prevention and treatment of violent extremism in Morocco and the assistance to families, the measures of social reintegration and economic reintegration of repentant extremists wishing to redeem themselves.
- ⇒ Analytical review of the initiatives of the Ministry of Justice and the Directorate of Prisons to Rehabilitate of Former Prisoners.

07/2015 - 09/2016: Expert project manager of the study on self-employment at the Economic and Social Council (Rabat).

- ⇒ Study and evaluation of public policies on youth employment and entrepreneurship and new avenues of youth entrepreneurship.
- ⇒ Diagnosis and analysis of the informal sector and the challenges of qualification and integration into the formal economy.

⇒ Study of Law 114-13 of the auto-entrepreneur and the modalities of its application and success in social economy or innovation.

09/2012 - 04/2014: Expert consultant for the technical assistance of studies in various public administrations (SIS Morocco).

- ⇒ Participation in various technical studies on human, economic, social and territorial development and employment strategies.
- ⇒ Realization of study reports on impact assessment missions and communication or audit of public policies in Morocco.
- ⇒ Ministries of the Interior, Social Development, Energy and Mines, Social Economy, Handicrafts, Transport and Agriculture.

06/2006 - 06/2012: Consultant and trainer in communication, governance, international relations (France – Morocco).

- ⇒ Various international consulting missions in facilitation of business relations, mediation and negotiation Europe and Arab world.
- ⇒ Director of marketing communication and commercial and event promotion of the ICM GLOBALNET telecom group in Geneva.
- ⇒ Euro-Mediterranean Public Relations Consultant in Euralia, a specialist in institutional and European relations in Brussels.
- ⇒ Animation of training seminars in schools or companies in communication, international relations and expansion.

09/2000 - 06/2005: Ministerial Adviser on Communication, Public Relations, International and Press (Government of Morocco).

- ⇒ 2000: Communication adviser to the Minister of State for Employment, Vocational Training and Development.
- ⇒ 2003: Communication Advisor to the Minister of Affairs and Cooperation Delegated to Moroccans Residing Abroad.
- ⇒ 2005: Communication advisor to the Minister of Social Development, Family, Disabled and Solidarity.

06/1994 - 06/2000: Consultant in communication and international relations (France – Morocco – Gulf countries).

- ⇒ Various consulting and support missions for European companies on the Maghreb, Middle East and Gulf markets.
- ⇒ Europe Director of Qatar Expo group in Doha and Emirates Exhibition Center in Abu Dhabi for international business mediation.
- ⇒ Communication and international development consultant for IMS Groups Relocate Paris, Capefor Lyon and Intersearch Toulouse.
- ⇒ Communication and development Director of DEHAN SA printing, publishing and advertising, lithography Montpellier in 1843.

CONGRESS, FORUMS AND SEMINARS ANIMATION:

- 01.06.2017 Lecturer of the Master 2 seminar "Immigration and Communication" at the Institute of Journalism "ISIC" in Rabat.
- 26.04.2017 Participation in the Ministry of Foreign Affairs and International Cooperation at the 61th Diplomacy Day
- 22.04.2017 Participation in Kénitra at the international symposium on "What Public Policies to Boost Entrepreneurship" In Morocco? "In partnership with Ibn Tofail University, Atlas Network, Hans Seidel Foundation and Liberty Forum
- 25.02.2017 Moderator in Tangier of the study day on "Structures of Support to Entrepreneurship" in partnership with the German Hans Seidel Foundation and the Think Tank of the Arab Forum of Liberal Thinking in Rabat
- 03.12.2016 Animation of the 11 Forum of Economic Liberty in the Arab world organized by Fraiser Institute and FNF.
- 31.05.2016 Participation to the workshop organized by the US AID to revitalize the employment ecosystem in Casablanca.
- 24.05.2016 Participation in the EFE training workshop to support the new laureates on the job market.
- 05.05.2016 Speaker on the theme of Entrepreneurship and Innovation at ENSAM School of Engineering in Casablanca.
- 16.04.2016 Animation round table on the integration of the informal building and housing sector at the Movenpick in Tangier.
- 22.12.2015 Speaker of the forum of lawyers on the advanced regionalization and territorial marketing of Casablanca.
- 24.05.2012 Presentation of a seminar on corporate social and environmental responsibility in Marrakech.
- 01.10.2013 Participation in the 4th World Congress of Leaders of Cities and Regions from 1 to 1 in Rabat.
- 27.09.2013 Moderator of the 10 edition of the Mobadara Forum for the creation of the company and in Tangier.
- 23.03.2013 Participant at the World Global Growth Conference of Amadeus from 22 to the Rabat.
- 22.10.2012 Moderator at the 5th Annual Conference of Organizations against Corruption in Marrakech.
- 24.10.2012 Moderator at the United Nations Conference against Corruption in Marrakesh.

PROFESSIONAL AND RELATIONAL ASSETS:

- International polyvalent expert providing high quality technical or strategic help for public or private sectors.
- Former minister adviser for communication and public policies implementation promotion and evaluation.
- High level consulting or managing missions to introduce the best practices in public or private sectors.
- 27 years' experience in communications, relations, business management, negotiation and mediation.
- Studies and technical assistance for public and private cooperation for sustainable development projects.
- Political, economic, social, diplomatic or strategic studies, regional and international challenges analysis.

COMMUNICATION, WRITING AND NEGOTIATION SKILLS IN ARABIC, FRENCH AND IN ENGLISH:

- Initiative, proposal, persuasion, analysis and synthesis.
- Top organizational, coaching and motivational skills.
- Ability to implement fixed orientations and guidelines.
- Contribution to the efficiency and coherence of public action.
- Strategic vision and dynamic visibility of practical objectives.
- Management of diversity for efficient team work success.
- Fluent polyvalent writing and translating Arabic French skills
- Intelligence to collect and survey relevant documents for studies.
- General culture to base analysis of public and sectorial policies.
- Capacities for socio-economic, geopolitical or prospective analysis.
- Listening skills, tolerance, moderation, dialogue and persuasion.

INTERNATIONAL BUSINESS FACILITATION AND MEDIATION SKILLS:

- In depth understanding of regional and international cooperation relations and challenges.
- Euro-Mediterranean and African intercultural understanding for cooperation facilitation.
- Qualified assistance to meet key VIP partners and achieve business in the Arab World.
- Strategic thinking, problem solving, results orientation and relationship management.
- Leadership empowerment, performance development, business strategy fulfillment.
- Ability to provide quality advice and relevant guidance for either public or private sectors.
- Communication, public relations, intercultural management to achieve successful outcomes.
- Strong Arabic, French and English spoken written communication and translation skills.
- Capacity to conduct successful business negotiation and implement partnership deals.
- Business intelligence studies and investigation to master international market competition.

LATEST ACHIEVED REPORTS AND STUDIES:

- Implemented the information of the Moroccan export public promotion plateformes in Rabat.
- Developed a new network to help European African partnership for sustainable development.
- Created touristic and cultural media events and congresses in Marrakech, Fez and Meknes.
- Communicated on the European programs to develop the Moroccan agricultural strategies.
- Scoping counter violent extremism policies in Morocco and provide adequate help to families.
- Geopolitical, social and economic mutations of the Euro-Mediterranean global cooperation.
- Strategic orientations for boosting employment, integration and youth entrepreneurship.
- Challenges and opportunities for the emergence of a new development model for Morocco.
- Socio-cultural and behavioral approach to the effective and coordinated fight against corruption.
- Territorial marketing of regional opportunities for investment, employment and development.
- Crisis communication, concerted management and resolution of the demands of the populations.
- Analysis of the geopolitical impact of the Arab Spring and the democratic and economic challenges.
- Integration of the informal economic sector and regionalization of economic and industrial policies.

PROFESSIONAL POLYVALENT ASSETS:

- Collaborated with European public relations cabinets and lobbying institutions in France and in Belgium.
- Accomplished consulting missions for public sector change implementation, reform and modernization.
- Promoted public private partnership for sustainable development and responsible investments.
- Conducted business negotiation, intercultural management to facilitate international cooperation.
- Participated as a principal communication expert to the European Union development projects.
- Elaborated technical and strategic studies to better governance of public policies and services.
- Conceived and animated various professional training sessions and seminars in Arabic and in French.
- Organized and promoted international fairs and exhibitions in France, Golf countries and in Morocco.