

Program Spring School

**Practical Wisdom and Sustainable Business
Towards a Subsidiary Governance Structure**

Date: Wednesday, the 26th to Thursday, the 27th of March 2014

Location: Al Akhawayn Executive Education Center – Technopark, Casablanca

Conference language: English

First Day

Wednesday March 26, 2014

7:00 pm
Rabat,
Hôtel La Tour Hassan

Dinner Talk: *Perspectives for the creation of a Center for Practical Wisdom and Management at Al-Akhawayn University*

Apéritif/Cocktail

Welcome and Introduction:

Dr. Helmut Reifeld (KAS)

Prof. Dr. Wafa El Garah (AUI)

Prof. Dr. André Habisch (KU)

A CENTER OF PRACTICAL WISDOM IN MOROCCO: PERSPECTIVES, NEEDS AND BENEFITS
Ahmed Taoufiq, Minister for Habous and Religious Affairs (tbc)

Dinner

Participants:

Dr. Michael Witter, Ambassador of the Federal Republic of Germany

Nizar Baraka, President of the Conseil Economique, Social et Environnemental (CESE)

Dr. Günther Beckstein, Former Prime Minister of the Free State of Bavaria

Dr. Rainer Hermann, Editorial journalist, Frankfurter Allgemeine Zeitung

Marco Wiedemann, Head of the German Chamber of Commerce and Industry (AHK), Casablanca

Frank Gotthardt, Merck KGaA, Head of Public Affairs

German investors in Morocco

CGEM and industry professionals

Second Day

Thursday March 27, 2014

Casablanca, Technopark

9:00 am

Welcome Address:

Prof. Dr. Wafa El Garah, Dean of the School of Business Administration at Al Akhawayn University

Dr. Helmut Reifeld, Representative of the Konrad Adenauer Foundation Morocco

9:30 am

Key Note Speeches:

BUSINESS VALUES IN THE CONTEXT OF SOCIAL MARKET ECONOMY

Dr. Günther Beckstein, Former Prime Minister of the Free State of Bavaria

THE SOCIAL ROLE OF ENTERPRISES IN GERMANY AND THE ARAB WORLD

Dr. Rainer Hermann, Editorial Journalist, Frankfurter Allgemeine Zeitung:

10:30 am

Coffee Break

11:00 am

Panel: *Value-based Management in Education and Practice*

Statement: *BUSINESS VALUES AS THE KEY TO SUCCESS*

Abdelkerim Guergachi, President AGEF; Director of Human Resources, BMCI Groupe BNP Paribas

Discussion: *Prof. Dr. Wafa El Garah* (AUI), *Prof. Dr. André Habisch* (KU), *Prof. Dr. Soumaya Ben Letaifa* (MSB), *Abdelkerim Guergachi*, President AGEF; Director of Human Resources, BMCI Groupe BNP Paribas

Moderation: *Claudius Bachmann* (KU)

1:00 pm – 3 pm

Lunch

3:00 pm

Panel: *Practical Wisdom in Business and Society*

Statement: *SOCIAL MARKET ECONOMY AND CORPORATE SOCIAL ENGAGEMENT*

Frank Gotthardt, Merck KGaA, Head of Public Affairs

Statement: *CHALLENGES AND CHANCES OF MOROCCAN-GERMAN COOPERATION IN BUSINESS*

Marco Wiedemann, Head of the AHK Casablanca

Moderation: *Prof. Dr. André Habisch* (KU)

4:30 pm

Coffee Break

5:00 pm

Workshop on Practical Wisdom with Industry Professionals

Moderation: *Prof. Dr. Wafa El Garah* (AUI)

7:00 pm

End of the Official Program