

Under the high Patronage of His Majesty, King Mohammed VI, my Allah assist him



KINGDOM OF MOROCCO
Ministry of Tourism, Air Transport, Handicrafts,
and Social Economy



Program



Tuesday 24 Th October 2023 | Fez Marriott Hotel

09h30 – 10h00

Welcome and registration

10h00 – 11h30

Official speeches

- ▶ President of the CCIS of Fez-Meknes ;
- ▶ President of ASCAME ;
- ▶ Minister of Tourism, Craft Trades and the Social and Solidarity Economy ;
- ▶ Minister of youth culture and communication ;
- ▶ Mr. President of the Fez Meknès Region Council;
- ▶ President of the Euro-Mediterranean University of Fez ;
- ▶ CEO of the Moroccan tourism engineering society;
- ▶ President of the National Confederation of tourism ;
- ▶ Signing of agreements

11h30 – 13h00

Workshop I :

« Tourism investment and the attractiveness of the Mediterranean Basin »

13h30 – 15h00

Lunch

15h30 – 17h30

Workshop II :

« Mediterranean Cultural Heritage: Intangible assets and the need to diversify the offer »

20h00

Gala dinner – Prize-giving ceremony for the hackathon organised in partnership with UEMF and RIC Fez – Meknes

Wednesday 25 Th October 2023 | Fez Marriott Hotel

09h30 – 11h00

Workshop III :

« Nature tourism and sport: development potential and methods »

Parallel event

Partner event: organised by UEMF

« Fez and the Mediterranean space »

11h30 – 13h00

Workshop IV :

« Innovation and Digitalisation: Boosting of the Tourism Development »

13h00 – 13h30

Closing of the forum

13h30 – 15h00

Lunch

16 h 00

Sightseeing tour of the old medina of Fez.

Historical monuments – School of Architecture exhibition at UEMF

Thursday 26 Th October 2023 | Sightseeing tours

Sightseeing in the Fez Meknes Region: Volubilis, Vichy spa resort

Tourist programme: Adventure in Ifrane



Academic Partner:



Media Partner:



event link :



www.ccisfm.ma/meditour2023