

CASA **B**LANCA Business Summer Program

July 11th - July 24th, 2016

Join Casablanca Business Summer Program
and Live an Unforgettable Experience

Program Seminars | Cultural Tours | Company Visits

Why Morocco & Africa ? Economic Growth | Business Environment | Market Opportunities





CASABLANCA Business Summer Program



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Casablanca Business Summer Program

► Casablanca Business Summer Program is an international learning program which is open to international students from all over the world. This program prepares students to future international business success, with a focus on emerging economies. It aims at appreciating business opportunities in the African region



Learning Objectives

Reinforce your global perspective and knowledge about African contexts by:

- Exploring business opportunities in the African market (economic growth, market demand, key sectors, local competition, etc.) and how Morocco is the best gateway to do it.
- Appreciating the resources and models to explore and seize business opportunities in the international environment (Morocco as an emerging African country).
- Discovering the characteristics of the local environment (economic, social, cultural, political and legal dimensions).
- Experiencing the interaction with an African culture and discovering Moroccan values.

Participants Profile

Undergraduate and Graduate students

Duration & Credits

ESCA Summer Program is a 2-week program.

This program equals 6 ECTS Credits or 3 US Credits.

Learning Activities

- Seminars taught in English
- Cultural events : City tours, gala dinners, trip to Marrakech, etc.
- Corporate visits : Local champion companies, African leaders, handicraft industry, etc.
- Conferences and workshops with Industry and Government Guest speakers.

Academic Requirements

- Attendance at all lectures, workshops, cultural and corporate visits.
- Proactive participation in the debates over cross-cultural issues facing international business corporations.

WELCOME TO ESCA
Ecole de Management

#1st Business School in Morocco & French-speaking Africa

www.esca.ma



Founded in 1992 in the heart of Casablanca, Morocco's largest city, financial hub and economic capital, ESCA Ecole de Management positions itself as a reference in education in North Africa and in the Mediterranean region in the fields of education and training in management.

ESCA Ecole de de Management offers advanced master degrees as well as executive training to students and professionals in different managerial domains, with the ambition to educate a new generation of high potential managers in Africa and emerging countries.

The School is ranked Number 1 among universities and business schools in Morocco and French-speaking countries in Africa for the fourth year in row by Jeune Afrique. These rankings bear witness to the high quality of faculty and research, the quality of its programs as well as the school's international dimension and relationship with the business community.

Pro

July 11th
to July 24th, 2016

gram

Seminars

Module #1 : Cross-Cultural Management (11h) **Module #2 :** Geopolitics in Morocco & Africa (11h) **Module #3 :** Innovation & Entrepreneurship in Africa (20h)

- Intercultural Management
- Moroccan Studies
- Intercultural Communication
- Doing Business in Morocco
- Morocco as a Hub for Africa
- Cross-border business relations : North-South / South-South
- Innovation Entrepreneurship
- Innovation Management
- Entrepreneurship in Emerging Economies
- Innovative Business Models in Africa

Cultural Tours

- Casablanca City's Overview :The multiple Faces of Casablanca City
- Marrakech Overview : Discovering the Medina
- Visiting the famous place of Jamaa El Fna in Marrakech

Company Visits *(suggestions)*

	SECTOR	WEBSITE
Lesieur Cristal	Food Industry	www.lesieur-cristal.ma
Trio Group	Food Industry	www.triogroup.ma
Matis Aerospace - Safran	Aeronautics	www.safran-group.com
ST MicroElectronics	Electronics	www.st.com/web/en/home.html
Imperial Tobacco	Tobacco	www.altadis-maroc.ma
Sothema	Pharmaceuticals	www.sothema.com
Nexans	Cabling	www.nexans.ma
CasaNearShore	Offshoring	www.casanearshore.com/en/
HPS	Payment Solutions	www.hps-worldwide.com/
IBM	Hard/Software	www.ibm.com/ma
Cartier Saâda	Agrifood	www.conserverie-cartier.com
Bourse de Casablanca	Stock Exchange	www.casablanca-bourse.com
Sanofi	Pharmaceuticals	www.sanofi.ma
Complex of Sidi Chanem	Handicrafts	www.sidighanem.net



Small working groups allow an intensive increase of knowledge and offer a unique opportunity for discussions. Students at ESCA also have the chance to profit from professors with international backgrounds. They are brilliant role models, sharing their experiences in various fields of expertise.

Carina HAUSLADEN
Student from Augsburg University
(Germany)

Testimonials

After informing myself about ESCA, their supply of international courses and excellent reputation in the African continent, I decided that this university would be my first priority. The Business School sets its sights on the education of future managers and the improvement of performance in the growing Moroccan economy. I am persuaded of having the acquirements and business skills to be a part of the future-oriented aims of the ESCA.

Seher CAM NIHAL
Student from Augsburg University
(Germany)

My first impression of the university was that it was a little bit reserved, because of its size, but after going through the courses and meeting the very friendly and helpful students and staff, I discovered how full of depth the environment is, providing a wide range of courses in management as well as subject matter to understand and make life in Morocco easier and more fruitful. ESCA also has a very flexible curriculum that gives exchange students more than enough opportunity to explore the beautiful country of Morocco.

Muhammad SYAFI BIN SALIM
Student from SMU
Singapore Management University

ESCA is a school filled with kind-hearted and dedicated individuals. As an exchange student I have felt welcomed from the start by all staff and students. The student body at ESCA are like a family bonded by passion for education and personal development. It is safe to say the community at ESCA is built on the foundation of acceptance and equality for all. Along with the wide range of resources available to students, the level of education and instruction has surpassed my expectations and overwhelmed my information receptors. I am privileged to have the opportunity and experience of studying at this fine educational establishment. ESCA, and the team that composes it, have made my experience in Morocco unforgettable.

Andres Joseph
Student from University of Victoria (Canada)

Why Morocco & Africa ?

► Morocco provides a convenient environment to host students from all over the world. The kingdom was ranked among the most attractive countries on the African continent, ranked 71th out of 189 countries in the World Bank 'Doing Business 2015' ranking.

The national economy's degree of openness rose from 51 % in 2000 to 64.8% in 2011. Morocco recorded a 60.5% openness ratio on average over the 2006-2011 period, a figure higher than those of several emerging countries, such as Egypt (39.5%), India (36.6%), Argentina (35.8%), and Turkey (43.6%).

This can be accounted for by the deployment of several pro-active actions to improve the general business atmosphere thanks to:

- **A long political stability** thanks to a true democratic transition period that has given, over the last years, a prime role to political parties and civil society, both in public life and in the elaboration and application of laws.
- **A strong macro-economic stability and resilience** with an average growth rate of 4.7% over the period 2001-2013, a maintained inflation below 2%, and household consumption growth by an average 7% per year between 2004 and 2013.

- **An extensive market close by** (Free Trade agreements in force with some 55 countries that open up a market of 1 billion consumers and 60% of world GDP).

- **A high degree of competitiveness** in terms of costs (low wages, transport costs and low tax rates)

- **A set of mechanisms to increase competition and transparency** (law on competition and free pricing, law on economic interest groups, law on industrial and intellectual property, simplified administrative procedures, etc.).

- **Better infrastructures** (some 38 harbours, 24 airports and a highway network of over 1,400 km/870 miles, three global telecom operators with 16 million users and 129 mobile penetration in 2013).



Casablanca offers the perfect mix of economic activities, cosmopolitan energy and sea-side environment.



TANGER Med
The New Generation Harbour

► Such efforts give prime importance to Casablanca as an international financial center, the major industrial pole in the region, and as an economic hub for the African context. In fact, it offers an excellent gateway to Africa, which represents the world's most promising market, thanks to :

- **The emergence of a mass consumer society** : 90 million African households had joined the world's consuming classes by 2011, a third of population as middle class today, and 128 million African households with discretionary income and 1.4 trillion US dollars as Africa's consumer spending in 2020,
- **The most rapidly GDP annual growth**, which is rising by more than 5% per year between 2000 and 2008, compared to 4% globally. Six of the ten fastest-growing countries in the world are African and Sub-

Saharan countries representing the second fastest-growing region after the Asian one. Also, 1.6 trillion US dollars Africa collective GDP in 2008 (near to Brazil's or Russia's) and 2.6 trillion dollars in 2020.

- **A young and rapid growing workforce** : 122 million more workers, more than in other region by 2020, 1 in 5 of the planet's young people will be African by 2040, 1.1 billion as number of Africans of working age in 2040 and the largest continent's labor force in the world by 2035.

- **Important natural resources** : 10 % of world's reserves of oil, 40 % of world's reserves of gold, 80 % of the platinum group metals and 60% Africa's share of the world's total amount of uncultivated, arable land.

- **The development of the African contenders** : Since 1998, the revenues of the 500 largest African companies, excluding the banking sector, have grown by 8,3 % annually. The 40 African challengers range in size from \$350 million to 80 billion in annual sales and 20 African companies have revenues of at least \$3 billion.



About Casablanca & Marrakech

The city of Casablanca offers a fertile environment for the implementation of such a Summer Program.

Casablanca is the economic capital and the largest city of Morocco and the most promising financial hub in the region through the Casablanca Finance City project. Casablanca is also the most important and prominent cities in Africa both economically and demographically.

In this respect, 55 % of all production units in the country and almost 60 % of its industrial manpower are to be found in the Casablanca metropolitan area.

This hegemony is felt even more when one considers activities that serve or support this industrial environment. Indeed, Casablanca employs 39 % of the active population in the country.

In addition, the city of Casablanca is viewed as a cosmopolitan town and an economic hub linking three continents: Europe, North America and Africa.

55 % of the country's external trade transits through the ports of Casablanca and Mohammedia.

It is evident to say that Casablanca is the city of inspiration where you can recognize the cultural diversity, natural attractions and almost all colors of Africa can be found.

Casablanca is a combination of modernity and tradition through which you will discover different ways of living. The modern portion of Casablanca is more open to western which reflects the way people treated and dressed. Otherwise the tradition portion is related to our Moroccan culture such as, traditional clothes and manners.

Casablanca This vibrant city opens a window over Modern Morocco, hosting company headquarters and the biggest concentration of industries on a seaside recreational environment.



The old Medina in the center of Marrakech is a maze of souks, alleyways and squares where local artists, designers and entrepreneurs are collaborating to offer unique handcrafted items that reflect their culture - past and present.

The "Red City" of Marrakesh is a magical place, brimming with markets, gardens, palaces and mosques.

A magical City called "Red City" that combines modernity and tradition through its colors and smells, places and landmarks, Marrakech mixes Islamic art work with souks which are considered as the largest in Morocco and famed throughout the world as one of the most exotic places in the world. The famous place of Jemaa el-Fna is one of the main cultural spaces in Marrakech, the right place where you can feel the diversity and the exchange of cultures. It symbolizes a unique concentration of popular Moroccan cultural traditions performed through musical, religious and artistic expressions.

It is clear to say that Marrakech is a mesmerizing city which allures many visitors to visit this inspiring city and discover all the historical places. This unique city attracts many visitors all around the world to explore the originality and the mystery of this city.



Jemaa el Fna Square is UNESCO's first world heritage site for oral tradition.



Transportation

• Flying to Casablanca

You may choose to fly to Casablanca by different companies (Royal Air Maroc, Easyjet, RyanAir, Air Arabia, etc.).

After landing you can take:

- The train to Casablanca

The railway station is directly connected to terminal 1 of the International Mohamed V airport of Casablanca.

A one-way ticket costs : 40 Dh/ around 3,5 € and 5\$

- The taxi to Casablanca costs around 35 \$

• How to move in Casablanca ?

In Casablanca, there are plenty means of transport. You can choose one of them depending on your destination, time and budget.

- Tramway is the most popular and comfortable transport. Its frequency is one tramway each 12 min (7 Dh/ 0,84\$).
- Bus : one ticket costs 4.5 Dh /0.53 \$
- Trains : Trains allow a connexion to all the main towns but do not cover the whole country. It is run by the ONCF (Office National des Chemins de Fer, National Railway Office). It is fast and cheap. With the ONCF Company you can take a long or short journey. You will find the time tables on : www.oncf.ma
 - Local taxi: Local taxis of Casablanca are small red cars which travel around the city and are fairly cheap. They will take up to 3 passengers. They can only travel within the city limits. The rate is starting from 7.5 dh (0,9 \$) and according to the mileage, the price will increase. After 8 pm a 50% surcharge is added.

Accommodation

- Participants can be assisted to find a suitable housing close to ESCA Ecole de Management.
- A private student residence "LOGES ETUDES" (single rooms) located 20 minutes from the school by tram.
- The residence is close to a tram station and also close to ESCA

Practical Details

Visa

Depending on your home country, you could need a visa or not.

You can find here the link to a list of countries which are exempt from visa : www.esca.ma/en/international/practical_details

If your country is not on this list, then you should apply for a visa from the Moroccan consulate in your country and present these documents:

- Application form duly filled
- Identity card or stay card
- Valid passport
- 3 identity photos
- Acceptance letter



The period of stay in Morocco for foreigners who are exempted from visa is limited to 3 months. You need to extend your stay on the Moroccan territory at least 10 days before the expiration of the 3 months. You have to request for an authorization from the General Office of National Security.

Besides, The Moroccan embassy for each country provides more information about visa requirement. Should a visa be necessary, it will be delivered on proof of your official letter of acceptance issued by ESCA Ecole de Management following your registration.



Farewell Dinner for International Students
*more than 20 nationalities
 in company of Dean Thami Ghorfi*

Application & Fees

Included :

- Tuition fees
- Company visits
- Cultural visits
- Library access
- Wireless access
- Welcome and Farewell dinner
- Accommodation in a hotel
for 3 nights + breakfast in Marrakech

Not Included :

- Accommodation in Casablanca
- Personal meals
- Personal expenses
- Insurance, visa
- Airport pick up
- Optional activities (Terres d'Amanar team building session in Marrakech)

Fees

	FEES
Students from Partner Universities	950 €
Students from Other Universities	1300 €

How to Apply ?

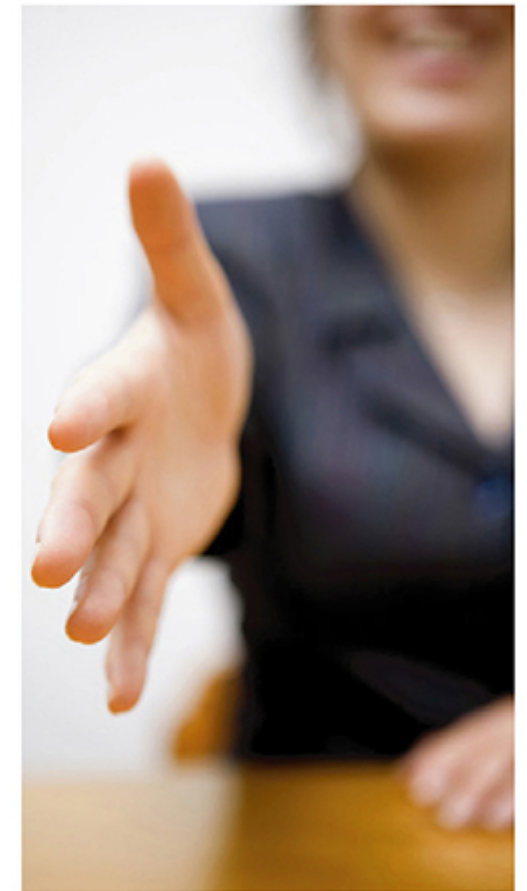
If you are interested in applying to this program, please fill in the online application form (www.esca.ma/en/international/study_at_esca_management_school)

and complete with the appropriate documents:

- Your resume
- Cover letter
- Copy of passport
- An advance payment of 25% is required

Application Deadline : April 15, 2016

Contact : lassabbab@esca.ma





CASA BLANCA Business Summer Program

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