

19 NOVEMBER 2025 MARRIOTT HOTEL, CASABLANCA	
13h00-15h00 GMT +1 (120min)	ARRIVAL REGISTRATION SPEED NETWORKING
15h00 GMT +1 (20min) Opening Remarks	OFFICIAL OPENING <ul style="list-style-type: none"> • Mr. Murray ANDERSON, Managing Director, API Events • Mr. Faiçal TADLAOUI, CEO, Radio Factory (Master of Ceremonies) WELCOME ADDRESS <ul style="list-style-type: none"> • Imad BARRAKAD, CEO, SMIT Morocco
15h20 GMT +1 (20min) Presentation (ENG)	THE MOROCCO OPPORTUNITY: Unpacking the key drivers of Infrastructure, capital markets, mega events and Africa's biggest tourist market make Morocco one of the world's top investor markets. <p>Presented by: Ewan CAMERON, Director, Westmont</p>
15h40 GMT +1 (30min) One-on-One Interview (FRE)	THE ROLE OF HOSPITALITY BRANDS AND LEADERSHIP IN DELIVERING MEGA EVENTS & THE FIFA WORLD CUP: EXPERIENCES FROM THE FRONTLINES <p>Facilitator: Faiçal TADLAOUI, CEO, Radio Factory</p> <p>In conversation with:</p> <ul style="list-style-type: none"> • Xavier GRANGE, Chief Development Officer, Accor
16h10 GMT +1 (20min) Presentation (ENG)	THE ROLE OF F&B IN HOTELS, MIXED-USE DEVELOPMENTS & MEGA EVENTS. <p>Presented by: Daniel MORGAN, Managing Partner, TGP International</p>
16h30 GMT +1 (30min)	NETWORKING BREAK
17h00 GMT +1 (15min) Presentation (FRE)	MOROCCO: A GLOBAL VIEW & OVERVIEW: INVESTMENT VOLUMES, UPTAKE AND MORE – HOW DOES MOROCCO STACK UP VS. GLOBAL PEERS? <p>Presented by: Sylvain FLORIAN, Account Director, France & Benelux, STR</p>
17h15 GMT +1 (45min) Panel Discussion (ENG)	THE GLOBAL INVESTOR AND C-SUITE VIEW ON HOTEL INVESTMENT & DEVELOPMENT IN AFRICA: Why Morocco? Why the country continues to outperform regional markets and how can offshore investors tap and how to increase new revenue from F & B, and more. <p>Moderator: Hamid SIDINE, CEO, SBG Hospitality</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Hamza FAROOQUI, Founder, Millat Investments • Ram LOKAN, Partner, Kasada Capital Management • Michael ALDRIDGE, CEO, KOFISI Africa • Neil GEORGE, Partner & Co-CEO, Aleph Hospitality
18h00 GMT +1 (20min) Presentation (ENG)	THE VALUE OF GREEN SUSTAINABILITY FOR DEVELOPERS & HOTELIERS GLOBALLY – Green is Good Business. <p>Presented By: Kushinga KAMBARAMI, Green & Resilient Built Environment Lead for Africa, IFC, World Bank Group</p>
18h20 GMT +1 (15min) Presentation (FRE)	A CAREER FOR LIFE: Creating viable careers through EFE Morocco in Tourism and Hospitality for future generations with EFE Maroc. <p>In conversation with:</p> <ul style="list-style-type: none"> • Laila SLASSI, President • Laila EL AMRANI, CFO • Alaa-Eddine KHALDI, Partnerships & Programme Development Manager • Chaimaa ZAHER, Partnerships Manager • Fatima Zahra ZERKTOUNI, Programme Manager • Amine ROSSAFI, Executive Director: EFE MAROC Academy
18h35 GMT +1 (5min)	CLOSING REMARKS
19h00-21h30 GMT +1	OPENING DINNER RECEPTION @ THE MARRIOTT HOTEL, CASABLANCA SPONSORED BY: EFE MAROC, THE CONRAD N HILTON FOUNDATION & HILTON GLOBAL FOUNDATION





20 NOVEMBER 2025 MARRIOTT HOTEL, CASABLANCA	
08h00 GMT +1 (30min)	ARRIVAL REGISTRATION & EXPO
08h30 GMT +1 (30min)	NETWORKING: Enjoy Your Coffee While Reconnecting with Your Peers
09h00 GMT +1 (10min)	WELCOME BACK ADDRESS: <ul style="list-style-type: none"> Mr. Murray ANDERSON, Managing Director, API Events Mr. Faiçal TADLAOUI, CEO, Radio Factory (Master of Ceremonies)
09h10 GMT +1 (15min) (ENG)	BUILDING A GLOBAL HOSPITALITY BRAND: The KOFISI Story Presented by: Michael ALDRIDGE, CEO, KOFISI Africa
09h25 GMT +1 (15min) Presentation (FRE)	IMPACT OF MEGA EVENTS SUCH AS FIFA WORLD CUP ON TOURISM AND HOSPITALITY: A Deep dive by STR Presented by: Christina CHOUEIFATY, Associate Director, CoStar Group
09h40 GMT +1 (40min) Panel Discussion (BL)	FINANCING AND FUNDING IN MOROCCO: Africa's most bankable market: Understanding capital market depth, capital structures, local vs. international financing, equity gaps, wealth funds & regional investors. Moderator: Oussama EL KADIRI, Partner: Head of Hospitality, Tourism and Leisure, Knight Frank MENA Panelists: <ul style="list-style-type: none"> Ataa KHAYATI, Managing Director: Investments Morocco, Kasada Capital Management Magdaline OSEI-BAFFOUR, Director: Transactions, Westmont Houda SKALI, Chief Operating Officer, RISMA Loffi LEBBAR, Principal Investments, EBRD (European Bank for Reconstruction and Development)
10h20 GMT +1 (40min) Panel Discussion (FRE)	MOROCCO SHOWCASE: 1 – YEAR LATER: Understanding Morocco's capacity vs. 2030 Expectations. Is Hospitality supply growth keeping pace with the Kingdom's infrastructure growth? Who's invested to date? Who will fill the supply gap and how? Moderator: Philippe GAUGUIER, Partner, Inextenso Panelists: <ul style="list-style-type: none"> Youssef CHRAIBI, Managing Director, Magespro Younes HAJOUJ, Director of Development, SMIT Mehdi KSIKES, Managing Partner, Al Foundoukia Othmane CHERIF-ALAMI, President, Investour Hospitality
11h00 GMT +1 (30min) Fireside Chat (ENG)	SPORTS & REAL ESTATE: A look at arenas and how developers can rejuvenate an area and more. In conversation with: <ul style="list-style-type: none"> Kyle SCHOFIELD, Executive Director, Zaria Group Limited Cheick SANANKOUA, Managing Partner, Rocklane Capital Partners
11h30 GMT +1 (30min)	NETWORKING BREAK
12h00 GMT +1 (10min) Presentation (ENG)	BRINGING GLOBAL BEST PRACTICE IN FIRE DOOR DESIGN AND SAFETY TO MOROCCO WITH ORWOOD Presented by: <ul style="list-style-type: none"> Glen RUNAGALL, Global Business Development Director, Halspan Andrew DAVIES, Senior Technical Sales Engineer, Halspan
12h10 GMT +1 (40min) Panel Discussion (BL)	OPPORTUNITIES FOR OPERATORS & INVESTORS: Exploring what global teams need to do accelerate growth, alignment of strategies: Casablanca & Rabat as business hubs; Marrakech, Tangier & Agadir as rising leisure markets; & Morocco as the gateway for Northwest Africa hotel expansion. Moderator: Salim MIKRAM, Senior Advisor, Istich Consulting Panelists: <ul style="list-style-type: none"> Reda FACEH, VP Development-North, West & Central Africa, Accor Erwan GARNIER, Senior Director Development-Africa, Radisson Hotel Group Antoine SIBIEUDE, Development Director, Marriott International Aboubakr LAHLOU, Managing Director, ALH Hospitality Esteban LOZADA, Managing Director: North-West, West & South Africa, Hilton

12h50 GMT +1 (15min) Presentation (ENG)	MIXED USE INVESTMENT IN MOROCCO & AFRICA – THE OPPORTUNITIES FOR INVESTORS Presented by: Selma BELKHAYAT , Managing Director, AMS AFRICA		
13h05 GMT +1 (35min) Panel Discussion (ENG)	MIXED USE, LIFESTYLE & GROWTH OF BRANDED RESIDENCES IN MOROCCO – GLOBAL TRENDS, LOCALISATION AND MORE. Exploring key drivers, preferences and data. Moderator: Sylvain GILLET , Director: North & Francophone Africa, AIRE Panelists: <ul style="list-style-type: none"> • Nawale SAOUD, Chief Development Officer, Private • Anna MASELLO, Director: Marketing, The One Atelier • Charl NEL, Development Manager - Middle East & Africa, Wyndham Hotels & Resorts • Shady HASSAN, VP: North Africa, Marriott International • Yousra ZEROUALI, Project Lead: Investment & Advisory, AMS Africa 		
13h35 GMT +1 (60min)	NETWORKING LUNCH	WORKSHOP: STUDENT TRAINING WITH EFE MAROC	
	MAIN PLENARY ROOM	FRANCOPHONE AFRICA SESSIONS	
14h35 GMT +1 (15min) Presentation (ENG)	THE VALUE OF HEALTH & WELLNESS IN REAL ESTATE AND HOSPITALITY Presented By: Issam ELAMILE , Digital Solutions Manager, Technogym Morocco	14h35 GMT +1 (30min) Roundtable Discussion (BL)	MOROCCO AS THE HUB FOR NORTHWEST AFRICA – A LOOK AT CIV, MALI, SENEGAL ETC... Moderator: Ivan CORNET , Managing Partner, Latitude Five Panelists: <ul style="list-style-type: none"> • Thomas FLAVIEN, Managing Director, PFO Immobilier • Cheick SANANKOUA, Managing Partner, Rocklane Capital Partners
14h50 GMT +1 (40min) Panel Discussion (FRE)	EXECUTING PROJECTS IN MOROCCO – A LOOK AT GREENFIELD AND BROWNFIELD HOSPITALITY PROJECTS: Delivering to brand standard, fit outs and health and safety. Moderator: Omar BENKABBOU , Country Manager, CBRE Excellerate Morocco Panelists: <ul style="list-style-type: none"> • Chris TITMAS, Group Director, Profica International • Ömer GAZIOGLU, CEO, Orwood 		
15h30 GMT +1 (20min) Panel Discussion (ENG)	TECHNOLOGY & HOSPITALITY INNOVATION: Presented by: Anthony CASANO , Country Director, Canary Technologies	15h05 GMT +1 (15min) Presentation (ENG)	MOROCCO – COMMERCIAL RE OVERVIEW – A LOOK AT REAL NUMBERS. Presented By: Sylvain GILLET , Director: North & Francophone Africa, AIRE
15h50 GMT +1 (40min) Panel Discussion (ENG)	NEW TRENDS IN MOROCCO: The rise of boutique, luxury brands, hotels, health and wellness. Moderator: Philippe SCHWARTZ , Director, IdeaWeaver Consulting Panelists: <ul style="list-style-type: none"> • Mohammed LACHGAR, Co-Founder, Stay Here • Thomas LAMSON, VP Development & PTS-Europe, Middle East & Africa, The Ascott Limited • JS ANAND, CEO, Leva Hotels • Maxime PARPEX, CEO, Wally Invest • Sami SABIR, Cluster General Manager, Story Hospitality 	15h20 GMT +1 (30min) Roundtable Discussion (ENG)	HOW GREEN FINANCE CAN UNLOCK MORE GREEN BUILDINGS IN MOROCCO & THE REGIONS: Moderator: Wiam SAMIR , Co-Founder, Sustainway Panelists: <ul style="list-style-type: none"> • Fawaz MAAMARI, Green Building Lead, North Africa, IFC • Redouane CHAKIR, CEO, LKELMA Hospitality • Manuel COCCO, Senior Energy & Climate Advisor, GIZ • Hiba RIZK, Senior Program Specialist, EBRD
MAIN PLENARY ROOM			

16h30 GMT +1 (40min) Panel Discussion (BL)	UNLEASHING YOUTH POTENTIAL: Public-Private Partnerships in Hospitality, Tourism, and Real Estate Moderator: Karim KANOUTE , Psychologist, Career Coach, EFE Trainer Panelists: <ul style="list-style-type: none"> • Kaoutar MANERA, Country HRD, Hilton Morocco • Pr. Anass KETTANI, Vice President in charge of Academic Affairs and Student Life- Hassan II University of Casablanca • Alaa-Eddine KHALDI, Partnerships and Programme Development Manager- EFE Maroc • Sophia MOUNIB, Managing Partner, Talent Advisor • Souleiman JIDDJ, Managing Director, Medina Heritage
17h10 GMT +1 (10min)	CLOSING REMARKS: API Events & SMIT <ul style="list-style-type: none"> • Mr. Murray ANDERSON, Managing Director, API Events • Mr. Imad BARRAKAD, CEO, SMIT
19h00-21h00 GMT +1	CLOSING COCKTAILS-RECEPTION SPONSORED BY KOFISI AFRICA (KOFISI CASA ANFA) Address: Lot 37 Angle BD Abdellah Cherif and BD L'aeropostale, Casablanca, Morocco