



INTERNATIONAL CONFERENCE

Sustainability: competitive challenge and growth driver

Marrakech, November 08th 2023

9.30 – 10.30 Opening session

- Pedro Manuel Moreno, Deputy Secretary-General – **UNCTAD**
- Ryad Mezzour, Minister of Trade and Industry – **Morocco**
- Leila Benali, Minister for Energy Transition and Sustainable Development - **Morocco**
- Chakib Alj, President, General Confederation of Moroccan Companies - **Morocco**
- Ahmed Rahhou, President, Competition Council - **Morocco**

10.30 – 11h45 : Panel 1 / The impact of the greening of the economy on competitiveness

- Sustainable development: obligation or option
- Climate transition and investment: challenges for competition law
- Integration of sustainable development in competition law
- Greenwashing

Panelists:

- Ahmed Reda Chami, President, Economic, Social and Environmental Council - **Morocco**
- Ioannis Lianos, President, Competition Commission – **Greece**
- Nasma Jrondi, Mohammed VI Foundation for environment - **Morocco**
- Saadia Slaoui Bennani, President, Corporate citizen Commission (CGEM) **Morocco**

11.45 – 1.00 Panel 2 / Financing sustainable development and competitive bias

- State aid
- Carbon tax
- Competition law initiatives/ Balance between promoting sustainability efforts and restricting anti-competitive practices

Panelists:

- Mohamed Fikrat, President, Crédit Agricole Bank – **Morocco (TBC)**
- Tomasz Chróstny, President, Office of Competition and Consumer Protection - **Poland**
- Nathalie Hardsdorf, Deputy General Director, Federal Competition Office – **Austria**
- Yassine Haddaoui, General Director, CDG INVEST - **Morocco**

2.30 – 3.45 : Panel 3 / Impact of sustainability on global production chains

- New economic models for inclusive growth
- Trade flows
- Global value chains for an inclusive and sustainable future
- Levers for a sustainable supply chain
- De-globalisation and regionalization

Panelists:

- Doris Tsheppe, President, Competition Commission – **South Africa**
- Antonio Andreoni, Professor, SOAS London University – **United Kingdom**
- Mohamed Benyahya, General Director, Moroccan Agency for Energy Efficiency – **Morocco (TBC)**
- Harikleia Nikolopoulou, Vice President Competition Commission (**Grèce**)

3.45 – 5.00 : Panel 4 / The challenges of responsible consumption

- Influence of sustainable development on consumption choices
- Consumers and sustainability objectives
- Inflation

Panelists:

- Juan Luis Crucelegui, Chief, Capacity Building and Advisory Services, Competition and Consumer Policies Branch – **UNCTAD**
- Vanessa Turner, Senior Advisor, European Consumers' Organization – **BEUC**
- Iacopo Berti, Director of Competition Department, Italian competition Commission
- Mohamed Benkaddour, President, Committee on Environmental Affairs and Sustainable Development , CESE - **Morocco**

5.00 – 5.30 Closing session

- Ahmed Rahhou, President, Competition Council - Morocco
- Ioannis Lianos, President, Competition Commission – Greece