EMECS'11 SeaCoasts XXVI

Joint Conference

Managing risks to coastal regions and communities in a changing world

COASTAL ESSAOUIRA DEVELOPMENT
FAIR TRADE PROJECT. MOROCCO

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PLAN

Essaouira Development Fair Project

1. Context
2. Stakeholders and Project Proposals
3. The key values
4. Creativity city/ Creativity economy
5. Conclusion
6. Acknowledgement
1. Context

Essaouira

Low industrial sector

Artisanal fishing

MEDINA

Atlantic coast

Morocco

TOURISM

Energy importer

Infrastructure demands

Growth and young population
2. Stakeholders

Chamber of Commerce and Industry and Services of Essaouira and Research group Universidad Politécnica de Madrid

Agreement 2014

Area Of Economic Activities

Strength

Proposal

Requirements
2. The project proposals

Agreement 2014

6 Master thesis

- Water treatment
- Bus terminal station
- Entrepreneur Area
- Wave energy
- Offshore wind energy
- Harbor-Marina
Water treatment

Wave energy
2. The project proposals

Area of Economic activities

- Strength
- Proposal
- Requirements
2. The project proposals

Area Of Economic activities

Strength

Atlantic position

Name international position

Well connection roads

Airport

Young people

Artisanal culture
2. The project proposals

Area of Economic Activities

Proposals

- Local fair Fashion
- Business school
- Essaouira International Campus
- Artisanal wood
- Maritime culture
- Agrobusiness sea farm
- Dermocosmetic

- Renewable energy
- Maritime science
- Aquarium
2. The project proposals

Area of Economic Activities

Requirements

- Innovation
- Trend sectors
- Focus on employment
- Foreign investment
- Government economic support
- Aboid land speculation

- Renewable energy
- Organic food
- Dermocosmetic
3. Key values

- Less can be more
- Environmental friendly
- Health BIO, ORGANIC, VEGAN
- Ocean city
- People
- Cultural Heritage
- Economy
- Entrepreneurial
- Innovation
- Wealth Employment
- Participative
- Inclusive
4. Creativity city/Creativity economy

- Blue Economy
- Creative city/Creative economy
- Agenda 2030
- Innovativeness
- Risk-Taking
- Proactiveness
- Entrepreneurial
- Competitive
- Agressiveness
- Autonomy
5. Conclusion

- Blue Economy
- Integrity
- Connect to fair flow
- We are ready and walking
- Entrepreneurial
- Creativity city on Creativity economy
• [Maryam 19:96]
• Indeed those who believed and did good deeds –
• the Most Gracious will appoint love for them. (In the hearts of other believers.)
Thank you for your attention

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