



The 7th International Conference on Advanced Technologies For Humanity

General Program

July 9-11, 2025
ENSA-UIT, Kenitra, Morocco



Under the aegis of the Ministry of Digital Transition and Administration Reform



Under the Aegis of the ministry of Digital Transition and Administration Reform



8:30 – 9:30
ENSA-UIT Reception

Registration

OPENING & INAUGURATION CEREMONY

Ms. Amal El Fallah Seghrouchni, Minister of digital transition and administration reform, Morocco

M. Mohamed Larbi Kerkeb, UIT President, Morocco

M. Nabil Srfi, ENSA Kenitra Director, Morocco

M. Mohammed el Rhabi, DG EMSI Group, Morocco

M. Mohammed Bouzoui, CEO Harmony Technology, Morocco

Mr. ANTOINE PANZANI, Directeur de compétences, ALTEN, Morocco

M. Samir Rachidi, IRESEN Director, Morocco

Prof. Ayman Mosallam, general chair, UCI, USA

Prof. Anis Moumen, general chair, ENSA-UIT, Morocco

Prof. Brahim El bhiri, general chair, Harmony Technology, Morocco

Keynote Speaker 1: Prof. Mounir Ghogho

University Mohammed VI Polytechnic, Morocco

“FRUGAL AND OPEN-SOURCE AI FOR INCLUSIVE AND TRANSFORMATIVE IMPACT”

Moderator: Prof Amir Hussain

10:00 - 10:45
Amphi Rouge

10:45 – 11:00

Coffee Break

Keynote speaker 5: Prof. Ayman S. Mosallam

University of California, Irvine (UCI), USA

“INNOVATIVE TECHNOLOGIES FOR RAPID REHABILITATION AND RECONSTRUCTION OF DISASTER-STRICKEN URBAN AREAS: INTEGRATING TECHNOLOGY & HUMANITIES”

Moderator : Prof. Shadi Saadeh

11:00 - 11:45
Amphi Rouge

11:45 – 12:45

Session 1: Amphi Rouge

Session 2: Amphi 2

Session 3: Amphi 3

SS NGIS4S: Salle A

12:45 – 14:30

Lunch Break

Keynote speaker 2: M. Badr Ikken

GI2, MOROCCO

“FROM THE RENEWABLE ENERGY REVOLUTION TO THE RISE OF GREEN HYDROGEN: THE KINGDOM OF MOROCCO, A DRIVING FORCE FOR SUSTAINABLE DEVELOPMENT AND GLOBAL DECARBONIZATION”

Moderator: Prof. Ashraf Aboshosha

14:30 – 15:15
Amphi Rouge

15:15 - 15 :45

Invited Speaker 1: Prof. Ashraf Aboshosha

ICGST-LLC, EGYPT

“A STEP FORWARD TOWARDS GEN. V. CONSCIOUS NUCLEAR REACTORS: A COMPREHENSIVE OVERVIEW”

Moderator: Prof. Anis Moumen

Amphi Rouge

Invited Speaker 2: Prof. Mohamed HEGAB

California State University Northridge, USA

“BUILDING A HOLISTIC PERFORMANCE INDEX FOR CONSTRUCTION PROJECTS”

Moderator: Prof. Abdeldjelil Belarbi

Amphi 3

15:45 – 16:45

Session 4: Amphi Rouge

Session 5: Amphi 2

Session 6: Amphi 3

SS NGIS4S: Salle A

16:45 – 17:00

Coffee Break

Invited Speaker 3: Prof. Shadi Saadeh

CSULB , USA

“ADVANCING SUSTAINABLE AND DURABLE ASPHALT PAVEMENTS: ASSESSING LOW-CARBON SULFUR POLYMER MODIFIERS IN RECLAIMED ASPHALT MIXTURES ”

Moderator: Prof. Lina Khaddour

Amphi Rouge

17:00 - 17 :30

Invited Speaker 4: Prof. Essaid Sabir

TELUQ, UQ, Canada

“WIRELESS-ML CODESIGN FOR SUSTAINABLE NEXT GS: POTENTIALS AND FUTURE INSIGHTS”

Moderator: Prof. Mohammed Raiss El Fenni

Amphi 3

17:30 – 18:30

Session 7: Amphi Rouge

Session 8: Amphi 2

Session 9: Amphi 3

SS NGIS4S: Salle A

Under the Aegis of the ministry of Digital Transition and Administration Reform



8:30 – 9:30
ENSA-UIT Reception

Registration

9:30 – 10:15
Amphi Rouge

Keynote Speaker 3: Prof. Amir Hussain
School of Computing, Edinburgh Napier University, Scotland, UK
“TRUSTWORTHY AND RESPONSIBLE AI TECHNOLOGIES FOR HEALTHCARE AND INDUSTRIAL APPLICATIONS: REAL-WORLD USE CASES, CHALLENGES AND OPPORTUNITIES”
Moderator: Prof Yassine Maleh

10:15 – 10:30

Coffee Break

10:30 – 11:00	<p>Invited Speaker 5: Prof. Yassine Maleh ENSAKH, MOROCCO “BLOCKCHAIN-DRIVEN SECURITY FOR SUSTAINABLE CYBER-PHYSICAL SYSTEMS: CHALLENGES AND APPLICATIONS” Moderator: Prof. Yann Benmaissa Amphi Rouge</p>	<p>Invited Speaker 6: Prof. Rosa Penna UNISA Italy “DEVELOPMENT AND APPLICATION OF SELF-SENSING MATERIALS FOR SHM OF CIVIL ENGINEERING INFRASTRUCTURES” Moderator: Prof. Hani Titi Amphi 3</p>
---------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

11:00 – 12:00	Session 10: Amphi Rouge	Session 11: Amphi 2	Session 12: Amphi 3	SS IA- AEM2SR: Salle A
---------------	-------------------------	---------------------	---------------------	------------------------

12:00 – 14:00

Lunch Break

14:00 – 14:45
Amphi Rouge

Keynote Speaker 6: Prof. Goski Alabi
ACCRAmet, GHANA
“REIMAGINING HIGHER EDUCATION IN THE AGE OF ARTIFICIAL INTELLIGENCE: TOWARDS INCLUSIVE, FLEXIBLE, AND ETHICAL LEARNING ECOSYSTEMS”
Moderator: Prof Leila Fetjah

14:45 – 15:15	<p>Invited Speaker 7: Prof. Lina Khaddour EDINBURGH NAPIER, UK “FUTURE CONSTRUCTION & CLIMATE CHALLENGES: ENGINEERING RESILIENCE IN AN ERA OF RISING TIDES” Moderator: Prof. Mohammed Hegab Amphi Rouge</p>	<p>Invited Speaker 8: Prof. Abdeldjelil Belarbi UH , USA “CHALLENGES AND OPPORTUNITIES TOWARD PRESERVING AND RNEWING EXISTING INFRASTRUCTURE AND ENHANCING NEW CONSTRUCTIONS USING INNOVATIVE MATERIALS AND DESIGN TECHNIQUES” Moderator: Prof. Ayman S. Mosallam Amphi 3</p>
---------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

15:15 – 15:30

Coffee Break

15:30 – 16 :00
Amphi Rouge

Invited Speaker 9: Prof. Louai Faisal F. Wafa
King Abdulaziz University, Jeddah, Saudi Arabia
“EVALUATION OF INNOVATIVE & SUSTAINABLE FIRE-PROTECTION SYSTEMS FOR REINFORCED CONCRETE STRUCTURES”
Moderator: Prof. Murad Abufarsakh

16:00 – 17:00	Session 13: Amphi Rouge	Session 14: Amphi 2	SS AI- EPI: Amphi 3	SS IA- AEM2SR: Salle A
---------------	-------------------------	---------------------	---------------------	------------------------

17:00 – 17:15
Amphi Rouge

CLOSING

17:30 – 20: 30

TOURIST VISIT

21:00 – 23:00

GALA DINNER and AWARD CEREMONY

Id	Title	Authors	Session Number	Session Chair
2818	• Assessment of Empirical Design Methods for Geosynthetic-reinforced Pile-supported Embankments	• Murad Y. Abu-Farsakh and MohammadAli Izadifar	Session 1	<ul style="list-style-type: none"> • Prof. Shadi Saadeh • Prof. Mohammed Hegab
7298	• Multi-layer Perceptron Neural Networks for Concrete Strength Prediction: Balancing Performance and Optimizing Mix De-signs	• ALOUAN Younes, CHERIF Seif-Eddine, KCHAKECH Badreddine, CHERRADI Youssef and KCHIKACH Azzouz		
7482	• Resilient Modulus Characteristics of Bottom Ash for Use in Pavement Layers	• Aaron R. Coenen and Hani H. Tit		
3980	• A PILOT EXPERIMENTAL STUDY ON EXTERNAL REINFORCEMENT OF RECYCLED PLASTIC BLOCK USING CFRP LAMINATES	• Faisal A. Almegren, Ayman Mosallam and Ashraf Mostafa Agwa		
3016	• Towards An Explainable Linguistic Approach To Expressive Forms Identification Within Arabic Text	• Zouheir Banou, Sanaa El Filali, El Habib Benlahmar, Fatima-Zahra Alaoui and Laila Eljiani	Session 2	<ul style="list-style-type: none"> • Prof. Soumia Ziti • Prof. Mohammed Zouiten • Prof. Awatif Rouijel
5701	• Intelligent Institutional Chatbot: Combining LLMs, Semantic Similarity, and Dialect Adaptation for Moroccan Darija	• Oumaima ENNASRI, Brahim EL BHIRI and Yann BEN MAISSA		
5752	• Assessing IT Value in Moroccan Healthcare: Perspectives from Professionals	• Rachid Oumlil and Fatima Makhoukh		
5762	• Phishing Email Detection Using NLP Preprocessing and CNN model	• Meryem Hilani ¹ , Bouchra Nassih, Imane Lmati, and Youssef Balouki and Aouatif Amine		
568	• Federated Learning-Driven Digital Twin: A Privacy-Preserving AI Approach for Crisis Logistics	• Hafsa El Mouhsine, Rajaa Saidi and Walid Cherif	Session 3	<ul style="list-style-type: none"> • Prof Khalid Elatif • Prof. Younes Bekali Karfa
1614	• Adaptive Q-learning in Noisy Environments: A study on sensor noise influence	• Mouna El Wafi, My Abdelkader Youssefi, Rachid Dakir, Mohamed Bakir, Younes El Kouidia		
8485	• Enhancing Critical Industrial Processes with Artificial Intelligence Models	• Karim Amzil, Rajaa Saidi and Walid Cherif		
2742	• Detection of Cracks and Deformations Through Moment Transform Techniques	• Hind Es-sady, Hassane MOUSTABCHIR and Mhamed SAYYOURI		
6294	• A new enhanced cyber security framework in Healthcare: An In-Depth Review of Modern Practices and Emerging Trends	• Abdelilah Chahid, Youssef El Marzak, Kamal El Gueimmat, Sara Ouahabi and Khalifa Mansouri	Session 4	<ul style="list-style-type: none"> • Prof. Amir Hussain • Prof. Leila Fetjah • Prof. Yassine Maleh
2479	• An in-depth analytical cryptanalysis for Substitution Boxes: Odd Size case study	• Ismail EL GAABOURI, Mostafa Belkasm, Mohamed Senhadji and Brahim EL BHIRI		
9907	• A Comparative Analysis of Immunity-Inspired Cybersecurity Approaches	• Abir Bala, Brahim El Bhiri, Ayoub Bahasse and Mouaad Mohy-Eddine		
8570	• Enhancing machine learning model prediction with feature selection for botnet intrusion detection	• Marwa Baich and Nawal Sael		
5065	• Enhancing Urban Mobility: Integrating Multi-LIDAR Tracking and Adaptive Motion Planning for Autonomous Vehicle Navigation in Complex Environments	• BAKIR Mohamed, Youssefi My Abdelkader, DAKIR Rachid, EL WAFI Mouna and EL KOUDIA Younes	Session 5	<ul style="list-style-type: none"> • Prof. Safae Merzouk • Prof. Fatima Zahra Fagroud
7329	• The Impact of Implementing Supply Chain X.O: A Bibliometric Literature Review using PRISMA Protocol	• Fatima Zahra HILAL and Abdelhak YAACOUBI		
7345	• Driving Performance: Benefits of Operational Excellence in the Automotive Industry	• Mohammed Hamoumi, Abdellah Haddout and Mariam Benhadou		
7522	• Predictive maintenance approaches: A Systematic Literature Review	• Zeineb El Hammoumi, Dounia Tebr, Youssef Charkaoui, Imane Satauri and Omar EL Beqqali		
5418	• Acoustic behaviour of eco-friendly multi-layer panels for sustainable building applications	• ER-RRADI Hafida, IDCHABANI Rachida, LAHMAR Salma and KHOUYA Chaïmaa	Session 6	<ul style="list-style-type: none"> • Prof. Abdeldjelil Belarbi • Prof. Hani Titi
785	• FDM process parameters impact on roughness and dimensional accuracy of PLA parts	• Niama Arreda, Hamza Isksiou, Haitam Boutahri, Anasse L'kadiba and Haj Elmoussami		
7139	• Expansive Soils Stabilized with Recycled Polypropylene Fibers: An Assessment Based on Laboratory and Life Cycle Data for Mechanical and Environmental Performance	• Ahlam EL MAJID, Khadija BABA and Yassine RAZZOUK		
2043	• Sustainable Thermal Insulation Composites Based on Alfa Plant Fibres and Wood Waste	• Youssef Cherradi, Omar Ennaya, Younes Alouan, Seifeddine Cherif, Hamid El Qarnia, Reda Sadouri and Mustafa Benyoucef		

Id	Title	Authors	Session Number	Session Chair
1120	Assessing the Effects of Dust on Solar Panel Performance: A Comprehensive Review and Future Directions	Abdelali Abdessadak, Hicham Ghennioui, Brahim El Bhiri, Nadège Thirion-Moreau, Mounir Abraïm and Safae Merzouk	Session 7	<ul style="list-style-type: none"> Prof. Ashraf Aboshosha Prof. Khalid Elatif
1368	Dynamic Pricing for Load Balancing in Electric Vehicle Charging Stations An Integration with Open Charge Point Protocol	Ayoub Abida, Mourad Zegrari and Redouane Majdouh		
2065	Energy Use and Economic Growth in Morocco: A Maximum Entropy Bootstrap Approach	ATEMNI Doha and BAKHAT Mohcine		
5960	Enhancing grid-connected photovoltaic power system performance using fuzzy P&O approach	Zerouali Mohammed, Talbi Kaoutar, El Ougli Abdelghani and Tidhaf Belkacem		
4356	Mapping Green Hydrogen Research in North Africa: A Bibliometric Approach for Strategic Foresight	Hicham Boutracheh, Yassine Mouhssine, Rachid El Ansari and Aniss Moumen		
4254	Towards an Industry 5.0 Enhanced by AI: a Theoretical Framework	BELKADI Ayoub and BACHIRI Mustapha	Session 8	<ul style="list-style-type: none"> Prof. Safae Merzouk Prof. Fatima Zahra Fagroud
4999	A Comprehensive Review of Human Factors and Ergonomics in Industry 5.0	Hajar Mouhib, Sara Amar, Samah Elrhanimi and Laila El Abbadi		
2400	An Overview of the Transformation Towards Quality 4.0: Technological Needs, Challenges and Benefits.	Anass HAFID, Fatima Ezzahra SEBTAOUI and Ahmed MOUCHTACHI		
232	Implementation of industry 5.0 in SME: Scoping review	Zineb BENTASSIL, Anass BENABDELOUAHAB and Aniss MOUMEN		
67	Deep learning for transformer-based plant diseases detection: A bibliometric analysis	Raghiya Elghawth, Wafae Abbaoui and Soumia Ziti	Session 9	<ul style="list-style-type: none"> Prof. Soumia Ziti Prof. Leila Fetjah Prof. Yann Benmaïssa
2050	Advanced Tolerance Optimization for Freeform Geometries Using Particle Swarm Optimization: A Case Study on Aeronautical Turbine Blades	Oubrekh Mohamed, Bellat Abdelouahad, Salih Abdelouahab and Jalid abdelilah		
659	SQL and NoSQL Databases: A Comparative Study with Perspectives on IA Based Migration Approach	Soukayna Abdellaoui, Wafae Abbaoui, Loubna Meziane, Brahim El Bhiri and Soumia Ziti		
4169	Data Collection and Preprocessing in Data Science and Security: Foundations for Robust and Secure Analytics	SAIDI Zakariae, AKHRIF Ouidad and EL BOUZEKRI EL IDRISSEI Younes		
244	The Role of cybersecurity Competitions in Education	Mouhssine Yassine, Hicham Boutracheh and Aniss moumen		
8697	Generative AI for Code Translation: A Systematic Mapping Study	Aymane RGAGUENA , Imane CHLIOUI and Maryam RADGUI	Special session IA_NGIS4S	<ul style="list-style-type: none"> Rajaa SAIDI, INSEA, Morocco Maryam RADGUI, INSEA, Morocco
4243	Integrating Model-Driven Engineering with Machine Learning for Intelligent Systems : Literature Review	Kaouthar Elgueddari, Zineb Aarab, Achraf Lyazidi and Adil Anwar		
6608	CI/CD Pipeline Optimization Using AI: A Systematic Mapping Study	Redouan Farihane, Imane Chlioui and Maryam Radgui		
665	Measuring Sustainability through Business Processes with GaiaTool	Raimel Sobrino-Duque, Juan A. Plasencia Soler, Begoña Moros Valle and Joaquín Nicolás Ros		
7916	Bridging the Gap Between Traditional Process Mining and Object-Centric Process Mining	Hamza MOUMAD and Maryam RADGUI		
8162	Digital transformation meets process improvement : driving enterprise continuous efficiency-seeking	Najib OURADI, Rajaa SAIDI and Walid CHERIF		
9321	Adversarial Attacks in IoT: A Performance Assessment of ML and DL Models	Hamza Jamiri and Abdellah Zyane		
9980	IoT Architecture for Inclusive Urban Mobility: A Design Science Research Approach to Sustainable Transportation in Morocco	Tarik ABDENNASSER, Souad ALAOUI, Imane CHLIOUI and Abdelhalim HNINI		
3657	Cost and QoS Analysis in IoT: An Optimisation Approach Based on the OneM2M Standard	Jamal ET-TOUSY, Abdellah ZYANE and Samira ABOURRICHE		

Id	Title	Authors	Session Number	Session Chair
7420	Localization of Unknown Node on UWSN using Linear Constraint Optimization Technique based on Energy and Distance (LUCOTED)	Hamid Ouidir, Amine Berqia and Siham Aouad	Session 10	<ul style="list-style-type: none"> Prof. Yves Ebobisse Prof. Prof. Mohammed Zouiten
7705	Adoption of IoT and Big Data in real-time for customer acquisition in a cloud environment: An exploratory literature review	Youssef Charkaou, Dounia Tber, Zeineb El Hammoum , Imane Satauri and Omar EL Beqqali		
3939	Blockchain and Industrial Traceability: Insights from a Systematic Literature Review within Industry 4.0 Contexts	Khira Belgada and Laila El Abbadi		
8701	RF Energy Harvesting Systems: A Systematic Review of Receiving Antennas, Matching Circuits, and Rectifiers	Mounir BZZOU, Younes KARFA BEKALI and Brahim EL BHIRI		
1453	Evaluating Flooding Risk Assessment in Turkey Towards Climate Change Adaptation & Resilience	Lina A. Khaddour 1, Ceren Kazbek 2 and Ismail Elhassnaoui	Session 11	<ul style="list-style-type: none"> Prof. Lina Khaddour Prof. Yann Benmaissa Prof. Anis Moumen
4914	New hospital management in the light of informational intelligence and knowledge management	Mohammed Ibrahim and Bouchra Debbagh		
8176	Smarter Cities, Stronger Heritage: Toward Participatory and Knowledge-Driven Governance for Cultural Preservation in Morocco	Douae El Hadraoui and Naila Amrous		
8280	Thematic and Geographic Trends in Studying Smart Cities and PPP projects: a bibliometric review	Mohammed Amine Benarbi		
8677	User Perception of Content Credibility in E-Commerce Websites: insight from behavioral economics theories	Brahim Sabiri and Asmahane Tahiri		
1593	Artificial Intelligence Models for Balancing Energy Consumption and Security in 5G Networks	Hammad Lazrek, Hassan El Ferindi, Meryam El Mouhtadi, Mohammed Zouiten and Aniss Moumen	Session 12	<ul style="list-style-type: none"> Prof. Mohammed Raiss El fenni Prof. Younes Karfa Bekali
2451	Performance Evaluation of Transformer and Convolution Architectures in Deepfake Generation	Anass Ait Sghir, Nabila Zrira, Issam Elafi, Shaymae El Amraoui and Ibteissam Benmiloud		
4528	Artificial Intelligence for Enhancing Supply Chain Resilience: A Literature Review	Zakaria El Hajouy, Lina Aboueljine and Nabila Zrira		
5110	Medical Specialty Classification: An Interactive Application with Iterative Improvement for Patient Triage	Anas Chahid, Ismail Chahid, Mohamed Emharraf and Mohammed Ghaouth Belkasm		
9983	Evaluation of Innovative & Sustainable Fire-Protection Systems for Reinforced Concrete Structures	Louai Wafa and Ayman Mosallam	Session 13	<ul style="list-style-type: none"> Prof. Murad Abufarsakh Prof. Safae Merzouk
7550	Use of artificial neural networks for the evaluation of thermal comfort based on the PMV index	Naoual BEN YACHRAK and Driss TAOUKILA		
136	Warm Mix Asphalt: A Sustainable Solution	Ashraf Rahim, Aaditya Ojha, Shadi Saadeh and John Harvey		
5865	AI-Driven Semantic Framework for Automated Construction Planning and Scheduling with BIM & Digital Twin Integration	Qais Amarkhil, Mohamed Hegab and Anwar Alroomi		
3142	Legalframework for telemedicine in Morocco	Youssef Badinini	Session 14	<ul style="list-style-type: none"> Prof. Brahim El bhiri Prof. Mohamed Mustapha Zarrouk
9250	Blockchain Technology in Public Finance Governance: Enhancing Transparency, Efficiency, and Accountability	EL HASSANIA AIDEN and MINA ELMALLAM		
3083	Virtual Laboratories in STEM Education: A Scoping Review on E-Learning Innovation	Hajar HANINE, Nouhaila FARAJY and Aniss MOUMEN		
9581	Contextual Modeling and Intelligent Decision-Making for IoT Systems: A Combined Ontology and Machine Learning Approach	Sanaa Mouhim		
4139	TTS and STT in Service of Education	Zakaria EL FAKIR, EL Habib BENLAHMAR, Oussama KAICH, Sanaa EL FILALI and Omar ZAHOUR	Special session AI-EPI	<ul style="list-style-type: none"> Prof. El Habib Ben Prof. Fatima Zahra Fagroud
5723	Digital Reconstruction of Historical Scenes for History Teaching	Oussama KAICH, EL Habib BENLAHMAR, Zakaria EL FAKIR, Sanaa EL FILALI and Omar ZAHOUR		
8086	A review of assistive technology in special education	SAABI Nada, CHLIOUI Imane and RADGUI Maryam		
8696	Emotion Recognition and Soft Skills Prediction: A Bibliometric Exploration	NOUHAILA FARAJY, AHMED REMAIDA, BENYOUSSEF ABDELLAOUI and ANISS MOUMEN		

Id	Title	Authors	Session Number	Session Chair
2172	<ul style="list-style-type: none"> Investment Behavior: A Case Study of Moroccan Manufacturing Firms 	<ul style="list-style-type: none"> Majdouline EZZRAOULI, Khalil BOUROUIS, Abdellali FADLALLAH, Mohamed RAKIAI and Salwa ELMORABET 		
2730	<ul style="list-style-type: none"> Digital Transformation and the Human Factor: Attitudes Toward Emerging Technologies in the Moroccan Automotive Sector 	<ul style="list-style-type: none"> Mohammed Sadky and Youssef Ben Abderrazik 		
3168	<ul style="list-style-type: none"> Economic Modeling of GDP in Morocco using Deep Learning models 	<ul style="list-style-type: none"> Zahra Abibi, Walid Cherif, and Mounia Mikram 		
3322	<ul style="list-style-type: none"> Narrative Review on Symbolic Approaches for Explainable Artificial Intelligence: Foundations, Challenges, and Perspectives 	<ul style="list-style-type: none"> Loubna Meziane, Wafae Abbaoui, Soukayna ABDELLAOUI, Brahim EL BHIRI and Soumia Ziti 	<p><i>Special session</i> AI-AEM2SR</p>	<ul style="list-style-type: none"> Prof. Rachida EL YAMANI Prof. Aniss MOUMEN Prof. Fatimazahra SAHLI
3777	<ul style="list-style-type: none"> Analyzing Film Reviews to Unearth Fluctuations in Netflix Stock Closing Prices 	<ul style="list-style-type: none"> Mariame Tarsi, Samira Douzi and Abdelaziz Marzak 		
5967	<ul style="list-style-type: none"> Modeling and Forecasting the Real Effective Exchange Rate in Morocco: A Comparative Analysis by ARIMA, Random Forest and Dynamic Factor Model 	<ul style="list-style-type: none"> Souad Baya, Abdellali Fadlallah and Hamza El Baraka 		
6163	<ul style="list-style-type: none"> Digital Transformation and Artificial Intelligence in Moroccan Tax Administration: Impact on Tax Compliance 	<ul style="list-style-type: none"> Mouad KASSIMI, Amine NABIL BOUAYAD and EL YAMLAHI Imane 		
2385	<ul style="list-style-type: none"> Impact of a carbon tax on activity and employment in Morocco and appropriate compensation policy 	<ul style="list-style-type: none"> Said Ait Faraji 		



ICATH 2025

July 11th, ENSAK-UIT
Kenitra, Morocco

1st IMZ STUDENTS' INNOVATION IN SUSTAINABLE BUILDINGS

Join us in building a greener,
smarter, more sustainable future!

Innovative
Eco-Friendly
Energy-efficient
Smart

BUILDING PRACTICES



up to 10000 DH MAD
for the winners



Institutions



Partners



Laboratories



Sponsors



Event Overview

As part of the ICATH 2025 International Conference, the Smart & Sustainable Building Innovation Challenge will take place on July 11, 2025 at ENSA Kenitra. This national competition is a cornerstone event designed to mobilize students, researchers, and startups around the design of smart, resilient, and environmentally conscious building solutions.

Participants will work on real-world challenges related to energy management, eco-friendly materials, digital twin integration, and building automation technologies. Selected teams will have the opportunity to pitch their ideas to a jury composed of academic experts and industrial leaders.

The challenge is framed as a collaborative platform bridging academia, industry, and public institutions to foster a new generation of sustainable innovations.

This initiative is organized in parallel with ICATH 2025, a major international scientific conference held under the high patronage of the Ministry of Digital Transition and Administration Reform of the Kingdom of Morocco. ICATH brings together high-level researchers, innovators, and policy-makers to discuss emerging technologies and their applications in digital transformation, sustainability, and smart systems.

It is proudly organized in partnership with IMZ HOLDING, Xpanel Building Technologies, and the MAASI Association.

Objectives of the Challenge

- Foster student-driven innovation in the fields of construction, green technologies, and energy management
- Promote impactful, scalable solutions for environmental sustainability, aligned with national and global climate goals
- Encourage the use of emerging technologies such as IoT, AI, and digital twins in the building sector
- Create real opportunities for participants to contribute to industrial pilot projects led by IMZ and its partners
- Strengthen collaboration between academia, industry, public institutions, and innovation hubs
- Raise awareness and develop skills related to sustainable design, smart construction systems, and circular economy principles

What Participants Will Gain

- Awards for the best solutions
- Access to incubation programs with IMZ
- Opportunities for real-world implementation in pilot construction projects
- Mentorship from experts in innovation, AI, building, and energy

Program:

Time	Activity
09:00 – 09:30	Welcome & Networking Coffee
09:30 – 09:45	Opening Remarks
09:45 – 10:05	Inspiring Talk 1 – "The Future of smart and Sustainable Building" Prof. Ayman Mosallam, UIC, USA
10:05 – 10:35	Inspiring Talk 2 – " Entrepreneuriat & innovation : repenser le secteur du bâtiment" Prof Hajar Slimani, UMI, Morocco
10:35 – 12:00	Project Pitching Session
12:00 – 12:30	Jury Deliberation & Flash Panel
12:30 – 12:50	Award Ceremony
12:50 – 13:00	Closing Note & Invitation to IMZ-SSB 2026

Organizing Committe :

Armon Gomez, IMZ Holding, UEA

Nabil Srifi, ENSA-UIT, Morocco

Anis Moumen, ENSA-UIT, Morocco

Ayman Mosallam, UCI USA

Brahim El Bhiri, Harmony Technology Morocco

Rajaa Saidi, INSEA Morocco

Safae Merzouk, EMSI Morocco

Mohammed Rais El Fani, INPT Morocco
 Yann Benmaissa, INPT Morocco
 Nezha Mejjad, CNESTEN Morocco
 Mohammed Zouiten, FP-Taza USMBA Morocco
 Lamia Dagher, FHS-Mundiapolis University Morocco
 Hajjaj Charaf, FS-UCD, Morocco
 Fatima Zahra Sahli, IMS, UIT, Morocco
 Oumaima Jamal Eddine, FS Ben M'sick, UH2C Morocco
 Mohamed Mustapha Zarrouk, Euro-MED University, Morocco
 Badr Ben Hichou, Harmony Technology, Morocco
 Yasmina Ed-dariy, ENA-Fes
 Hajar Slimani, ENCG-UMI, Morocco
 Abir Bala, ENSAM-UH2, Morocco
 Samia Haman, ENSA-UIT, Morocco
 Anas Assoufi, ENSA-UIT, Morocco

Evaluation Jury :

M. Ayman S. Mosallam, UIC, USA
 M. Armon Gomez, IMZ Holding, UEA
 M. Brahim El bhiri, Harmony Technology, Morocco
 M. Aniss Moumen, ENSA-UIT, Morocco
 M. Amine Belmzoukia, FS-UIT, Morocco
 Ms. Soukaina Boudoudouh, IRESEN, Morocco
 Ms. Hajar Slimani, UMI, Morocco
 M. Younes Karfa bekali, UM5, Morocco
 M. Trik Rifai, ALTEN, Morocco

Contact

Challenge Coordinator | ICATH 2025
 M. Brahim El bhiri, bra.elbhiri@gmail.com
 M. Aniss Moumen, aniss.oumoumen@uit.ac.ma

Let's build the future of sustainable construction together!