



# CALL FOR PAPERS

## INTERNATIONAL CONGRESS

### JUNE 30, 2025

INTERNATIONAL TRADE AND  
ECONOMIC DEVELOPMENT





# **INTERNATIONAL CONGRESS**

## **INTERNATIONAL TRADE AND ECONOMIC DEVELOPMENT**

### **CONTEXT**

In a world marked by profound geopolitical, technological, and environmental changes, foreign trade is central to economic development strategies.

The emergence of protectionism, the digital transformation of trade, sustainability mandates (ESG), and recent health and security crises have unsettled conventional trade paradigms.

In light of these changes, emerging nations such as Algeria are urged to reevaluate their foreign trade strategies. Industrial reshoring, trade regionalization, digital sovereignty, and sustainable logistics are increasingly vital levers.

This international congress seeks to serve as a platform for reflection and action, reexamining foreign trade through an interdisciplinary and strategic approach that is adapted to both Algerian and global realities.

### **OBJECTIVES OF THE CONGRESS**

**Analyze the structural transformations in international trade and their economic implications.**

**Examine the complexities of Algerian foreign trade within a multipolar framework.**

**3-Assess the influence of technological innovations (AI, blockchain, e-commerce) on corporate competitiveness.**

**4-Examine resilience strategies within global and local value chains.**

**5-Integrate ESG criteria and global marketing into international trade strategies.**



**Maritimes Pins BP 63 F 1613, Mohammedia, Algeria**



**(213) (0)23 79 50 44**



**Colloque.esaa@esaa.dz**

# THEMATIC FRAMEWORKS

## FORMAT AND STRUCTURE

Place	Algerian School of Higher Business (ESAA)
Format	In-person with digital recording (replay and highlight accessible)
LANGUAGES	French and English
Publication	Accepted papers will be published in the school's journal ( special edition ) .

## THEMATIC AREAS

### MODIFICATIONS IN INTERNATIONAL TRADE POLICIES AND STRATEGIES

#### Axe 1

- ☐ Dynamics of regional and multilateral trade agreements.
- ☐ Impact of geopolitical tensions on trade dynamics.
- ☐ Market diversification and the significance of international marketing strategies in enhancing corporate competitiveness.

#### Axe 2

### DIGITAL TRANSFORMATION AND TECHNOLOGICAL ADVANCEMENTS

- ☐ Digital transformation in customs and trade facilitation (blockchain, IoT). Cross-border e-commerce and export: opportunities and challenges for Algerian SMEs. Digital sovereignty, data protection, and international regulations.
- ☐ Artificial Intelligence in Supply Chain Optimization
- ☐

### Supplementary information

Proposals will be evaluated by the scientific committee according to their originality, relevance, and scientific rigor.

# THEMATIC FRAMEWORKS

## THEMATIC AREAS

### Axe 3

#### RESILIENCE AND SUSTAINABILITY OF SUPPLY CHAINS

- ☐ Glocalization and strategic repositioning of productive activities.
- ☐ Risk management and diversification of supply sources.
  - The role of institutions, such as the CACI and public banks, in supporting exporters in Algeria.
- ☐ Sustainable logistics and the reduction of carbon footprints.
- ☐

### Axe 4

#### REGULATORY FRAMEWORKS AND ECONOMIC COLLABORATIONS

- ☐ Comparative analysis of regulatory frameworks (WTO, AfCFTA, bilateral agreements, Euro-Mediterranean partnerships).
- ☐ The role of public-private partnerships in promoting exports.  
Legal considerations surrounding foreign investments within the
- ☐ Algerian context.

### Axe 5

#### CASE STUDIES AND EXEMPLARY PRACTICES

- ☐ Benchmarking effective business strategies across Asia, Europe, and Africa.
- ☐ Benchmarking against regional models (Morocco, Tunisia, Egypt).
- ☐ Feedback on recent crises, including COVID-19 and the war in Ukraine.
- ☐ Recommendations for policymakers and enterprises.
- ☐ Success stories of Algerian enterprises abroad.

#### Supplementary information

Proposals will be evaluated by the scientific committee according to their originality, relevance, and scientific rigor.

# PROGRAMME

Place	Algerian School of Higher Business (ESAA)
Date	June 30 , 2025
Hour	08:00 - 18:00
Presidents	Dr. Nouredine Menani , General Director of ESAA
Honorary president	M.Yu Ki Jun, His Excellency the Ambassador of Republic of South Korea to Algeria
Vice president	Ms. Moufida Tadjerout
President of the Organizing Committee	Ms.Fatima Abboub
President of Scientist committee	Pr. Pascal Grandin

## HOURLY

**08 H 00**  
**17 H 30**

**08H 00 - 09 H 00**

[lieu:Auditorium]

**09H 00 - 09 H 50**

[lieu:Auditorium]

**9:50 a.m. – 11:30 a.m.**

[lieu:Auditorium]

**11:30 AM – 12:00 PM**

[location: Room 04]

## FORMAT AND PROCEDURE

[location:ESAA]

- ☐ Plenary Sessions, Panels, and Discussions
- ☐ Thematic sessions
- ☐

### 01. WELCOME AND INTRODUCTION -

Presentation , program.

Welcome coffee.

### 02. INAUGURAL CEREMONY

Welcome address delivered by the Director General of ESAA.

Official statement from His Excellency the Ambassador of South Korea to Algeria

Address by the president of the Chamber of commerce

Institutional message from ESAA.

Institutional message from Dongguk University, South Korea

Presentation of the day's agenda

### KEYNOTE ADDRESSES – KOREAN INSIGHTS ON ECONOMIC COLLABORATION

General theme: "Global Trade Trends and Emerging Opportunities for Korea-Algeria Economic Collaboration"

Dr. Heungchong Kim, Former President, Korea Institute for International Economic Policy

Mr. Hyuntae Lee, Expert in the Automotive Sector (Korea)

Ms. Eunyong Nam, Specialist in International Trade

Ms. Younghee Kim, Expert in Tourism and Regional Development

### COFFEE BREAK AND NETWORKING OPPORTUNITIES

Presentation and discussion of research findings and case analyses.

supplementary information -

Two workshops will be conducted simultaneously for the presentation of the finest works and communications.

Publication of the congress proceedings and distribution of recommendations



# PROGRAMME

Place	<b>Algerian School of Higher Business (ESAA)</b>
Date	<b>June 30, 2025</b>
Hour	<b>08 h 00 - 17 h30</b>
Presidents	<b>Dr. Nourredine Menani , General Director of ESAA</b>

## HOURLY

## FORMAT AND PROCEDURE

[location:ESAA]

**12:00 PM – 1:30 PM**

[location: Amphitheater,  
first floor]

### PARALLEL SESSIONS - SCHOLARLY AND PROFESSIONAL PRESENTATIONS

◆ Session 1: Transformations in Foreign Trade Strategies ◆ Session 2: Digitalization and Technological Innovations ◆ Session 3: Resilience of Value Chains and Sustainable Practices ◆ Session 4: Regulations, Trade Agreements, and Economic Partnerships ◆ Session 5: Comparative Case Studies and International Best Practices

**13h30 – 14h30**

### COMPLIMENTARY MEAL

**14h30 – 16h00**

[lieu:Auditorium]

### STRATEGIC FORUMS AND ROUNDTABLE DISCUSSIONS

Panel 1: Strategies for Successful Diversification of Foreign Trade in Algeria  
Panel 2: The Digitalization of Trade and Economic Sovereignty

**16h00 – 16h15**

[location:Room 04]

### COFFEE BREAK

**4:15 p.m. – 5:30 p.m.**

[lieu:Auditorium]

### CLOSING DEBATE

Theme: "Liberalization versus Protectionism: Which Model for Algeria?"  
Senior governmental officials  
Economic analysts  
Corporate executives

**5:30 PM – 6:00 PM**

[location: Amphitheater,  
first floor]

### CLOSING OF THE CONGRESS

Official presentation of the recommendations  
Gratitude is extended to our partners, including the Korean delegation.  
Prospects for collaboration and post-congress follow-up

supplementary information -

Two workshops will be conducted simultaneously for the presentation of the finest works and communications.  
Publication of the congress proceedings and distribution of recommendations

# TERMS OF SUBMISSION

Contact	<b>Colloque.esaa@esaa.dz</b>
Date	<b>May 30, 2025</b>
Format	<b>Summary and comprehensive communication</b>
Template	<b>In the appendix</b>

## Date

### TERMS OF SUBMISSION

[location:ESAA]

Interested researchers, practitioners, and experts are encouraged to submit a summary of their communications in either French or English, specifying:

- The title of the correspondence
- The thematic axis in question
- The issue and the methodology employed
- The primary findings and scholarly contributions
- A representative bibliography

the complete correspondence adhering to the template included in this document.

Proposals will be assessed by the scientific committee based on their originality, relevance, and academic rigor.

### SIGNIFICANT DATES

- Abstract submission deadline: May 30, 2025
- Notification of Acceptance: June 12, 2025
- Submission of complete articles: 20 June, 2025
- Congress Dates: June 30, 2025

### CONGRESS STRUCTURE

The conference will take place in person at the Algerian Higher School of Business. Selected papers will be published in the institution's journal.

### TARGET PARTICIPANTS

- Academics and researchers in the fields of economics, management sciences, finance, marketing, logistics, and international trade.
- Government officials and policymakers engaged in trade and industrial strategy.
- Representatives of organizations focused on trade and economic integration.
- Entrepreneurs, business executives, and digital commerce startups.

significant information:

Participants are strongly encouraged to diligently comply with:

the template for composing the extended summary and the comprehensive communication;

- submission deadlines
- The most outstanding communications will be featured in the School's scientific journal.