

PRESS RELEASE

Future Leaders Challenge Morocco: Shaping Hospitality Talent for Africa Cup & 2030 World Cup

Ben Guerir, 4 June 2025

Over two impactful days at University Mohammed VI Polytechnic the Future Leaders Challenge (FLC) Morocco 2025 brought together more than 150 rising stars, industry powerhouses, government officials, and academic leaders to shape the future of hospitality and tourism in the region.

Regional Tourism Delegate, Mr. Mohcine Chafai Alaoui, attended the second day of the event and commended the initiative's role in bridging education with national economic goals. His participation underscored the Kingdom's strategic focus on talent development as a pillar of long-term tourism competitiveness.

Held on 2–3 June 2025, this national edition was a key step toward aligning talent with national ambitions for Morocco's talent pipeline as it looks ahead to hosting the Africa Cup of Nations at the end of the year and the 2030 FIFA World Cup. As global attention sharpens on Morocco, FLC delivered a timely and powerful platform for mobilising the next generation of hospitality and tourism professionals.

Solving Real Business Challenges with Industry Mentors

From immersive workshops and executive panels to a high-stakes student strategy challenge, participants tackled real-world business cases with insight, creativity, and purpose. The event underscored the power of cross-sector collaboration, with contributions from school directors, C-suite executives, and policymakers shaping not only the competition but the broader conversation on hospitality leadership in Morocco.

The student teams representing the top three winning schools will now advance to the MEA Finals in Dubai, representing Morocco with bold ideas and a renewed sense of purpose.

Steering National Impact

At the heart of the initiative was the FLC Morocco Strategic Board, comprising senior executives from public and private sectors—including Imad Barrakad (SMIT), Frédéric Feijs (Radisson Hotel Group), Hubert Ummels (Founder, FLC), Abbas Azzouzi (Experienciah Morocco), Raouf Ben Chedli (Hilton), Hamid Bentahar (President, Confédération Nationale du Tourisme (CNT) , Laila Bensouda (Madaëf Sports & Events), Jaafar Mrhardy (TMSA), Souleymane Khol (Accor) and Karim Sentici (SHB) —who ensured alignment with national development priorities and international best practices.

"The Future Leaders Challenge is a launchpad for young talent to step confidently onto the global stage," said Hubert Ummels, FLC Founder. "It's about shaping a bold, inclusive vision for hospitality and tourism—one that reflects Morocco's rich identity while meeting the demands of a rapidly changing world."

Shaping the Future, Together

FLC Morocco also held the School Directors' Alliance meeting, advancing the dialogue between academia and industry and reinforcing the commitment with discussions on aligning curricula with employer expectations, graduate readiness, and regional mobility.

As part of the national competition, the **winning team** hailed from the **École Supérieure de Tourisme et de Technologie Hôtelière SupHcom (Universiapolis)**, highlighting the growing strength of regional academic institutions in grooming future leaders.

The momentum generated in Ben Guerir confirms Morocco's rising stature as a regional hub of hospitality and tourism innovation and excellence.

Next Stop: United Kingdom & Ireland – 9 June 2025

FLC's global journey heads next to the United Kingdom & Ireland on 9 June, where the spirit of innovation and collaboration will once again take centre stage.

Stay connected with MEA Future Leaders Challenge on LinkedIn and Instagram for updates, highlights, and insights from our global leadership community.

About the Future Leaders Platform

A premier global network uniting students, school directors, educators, industry executives and government stakeholders in region-focused challenges to advance hospitality and tourism. Through annual events and development programmes, the platform cultivates a sustainable pipeline of talent, aligning educational outcomes with the needs of a rapidly evolving sector.