

Programme

Building bridges between Tunisia and Sweden

 **Venue:** South Mediterranean University (SMU), Les Berges du Lac 2, Tunis

 **Date:** Thursday, November 27, 2025

 **Time:** 09:00 – 12:30

08:30 – 09:00 | Registration and Welcome Coffee

Participant registration and welcome coffee

09:00 – 09:15 | Opening Ceremony

- Welcome address: **Khaled Haddad**, President, Tunisian-Swedish Chamber of Commerce
- Opening remarks: H.E. **Cecilia Wramsten**, Ambassador of Sweden to Tunisia
- Introductory speech: **Leila Triki**, Dean, Mediterranean School of Business

09:15 – 09:30 | Signing Ceremony

- Official signing of a Cooperation Agreement between:

Mediterranean School of Business "**MSB**" & Mediterranean Institute of Technology "**MedTech**" (Tunisia) and Mälardalen University "**MDU**" (Sweden)

Moderated by **Ines Ben Othman** (SMU) and **Marcus Kjellberg** (MDU)

09:30 – 10:15 | Panel 1 – Building Bridges Between Researchers and Swedish Companies

- Connecting Research and Industry
 - Prof. **Rebei Ben Fdhila** Mälardalen University, Sweden
 - Prof. **Mohamed Loukil** Linköping University, Sweden (via Teams)
 - Prof. **Hassen Ouakad** MedTech - SMU, Tunisia
 - Dr. **Houda Boubaker** MedTech - SMU, Tunisia

10:15 – 10:45 | Coffee Break & Networking

An opportunity for informal discussions among students, professors, and professionals.

10:45 – 11:30 | Panel 2 – Building Bridges Between Academia and Swedish Companies

- Connecting Academia and Industry
 - **Olivier Darcel**: Managing Director **Autoliv** (Engineering projects and internships)
 - **Aymen Montacer**: Managing Director **Volvo Cars** (Marketing initiatives)
 - **Imed Gharbi**: Managing Director **EPD Consulting** (Green certification and sustainability projects)

11:30 – 12:00 | Panel 3 – Building Bridges Between Sweden and Ambitious Students

- **Chaima Bouaziz** University of Sfax: Experience of a joint PhD between Tunisia and Sweden
- **Firas Fourati & Selima Jouini** SMU Alumni Speakers: Sharing their international academic journeys and reinforcing the value of internationally accredited degrees.
- **Joakim Svahn**: Deputy Head of Mission - Swedish Embassy in Tunisia
Practical guidance on student visa procedures and requirements

12:00 – 12:30 | Closing Remarks

- Final remarks and acknowledgments
- Group photo session

Thank You to Our Sponsors

ERICSSON

Autoliv

CLAVISTER®

V O L V O



SCANIA

IP Ideal Peakflow

**NORDIC
MACHINERY**

 **EPD®**
THE INTERNATIONAL EPD SYSTEM



MedTech
Mediterranean
Institute of Technology



MSB
Mediterranean
School of Business