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الاتحاد الأفريقي

Addis Ababa, Ethiopia P. O. Box 3243 Telephone: 251115517700/251115526373 Fax:251115518718/251115536950 Website: www.au.int

CV

Position: (Indicate the title of the position you are applying for)

Deputy Chairperson of the African Union Commission

Personal information:	T 'C ATZIIADDACII
First and last name:	Latifa AKHARBACH
Physical address:	N° 71, Bassatine El Menzeh, Rabat, 12050, Morocco
E-mail address:	latifaakharbach@gmail.com
Phone number:	+212666377578
Date of birth (dd/mm/yy):	July 20, 1960
Nationality:	Moroccan
Citizenship:	Moroccan
Gender:	Female

Vision Statement (in no more than one thousand (1,000) words, describe how, in this position, you intend to achieve the aspirations set out in Agenda 2063 and address the most pressing issues facing Africa and the Commission)

Driving change within the AUC for a more effective and influential African Union

My desire to run for the position of Deputy Chairperson of the AUC stems from my deep-rooted pan-African convictions and my determination to contribute to the construction of a strong, integrated and united Africa, at the service of its citizens; an Africa playing a proactive and central role on the international stage. Throughout my career, particularly as a Minister, I have defended African values and causes. My candidacy for the Deputy Chairperson of the AUC illustrates my permanent pan-African commitment. It is based on two deep convictions: the unity of destinies of our African countries, and the need for a reformed, strong and united AU that can optimally assume its crucial role in the development of our Continent.

As the cornerstone of the AU's institutional framework, the Commission plays a crucial role in driving the much-needed change and ensuring the success of the AU's committed reform process. The operational efficiency and credibility of our pan-African organization depend on its effectiveness.

Achieving the objectives of Agenda 2063 serves as a real test of efficiency and good governance for all AUC structures. As the executive arm of the AU, the AUC requires ongoing reinforcement of its expertise and the smooth running of its structures to successfully fulfill its missions in key areas such as peace and security, economic integration, sustainable development, etc.

My entire action as Deputy chairperson of the AUC will be devoted to structurally and sustainably anchoring the key principles of performance, impact, transparency and accountability.

I will collaborate with the Chairperson and all the teams to ensure that the AUC fulfills its mandate



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in the most effective manner, particularly by revitalizing its operating and decision-making processes. The guiding principle of my actions is that good governance of resources and skills is a critical asset that must be leveraged in every field and for all projects.

From my experience as an African woman leader, I have learned that truly serving Africa requires a profound commitment.

Building on the progress and achievements to date, I will concentrate on four priorities that I believe will expedite reform efforts and unlock the full potential for transforming and strengthening our pan-African organization.

1- Work to strengthen consensus on the proposed institutional reforms and collaboratively identify new reform pathways:

Adapting the functioning and capabilities of the AU to both the evolving realities of our continent and the rapid, profound changes in the international environment has become a matter of utmost urgency. Revitalizing internal dialogue on the scope, nature, and new institutional developments within the AU and its various bodies will signal a strong political commitment and a shared sense of collective responsibility throughout the internal and external environments of the pan-African institution.

In this respect, the AUC Deputy Chairperson can play a pivotal role in fostering consensus and mutual understanding between the Union's political and technical spheres.

The institutional reform of the AU, initiated in 2018, must be further deepened and accelerated. A clearer division of labor between the AU's various organs and structures, according to a well-defined organizational chart, as well as the elimination of contradictions that undermine the coherence of the AU's actions and image, would be key priorities of my action.

2- Enhance the AUC's Decision-Making and Implementation Capacity.

The optimal functioning of the AU relies on the efficient operation of all its structural organs, which are responsible for formulating, implementing, evaluating and supervising decisions, practices and programs.

I will ensure the optimization of the AUC's administrative and financial management, as well as its decision-making and implementation capacity, in the service of a stronger and more impactful AU. Fostering internal synergies while respecting the mandates and prerogatives of AU institutions and bodies such as the AUC, AUDA-NEPAD, RECs and Member States will be a key priority for me.

3- Strengthen the AU's financial autonomy.

The AU's increasing financial dependence on external donors is a major obstacle to its freedom and effectiveness of action, as well as to its potential for negotiating and defending the interests of our Continent on the global stage.

I will therefore pay particular attention to finding ways to address the AU's financial challenges, notably the predominance of contributions from international partners in the Union's budget (66.6% of the AU budget for 2023). To this end, I will work with all stakeholders to plan and utilize the resources available to the Union, particularly those from Member States, in the most rational way



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possible, based on the principle of "doing more with less".

4- Strengthen the connection and interaction between the AU and young Africans to promote youth engagement and ownership of the goals and programs of Agenda 2063.

Our continent cannot claim to benefit from the demographic dividend without adopting a new paradigm for the relationship between the AU and young Africans. This implies not only strengthening efforts to empower young people but also implementing new approaches to institutional communication aimed at this social category, which has specific expectations and modes of communication that are undergoing profound transformation.

My long experience in the field of communications allows me to affirm that connecting the AU to its citizens, and notably to its young people, could be a game-changer for the effectiveness and efficiency of the institution's overall action.

Better listened to, more audible, and pertinently informed, young people will want the same Africa we want, and will put themselves at its service with complete confidence and conviction.



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Executive profile: (in a maximum of three hundred (300) words, write a summary and present the strong points of your skills, experience, objectives and achievements)

A woman leader with extensive experience in public and government action, managerial responsibility, communication, teaching and diplomacy, along with significant intercultural skills.

My experience as Secretary of State for Foreign Affairs and Cooperation (Deputy Minister), and as an Ambassador, has allowed me to develop particular skills in the following areas:

- Understanding the issues of bilateral and multilateral cooperation on global and continental
 matters: human development, climate change, migration management, youth integration, access
 to energy, etc.;
- Formulating advocacy strategies and action plans;
- Mobilizing national and international stakeholders and seeking diverse and relevant partnerships;
- Negotiation skills in both regional and international contexts;
- Establishing and leading international and regional networks.

My experiences leading important public institutions have enabled me to develop competencies in:

- Human and financial resource management;
- Modernization of work tools and managerial approaches;
- Team leadership aimed at enhancing institutional collective performance.

Additional Achievements:

Through my work and a management style that combines directive and participative dimensions, I have cultivated a female leadership focused on social progress and human development. I intend to apply this valuable experience to the service of the AUC.

Values and Principles of Action:

Throughout my career, I have adhered to fundamental values and principles: moral integrity, recognition of others' contributions, rigorous management of time and resources, promotion of gender parity and diversity, and active listening.

Ongoing objective: acting for change.



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Membership of professional associations (list professional bodies of which you are a member specify function if applicable)

- President since September 2022 of the Network of African Communication Regulatory Authorities (RIARC), which includes media regulators from 37 African countries. I was elected Vice-President of this network in 2020.
- President of the **Théophraste network of universities and schools of journalism** in Francophone countries from 2005 to 2007. This institutional network of the "Agence Universitaire de la Francophonie" included 28 African, European and North American countries.
- Moroccan Representative of the Euro-Maghreb network for Communication Training between 1993 and 2000. This extensive cooperation program involving countries from the north and south of the Mediterranean facilitated the ongoing training of hundreds of journalists from the Maghreb. It was established and funded by the European Commission as part of the MED MEDIA programs, which are part of the dynamic of Euro-Mediterranean cooperation.
- Board Member of Directors of the National Union of Moroccan Women (UNFM), holding consultative status with the African Union.
- Partner of the African Women in Media (AWiM) network, which brings together African women working in the media industry worldwide. Founded to promote equal representation of women in media industries, the organization has over 16,000 members and works to enhance the visibility and influence of women in African media.
- Participation in observation and information missions concerning the following election processes: January 8, 2023 in Benin; April 21, 2024 in Togo.



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Academic and professional qualifications (list your academic and professional qualifications, starting with the highest)			
Institution name	Institution address (postal address, telephone numbers and website)	Qualification received	Year obtaine d
University of Law, Economics and Social Sciences of Paris-	12 place Panthéon 75005 PARIS Phone: +33 (0) 1 44 41 57 00 http://www.u-paris2.fr/	University doctorate Highest honor	June 6,
University of Law, Economics and Social Sciences of Paris- Assas -Paris 2	University of Paris Panthéon-Assas, 92 Assas Street, 75006 Paris www.assas- universite.fr +33 (0)1 44 41 58 93	Diploma of Advanced Studies (DEA) (5 years of higher education, equivalent to a Master's degree) Information and communication sciences	January 7, 1985
Higher Institute of Information and Communication (ISIC) -Rabat - Morocco	ISIC, Avenue Allal El Fassi Madinat Al Irfane - Rabat Institutes - Morocco (+212) 0537773340 / 0537773355 Institut Supérieur de l'Information et de la Communication (isic.ac.ma)	Bachelor's degree in journalism (Diploma from the Higher Institute of Information and Communication	July 27, 1983
Hassan II High School, Marrakech	El Qadi Ayad street Marrakech 40000 +212524420871 https://www.facebook.com/LyceeHassanIIM arrakech/?locale=fr F R	Bachelor of Mathematical Sciences	June 1978



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Training title	Certification body or institution	Institution address (postal address, telephone numbers and website)	Year of participation
Training of Trainers in Communication coupled with Corporate Internships	Ecole Française des Attachés de Presse	EFAP PARIS RASPAIL 214, boulevard Raspail 75014 Paris +33 1 76 40 10 45 www.efap.com	The entire 1989 1990 academic year
Several training and professional development internships in journalism practice and journalism pedagogy	Télédiffusion de France (state-owned public corporation) -Center de Formation et de Perfectionnement des	Télédiffusion de France TDF - Digital infrastructure and network operator	-October 1980 -June 1987;
	journalistes, - Cirnea Audiovisual Communication, Training and Production Company School of Journalism and Communication, Aix- Marseille University Center Transméditerranéen de la Communication - Agence Idées- Dialogue conseil (public and press relations)	-Center de Formation et de Perfectionnement des journalistes, 33 Louvre Paris street- France - Cirnea Audiovisual Communication, Training and Production Company 67 Robespierre Street 93558 Montreuil France Center Transméditerranéen de la Communication - Jardin du Pharo 13007 Marseille France+3191527799 Agence Idées-Dialogue conseil, 24 Royal Street 75008 Paris France	February 1990 -December 198 - April 1990 -June 1990



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Work experience (list your work experience starting with the most recent or the oldest. Give a complete history of your work and include or modify the table accordingly to capture your professional experience) Organization name: High Authority for Audiovisual Communication (HACA) (La Haute Autorité de la Communication Audiovisuelle) Address of organization or employer (postal address, telephone numbers and website): Espace les palmiers - lot 26 - Angle Av. Annakhil et Mehdi Ben Barka Hay Riad - Rabat B.P: 20590 -Rabat Riad Maroc Chairman's telephone number: +212 5 37 71 43 85 www.haca.ma Position held (job title) President (Ministerial Rank) Duration (from start December 3, 2018 to present date to end date) Number of people 150 people supervised Development of a Moroccan model for audiovisual media regulation aimed at: Consolidating the role of audiovisual media in the general development of society. Strengthening the role of the public broadcasting service, in particular by Responsibilities guaranteeing the expression of pluralism and diversity, stimulating public debate, and providing local information to promote integration and citizen participation. Encouraging private-sector investment in the audiovisual sector.



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	Rigorous management of the administrative and financial affairs of the establishment, with no audit findings.
	• Enhancing the credibility and social and political influence of the High Authority for Audiovisual Communication (HACA) as an independent constitutional body with good governance.
	• Fostering a culture of social responsibility and accountability within the Moroccan audiovisual communication ecosystem, particularly in terms of combating harmful and prejudicial content to the principles of human rights and democratic functioning (e.g. religious radicalism, hate speech, discrimination, stereotypical representation of women, invasion of privacy, failure to respect the presumption of innocence, etc.).
	• Election of HACA to the Presidency of the Network of African Regulatory Authorities for Communication.
Achievements	Boosting South-South cooperation in media regulation.
	• Strengthening HACA's regional leadership and mobilizing this leadership for pan- African cooperation: knowledge transfer, training, institutional support for media regulatory authorities across our Continent, etc.
Organization name Expatriates	or employer: Ministry of Foreign Affairs, African Cooperation and Moroccans

Address of organization or employer (postal address, telephone numbers and website): Ministry of

Foreign Affairs, African Cooperation and Moroccans Expatriates.

7, Franklin Roosevelt Street, Rabat, Morocco

Telephone: +212 (0) 0537676183

Website: www.diplomatie.ma

Position held (job title)	Secretary of State for Foreign Affairs and Cooperation (Deputy Minister)	
Duration (from start date to end date)	October 2007 to January 2012.	



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	The state of the s
Number of persons supervised	All the staff of the Ministry of Foreign Affairs.
Responsibilities	As a member of the government, I contributed to the formulation and implementation of Morocco's policy on international relations at bilateral and multilateral level, and on global and sectoral cooperation: human development, the economy, energy, migration, education and culture
Achievements	 Contributing to the consolidation and evolution of Morocco's diplomatic action as an emerging African country with a strong commitment to the international community on issues of peace, security, development and regional and global stability. Promoting the action and representation of African and Arab women in political and diplomatic spheres.
Organization name Expatriates	or employer: Ministry of Foreign Affairs, African Cooperation and Moroccans
Poreign Amairs, Am	
Position held (job title)	Extraordinary and Plenipotentiary Ambassador of the Kingdom of Morocco to the Republic of Bulgaria and the Republic of North Macedonia.
Duration (from start date to end date)	From March 9, 2013, to September 15, 2016.
Number of people supervised	All Embassy staff



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	Enhancing economic cooperation between Morocco and Bulgaria, and between Morocco and the Republic of North Macedonia.
Responsibilities	 Promoting bilateral political dialogue between Morocco and Bulgaria, and between Morocco and North Macedonia.
	 Representing Moroccan institutions in international conferences held in Bulgaria and North Macedonia.
	 Enhanced political dialogue: new schedule of visits by ministers, deputies, and business operators.
achievements	Revitalization of economic exchanges: launch of direct tourist flights between Bulgaria and Morocco
	Revival of inter-parliamentary dialogue.
Organization nar Expatriates	ne or employer: Ministry of Foreign Affairs, African Cooperation and Moroccans
Foreign Amairs, A	

Position held (job title)	Extraordinary and Plenipotentiary Ambassador of the Kingdom of Morocco to the Republic of Tunisia
Duration (from start date to end date)	From October 13, 2016 to December 3, 2018.
Number of people supervised	All Embassy staff
Responsibilities	 Strengthening multisectoral economic cooperation between Morocco and Tunisia. Promoting bilateral political dialogue between Morocco and Tunisia on regional and continental issues, in addition to consultations on multilateral issues. Management of consular issues between Morocco and Tunisia, and Morocco and Libya.



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Achievements	 Intensification of political dialogue: organization of several high-level visits including the President of Parliament, High Joint Commission chaired by the Prime Ministers, ministers, deputies, and local elected officials Reactivation of bilateral cooperation: organization of several sectoral ministerial meetings on various sectors including economy, education, environment and sustainable development, women's rights, human rights, and justice
Name of organizat	ion or employer :
Institut Supérieur d	le l'Information et de la Communication, Rabat
(Higher Institute o	f Information and Communication, Rabat)
Address of organiza	ation or employer (postal address, telephone numbers and website):
	i Madinat Al Irfane - Rabat Institutes - Morocco
Position held (job title)	University Professor
	Full-time teacher
Duration (from start	November 30, 1988 September 10, 2003
date to end date)	Part-time teacher: September 2003 to October 2007
Number of people supervised	Hundreds of student journalists from Morocco and from various African nationalities.
	• Teaching in Arabic and French he rules and practices of journalism, as well as the principles of deontology and ethics to professional journalism.
Responsibilities	Training in public and institutional communication techniques.
	Supervising student research and dissertations.
Achievements	Training and mentoring f hundreds of Moroccan student journalists and communication specialists, as well as individuals from various African and Arab countries.



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Organization name or employer: Moroccan National Radio		
	ation or employer (postal address, telephone numbers and website)	
RTM		
1, el Brihi Street B.P.	1042 Rabat	
Tel: +212 537 68 51	00/ 212 5 37 70 43 46	
www.alidaa-alwatania	a.ma	
Home SNRT - SO	CIETE NATIONALE DE RADIODIFFUSION ET DE TELEVISION	
Position held (job title)	Director General	
Duration (from start date to end date)	March - October 2007	
Number of people supervised	2000 people (including personnel from regional stations across the Kingdom)	
Responsibilities	Strategic and operational management: to design and implement a strategic vision for national public radio, and oversee programming, production, broadcasting, human resources and finance. The aim was to implement a content strategy in line with the traditional missions of public service broadcasting (to inform, educate and entertain).	
Achievements	 Development of a new vision for national public radio to ensure its performance in a new context marked by dynamic private offer and new expectations from young audiences. Initiating a new professional dynamic within the radio station: seeking editorial innovation, access to new skills, developing the regional and local dimensions of the radio offerings, incorporating new artistic expressions 	



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Name of organization or employer:

Institut Supérieur de l'Information et de la Communication in Rabat,

(Higher Institute of Information and Communication, Rabat)

Address of organization or employer (postal address, telephone numbers and website)

Avenue Allal El Fassi Madinat Al Irfane - Rabat Institutes - Morocco (+212) 0537773340 / 0537773355

https://isic.ac.ma/

Position held (job title)	Director
Duration (from start date to end date)	From September 2003 to March 2007
Number of people supervised	Hundreds of Moroccan student journalists and from various African countries.
Responsibilities	 Establishment of specialized educational offerings in the field of information and communication, and provision of professional education tailored to the requirements of high-quality journalistic practice. Administrative and financial management: overseeing all administrative operation of the institute, including academic program planning, human and financial resource management, logistics, and infrastructure. Promotion of academic research in the field of information and communication.
Achievements	Redefinition of the institute's pedagogical project, considering the needs of the national job market and the technological advancement in the information sector, resulting in: Enhancing the institute's reputation and overall image. Improving the employability rate of Institute graduates. Training journalists and communications specialists whose profiles meet the needs of both the public and private sectors of the country. Establishing strategic national and international partnerships.



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Work experience (list your work experience starting with the most recent or the oldest. Give a complete history of your work and include or modify the table accordingly to capture your professional experience)

Name of organization or employer:

Friedrich Naumann Stiftung (German political foundation partly funded by the German Foreign Office)

Address of organization or employer (postal address, telephone numbers and website)

Permanent Representation of the Friedrich Naumann Foundation in Morocco

11 Taza Street, Hassan Rabat 10020, Morocco

Phone: +212 537-77-75-09 Fax: +212 537-77-75-36

Position held (job title)	Permanent Project Advisor
Duration (from start date to end date)	From 1992 to 1999.
Number of people supervised	Hundreds of Moroccan journalists and from Maghreb countries and teams of journalism trainers and professors.
Responsibilities	 Designing continuous training programs for journalists and communication professionals, organizating seminars and conferences on the democratic role of the press and professional issues relevant to media. Participation as a trainer and academic teacher specializing in journalism and communication.



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Achievements	 Political visibility of the issues concerning the professional and ethical upgrading of media and journalists, particularly in regions and remote localities outside the capital.
	Training hundreds of qualified journalists in local and community journalism.
	 Facilitation of the creation, for the first time in Morocco, of an Association representing the regional press, dedicated to professional issues of this important media category for enhancing citizens' access to information.
Name of organ	ization or employer: Mithaq -AlMaghrib Press Group Morocco
Address of orga Mithaq-Almag Morocco	nization or employer (postal address, telephone numbers and website) hrib S.A, Crossroad of Prince Moulay Abdallah avenue and Dimachk Street, Rabat,
Position held (job	Editor in charge of the "Women and Society" section
Duration (from start date to end	From September 1, 1982 to July 31, 1983.
	J 7 100 1 100 100 100 100 100 100 100 100
Number of people	
	Writing articles on women's issues and coverage of social and cultural news in Morocco.

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Skills and competencies (in no more than five hundred (500) words, demonstrate how your experience and qualifications match the skills and competencies described in the job profile for which you are applying)

As a dedicated advocate for the rights of African women and young people, I have developed throughout my career a set of leadership skills that have been fundamental in my various roles leading different national and regional institutions.

My responsibilities at the helm of these institutions have led me to adopt well-defined management and action strategies, anticipating future trends and formulating transformative directions. Through my expertise in communication, diplomacy, and planning, I was able to discern, defend and resolve complex issues, thereby facilitating informed and coordinated decision-making.

I have always promoted learning and organizational development, ensuring that the institutions I have led are well positioned to meet challenges, seize opportunities, and adapt to changes in their environment. As an African woman leader, I have mentored several thousand young professionals, enhancing their skills and fostering their personal development. My role as a catalyst for organizational change has been crucial. I have identified opportunities for change and supported transformation initiatives, including in administrative and financial management to enhance the effectiveness and efficiency of the structures under my responsibility.

I have consistently placed at the core of my management and action strategy the assessment and management of risks and benefits to protect the image, reputation, and performance of the organizations and personnel I have led. In addition, my commitment to the highest standards of ethics and integrity has inspired my teams to uphold these principles. As President of the High authority for Audiovisual Communication (a Moroccan constitutional institution), these values have reinforced trust and cohesion within the organization.

As Vice-President and then President of the Network of African Communication Regulatory Authorities, I have developed sustainable networks and forged strategic alliances at national, regional, and international levels. By collaborating across borders, I have established strong relationships to achieve common goals and aspirations of allied African institutions, while promoting Africa's interests in the new global digital order and its integration into global digital governance.

By joining and leading learning organizations capable of maintaining high performance despite challenges, I have adapted and modified objectives in response to constant change, ensuring organizational resilience. As a leader, I have



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consistently demonstrated authority and credibility, significantly enhancing the decision-making capabilities of the institutions I have chaired.

I have imposed high performance standards and set ambitious targets for continuous improvement while mobilizing the necessary resources to implement innovative solutions.

Achievements and/or accomplishments: (in a maximum of five hundred (500) words, indicate any achievements in addition to those mentioned in your professional experience that you would like to highlight)

- March 13, 2023: Awarded the insignia of Commandeur de l'ordre du mérite de la communication de la Côte d'Ivoire, on behalf of His Excellency President Alassane Ouattara, President of the Republic of Côte d'Ivoire and AU Champion for the implementation of Agenda 2063.
- October 18, 2021, in Ouagadougou: Commander's insignia of Commandeur du Mérite des Arts, des Lettres et de la Communication on behalf of the President of Burkina Faso, Mr. Roch Marc Christian Kaboré.
- September 12, 2016, in Sofia: Knight's insignia of the Order of Madara, First Class on behalf of the Bulgarian President, Rossen Plevneliev.



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Publications (if any): (provide a list of publications you have authored or co-authored, and links to these publications if they are online)

• I am co-author of two books on the status of women in Morocco, "Femmes et Politique" and "Femmes et médias", published by Le Fennec, in the Collection Marocaines citoyennes de demain, edited by Fatima Mernissi and Omar Azziman.

"Femmes et Politique" - Latifa Akharbach, Narjis Rerhaye -Google Books "Femmes et Médias" - Latifa Akharbach, Narjis Rerhaye -Google Books

• I have published numerous articles and analyses in various Moroccan publications on the issues of press freedom, journalists training, professional ethics, women's rights, the dialogue of civilizations, and so on.

Working languages (please indicate your level of proficiency in speaking, reading and writing the AU languages below. Examples of proficiency levels: excellent, good, average

Working languages	Speak	Read	Write to
Arabic	Excellent	Excellent	Excellent
English	Excellent	Excellent	Excellent
French	Excellent	Excellent	Excellent
Portuguese	-	-	-



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References (list three people as references with details below. One reference must be professional and the other personal.				
First and last name	Position and organization	E-mail address:	Phone number	
Hon. Rémy Ngoy Lumbu	Chairman of the African Commission on Human and Peoples' Rights	remyngol@gmail.com ngoyl@africa-union.org	+243 81 888 88 25 +32 47 623 46 33	
Ambassador Mohamed Belaich	Special Representative of the Chairperson of the African Union Commission for Sudan	Blaich87@gmail.com	+251 99 111 22 31	
Ms Bineta Diop	Special Envoy of the Chairperson of the African Union Commission for Women, Peace and Security	president@fasngo.org	+41 78 784 29 59	

Certification					
I, the undersigned, certify that this information correctly describes me, my qualifications and my experience.					
First and last name	Latifa AKHARSACH				
Signature	1 July				
Date	2 2 JUIL. 2024				