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Dr. Yahia H. Zoubir is Professor of International Relations and International Management, and Director of Research in Geopolitics at KEDGE Business School, Marseille, France. Prior to joining KEDGE in September 2005, he was Managing and Academic Director of the US Campus, Thunderbird Europe, France. He has also been international visiting faculty in numerous universities and business schools for the last 30 years, notably in China (Renmin University, Shanghai Jiatong University, and Shanghai University of Finance and Economics), the United States, European and Asian countries.

He has published more than a hundred scholarly works, including books, articles, and book chapters in international politics, foreign policy, governance, and security issues. His recent works include, North Africa Politics: Change and Continuity (2016); Building a New Silk Road: China and the Middle East in the 21st Century (2014). In addition to his publications, Yahia attends regularly major international conferences organized by academic institutions and international and regional organizations. He has also given lectures at universities and military academies, such as NATO College in Rome or the National Defense Academy, Center for Security & Strategic Research, in Riga, Latvia, and at the African Union.

**Module 6** - XI'AN (August 14<sup>th</sup> - 16<sup>th</sup>)

## Doing business in the Mediterranean region

- Grasping analytical tools and frameworks for understanding the regional business environment of the Southern Mediterranean
- Understanding the different “rules of the game” as they relate to how professionals operate and respond to the dynamics of the regional business environment of the Southern Mediterranean