

PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA
MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH
UNIVERSITY OF CONSTANTINE 3, SALAH BOUBNIDER.



INSTITUTE OF MANAGEMENT OF URBAN TECHNIQUES (IGTU)

Organized

The 1st International Meeting

On

**« THE ATTRACTIVENESS AND COMPETITIVENESS
OF TERRITORIES »**

« RIACT 2020 »

13 & 14 April 2020

IGTU, UC3

1st Call for papers

Argumentary

The consensus is widely shared around the complexity of the notion of attractiveness since it is multidimensional. In the last decades, this notion has become a subject of interest to all actors interested, locally or globally, in territories, economy and social world. Applied to territories, attractiveness is within their capability to attract and retain various economic activities and mobile production factors and innovation : investors, producers, know-how holders, researchers, scientific and professional events, actors and sports events, capitals, skilled labor and even the most creative one, etc.

The notion of territorial attractiveness, which must fundamentally convince the ability to make profits, is at the "intersection" of the notion of competitiveness and that of territorial marketing. To be attractive, the territory must have a competitive organization, the two terms being virtually indissociable and it is in the context of

globalization that this connection was born. Indeed, trade liberalization (of any kind) is currently making attractiveness the condition for a certain competitiveness of territories which has a large influence on development policies. A competitive territory must generate and attract value in terms of investments and human resources. The territories position themselves, consequently, against each other and try to attract these sources of competitiveness. Moreover, the openness of states to competitive international investment has strongly mobilized territorial marketing as a collective action of valorization of the territories to attract new activities, to favor the development of the companies operating locally their activities and to promote a favorable brand image.

The debate around an essential question to the assessment of the performance and the territorial dynamics and of a key stake for the local authorities, encourages reflection on the countries bordering the southern shore of the Mediterranean. Their opening to the international is a challenge based on the attractiveness and competitiveness of their territories. In this context, Algeria is currently establishing privileged trade relations with the European Union primarily as well as with other countries. This situation accompanies the reforms of its productive apparatus towards a free and competitive market economy. In order to find its way in this dynamic, Algeria is called to create the conditions of attractiveness and territorial competitiveness that supports in particular a general mobilization of the economic and social actors. This involves a territory recomposition by affirming their capacity to produce wealth and to attract the know-how, technologies and foreign direct investments (FDI) that accompany them.

Joining in a strategy of attractiveness and competitiveness of the territory is the main objective that is fixed by this scientific event. This supposes to :

- Determine the attractiveness and competitiveness indicators of a territory.
- Develop a territorial diagnosis outlining the potential (economic, cultural, social, environmental, etc.) of a territory and how these potentialities are mobilized to build its brand image,
- To question the conditions and the mechanisms to be put in place to succeed in a strategy of attractiveness and competitiveness of the territory by relying on its real dynamics and the commitment of its actors.

PROPOSED AXES

Indicators of attraction of a territory

- Assessment of the conditions and degrees of attractiveness (residential, tourist, economic, industrial, etc.) of a territory.
- Territorial diagnosis and urban audit.

New forms of competitiveness

- Competitiveness clusters, attractiveness clusters and economic development.
- Innovation policies : clusters and technopoles.

Feedback in the field of territorial marketing and branding

- Good practices in terms of sector marketing, branding and sustainable marketing approaches.

Transport, mobility and territories

- Movements at the heart of territorial attractiveness.
- Sustainable transport and mobility in the Algerian city.

Governance and territorial development

- Public policies, foreign direct investment (FDI) and territorial development.
- Attractive territories and actors' games.

RIACT 2020