

# ERASMUS+/ INTERNATIONAL CREDIT MOBILITY

## MOROCCO



Professor Apostolos Papapostolou, President of the Graphic Design and Visual Communication Department of UNIWA, visited ESITH in November 2019 under the framework of the Erasmus+/ International Credit Mobility Program.

During his mobility meetings with the Rector, the Academic community and colleagues from the International Office occurred with the desire to compare and exchange educational practices, as well as to expand the academic horizons by interacting and cooperating to develop and share new ideas.

Conversations took place about sharing innovative educational strategies, in the field of Infographics in Marketing, with the aim of a long-term collaboration and multiple student exchanges in the future.

**Ecole Supérieure des Industries du Textile et de l'Habillement (ESITH)** is a Moroccan Engineering School, established in 1996, focuses on textiles and clothing. It was created in collaboration with ENSAIT and ENSISA, as a result of a public partnership designed to grow a key sector in the Moroccan economy.

Since 2003, ESITH has established multidisciplinary courses to meet the skills needs of industrial sectors and services; therefore developing new courses and launching an ambitious research and developing program, involving all the stakeholders: government, enterprises, international donors and business associations.

UNIWA cooperate with ESITH since 2017, counting more than five undergraduate and PhD student exchanges and more than twelve staff mobilities during those three years.

From this excellent collaboration, a bright future for continuous team work and share interest, in common research methodologies and study models arouses.

