Context

In the era of artificial intelligence, automation and digital transformation, mastering technology is no longer enough on its own to stand out. Human and behavioral skills – communication, emotional intelligence, creativity, leadership and adaptability – are becoming key drivers of employability, innovation and professional performance.

At the same time, professional platforms, notably LinkedIn, are transforming recruitment, networking and skills-showcasing practices. Digital identity is becoming an extension of professional identity and a factor in visibility and access to opportunities.

Organized as part of ICOA2026 in Dakhla, this Side Event aims to create a space for dialogue between academia, IT professionals and recruitment stakeholders around one conviction: talent is a strength; showcasing it and making it visible helps turn it into opportunities.

Vision and ambition

Promote a culture of professional development based on the complementarity between human skills, digital identity and professional impact.

Human skills
Develop creativity, collaboration, communication and adaptability.

Digital identity
Build an authentic, consistent and credible digital identity.

Professional impact
Turn skills, achievements and relationships into career, innovation and entrepreneurship opportunities.

Objectives

- Highlight the strategic role of Soft Skills 4.0 in IT and AI professions.
- Raise awareness of the importance of Personal Branding and e-reputation.
- Present best practices for optimizing a LinkedIn profile.
- Foster exchanges between students, experts, recruiters and professionals.
- Encourage a responsible and authentic digital presence.

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ICOA.

12th EDITION | Dakhla

INTERNATIONAL CONFERENCE
ON OPTIMIZATION AND ITS APPLICATIONS

• SIDE EVENT

Soft Skills 4.0

IT: your talent, your brand.

Human skills for digital influence

29 – 30
October 2026

Dakhla, Morocco
EST-Dakhla

From the world to Dakhla,
from Dakhla to the world.

Thematic tracks

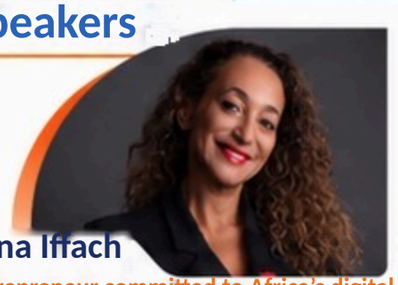
01 Beyond code: the power of Soft Skills
Communication, emotional intelligence, critical thinking, creativity and leadership in tech professions.

02 Your IT brand: building a strong digital identity
Personal Branding, LinkedIn profile consistency, showcasing projects and skills.

03 Connections to opportunities
Strategic networking, recruitment, collaboration and professional opportunities.

04 Human talent in the AI era
Complementarity between human skills, technical expertise and artificial intelligence.

Speakers



Sana Iffach
Entrepreneur committed to Africa's digital development

Franco-Moroccan entrepreneur Sana Iffach works to connect businesses, investors, institutions and talent across France, Morocco and Africa. With nearly 30 years of experience in telecoms and new technologies, she places innovation, economic cooperation and inclusion at the heart of her commitment.

In 2020, she created ITville, an initiative for digital inclusion in the regions.

In 2023, she founded SIYA ACT in Morocco, to support businesses and investors in their development and partnerships.

In 2024, she created KIFFACH "Impact Around Morocco", an initiative that showcases Moroccan regions and talent, notably Moroccans living abroad, strengthening ties between Morocco and its diaspora.

In 2025, she launched Génération(S)Tech, an audiovisual concept dedicated to the emergence of talent from African regions.

Fayçal NOUSHI
AIOps Expert & Senior IT Advisor
CEO & CTO of Zen Networks

Digital transformation expert with more than 15 years of experience in Cloud, Data, telecoms and cybersecurity. Based in Dubai, he is CEO and CTO of Zen Networks, supporting international organizations in modernizing their infrastructure, operational innovation and the adoption of large-scale solutions.

Zen Networks is a Moroccan IT expertise company specializing in Cloud, AIOps, Data and Cybersecurity solutions, with operations in Europe, Africa, the Middle East and the Americas.

Fayçal Noushi is also Chair of the African Region Commission within the World Federation of ICT and former 2025 Ambassador of Morocco for Innovation. He is regularly invited to international events and is involved in startup mentoring and the promotion of innovation.

Target audience

Students, PhD candidates, recent graduates, teacher-researchers, IT professionals, recruiters, entrepreneurs and civil society stakeholders.

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