



MEDAWEEK BARCELONA 2018
Mediterranean Week of Economic Leaders

2nd Mediterranean Human Capital Meeting



Mediterranean **Human Capital** Meeting

November 22nd, 2018 – Casa Llotja de Mar – Barcelona

Within the framework of EBSOMED Academy

“Support and Improve the Quality of BSO & Promote BSO Networking”

The **Mediterranean Human Capital Meeting** will play a significant role in understanding the importance of human capital by bringing experts and companies to discuss experiences, best practices and prepare for current and future challenges.

Human Capital is the most valuable asset in any company or sector even if it is sometimes intangible because it is not easily measurable. However, the World Bank Group is developing an index that will measure how human capital contributes to the productivity of the next generation of workers. It is reasonable since this human asset spends a major part of the day contributing towards the success of the organization or company.

Employees are crucial to any company or organization, to the point of becoming its lifeline. In the Mediterranean, civic culture is rooted in the tradition of a political philosophy in which public policies and institutes make up an important part within the educational process and influences public happiness. Therefore, there is an urgent need of partnerships between the public and private sectors to provide the needed **technical and innovative know-how** to current and future professionals.

In the course of the NABDF Forum, the EBSOMED project (Enhancing Business Support Organizations and Business Networks in the Southern Neighborhood) will be presented into detail including the presentation of its main activities, goals and services. Within the framework of this event, an academy on supporting BSO, improving the quality of the Business Support Services and promoting BSO



networking will be implemented. The main goal of this peer-to-peer capacity training event is to provide information on development and opportunities to small and medium-sized enterprises.

I. Rethinking the Human Capital Agenda in the Mediterranean Region

- ✓ The need and importance of promoting and attending the talent diversity and mobility in Mediterranean organizations
- ✓ The need and importance of the digital transformation of Human Resources in the region to keep up with current demands.

II. The Event

The 2nd edition of this meeting, co-organized with ASCAME (Association of Mediterranean chambers of Commerce and Industry) and BBi Communication, will address the opportunities diversity and talent mobility offers as well as the need of the digitalization of Human Resources both from an educational perspective as from a management perspective.

The meeting will gather experts, decision maker and companies that will share their experiences, best practices and discuss the difficulties they are currently facing as well as highlighting the urgent need of diversity management and technical innovative knowledge in the era of information and technology.

Join us at the **Meda Human Capital Meeting** to share the importance of human capital, diversity, education and digitalization of innovative talent in the current development situations.

III. The Program (preliminary draft)

10.30-12.00: **Diversity and Talent Mobility: key aspects for competitive organizations.**

As confirmed in the latest international business reports, the capacity to successfully manage diversity and talent mobility is one of the key factors that will determine success or failure of organizations that aim to compete globally.

We invite you to join our experts and private and public sector organization leaders at this first round table of the 2nd Mediterranean Human Capital Meeting to discuss, share and comment on questions such as:

- ✓ How does diversity impact on innovation and productivity?
- ✓ How far are we in Mediterranean organizations addressing these matters?
- ✓ How can we encourage and support diversity and mobility within our organizations?
- ✓ What are the key factors to foster and successfully manage diversity and talent mobility in Mediterranean organizations?
- ✓ And above all, what is the cost of not doing it?

Moderator: **Nina Heindricks**, Regional Director Southern Europe & North Africa, BBi Communication

Speakers:

Federico Montilla, Southern Europe & Latin America Director, Santa Fe Relocation Services

Fred Sabbah, Morocco Director, Everis

George Simons, Founder, George Simons International

Rana Nejem, Founder, Yarnu TBC

Virgili Callizo, International HR & Corporate Security, Cellnex Telecom TBC

Ana Alvarez, International HR Manager, Acciona Energía TBC

12.00-13.30: **Digital transformation of Human Resources: a must for talent and processes**

- ✓ Do we really know and understand our workforce and can our organization proactively use Human Resources (HR) data to make fact-based decisions?
- ✓ Can our organization use new technologies such as artificial intelligence, blockchain, machine learning, big data to improve employees performance?
- ✓ Is our talent ready to be part of the digital transformation of our organizations within the Mediterranean region?

HR teams have the dual challenge of transforming HR operations on the one hand, and transforming the workforce and the way work is done on the other. HR digital transformation is not just about HR, it's a metamorphosis that involves organizations as a whole. Come and share with us your experience and knowledge with our Mediterranean experts and leaders at this second round table of the 2nd Mediterranean Human Capital Meeting.

Moderator: **Nina Heindrichs**, Regional Director Southern Europe & North Africa, BBi Communication

Speakers:

Segundo López, HR Director Iberia & S&O, Tech Data TBC

Luis Carbajo, Founder, Vottun

Hicham Iraqi, Country Manager Morocco, Microsoft

Representative, CCI Beirut, Chamber of Commerce, Industry and Agriculture of Beirut & Mount Lebanon

Emmanuele Garzia, Vice-President, Cagliari Chamber of Commerce, ASCAME Commission of Training and Education

Representative, BusinessMed, Union of Mediterranean Confederations of Enterprises

Anaël Le Bihan, Head of Cooperation Projects, Association of the Chambers of Commerce and Industry of the Mediterranean (ASCAME)

⇒ *Presentation of the EBSOMED project*



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IV. Your Engagement

- Participate at the Meda Human Capital Forum and showcase your success to become an example to follow.
- Support the importance to adapt to the region's current and future demands and strengthen cooperation in building partnerships for future developments.
- Join our list of Meda Human Capital Sponsors & Partners.
- Encourage and register team members who are interested in human capital sector to attend the Forum.

V. News & Contact

CONTACT US : secretariat@ascame.org

**** speakers to be confirmed ****

