A new dawn for the Mediterranean

MEDA WEEK BARCELONA
Mediterranean Week of Economic Leaders

Casa Llotja de Mar Barcelona
20 - 22 November 2019
The MedaWeek Barcelona (Mediterranean Week of Economic Leaders) is nowadays the iconic conference dedicated to promoting the Mediterranean region worldwide. This event endorses the key economic sectors and the cultural values of this region through a wide variety of forums. MedaWeek Barcelona serves as the main meeting point for voicing the interests of the private sector in the socio-economic development of the Mediterranean countries.

Since its debut in 2006, MedaWeek Barcelona has been jointly organized by the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) and the Barcelona Chamber of Commerce, Industry and Navigation, with the collaboration of prominent Euro-Mediterranean organizations.
Following a decade of international appraise, MedaWeek Barcelona has become the reference point in the Mediterranean for economic and political dialogue, voicing the interests of the private sector and high level policy-makers in the region and the World. A dynamic platform for the promotion of the Mediterranean in the world, of a strong Euro-Mediterranean alliance and regional economic integration.

Ahmed M. El Wakil
President of ASCAME
Objectives

- **Create business synergies and networking** between countries and companies of the region and abroad.

- **Provide a platform for reflection and exchange of experiences** regarding the major economic tendencies in the Mediterranean.

- **Promote the Mediterranean region** and its key economic sectors worldwide.

- **Influence and shape the evolution of Mediterranean economies** by exchanging expert experiences, promoting investment, as well as introducing development plans and innovative projects.
Why attend?

- The most iconic economic event of the Mediterranean in three continents: Europe, Africa and Asia.

- A groundbreaking event that provides timely and relevant topics, by keeping up with the Mediterranean’s latest developments from both a policy and business perspectives.

- A strong platform for networking with key players of the Mediterranean and overseas.

- Attendance of government officials, institutional and business representatives, international top speakers and experts.

- A unique in its kind event supported by first-level sponsors and covered by international media partners.
Who attends?

- **Companies & CEOs**
  - 67%

- **International & Regional Institutions**
  - 33%

**Assistance Profiles**

- **Government Officials**
  - Presidents
  - Ministers
  - Ambassadors

- **Public Institutions Officials**

- **Chambers of Commerce Officials**

- **Private Institutions and Companies**
  - CEOs
  - Managing Directors
  - Businessmen and businesswomen
  - Investors
  - Entrepreneurs

Co-funded by:

- European Union
- Association des Chambres de Commerce et d’Industrie de la Méditerranée
- Association of the Mediterranean Chambers of Commerce and Industry
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During these three days (November 20th, 21st and 22nd), the MedaWeek Barcelona will host numerous key thematic and sectorial fora. In past editions, this important event counted with more than 35 thematics fora, 600 working sessions, 1,800 prominent speakers, welcomed over 20,000 attendees from all over the world and obtained coverage from more than 80 media outlets. These included entrepreneurs and representatives of the private sector, business support organisations such as chambers of commerce and promotion agencies, political authorities, and international coverage from a number of local and foreign media agencies. Altogether, the MedaWeek Barcelona saw the participation from over 45 countries across the globe and this year’s edition will be no exception.
The 13th edition of the MedaWeek Barcelona, as in its previous editions, will bring many trending topics on the table and serve as the flagship Mediterranean entrepreneurial-economic platform for the entire world. This year’s edition aims to cover three main objectives as a central axis:

1. Underline the importance of the African continent’s role for the Mediterranean.
2. Propose alternative systems to the Western banking system for the countries of the “MEDA” region.
3. Align the sustainable development needs of the Mediterranean area with the United Nations’ SDGs.
Medaweek Barcelona 2019 will start with the Forum on Business Development in Africa, which will advance the trilateral Europe-Africa-Asia Cooperation Agenda for the coming years in a context of political transition, listing the latest regional transformations, the key involvement of regional economic actors and the new horizons for the African business world.

The Forums of this edition will focus in particular on the harmful impact of plastics in our region and especially in our sea, the urgent need to achieve a circular economic system in order to develop sustainable practices in the major Mediterranean cities and in the textile industry, as well as the support of renewable energies.

Ethical business practices and gender equality will also have a central place in MedaWeek Barcelona to ensure the transition of the Mediterranean area to a leadership role at the head of 3 continents.
# Agenda

## Wednesday, 20th Nov.

### 16th New Africa Business Development Forum
- Defining the Road Ahead

## Thursday, 21st Nov.

### 8th ECOMeda Sustainability Summit
- Take Action: Focusing on Sustainability
  - MEDA Solar & Wind Energy Forum
  - MEDA Cities Forum

### 5th Mediterranean Textile Forum
- Mediterranean Fashion Revolution – The Future is Already Here

### 5th Mediterranean Islamic Finance Forum
- An Opportunity for the Mediterranean

## Friday, 22nd Nov.

### 2nd Mediterranean Social Economy Forum
- The Need of Working Together

### 11th Mediterranean Women Entrepreneurs Forum
- Unlocking the Potential of Women Entrepreneurs

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Co-funded by:

**MEDA WEEK BARCELONA 2019**

#MedaWeek19
SUMMITS & FORUMS

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Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry
NEW AFRICA BUSINESS DEVELOPMENT FORUM
Defining the Road Ahead

Like its previous edition, this 16th New Africa Business Development Forum will be organized jointly with the European Institute of the Mediterranean (IEMed) and the Federation of African Chambers.

This edition will focus on **new challenges related to the dynamism of African economies** in the agribusiness, renewable energy, logistics, tourism and applied technology sectors. Successful business models and innovative development solutions will be exposed and developed to provide access to **best practices for African businesses**. Furthermore, the NABDF will highlight the **key role of the Maghreb** as an influential actor and as a crossroads between Africa, the Mediterranean and Europe.
The 5th edition of the Mediterranean Textile Forum (MediTex) will be revisited under a new perspective and will highlight the common desire of a Mediterranean textile industry that is ethical and environment-friendly. This sector is particularly concerned with water and soil pollution because of the many chemical products used and the production polluting waste. This pollution is found in the Mediterranean and strongly affects key sectors of the region, such as tourism or agri-food.

This Forum will present the “Fourth Textile Industrial Revolution”, which proposes many innovative solutions resulting from new technologies in order to make the Mediterranean Textile a high-tech sector. These solutions will include a reduction of pollutants and an improvement in the rights and working conditions of textile workers. The speech will also be given to young Mediterranean talents who will present their projects and their vision of a sustainable textile “Made in the Mediterranean”.

#MedaWeek19
MedaWeek Barcelona and ASCAME are committed to promoting the United Nations Sustainable Development Goals in order to meet the challenges of the current and future world, particularly in terms of the environment and prosperity in the Mediterranean region. It is to remind us of our compromise that one of the main themes for this edition will be Sustainable Development. Renewable energies and green energies will, therefore, be at the centre of this forum, which will be divided into 4 parts:

- **MEDA Solar & Wind Energy Forum** – The unexplored solar potential of the Mediterranean Region
- **MEDA Cities Forum** – Mediterranean Cities Towards Urban Regeneration
In its 5th edition, the Mediterranean Islamic Finance Forum is an opportunity to get to know this financial system and thus explore new business opportunities in the Mediterranean region and beyond. This forum will introduce you to a wide banking network that respects the principles of Islamic law, with practices such as the concept of solidarity guarantee (Takaful) or the interest-free certificate (Sukuk). Islamic finance is a way of bringing together different Mediterranean actors, allowing them to benefit from untapped financial resources within Muslim countries. It is also a way to access the business community of the Gulf countries.

In addition, Islamic finance is an opportunity to align with some of the United Nations’ Sustainable Development Goals, as it incorporates the principles of financial sustainability and responsible finance, which are rarely found in Western finance.
This year, the Mediterranean Women Entrepreneurs Forum will be an opportunity to bring together many influential businesswomen from the Mediterranean region and overseas to discuss topics that are essential for the development of female entrepreneurship in the Mediterranean.

The theme of new technologies and innovation for women will be particularly addressed through the support and enhancement of the careers of young professional women. Their important role in stimulating Mediterranean economies will be developed, as will the need to fight gender inequalities, which stands as the 5th objective in the Sustainable Development Goals of the United Nations.
Social Economy is today a full-fledged economy and needs the attention of the entrepreneurial world. In the Mediterranean alone, this sector brings together nearly one million organizations and employs more than 8 million people. For its second edition, the Mediterranean Social Economy Forum will present the latest news in the sector, recalling the need for a transformation of the current economic system. It will also highlight the needs of actors to ensure their peaceful and sustainable development, including risk assessment, the establishment of mutual funds, promotion of expertise through the support of institutions, etc.

At this forum, companies that have implemented Social Economy will present their key success factors and best practices.
TALKS
Join our experts and make your voice heard!

MedaWeek Barcelona Talks offer the possibility to openly exchange different points of view over top-trending topics concerning the Mediterranean region.

- Mediterranean Region high on agenda as global leaders gather
- The Future of Euro-Mediterranean partnerships
- Relationships between the Mediterranean region and China’s Belt and Road Initiative (BRI)
- The Middle East, as a powerhouse, can look at investment opportunities in the Mediterranean region
- How can we build a story of hope in the Mediterranean world?
INSTITUTIONAL MEETINGS

An ideal space for organizations to hold internal institutional meetings within the framework of the MedaWeek Barcelona 2019

It is a must to take advantage of the foremost iconic conference in the Mediterranean, which has become a flagship over the years as a central meeting point that has served for political, business and other leaders of society to shape regional and industry agendas.

- AFAEMME General Meeting
- Employers Group & EUROMED Follow-up Committee EESC
- ASCAME Executive Committee
- ASCAME General Assembly
The Mediterranean Week for Economic Leaders serves as a platform to disseminate the development of **Euro-Mediterranean projects and programmes**.

**EBSOMED Academy**

Co-funded by:

- European Union
- Association of the Mediterranean Chambers of Commerce and Industry
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