



Cámara de Comercio
de Barcelona



Union for the Mediterranean
Union pour la Méditerranée
الإتحاد من أجل المتوسط

IEMed.
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North Africa Business Development Forum ¹⁵

Regional Business Dialogue: 5+5 Western Mediterranean Countries

November 21st, 2018 – Casa Llotja de Mar – Barcelona

The **North Africa Business Development Forum** is one of the most iconic fora of the Mediterranean Week of Economic Leaders, and by far the longest-running one.

Like every year, this session is jointly organized by the European Institute of the Mediterranean (IEMed), and lays the groundwork for exploring the most relevant topics in the region. Concretely, the NABDF addresses the economic climate in North Africa, as well as its repercussions on politics and society. Represented by the business communities of both North Africa and Southern Europe, this Forum shines light on key economic trends and developments across the region.

North Africa Business Development Agenda

- ✓ The 5+5 Dialogue countries represent a geographic area that includes a total of ten Western Mediterranean countries: 5 from the north and 5 from the south. On the north side there are Spain, France, Italy, Malta and Portugal; on the south side are Algeria, Libya, Morocco, Mauritania and Tunisia
- ✓ This year's edition will continue to address the region's most relevant topics, placing special emphasis on the 5+5 Dialogue countries.
- ✓ In particular, it will address socio-economic complementarities and untapped potential that exists among these countries, giving way for dialogue and debate on a unique regional platform, which is the MedaWeek Barcelona.

Within the framework of EBSOMED Academy. "Support and Improve the Quality of BSO & Promote BSO Networking":





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I. THE EVENT

Together, the audience and high-level panelists will explore and address these themes, bringing to the table expert analyses and concrete examples.

The Forum will feature speakers with different backgrounds, skills and expertise from across the region. Given the dynamic format of the conference, participants and panelists are welcome to share their experiences, including business opportunities and challenges in the Mediterranean. Also, the event will provide an ample platform for networking, offering plenty of business connections and opportunities within the framework of the MedaWeek Barcelona.

Join us at the **North Africa Business Development Forum** where socio-economic complementarities and untapped potential that exists among the 5+5 countries will be addressed. Thus, providing a channel for dialogue and debate on a unique regional platform.

Within the framework of EBSOMED Academy

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.







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II. THE PROGRAM

Morning Session

10:30 – 11:00

Coffee Break & Networking

11:00 – 11:15

Presentation of the EBSOMED project

Ferran Tarradellas, Head of Representation of the EU Commission in Catalonia

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

⇒ Presentation of the EBSOMED project

11:15 – 12:30

Western Mediterranean: a Hub for Africa and Europe

Identifying main challenges and instruments for business development and for investment. Exploring Business Opportunities in the new African Continental Free Trade Area (AfCFTA). Enhance integration of the Euro-Mediterranean region.

Chair: Maria Àngels Chacón, Minister of Enterprise and Knowledge, Government of Catalonia

Keynote Speech: Cheikh Kante, Minister in charge of *Plan Senegal Emergent*, Republic of Senegal

Speakers:

Patrick Plane, Director, Centre d'Etudes et de Recherche sur le Développement International

Mario Rotllant, Non-executive Director, Coca-Cola Iberian partners

Laura Merzouki, Managing Director, Casablanca Finance City

Frank Matsaert CEO, TradeMark East Africa





Q&A Session

12:30 – 14:00

Women as game changers in the Mediterranean business environment

“Success Stories Surrounding International Cooperation”

Chair: Helena de Felipe, President, AFAEMME

Speakers:

Isabelle Bébéar, Head of International and University, Banque Publique d'Investissement (BPI)

Mbarka Bouaida, State Secretary to the Minister for Agriculture, in charge of Maritime Fisheries, Moroccan Ministry of Agriculture and Marine Fisheries

Amel Karboul, Change Leadership and Partners (CLP)

Saida Neghza, President of BUSINESSMED and CGEA

Miriem Bensalah-Chaqrou, Former president of CGEM & General Director of Eaux minérales d'Oulmès

Wided Bouchamaoui, Former President, Utica

Q&A Session

14:00-15:00

Lunch Break & Networking

15:00 –17:00

Afternoon working session: A rising software-driven generation





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15:00

Part I: Challenging traditional sectors: A collaborative software-based economy

“Enhance Integration of the Euro-Mediterranean Region”

Chair: Ulla Engelmann, Head of unit, Clusters, social economy and entrepreneurship, DG Grow, European Commission

Roundtable debate with:

Sofia Benjumea, Head of Google for Entrepreneurs. Co-founder, Spain Startup

Roberto Pedretti, South Europe, Central East, Turkey, Latam Group CEO, Nielsen

Carlos Blanco, Managing Partner, Encomenda Smart Capital

Iñaki Arrola, Managing Partner, K FUND

Mondher Khanfir, Entrepreneur and Business Angel, Wiki Startup

Moises Santana, Managing-Director, EMERGE Association

Albert Cañigueral, Barcelona Connector, OuiShare

Ivana Pais, Associate Professor, Researcher, Sharitaly

Neila Benzina, Managing Director, Business and Décision Tunisia

François Derbaix, Co-Founder, Aplazame, BewaterFunds, Indexa Capital

Luis Martin Cabiedes, Partner, Cabiedes & Partners SCR

16:00

Part II: The Controversial Relationship between Regulation and Entrepreneurship

Chair: TBC



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Roundtable debate with:

Mercedes Vidal, Councillor for Mobility, City Council of Barcelona. President of Transports Metropolitans de Barcelona (TMB)

Carlos Grau, CEO, Mobile World Capital Barcelona Foundation

Jeroen Merchiers, Managing Director of Europe, Middle East and Africa, AirBnb

Juan Galiardo Sosa, Head of Spain, Uber

Hicham Iraqi Houssaini, General Director, Microsoft Morocco

Eugenia Bieto, Managing Director, ESADE

Oscar Pierre, CEO and Co-founder, Glovo

Nadia Fassi Fehri, Managing Director, Inwi

Olivier Grémillon, Vice President Booking Home, Booking.com

Yassir El Ismaili El Idrissi, General Manager, Careem Maroc

III. YOUR ENGAGEMENT

- Participate at the North Africa Business Development Forum and partner.
- Support the importance to adapt to the region's current demands and prepare for the future.
- Encourage and register team members who are interested in the development of North Africa to attend the Forum.

Speakers to be confirmed

IV. NEWS & CONTACT

CONTACT US: secretariat@ascame.org

