NEW PERSPECTIVES FOR A NEW SCENARIO

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A ROADMAP FOR A MEDITERRANEAN ECONOMIC STRATEGY
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Introduction

In a global competitive environment, the Mediterranean is facing multiple challenges.

The impact of the Arab Spring and the financial crisis in the development of the Euro-Mediterranean Partnership is obvious.

In the economic sector, some changes will be crucial, such as making the private sector a key factor in the economic and social development.
Introduction

Some Mediterranean countries try to imitate the large economic areas by increasing trade and investment

We must act quickly to build a unified economic and financial Mediterranean strategy

The door is open to a historic change that should promote the construction of a stable, prosperous and sustainable area
Introduction

The EU must support as a priority a global policy for the Mediterranean.

We must boost political and economic structural reforms in the region and ensure the success of the UfM.

ASCAME, through the promotion of economical activities, understood as an instrument of peace, cooperation and reconciliation, becomes a "real actor for peace"
Mission

1. ASCAME IS THE MOST IMPORTANT REPRESENTATIVE OF THE MEDITERRANEAN PRIVATE SECTOR and of the general interest of the economy. ASCAME represents all North and South chambers and businesses regardless of their size & sector of activity.

2. GATHER all the key actors of the Mediterranean private sector.

3. PROMOTE the Mediterranean and its businesses worldwide.

4. DEFEND the economic integration and the Euro-Mediterranean association.
ASCAME is already consolidated as an entity that represents the interests of Mediterranean Chambers and the Private Sector, as well as accredited as an economic partner of the EU and international organizations in carrying out economic cooperation projects. Now we need:

1. To adapt the **internal organization** to face the new scenario
2. To develop a vision and a strategic action to meet the **new challenges** that affect the economic development in the Mediterranean region
3. Developing cooperation activities with the main actors of the economic development in the Mediterranean, offering **new tools and projects** that will enhance economic integration and the Euro-Mediterranean association
Strategic Lines : Internal Organisation

Adapt the internal organization to face the new scenario:

- 1. Developing an internal regulation
- 2. Opening up the commissions to key sector actors in all countries of the Mediterranean and transforming them into economic observatories with the aim of becoming the real think tank
- 3. Adapting the chambers’ services and strengthening ASCAME’s network
- 4. Approaching ASCAME to the Mediterranean decision-making centers by proposing concrete projects
Strategic Lines : internal Organisation

1. Developing an internal regulation

- To consolidate the financial unification of the organisation
- To reinforce the annual budgets taking into account new realities
- To create a finance commission that will work closely with the Treasurer to develop new proposals
2. Opening up the commissions to key sectoral actors in all countries of the Mediterranean and transforming them into economic observatories with the aim of becoming the real think tank

- Observatories should be able to identify the new challenges affecting the economic development of the Mediterranean

- The creation of observatories is essential for companies in order to study the situation of strategic economic sectors and drawing on this basis concrete programs of cooperation

- Observatories must work closely with main actors of the public and private Mediterranean sector
3. Adapting the chambers’ services and strengthening ASCAME’s network

- To face the new scenario, chambers must build structures capable of offering companies quality services for their development and their integration in the new regional and global context.

- This will strengthen ASCAME’s network being more efficient and strong, having, without doubt, a direct impact on all economic activities and private sector development in the area.
Strategic Lines: Internal Organisation

4. Approaching ASCAME to the Mediterranean decision-making centers by proposing concrete projects

- In order to participate in multilateral economic cooperation programs and increase the participation of all members in the activities of the ASCAME, we must transform the commissions in observatories, but also create regional local antennas and an antenna in Brussels to assist the SG in the presentation of concrete projects.

- ASCAME must be a strategic partner of the UfM to strengthen economic integration and the Euro-Mediterranean Association, defending the general interest and the private sector in particular.
Develop a vision and a strategic action to meet **new challenges** that affect the economic development in the Mediterranean region

- 1. The private sector, from spectator to actor
- 2. Promoting business women
- 3. The value of good governance
- 4. Commitment to competitiveness
- 5. Innovation and entrepreneurial spirit
- 6. Mediterranean Social Responsibility
- 7. Promoting Green Economy
Strategic Lines : New challenges

1. The private sector, from spectator to actor

- The private sector must move from being a spectator to an actor and not just a simple executor, due to its impact on economic growth, job creation, and social development in the Mediterranean region.

- The private sector must be actively involved in the elaboration of development policies of the UfM.

- It should increase the horizontal and regional projects & programs, and support the intermediary organizations capacity.

- It should encourage conversion programs of the external debt and remittances into productive investment.
2. Promote business women

- It is impossible to progress in the region without building an entire society based on equality of opportunities and without ensuring the participation of women in economic and entrepreneurial development.

- It is mandatory to support programs that encourage businesswomen to participate in the economic life of Mediterranean countries, developing policies and specific programs for their involvement and participation.
3. The value of good governance

- Must be strengthened, as an inseparable ally of growth, transparency and accounting

- It will increase competition in the market, having as result new entries, it will improve the capacity of banks and SMEs, it will advance the reforms agenda, it will strengthen the regulation and supervision institutions

- The worldwide successful experiences show that good governance is the essential condition for economic and social development
4. Commitment to competitiveness

- To stimulate private sector development, competitiveness, trade and investment in the Mediterranean, economic and structural reforms are necessary

- Actively fight against protectionism, improve access to finance, invest in infrastructure projects across the region through the PPP, provide a framework for academic cooperation and investigation, facilitate access to services, etc.

- Another competitiveness factor also lies in the importance of diversifying the economies of the Mediterranean
5. Innovation and entrepreneurial spirit

- Must be a priority as a new catalyst for a new economic and social era
- Establishment of creative structures as a base to become a knowledge economy among the world leaders
- Goals: the diversification of economic development, the creation of innovative clusters, the increase of promotion in the international scene, the mobilization of the assets of the region and the recruitment of the best local and international talents
Strategic Lines : New challenges

6. Mediterranean Social Responsibility

- In 2030, the world will experience a 50% increase in energy demand, a 30% in water and a 50% in food. To face these new trends, we must adopt the corporate social responsibility in managing the relationship with consumers, the environment and the business climate.

- Promoting the fight against poverty, creation of local jobs, especially for young people, distribution of value, employees’ training, respect for the environment and society, and leaders’ civic conduct.
Strategic Lines : New challenges

7. Promoting the green economy

- The future of the Mediterranean depends on the patterns of sustainable development in the region

- Great potential for future job creation, technological progress and competitiveness of our economies

- Economic opportunity which allows saving money with a lower environmental cost

- Imposing change in the production model to a model based on the efficient use of resources, particularly renewable energy
Strategic Lines: Tools and projects

ASCA McG TAKES THE INITIATIVE

Developing cooperation activities with the main actors of the economic development in the Mediterranean, offering **new tools and projects** that will enhance economic integration and the Euro-Mediterranean association

1. Mediterranean Development Bank
2. Mediterranean Centre of Public-Private Partnership
3. Mediterranean Tourism Agency
4. Mediterranean SMEs Agency
5. Mediterranean Transport Agency
6. Mediterranean Centre for Arbitration
7. Mediterranean Centre for Social Responsibility
Strategic Lines: Tools and projects

1. Mediterranean Development Bank

- Financial reference for the region, privileged area of action for institutions and companies, facilitating reforms and new investment projects, especially those identified as priorities for the UfM

- Managing transparent and socially responsible principles, and a balanced and professional distribution of tasks

- Collaboration with the private sector to provide an appropriate response to funding needs and especially for the SMEs, representing over 90% of all Mediterranean businesses, but being also the most vulnerable
2. Mediterranean Center of Private-Public Partnership

- The creation of an Assistance Center to promote collaboration between the public and the private sector is crucial.
- The idea is to create a decentralized network in which countries and companies in the region have a general assistance on specific sectors.
- This can provide the best practical guides, success stories, an international perspective on the strategies of PPP, personnel, etc., to support countries in the region.
3. Mediterranean Tourism Agency

- Tourism is the first industry in the Mediterranean basin, the first source of income, the first driving force behind the region’s growth and a way of promoting its society and the its way of life.

- But there are great differences between North and South and there isn’t a common destination brand.

- To consolidate this leading position in the Mediterranean region in the world, and reduce inequalities, we must improve the competitiveness of companies, especially SMEs and create a common brand for a joint promotion in the world.
4. SME Mediterranean Agency

- SMEs are essential to the economic development and impact strongly jobs’ creation. SMEs represent over 90% of Mediterranean companies, but at the same time, their access to finance is more difficult and also they have a higher mortality.

- Develop policies, programs and initiatives to help, not only the access to funding, but also to new technologies, training and best practices.

- The UfM can be the perfect tool to prioritize all action plans designed for SMEs and the creation of a specific agency for SMEs in the Mediterranean.
Strategic Lines: Tools and projects

5. Mediterranean Transport Agency

- Promote and consolidate a unified and global strategy

- Establish a network of integrated and multimodal transport air-sea-land that will help enhancing trade, and promoting a Mediterranean economic integration area

- This major logistics platform, the shared communication space, represent a bridge able to bring Mediterranean people together and with the rest of the world
Strategic Lines: Tools and projects

6. Mediterranean Centre for Arbitration

- It is a necessary initiative due to the development of trade, investment projects, and international trade agreements.

- Key tool in resolving trade disputes, ensuring a comfortable climate and confidentiality between the parties concerned. It’s a fast and effective way to avoid lawsuits, and encourage trade.

- Develop commercial arbitration techniques and promote awareness and the culture of arbitration and mediation in the Mediterranean, with the creation of national regional centers as a first step towards its integration into a global Mediterranean network.
Strategic Lines: Tools and projects

7. Mediterranean Centre for Social Responsibility

- Aims to promote and canalize investments in different countries of the Mediterranean with a shared commitment of economic and social development

- Collaborative model that meets the common key challenges of modern society, compared to the traditional model of speculative investment that is based on the relocation to reduce production costs
Conclusions

- The historical change we are facing demands the implementation of an ambitious program that supports the integration of the Mediterranean economies.

- Europe has to be committed to the development of the region as its future is closely linked to the economic and social development capacity of the southern Mediterranean.

- We must bet on a common innovative framework for cooperation involving the implementation of a clear priorities policy and better understanding of specific issues related to the development of the region.
Conclusions

- Our Mediterranean was the cradle of civilizations, it is still a bridge between East and West. It created the basis of politics and thoughts of our time.

- We must continue to look for the goal of a peaceful zone and prosperity, development and growth, based on a more active economic dialogue in which the UfM can play a key role.

- This trip in the Mediterranean, is the way to the future, since stability and economic growth throughout the region depend on democratic systems, good governance and participation of all actors of civil society in order to stimulate investment and generate wealth.
MAKING ASCAME A THOUSAND THINGS IN ONE, JUST LIKE THE MEDITERRANEAN