

Over 500 businessmen meet in Algeria to strengthen the private sector's role on the regional difficulties



The president of the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME), Mohamed Choucair, participated this Saturday in the conference "**Promoting business opportunities in Algeria**", organized by the Union of Mediterranean Confederations Firms (**BUSINESSMED**) and the **General Confederation of Algerian Enterprises (CGEA)** in the Algerian capital, Algiers.

The important business gathering, which was attended by over 500 businessmen from the region, was also attended by the Minister of Finance and Commerce of Algeria and was a unique meeting to discuss opportunities and investment exchanges in the countries of North Africa in sectors such as agriculture and tourism, which pass through less dependence on hydrocarbons and a greater support to SMEs and entrepreneurs.

During his speech, the President of ASCAME highlighted the importance of developing Euro-Mediterranean partnerships to foster innovation and economic progress in the region. "The joint work of platforms such as ASCAME and BUSINESSMED is essential to promote investment in countries such as Algeria or Lebanon", pointed Mr. Choucair. Meanwhile, the president of BUSINESSMED, Jacques Jean Sarraf, stressed that in these difficult times that the Mediterranean region faces, it is more necessary than ever "to strengthen the private sector initiatives and make a better use of the current partnerships to invest in our countries."

The meeting highlighted once again the importance of collaboration between national and international economic actors to create a favourable economic environment and to promote a genuine regional growth. In words of the economic consultant, Yassine Ould Moussa, "stability is not a prerequisite for investment, but the result of growth."

The President of ASCAME also held meetings with the ministers of trade and finance from Algeria, where he expressed the support of the Association to the economy of the North African country and its private sector, highlighting the role of the National Chamber of Commerce and Industry of Algeria for the economic cooperation in the Mediterranean.

Presidency

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