



PRESS RELEASE

Cagliari hosts MedaCity Forum 2026 and brings Mediterranean cities and business together to drive innovation, cohesion and peace across the region

- **The Mediterranean Cities Economic Forum, MedaCity Forum 2026, will be held on 1-2 October at the Conference Center of the Fiera di Cagliari (Sardinia, Italy), bringing together institutions, businesses, start-ups, and urban innovators to address the major challenges shaping the future of the Mediterranean.**
- **The event, hosted by the Chamber of Commerce of Cagliari-Oristano in collaboration with ASCAME, aims to build alliances, share ideas and solutions, and amplify the voices of those driving urban transformation across the region.**

Cagliari, 15 September 2026. For the second consecutive year, Cagliari will host [MedaCity Forum 2026](#), the Mediterranean Cities Economic Forum, taking place on 1–2 October at the Conference Center of the Fiera di Cagliari. Under the theme **“Business and Cities of the Mediterranean: Engines of Innovation, Cohesion and Peace”**, this year’s edition will highlight the strategic role of cities and businesses in driving economic growth, social development and regional cooperation across the Euro-Mediterranean region.

Promoted by the [Chamber of Commerce of Cagliari–Oristano](#) and the [Association of the Mediterranean Chambers of Commerce and Industry \(ASCAME\)](#), the forum will convene institutional representatives, local authorities, international organisations, Chambers of Commerce, universities, businesses and key stakeholders from across the Mediterranean. Together, they will address the region’s most pressing challenges, including cooperation, investment, urban sustainability, tourism, port management and territorial development.

On 1 October, MedaCity Forum 2026 will open with a day of **pre-event activities**, featuring the meeting of the **ASCAME Executive Committee**, representing more than 150 Chambers of Commerce from 18 Mediterranean countries, and a dedicated session on **the region’s key Euro-Mediterranean cooperation programmes**, which will bring together representatives of the Managing Authorities of the European programmes [Interreg NEXT MED](#) and [PRIMA](#). This session aims to foster dialogue on Euro-Mediterranean cooperation and provide an overview of the strategic priorities for the region. In this scenario, thanks to its central position in the Mediterranean and its consolidated experience in Euro-Mediterranean relations, Sardinia can put itself forward to play a leading role as a platform for dialogue, innovation, and collaboration between Europe, North Africa, and the Middle East.

On 2 October, **the forum's debates and thematic sessions will place the new *Pact for the Mediterranean* at their core**, shaping dialogue on innovation, cohesion and regional development across the region. Approved last year by the European Commission, the *Pact* aims to deepen cooperation and economic connectivity between the European Union and the Southern shore countries through concrete development and investment instruments. In this context, MedaCity Forum 2026 will provide a platform for dialogue between institutions and the productive sector to identify operational proposals capable of translating the strategic objectives of the Euro-Mediterranean partnership into tangible opportunities for regions, businesses and citizens.

The programme will unfold across **three thematic sessions addressing key priorities for the future of Mediterranean cities**. The first session will examine the role of **financial instruments and investments** in supporting cooperation and sustainable development. The second will focus on **the relationship between tourism and urban identity**, exploring strategies to manage tourist flows while safeguarding the cultural and social heritage of local communities. The third session will analyse **the role of ports** as drivers of urban transformation, economic competitiveness and territorial integration.

At the centre of all discussions will be the conviction that **dialogue and cooperation are essential instruments for peace**, and that cities and businesses can play an increasingly significant role in building stable and lasting relationships across the Mediterranean.

With MedaCity Forum 2026, Cagliari confirms once again its role as a point of reference for international debate on the prospects of the Mediterranean and a privileged venue for meeting among institutions, businesses, and communities committed to building a future founded on innovation, inclusion, and cooperation.

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