

A new dawn for the Mediterranean



MEDAWEEK BARCELONA

Mediterranean Week of Economic Leaders

Casa Llotja de Mar **Barcelona**

20 - 22 November 2019



Cambra de Comerç
de Barcelona



Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



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



European Institute of the Mediterranean



Co-funded by:



European Union



MEDAWEEK BARCELONA

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.



MedaWeek
Barcelona is
**the
Mediterranean
event par
excellence**



Cambra de Comerç
de Barcelona



Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry
جمعية غرف التجارة والصناعة والبحر الأبيض المتوسط
(اتحاد من أجل المتوسط)



Union for the Mediterranean
Union pour la Méditerranée
(اتحاد من أجل المتوسط)



European Institute of the Mediterranean



CONSORCI
barcelona
ZONA FRANCA

Co-funded by:



European Union



Cámara
de Comercio de España

#MedaWeek19

MEDAWEEK BARCELONA



Over the last twelve editions, more than **20,000 businessmen and businesswomen** have participated in the MedaWeek Barcelona.

MedaWeek Barcelona is **a must-attend event for businesses, corporations, governments and multilateral organizations** from the Mediterranean basin and abroad. With over a decade of success, the MedaWeek Barcelona continues to provide a strong and dynamic platform for the promotion of the **Mediterranean economic integration**.

Following a decade of international appraisal, 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



#MedaWeek19



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.





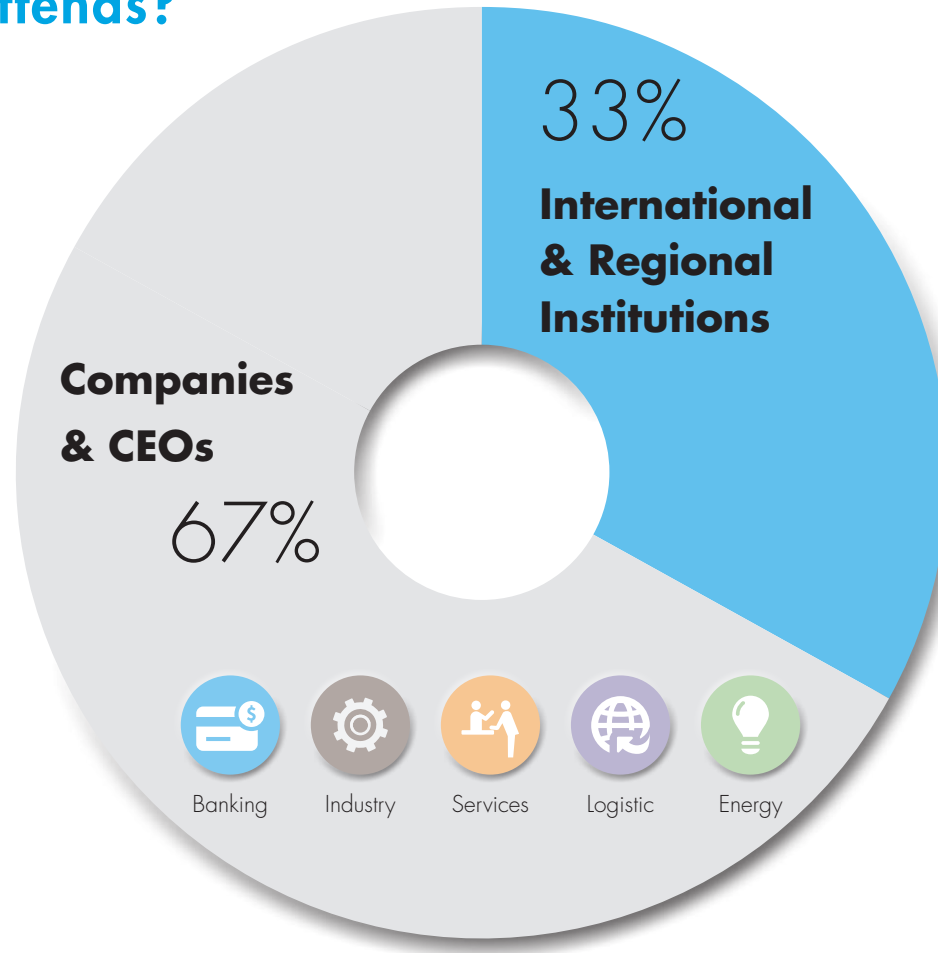
Why attend?

- 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?



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



Cambra de Comerç
de Barcelona



Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry
جمعية غرف التجارة والصناعة والبحر الأبيض المتوسط
(اتحاد من أجل المتوسط)



Union for the Mediterranean
Union pour la Méditerranée
(اتحاد من أجل المتوسط)



European Institute of the Mediterranean



Consorci Barcelona
ZONA FRANCA

Co-funded by:



European Union



Cámara
de Comercio de España

#MedaWeek19



MEDAWEEK BARCELONA

Mediterranean Week of Economic Leaders

Casa Llotja de Mar **Barcelona**

20 - 22 November 2019



Cambra de Comerç
de Barcelona



ascame

Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry
جمعية غرف التجارة والصناعة البحر الأبيض المتوسط
الاتحاد من أجل المتوسط



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

IEMed.

European Institute of the Mediterranean

ZF | CONSORCI
barcelona
ZONA FRANCA

Co-funded by:



European Union

Cámara
de Comercio de España



A new dawn for the Mediterranean

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 thematic 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.

35
thematic fora

600
working sessions

1,800
prominent speakers

20,000
attendees

80
media outlets

MEDAWEEK BARCELONA 2019



Event match

Event	Mediterranean Week of Economic Leaders 2019
Motto	A new dawn for the Mediterranean
Venue	Casa Llotja de Mar, Barcelona, Spain
Date	November 20 - 22, 2019

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.

With over a decade of solid experience and successful outcomes, MedaWeek Barcelona offers **new and timely topics**, ample **networking opportunities**, and serves as a **central hub** for representatives of the **private sector** in the Mediterranean and beyond.



#MedaWeek19

Medaweeek 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.



Joan Canadell

President of the Barcelona
Chamber of Commerce, Industry
and Navigation



Agenda

Wednesday
20th Nov.



16th New Africa Business Development Forum

Defining the Road Ahead



5th Mediterranean Textile Forum

Mediterranean Fashion Revolution – The Future is Already Here

Thursday
21st Nov.



8th ECOMeda Sustainability Summit

Take Action: Focusing on Sustainability

- MEDA Solar & Wind Energy Forum
- MEDA Cities Forum



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

M 13

SUMMITS & FORUMS



Cambra de Comerç
de Barcelona



Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry
جمعية غرف التجارة والصناعة البحر الأبيض المتوسط



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



European Institute of the Mediterranean



Co-funded by:



European Union



Cámara
de Comercio de España

SUMMITS & FORUMS

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.



#MedaWeek19

MEDITERRANEAN TEXTILE FORUM

Mediterranean Fashion Revolution - The Future is already here

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”.



5



#MedaWeek19

ECOMEDA SUSTAINABILITY SUMMIT

Take Action: Focussing on Sustainability

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



#MedaWeek19

MEDITERRANEAN ISLAMIC FINANCE FORUM

An Opportunity for the Mediterranean

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.

M⁵

Islamic
finance

#MedaWeek19

MEDITERRANEAN **WOMEN ENTREPRENEURS** FORUM

Unlocking the potential of Women Entrepreneurs

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.



#MedaWeek19

MEDITERRANEAN **SOCIAL ECONOMY** FORUM

The need of working together

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**.



#MedaWeek19

TALKS



TALKS

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



Cambra de Comerç
de Barcelona



ascame

Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry
جمعية غرف التجارة والصناعة البحر الأبيض المتوسط



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

IEMed.

European Institute of the Mediterranean

ZF

CONSORCI
barcelona
ZONA FRANCA

Co-funded by:



European Union

Cámara

de Comercio de España

INSTITUTIONAL MEETINGS

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



PROJECTS & INITIATIVES

M 13 W



Cambra de Comerç
de Barcelona



Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry
جمعية غرف التجارة والصناعة البحر الأبيض المتوسط



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



European Institute of the Mediterranean



Co-funded by:



European Union



Cámara
de Comercio de España

PROJECTS & INITIATIVES

PROJECTS

The Mediterranean Week for Economic Leaders serves as a platform to disseminate the development of **Euro-Mediterranean projects and programmes**.

EBSOMED Academy



Project funded by the
EUROPEAN UNION

EBSOMED

ENHANCING BUSINESS SUPPORT ORGANISATIONS



Cambra de Comerç
de Barcelona



ascame
Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط
(اتحاد من أجل المتوسط)



Union for the Mediterranean
Union pour la Méditerranée
(اتحاد من أجل المتوسط)

IEMed.
European Institute of the Mediterranean

ZF CONSORCI
barcelona
ZONA FRANCA

Co-funded by:



European Union

Cámara
de Comercio de España

#MedaWeek19

VENUE

Casa Llotja de Mar, Passeig de Isabel II, 1
Barcelona | Spain



Cambra de Comerç
de Barcelona



Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry
جمعية غرف التجارة والصناعة والبحر الأبيض المتوسط



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



European Institute of the Mediterranean



CONSORCI
barcelona
ZONA FRANCA

Co-funded by:



European Union



de Comercio de España

#MedaWeek19

SPONSORSHIP

SPONSORS & PARTNERS (Previous editions)

Prominent Sponsors:



Partners:



BECOME A SPONSOR

If you are interested in sponsoring MedaWeek Barcelona 2019 and would like to receive further information for sponsorship opportunities, please contact **events@ascame.org**

SPONSORSHIP

MEDIA & PRESS (Previous editions)

Media Partners:



THOMSON REUTERS™

econostrum
L'ACTUALITÉ ÉCONOMIQUE EN MÉDITERRANÉE



LE MATIN.ma

DAILY NEWS



the journal of
TurkishWeekly



THE SUNDAY TIMES

The Medi Telegraph
Shipping & Intermodal Transport

europa
press

ABC

EL PAÍS



LA VANGUARDIA

Expansión.com

el Periódico

ATALAYAR
ENTRE DOS ORILLAS



eE
elEconomista.es

CRÓNICA

ED economía Digital



BECOME A MEDIA PARTNER

If you are interested in covering
MedaWeek Barcelona 2019, please contact
communication@ascame.org



Share the MedaWeek Barcelona with us
#MedaWeek19

Discover **agenda**,
speakers and **useful**
information on
medaeconomicweek.org

