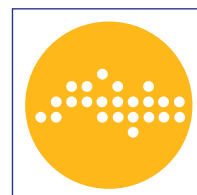




# Ascame

## activity report

### 2015



Association of the Mediterranean Chambers of Commerce and Industry



## A message from the ASCAME President

### From one year to another: Review of 2015



A year has passed, rich in achievements despite the slump plaguing the world and particularly in our region. Globally, we deplore the persistence of the crisis for the last eight years, while in principle the economic world has the tools to quickly master the recessions. Regionally, we live a perilous havoc that brought down many economies and created complex situations with ambiguous geopolitical effects.

In this environment, the private sector showed a more acute awareness of public affairs by acting in concert on several levels. ASCAME was one of the leaders of this dynamic and responsible movement at different levels: political, economic, social, and cultural.

The 20 + 20 Declaration signed in Barcelona last November by representatives of the main business support organizations, civil society and key economic sectors in the Mediterranean region, brought the voice of the Mediterranean private sector to the leaders of the world, as well as their proposals. It also had the effect of bringing closer the "public-private" cooperation to better ensure the presence of the Mediterranean in the world.

The events we organize every year around the Mediterranean, such as the Mediterranean Week of Economic Leaders in Barcelona and other business events in the countries of the region, focused on tourism, the Mediterranean city, franchising, transport, industry and other economic activities, have become a "must" to promote concerted action and serve development.

ASCAME led directly or through the Chambers of the region a number of European projects designed primarily to improve the southern basin, which certainly had a very positive effect on the advancement of the regional economy, the improvement of governance and transparency, the development of society, and especially the preservation of the environment.



Last but not least, the support of our organization in bringing together civil society platforms by the signing of cooperation agreements with the most representative entities of the public and private sphere, and especially the association with the Union for the Mediterranean, made the region a reality for the benefit of all its inhabitants, and to the advantage of our future project: Euromed.

Allow me on this occasion to praise the great cohesion of the Mediterranean Chambers and their tireless cooperation that made it all possible. I would particularly like to thank the Board, the Executive Committee, and executives of the ASCAME for the efforts they have exerted and their great work.

**Mohamed Choucair**



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the 1990s, the number of people in the world who are under 15 years of age has increased from 1.1 billion to 1.5 billion, and the number of people aged 65 and over has increased from 0.2 billion to 0.5 billion (United Nations, 1999).

There are a number of reasons why the world's population is ageing. One of the main reasons is that the number of people who are living longer is increasing. This is due to a number of factors, including improvements in medical care, better nutrition, and a decline in the number of people who are dying from infectious diseases. Another reason is that the number of people who are having children is decreasing. This is due to a number of factors, including a decline in the number of people who are getting married, a decline in the number of people who are having children, and a decline in the number of people who are having children at a young age.

The ageing of the world's population has a number of implications. One of the main implications is that it will lead to a decline in the number of people who are working. This is because the number of people who are retiring is increasing, and the number of people who are entering the workforce is decreasing. This will lead to a decline in the number of people who are paying into the social security system, which will lead to a decline in the amount of money that is available to pay for social security benefits.

Another implication is that it will lead to a decline in the number of people who are able to support themselves. This is because the number of people who are able to work is decreasing, and the number of people who are able to retire is increasing. This will lead to a decline in the number of people who are able to support themselves, which will lead to a decline in the number of people who are able to pay for their own care.

The ageing of the world's population is a major challenge for the world. It is a challenge that will require a number of solutions. One of the main solutions is to improve the quality of life for the elderly. This can be done by providing better medical care, better nutrition, and better housing. Another solution is to increase the number of people who are working. This can be done by encouraging people to work longer, and by creating more jobs.

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# Ascame overview

## 1.1 INTRODUCTION

ASCAME (Association of the Mediterranean Chambers of Commerce and Industry) is a non-profit international organization that represents the private sector of the Mediterranean, regrouping the Chambers of Commerce and Industry and similar entities of both shores of the region.

ASCAME was created in 1982 with the pioneering initiative to encourage economic cooperation in the Mediterranean and regional integration. Years later, this strategic vision has been strongly reinforced. Through ASCAME, the private sector is positioned in the regional political agenda to catalyst solutions that can answer accordingly to the changing socioeconomic scenarios in the region.

Ascame is today a key actor in the Mediterranean region with an innovative vision on regional cooperation that offers specific economic solutions.

**ASCAME is the most important representative of the Mediterranean private sector**

## 1.2 MISSION

Through a closely collaboration with the most important organizations and international institutions of the Mediterranean region, the promotion of regional and international economic activities and the involvement in Euro-Mediterranean cooperation projects, ASCAME serves as a unique instrument for the socioeconomic development of the region.

**Its main objective is to promote the Mediterranean economic integration and the Euro-Mediterranean partnership, through the key role of the private sector**

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### 1.3 2015 FACTS & FIGURES



More than **300 Chambers** of Commerce and Industry



**Tens of thousands** of **enterprises** represented



**23 countries** bordering the Mediterranean Sea



**Over 300 cities** from the two shores of the Mediterranean

#### ASCAME in 2015 as a PARTNERSHIP for regional economic integration:



Collaboration agreements signed with **tens of regional** and **international institutions**



**26 main organizations** representative of the Mediterranean private sector joined forces and signed the **20+20 Declaration**



**Hundreds** of ASCAME **events** and projects' activities



**Thousands of participants** across a series of sectorial and multi-sectorial events



**Over 5,000 companies** participating in ASCAME events and projects



Involvement in more than **20 Euro-Mediterranean cooperation projects** of the ASCAME network in the last years  
**52M€** investments





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## 1.4 STRATEGIC OBJECTIVES 2012-2016

In a global competitive environment, the Mediterranean is facing multiple economic, social and political challenges. Indeed, the impact of the recent events such as the Arab Spring and the financial crisis in the region is obvious. In order to further promote the Mediterranean economic integration and the Euro-Mediterranean partnership, **the private sector becomes a key actor for the socio-economic development of the region.**

ASCAME, as a consolidated entity that represents the interests of the private sector in the Mediterranean, as well as an accredited partner of the EU and international organizations, continually adapts its **strategic actions** to changing internal and external variables such as political priorities, funding environments and understanding of business issues.

During the last period, ASCAME has been developing **strategic actions to meet new challenges** affecting the economic development in the Mediterranean region. In this sense, ASCAME has pursued diverse strategic objectives, specially, the following:

### Ensuring the transition of the private sector from an spectator to an actor

The private sector must move from being a mere spectator to an actor, due to its crucial and effective role in favor of the economic and social development. Indeed, it highly contributes to get rid of unemployment and to create opportunities for young people, two of the most important challenges to be addressed in the Mediterranean.

The private sector must accompany the public sector when designing and implementing the strategic future actions which will draw the future of the region. Through ASCAME, the private sector has been positioned in the regional political agenda to catalyst solutions that can answer accordingly to the current socio-economic scenario of the region.

### Reinforcing the role of Mediterranean women and young people in the Mediterranean economy

Taking advantage of a country's human potential means also having a long-term strategy based on specific programs which address to the rapidly changing environment and which ensure respect for groups and individuals rights. It is impossible to progress in the region without building an entire society based on

**During the last 30 years, ASCAME has been actively working in order to provide tools capable of bringing effective answers to the challenges that Chambers of Commerce and, particularly, Mediterranean SMEs have to face**

**Through ASCAME, the private sector has been positioned in the regional political agenda**



equality of opportunities and without ensuring the participation of women in the economic and entrepreneurial development. On the promotion of equal opportunities and empowerment of women, the private sector has become a key player.

ASCAME has supported and developed specific programmes such as the 7<sup>th</sup> Mediterranean Women Entrepreneurs Forum that gave opportunities to women entrepreneurs to establish contacts and to do entrepreneurial networking, at an international level.

Also, unemployment, especially for the young people, represents the main threat of the region. We must answer urgently to the challenge of training and professional insertion to allow the economy to take benefit of the potential that can offer the human capital, as a factor of competitiveness that determines growth.

ASCAME has been encouraging the **employability of high-level post graduates in the region** and, in particular, their access to qualified first jobs, through the **HOMERe project**, while supporting employers in identifying high-level post graduates whose profile meets their **business needs in the region**.

### Reinforcing the competitiveness of the Mediterranean private sector

In an economic environment each day more globalized and more competitive, where the markets are struggling to attract investments and to integrate into the global economy, it is essential to ensure the competitiveness of the private sector and, thus, to consolidate the economic position of the region in the world.

ASCAME has strongly promoted the Mediterranean competitiveness and its potential and strategic sectors. In 2015, ASCAME has promoted, in particular, the **textile industry**, as a great opportunity for the Mediterranean attractiveness during its **III MEDITEX** event.

This year, ASCAME has also developed two new forums in the framework of the 9<sup>th</sup> Mediterranean Week of Economic Leaders: the 1<sup>st</sup> Mediterranean **Hotels** Forum and the 1<sup>st</sup> Mediterranean **Automotive** Summit. Both events addressed two strategic sectors that are now the growth engine of the region development and competitiveness.

### Boosting the entrepreneurial spirit and the innovation in the Mediterranean

The valorization of the innovation, closely related to the development of entrepreneurial initiatives, should become a priority throughout the Mediterranean region.

ASCAME has promoted the **diversification** of economy sectors in the Mediterranean. This strategic means not only the consolidation of emerging sectors, but also the **innovation of key traditional sectors**, such as energy, food processing, textile, tourism and transport and logistics. As an example of diverse multidimensional actions, ASCAME has improved the **transport** connection through the **OPTIMED project**, which has been the first project aimed at strengthening freight maritime transport in the Mediterranean. ASCAME has also organized the 13<sup>th</sup> Logistics & Transport Summit, providing the transport and logistics sector with a pioneering platform for exchange, business cooperation and reflection.

### Consolidating Social Corporate Responsibility (SCR) in the region

By 2030, the world will experience a 50% increase of energy demand, a 30% increase of water demand and a 50% increase of food demand. To improve the standard of living rights in the coming years and to meet the growing challenges, it is required to adopt a corporate social responsibility in managing the relationships with consumers and with the environment and the business climate.

This year ASCAME has expressed its support to the UN proposal for Sustainable Development Goals 2030, in particular, its commitment with an inclusive economic growth and Social Corporate Responsibility (SCR) initiatives. In a statement, ASCAME called on the private sector to demonstrate its commitment to climate change and to actively engage in the UN initiatives, specially, to adhere to the international standards of transparency and environmental responsibility.

**Support to the UN proposal for Sustainable Development Goals 2030**

### Promote green economy

A greener restructuration of the economy responds to ones of the main current challenges: climatic change, deterioration of natural resources and energy problems. Promoting the green sectors and, in particular, the renewable energies, becomes essential to achieve a sustainable socioeconomic development in the region.

ASCAME has been working in the private sector involvement on sustainable growth and the use of innovative and efficient models, renewable energies and the gradual elimination of the fossil fuels in the region. In particular, ASCAME is currently involved in 6 European projects, which promote the use of the solar energy. These projects, such as FOSTER in MED, have been developed in 19 regions of 10 Mediterranean countries and have invested more than 25M€. It is estimated that 5M€ will be saved thanks to the installed infrastructures in more than 30 public buildings in the region.

**6 projects funded by the European programme ENPI CBC MED, which promote the use of the solar energy**



This year ASCAME has also proposed at the Paris Climate Conference (COP21) programmes for assistance to businesses in the fight against climate change. These programmes for assistance proposed by ASCAME become crucial for SMEs of the region to better adapt to a new growth model of the region based on a sustainable development.

### **Encouraging the contribution of diasporas and migrants in the economic development**

Diasporas contribute in the social and economic development of their countries, through the creation of business activities. More particularly, we need to encourage the productive investment of the Maghreb's Diasporas living in Europe and promote the transfer of competencies, know-how and technologies. Migrants in a mobile world help in manifold ways the development everywhere. Economically, migrants and diasporas work and create jobs. They use to send remittances, contributing then to improve the economic development of their families and community of origin.

This year, in the context of the migration crisis, ASCAME has forged a compromise with the Red Cross, who in a joint initiative asked the private sector to get mobilized for refugees, along with the civil society and the governments.

### **Fostering Public-Private Partnerships (PPP) in the region**

The Public-private partnerships (PPP) are essential to the economic and social development in the region. PPP must be encouraged to facilitate the economic integration and the creation of jobs, as well as to foster the development in general. The public sector must understand and support initiatives of the private sector which is hiring more and more employees and reducing the poverty in the region. Gathering local governments, private sector and civil society, represents today an essential mean to mobilize new resources and to build a true Mediterranean of projects. And ASCAME has undertaken certain initiatives in this regard.

## ASCAME as a PARTNERSHIP

### ASCAME takes the initiative | 20+20 Declaration: 20 initiatives to progress

ASCAME has been persuading about the economic and business opportunities that the Mediterranean has, and the socioeconomic development we can achieve together in the area.

In this sense, in the framework of the 20 years of the Barcelona Declaration and the Euro-Mediterranean Integration process, and under the ASCAME initiative, 20 strategic economic initiatives supported by a wide range of regional and international organizations have been set out in the **20+20 Declaration**.

The **20+20 Declaration** is called to be a joint action plan to give new impetus to the Euro-Mediterranean integration, with the key support of the **private sector in collaboration with the public sector**. This innovative roadmap identifies the central and strategic place of the private sector in a process shared between the public and private sector, the **Euro-Mediterranean Partnership**. A total of 20 concrete economic initiatives will be developed by the regional partnership formed, understanding economic activity as a real tool in the achievement of peace, stability and development of the region.

**The economic activity as a real tool in the achievement of peace, stability and development**



### The 20 initiatives are:

1. Ensuring the transition of the private sector from a spectator to an actor
2. Reinforcing the competitiveness of the Mediterranean private sector
3. Boosting the entrepreneurial spirit and the innovation
4. Reinforcing the role of key actors such as women, young people, through vocational training and entrepreneurship education
5. Encouraging the contribution of diasporas and migrants in the Mediterranean economic development
6. Making up for the lack of private investments in the region
7. Committing the Mediterranean private sector towards the good governance
8. Supporting the social and solidarity economy (SSE) enterprises in the Mediterranean
9. Encouraging the private sector to preserve the economic, natural, cultural and social heritage of the Mediterranean and to move towards sustainable economy
10. Calling on the Mediterranean private sector to actively engage towards the Sustainable Development Goals (SDGs) 2030
11. Promoting a model of sustainable and competitive Mediterranean cities
12. Improving the cooperation between the EU Southern Neighborhood policy and the UfM activities
13. Unifying the promotion and finance of the Mediterranean MSEs/ SMEs
14. Promoting a Mediterranean Development Bank
15. Fostering Public-Private Partnership (PPP) in the region
16. Consolidating Social Corporate Responsibility in the region
17. Fostering the promotion of arbitration in the Mediterranean
18. Promoting a Mediterranean Tourism Agency and reinforcing the Mediterranean Brand
19. Supporting the integrated transport and multimodal network in the Mediterranean
20. Diversifying the sectors of the Mediterranean economy



## The 26 Adherents



MEDITERRANEAN FRANCHISE ASSOCIATION



the 1990s, the number of people in the UK who are aged 65 and over has increased by 1.5 million (1990–1999) and is projected to increase by a further 1.5 million by 2010 (Office of National Statistics 2000). The number of people aged 65 and over is projected to increase by 2.5 million by 2020 (Office of National Statistics 2000).

There is a growing awareness of the need to develop strategies to meet the needs of the ageing population. The Department of Health (1999) has published a strategy for the ageing population, which sets out the government's commitment to improve the health and social care of older people. The strategy is based on the following principles: (1) to improve the health and social care of older people; (2) to ensure that older people are able to live independently; (3) to ensure that older people are able to participate in society; and (4) to ensure that older people are able to live in their own homes.

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# Institutional relations

## 2.1 RECENT SIGNATURE OF MEMORANDA OF UNDERSTANDING

For the last two years , ASCAME has signed more than 10 Memoranda of Understanding (MoU) with key institutions in order to play a major role in the regional and international economic stage. Through the signature of Memoranda of Understanding, ASCAME commits to collaborate with main institutions with the aim to contribute better to the social and economic development of the Mediterranean region in specific and strategic fields. By now ASCAME counts 21 agreements.

The most recent agreements signed with ASCAME have been:

### Network of Red Cross and Red Crescent Societies of the Mediterranean

Through this MoU, signed on June 3<sup>rd</sup>, 2014, in Barcelona, ASCAME shows its commitment to strengthen its social role in the Mediterranean region and supports all the associations of the Red Cross and Red Crescent of the Mediterranean.



Signature of the agreement  
–Vice-president of the Center for the Cooperation in the Mediterranean, Mrs. Marta Corachán and President of ASCAME, Mr. Mohamed Choucair–  
3 June 2014, Barcelona

### **MEDCRUISE (Association of Mediterranean Cruise Ports)**

Through this MoU, signed on November 26<sup>th</sup>, 2014, in Barcelona, the parties agreed to cooperate and contribute to the creation of an efficient and sustainable network between the Mediterranean Cruise Ports and the creation of synergies with the Mediterranean private sector, with the final aim to support the Mediterranean region, its people and its businesses all over the world.

Signature of the agreement – President  
of ASCAME, Mr. Mohamed Choucair and  
President of MedCruise, Mrs. Carla Salvadó –  
26 November 2014, Barcelona



### **BUSINESSMED (Union of Mediterranean Confederations of Enterprises)**

The present MoU has been established on November 26<sup>th</sup>, 2014, in Barcelona, with the purpose to support the social and economic development of the Mediterranean Business Community and maximizing bilateral and multilateral Euro-Mediterranean cooperation.

Signature of the agreement  
– President of ASCAME, Mr. Mohamed  
Choucair and President of BusinessMed,  
Mr. Jacques-Jean Sarraf–  
26 November 2014, Barcelona



## International Chamber of Commerce – World Chamber Federation

By signing this MoU, on November 26<sup>th</sup>, 2014, in Barcelona, ASCAME and the ICC-WCF showed their commitment to foster the role of the Mediterranean Business Community by creating links with other international businesses and thanks to a stronger cooperation between them.



Signature of the agreement  
– President of ASCAME, Mr. Mohamed Choucair and Chairman of ICC/WCF, Mr. Peter Mihoc –  
26 November 2014, Barcelona

## Union for the Mediterranean

Through the signature of this strategic MoU, on November 26<sup>th</sup>, 2014, in Barcelona, ASCAME and the UfM Secretariat committed to promote business participation and private sector involvement in key activities and projects essential to the prosperous development of the Mediterranean region.



Signature of the agreement  
– President of ASCAME, Mr. Mohamed Choucair and General Secretary of UfM, Mr. Fathallah Sijilmassi –  
26 November 2014, Barcelona

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## 2.2 CONCRETE ACTIONS OF COLLABORATION

The collaboration between ASCAME and key Mediterranean entities has been materialized in different ways such as:

### The co-organization of different events:

- The 7<sup>th</sup> Mediterranean Women Entrepreneurs Forum (MEDAWOMEN) organized in collaboration with **the Association of Organizations of Mediterranean Businesswomen (AFAEMME)**
- The 3<sup>rd</sup> Mediterranean Islamic Finance Forum organized in collaboration with **the General Council for Islamic Banks and Financial Institutions (CIBAFI)**
- The 7<sup>th</sup> Mediterranean Economic Cities Forum (MEDACITY) in collaboration with **the network of Mediterranean Cities (MEDCITIES)**
- The 1<sup>st</sup> Mediterranean Hotels Forum in collaboration with **the Mediterranean Hotels and Restaurants Association (MH&RA)**

### The joint statements regarding key issues:

- The joint statement between **ASCAME** and the **Network of Red Cross and Red Crescent Societies of the Mediterranean** was presented on November 26<sup>th</sup> in Barcelona with the aim to encourage the Chambers of Commerce and companies to get mobilized, along with the civil society, the governments and the international organiza-

Presentation of the Joint Statement  
– Coordinator of ASCAME, Mr. Anwar Zibaoui and Vice-president of the Center for the Cooperation in the Mediterranean, Mrs. Marta Corachán  
26 November 2015, Barcelona



tions in favor of the refugees. Through this Statement, both entities recognize the contribution of the private sector, the civil society and the private-public partnership in the management of the migration crisis, in particular, their role in facilitating the job insertion of the refugees and offer them the opportunity to rebuild their lives, to be selfsufficient and to contribute to the economic development of their host countries.

- On the occasion of the 20<sup>th</sup> Anniversary of the Barcelona Process, **ASCAME** and the **Union for the Mediterranean (UfM)** have issued a joint statement expressing the importance of working together in order to foster the regional integration and to give new impetus to the Euro-Mediterranean integration, with the key support of the private sector in collaboration with the public sector.

### Other Specific initiatives:

- **The 20+20 Declaration:** On the occasion of the 20<sup>th</sup> Anniversary of the Barcelona Process and the Euro-Mediterranean Integration Process and, under the initiative of ASCAME, 26 organizations, representative of the private sector, strategic sectors and civil society, have agreed on a set of 20 strategic initiatives with the aim of boosting the Mediterranean private sector and fostering the Euro-Mediterranean integration. The presentation of the Declaration was done on November 25<sup>th</sup> in Barcelona on the occasion of the official inauguration of the 9<sup>th</sup> Mediterranean Week of Economic Leaders. These initiatives will be valued to the main decision makers in the Euro-Mediterranean region.



20+20 Declaration –Secretary General of Eurochambres, Mr. Arnaldo Abruzzini; Chairman of EABC, Mr. Mohammed Ben Youssef; President of BusinessMed, Mr. Jacques-Jean Sarraf; President of AFAEMME, Mrs. Helena de Felipe and Coordinator of the ESMED network, Mr. Carlos Lozano –

25 November 2015, Barcelona

- **The ITC Youth and Trade Initiative:** International trade is essential to boost the social and economic welfare of the Mediterranean countries and a good integration and cooperation between the different economic actors is crucial to improve trade and help the developing countries to go towards a sustainable development. That's why; ASCAME had begun to collaborate closely with the International Trade Center (ITC) in 2015, especially in the framework of the Youth and Trade program in support of the young entrepreneurs of the region.



# ASCAME Events and Activities

3

## 3.1 2015 KEY ASCAME EVENTS

### The MEDITERRANEAN WEEK OF ECONOMIC LEADERS

The Mediterranean Week of Economic Leaders (MEDAWEEK) was launched in 2007 by ASCAME and the Official Chamber of Commerce, Industry and Shipping of Barcelona. Over the years, it has become the main economic event in the Mediterranean region and is seen today as a unique opportunity for reflection and exchange of experiences regarding the major economic issues in the Mediterranean. Every year, it brings together high government officers, representatives of international and regional institutions, companies and CEOs, who operate within the Mediterranean and understand its dynamics. It encourages the exchange of best practices between the participants, the launching of specific projects and the creation of new business opportunities.

The event places an imperative role on the regional transformations, bringing regional and European views on the economic implications of the radical political transitions and the means for further sustaining EU-Mediterranean solutions.





## MedaWeek 2015 in figures

3



Business days

7



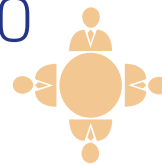
Forums

4

ASCAME awards

and 4 Mediterranean  
awards granted by  
ASCAME

2,000



Participation in  
events

- 1.500 attendees
- 100 VIPs
- 250 Speakers
- 250 Presidents of Chambers of Commerce, members of ASCAME.
- 30 accredited media.
- 25 organizations present in Europe, the Arab World and the Mediterranean
- 11 organizations co-organizers of the forums

### The 9<sup>th</sup> Mediterranean Week of Economic Leaders (MEDAWEEK2015): Together, going further

The Mediterranean sociopolitical and economic scenario is rapidly changing, due to events such as the escalating migration crisis, the political upheavals in North Africa, the sovereign debt crisis and change of governments in southern Mediterranean countries. These events make it even more important today to highlight the strong correlation existing between the sociopolitical and economical dynamics in the region. While these processes of change in the Mediterranean countries bring with them challenges and uncertainties, many regional opportunities should be understood and fostered as well.

In this perspective, the 9<sup>th</sup> Mediterranean Week of Economic Leaders (MEDAWEEK2015) entitled **“Together, going further”** – which took place from 25<sup>th</sup> to 27<sup>th</sup> of November 2015 in the Casa Llotja de Mar of Barcelona, Spain – has addressed the medium and long term evolution of these regional dynamics focusing on the role of the private sector in the future of the Mediterranean region.

The event - organized by the Association of the Mediterranean Chambers of Commerce and Industry (**ASCAME**), the Barcelona Chamber of Commerce, Industry and Navigation and the Union for the Mediterranean (**UFM**), in collaboration with the European Investment Bank (**EIB**), the European Institute of the Mediterranean





(IEMed), and ten other regional and international organizations and **the support of the Spanish Chamber of Commerce**– has offered a wide range of forums focused on burning issues in the region such as the needs of natural renewable resources of the area, the changing realities in North Africa or the correlation between economic development and Mediterranean women empowerment. The novelty of this year's edition has been the launch of two new forums dealing with the Automotive and Hospitality sectors respectively, which are emerging as key industries for the economic development in the Mediterranean area.

On the occasion of the 20<sup>th</sup> Anniversary of the Barcelona Process, the MEDAWEEK2015 has also included the Mediterranean and European Private Sector Meeting. During this high-level event, a total of 20 initiatives proposed by regional and international organizations have been set out in the 20+20 Declaration. The meeting placed an imperative role on the latest social, political and economic transformations of the region, as a clear commitment to the Euro-Mediterranean Partnership and the private sector.

The MEDAWEEK2015 has included the following different forums:



The North Africa Business Development Forum (NABDF, its acronym in English), was born in 2002 to strengthen the role of private enterprise in this region and to be the annual meeting point for businessmen, economic experts, bankers and institutional and governmental representatives. This year, ASCAME and the European Institute of the Mediterranean (IEMed), have organized, on November 25<sup>th</sup>, the **12<sup>th</sup> North Africa Business Development Forum**.

Under the slogan "North Africa: Era of Change", this recognized forum has brought together entrepreneurs, experts and government and institutional representatives of the two shores of the Mediterranean countries, in order to discuss the economic growth of the Maghreb countries, to discuss the business climate in the region and also its major challenges such as the creation of a favorable environment for investment, infrastructure improvement and optimization of human capital. The forum has presented the opportunities and realities of a region where belief and support have an important place. Europe needs to invest in this region and to dedicate intellectual and financial resources in order to achieve a healthy and sustainable environment, particularly in the current context of political uncertainty and security.

North Africa Business Development Forum  
25 November 2015, Barcelona



The five largest economies of North Africa have more than 100 M people; most of them are young people with a relatively high education level. However, despite the great opportunities offered by the region to EU and Spain in particular, inter-Maghreb trade is still one of the least integrated in the world. It could increase its GDP by almost 30%, if it will focus on this integration and on opening borders, which would greatly benefit to Europe.



The Hospitality sector in the region is playing a key role in order to ensure the wealth generated by Tourism, the 1st industry in the region. In order to present the current state of the hotel sector and discuss key opportunities and challenges of the sector in the region, ASCAME, along with the Mediterranean Association of Hotels and Restaurants (MHRA) have organised the **I Mediterranean Hotels Forum** on November 26<sup>th</sup>.

The forum has brought together Presidents of hotels associations and chains of the northern and southern countries of the Mediterranean, in particular, Spain, France, Morocco, Turkey, Greece, Lebanon and Egypt, to discuss the current state and development prospects of the sector, as well as the investment opportunities in these countries. The meeting also counted on the participation of high level experts in order to address and discuss key issues such as the development of the so-called “Green Hotels”, hotel management, security



Mediterranean Hotels Forum  
26 November 2015, Barcelona

issues in the sector and employee training as a key element for the success of the industry.

This first edition has been also the occasion to announce the official launching of the Mediterranean Hotels and Restaurants Association (MHRA), which had its Constitutive General Assembly in the afternoon of the same day.

The Mediterranean region is the largest tourist destination in the world, with approximately 35% of international tourism arrivals, representing 1/3 of tourism revenues, 20% of the world hotel capacity and 12% of the region GDP. This tendency is expected to continue, reaching 420 M non-resident tourist visits in 2020. The tourism industries, specially the hotel sector, are key factors for the growth and development of the region, generating significant revenues and job creation in countries with high youth unemployment. Hence, it is necessary not only to improve the industry, but also dealing with it in an innovative and sustainable way within a diversified and changing environment.

The Mediterranean Economic Cities Forum (MEDACITY) held its first edition in 2009 to stress the importance of the Mediterranean cities, as economic growth driver. The **VII Mediterranean Economic City Forum**, organized in collaboration with the network of Mediterranean Cities (MEDCITIES) focused on the transition towards a Mediterranean Smart City model. Citizens need to support this model with better provision of public services in cooperation with companies and the business sector. This seminar sought at fostering this debate and became an opportunity to develop a smart city model for the Mediterranean region. More concretely, during the forum have been discussed the public services management & urban regeneration; the City and Identity & knowledge and innovation and the contribution of the smart cities to urban development in the Mediterranean region.

Mediterranean Economic Cities Forum  
26 November 2015, Barcelona



As a nation's primary source of job creation and wealth generation, cities produce goods and provide services, which strengthen the economic opportunities for the entire country. Some of the solutions developed do not always match with the needs of cities, especially in the Mediterranean, where urban sprawl and insufficient public services appear in most urban areas. Therefore, it is necessary to enhance dialogue between business, experts and policy-makers, in order to develop the smart city model in the Mediterranean.

To further understand the opportunities and challenges of the Mediterranean solar energy and discover the current regional solar projects, ASCAME has organized the **2<sup>nd</sup> Mediterranean Solar Forum** on November 26<sup>th</sup>. The forum, which brought together governmental authorities, organizations, project promoters, companies and investors, has been a unique gathering for reflection and knowledge, and a networking platform for companies, SMEs and entrepreneurs on how to expand to new markets.



Mediterranean Solar Forum  
26 November 2015, Barcelona

Given the success of the last edition, the forum has also host a meeting of the European programme ENPI CBC MED Solar Cluster, formed by diverse strategic projects with a common goal: to encourage sector growth in the Mediterranean. Companies and researchers got a first-hand view on how to participate and invest in the initiatives arising from these projects, such as the creation of solar plants, involving more than 50 companies in countries like Egypt, Lebanon, Jordan and Palestine, and with investments in excess of EUR 1 billion.

The energy potential of the Mediterranean region is significant, offering favourable conditions in terms of solar radiation and wind. Technically, the region could cover its energy needs and those from the rest of the world, through solar energy. It is estimated that by 2030 renewable energy will represent 35% of the regional energy production, with great potential for the future in terms of job creation, technological progress and competitiveness of the two shores of the Mediterranean. However, challenges such as regulatory standards and deficient infrastructures, should be addressed so as not to interrupt the increasing development of the sector in the region.

## Mediterranean Automotive Summit

To further understand the new business opportunities for the automotive industry in the Mediterranean, as well as the socioeconomic impact generated, ASCAME has organized the **I Mediterranean Automotive Summit** on November 26<sup>th</sup>.

Mediterranean Automotive Summit  
26 November 2015, Barcelona



This Summit has counted on the presence of government representatives and leading manufacturers and distributors in order to analyze the current situation and perspectives of the sector and highlight the experiences and opportunities found in various countries of the region, where the range of commercial operators and manufacturers is strongly growing. This first edition has also analyzed the socio-economic impact of a multiplier industry in the region – generating enterprises and auxiliary services, and thus job and wealth creation – as well as new possibilities for complementarities and synergies between both shores of the Mediterranean as an added value to attract this industry. This forum has offered a unique space to identify the potential business opportunities of this sector, which is emerging as one of the main motor for economic development in the Mediterranean region.

The automotive industry in the Mediterranean region is experiencing its momentum, offering to a saturated international automotive market the opportunity for growth on a market of 400 M inhabitants. After its consolidation in the Mediterranean's northern shore, major automotive manufacturing companies' business is expanding towards the South of the region. Countries like Turkey, Morocco, Algeria and Egypt are witnessing a massive growth in trade volume and annual growth rates in a growing sector in a strategically located region.

ASCAME, the Chamber of Commerce and Industry of Barcelona and the Association of Federations and Associations of Mediterranean Businesswomen (AFAEMME) took the initiative, 7 years ago, to organize a Mediterranean Women Entrepreneurs Forum, given the growing correlation between women empowerment and economic growth. The **7<sup>th</sup> Mediterranean Women Entrepreneurs** Forum took place on November 27<sup>th</sup>. During the consolidated forum, counting on the participation of more than 300 women from 20 countries of the region, were discussed the role of women entrepreneurs in the economic development of the region, as well as the challenges regarding the creation or the management of their enterprises, such as obtaining financing to start their projects.



Mediterranean Women Entrepreneurs Forum

27 November 2015, Barcelona

This meeting has represented a unique opportunity for women entrepreneurs, who wanted to start a business project, to establish contacts with other women entrepreneurs in the region, to encourage them and guide them to start a business in key sectors, to be independent and to carry out their own ideas.

Ensuring women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life by 2030, is one of the key objectives of the UN in the framework of the recently agreed Sustainable Development Goals (SDGs). A direct path to that goal is the women's economic empowerment, who contribute very positively to the economy, especially as entrepreneurs. However, they remain in the minority in management positions globally and especially in the Mediterranean region, where women represent only a quarter of managers and senior technical positions, compared to 45% of the world average. On the promotion of equal opportunities and empowerment of women, the private sector has become a key player.





The **3<sup>rd</sup> Mediterranean Islamic Finance Forum** organized by ASCAME and the General Council for Islamic Banks and Financial Institutions (CIBAFI), has addressed political, financial and economic issues. The previous editions have played an important role in raising awareness about Islamic finance around the Mediterranean region and in shaping its development. They have been attended by industry leaders, scholars and businessmen who are directly involved in the development of Islamic finances and those who are seeking to capitalize on the growth of Islamic finance to further their own business ventures. This 3<sup>rd</sup> edition has played an important role in building bridges for Islamic capital flows between Europe, the Middle East and beyond, boosting linkages with several key international centers for Islamic finance.



Mediterranean Islamic Finance Forum  
27 November 2015, Barcelona

As Islamic finance continues to grow, internationalization and strengthening of global linkages are seen as increasingly important issues. With Islamic finance deepening its presence in North Africa, Lebanon and Turkey, the broader Mediterranean region is seen as a key area for growth by Islamic bankers and those involved in developing Islamic capital markets. With hundreds of billions of Euros deposited in Shariah-compliant bank accounts, and further billions of Shariah-compliant investments under management, Islamic finance is a significant factor in regional capital flows, and a key catalyst for economic growth around the Mediterranean region.





## The MEDA LOGISTICS SUMMIT

The Mediterranean Logistics and Transport Forum deals with a sector considered as an economic pillar and a fundamental basis for economic integration towards a unique and unified Mediterranean market. By organizing this forum annually, ASCAME shows its commitment towards this sector and confirms the pioneering vision of this forum, which has provided the sector with a platform for exchange, business cooperation and reflection since 2003.



The Mediterranean Ports and Shipping Summit is one of the largest annual ports and shipping conference throughout Europe, the Middle East and Africa. It serves to establish a specialized framework for the port sector and provides updated information regarding the state of the investments and the management of the port infrastructures of the Mediterranean coast region.



### EDITION 2015: 20 years after from Barcelona Process, New Ambitions are Born

The 13<sup>th</sup> edition of the Mediterranean Logistics and Transport Forum and the 8<sup>th</sup> edition of the Mediterranean Ports and Shipping Summit took place on June 9<sup>th</sup> and 10<sup>th</sup> 2015 in Barcelona in the framework of the International Logistics and Material Handling Exhibition (SIL2015). This special edition 2015 has celebrated the 20 years of the Barcelona Process and the Euro-Mediterranean Integration.

The 13<sup>th</sup> Mediterranean Logistics and Transport Forum, has covered topics such as the challenges, opportunities and perspectives for the transport and logistics sector; the Euro-Mediterranean Railway, as a Mediterranean Express, and the Gulf & the Mediterranean, as strategic partners. The 8<sup>th</sup> Mediterranean Ports Summit, entitled “Looking Beyond the Sea” has focused on the Mediterranean's Ports, as a Gateway to Europe, Asia and Africa, the Port, City and Cruise Tourism and has presented the Business opportunities and enterprise experiences in the Mediterranean Logistics and Transport sector.



Mediterranean Logistics Summit  
9 June 2015, Barcelona



In the framework of the EUROMED Invest and OPTIMED projects, the ME-DA-LOGISTICS & TRANSPORT Roadshow has promoted to the main actors of the Mediterranean L&T sector, the South ENPI countries together, organizing a Mediterranean Pavilion with different business activities:

- **B2B meetings & B2Governments:**

Short scheduled meetings between companies from both sides of the Mediterranean as well as between companies and public bodies.

- **Workshops & Presentations:**

Presentations about investment opportunities in Turkey, Lebanon, Egypt, Tunisia and Morocco.

- **Networking space:**

An exclusive place for opportunities to meet and exchange business cards with other participants.

- **Helpdesks of Investment Promotion Actors:**

Adressed to European business to inform them on the investment climate and procedures, in order to boost FDI between north and south.

## **The MEDITEX FORUM**

The Forum MEDITEX aims at recognizing the importance of the textile industry within the Mediterranean region.

For a long time, the textile & clothing industry has dominated the commercial exchanges in the Mediterranean. Today, it keeps playing a main role in the improvement of economic conditions, especially in the South of the Mediterranean, where the sector is of key importance. Around 40% of the European textile and clothing trade goes to the Mediterranean region. The vision of a bilateral development aimed at making a totally integrated market should create a win-win situation for both sides of the Mediterranean. Through this event, ASCAME wants to stress the opportunities of the textile sector in the region, but also challenges within a growing competitive scenario. It is essential to modernize this industry in the Mediterranean region so that it can remain competitive in a highly competitive global marketplace.

## The III MEDITEX entitled “Building Euro-Mediterranean Crossroads to Create Textile Synergies”

With the aim of creating sustainable commercial relations and encouraging foreign direct investment in the textile sector, ASCAME, along with the German Arab Chamber of Industry and Commerce and the EMDC Foundation have organized the “MEDITEX Conference and Roadshow: Building Euro-Mediterranean Crossroads to create Textile synergies” in Alexandria on the 1<sup>st</sup> and 2<sup>nd</sup> of December 2015.



MEDITEX Forum  
1 December 2015, Alexandria

This 3<sup>rd</sup> edition has represented a unique occasion to look at the state of art, opportunities and challenges of the Textile and Clothing sector within the region, especially in Egypt, and to capitalize on textile ENPI CBC MED projects: Sustex-net, TEXMED and Euromed Invest. This ASCAME event was also the occasion to organize B2B meetings to encourage business opportunities between Egyptian and other Mediterranean operators in this field.

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## 3.2 CO-ORGANIZED WORKSHOPS AND ACTIVITIES

### Workshops ReaMed “European regulations, soon Mediterranean: an opportunity for the markets and research”

ASCAME has organized, along with the ANIMA investment network, Ader Méditerranée and the Region Provence Alpes Côtes d’Azur, the forum ReaMed “European regulations, soon Mediterranean: an opportunity for the markets and research” on March 30<sup>th</sup> and 31<sup>th</sup> of March 2015 at the Villa-Méditerranée of Marseille, France.

This event was addressed to entrepreneurs, researchers and economic development actors to discuss the development of Euro-Mediterranean trade and innovation flows in the agri-food, fine and green chemical sectors, as top priorities of the European agenda.

This workshop aimed at developing the potential of research and innovation and opening up new opportunities between the two shores of the Mediterranean; assist project promoters in smart application of EU regulations; stimulate the creation of innovative companies by encouraging partnerships between Euro-Mediterranean players.

### Workshop «Focus on SMEs/SMIs» Mediterranean companies and climate change in the MEDCOP21

**During the Cop21, the 9 solutions proposed during the MedCop21 workshop, aimed at improving the public support to companies towards the energy transition, have been enhanced thanks to the concrete projects of the participating companies.**

ASCAME, through the Chamber of Commerce and Industry of Marseille Provence – CCIMP- has led on June 5<sup>th</sup> in Marseille, the workshop “Focus on SMEs/SMIs: Mediterranean companies and climate change” which was organized in the framework of the MedCop21: the Mediterranean Civil Society Forum.

During this 2-day conference marked by plenary sessions and workshops, the main actors of the Mediterranean civil society have been invited to discuss about potential synergies of existing initiatives or create and formulate proposals for intensifying the passage of strategic frameworks to concrete achievements and develop cooperation accelerating change.

Under the high patronage of Mr. François Hollande, President of the French Republic, this forum has been held in sight of the twenty-first Conference of the Parties to the United Nations Framework Convention on Climate Change to be held from November 30<sup>th</sup> to December 11<sup>th</sup> in Paris (COP21/CMP11) during which was adopted the first-ever universal, legally binding global climate deal to keep global warming below 2°C.



MedCop21 Workshop “Focus on SMEs/SMIs”  
5 June 2015, Marseille

## Mediterranean Cooperation Summer School

ASCAME, along with main organizations such as OpenMedAssociation, MaPE – CRENoS, the Chamber of Commerce of Beirut – CCIA-BML, the Confederation of Associations of European Business in Egypt – CEEBA and the network Re.C.O.Med, have organized the Euro-Mediterranean Cooperation Summer School 2015 which took place from the 28<sup>th</sup> of September to the 2<sup>nd</sup> of October 2015 in Cagliari, Italy. The common objectives were to improve competences and foster the relations between people interested on Euro-Mediterranean cooperation, to share the ENPI CBC MED or other Euro-Med experiences of the closing programme (2007-2013), to enhance the opportunities of their sustainability and to start the reflexion process of proposals under the new ENI 2014-2020 programme.

The course was attended by 27 participants' representatives of public bodies, freelancers and consultants from 10 different nations (Egypt, France, Italy, Jordan, Kenya, Lebanon, Spain, Tunisia, Turkey, UK).



Mediterranean Cooperation Summer School  
2 October 2015, Cagliari

As a direct result of classroom activities, focus groups and laboratory sessions, 3 drafts of project-idea were developed and shared among participants. As an indirect result, a fruitful networking among participants was encouraged through the implementation of operative groups in main social networks.

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## 3.3. INSTITUTIONAL REPRESENTATION OF ASCAME

### Working Group on Euro-Mediterranean Industrial Cooperation

ASCAME participated in the Working Party on Euro-Mediterranean industrial cooperation in Brussels on 24<sup>th</sup> – 25<sup>th</sup> February 2015 in order to update and implement the 2014-2016 work programme. The event coincided with the 20<sup>th</sup> Anniversary of the Euro-Mediterranean industrial cooperation process.

The working party coordinates industrial cooperation and monitors implementation of the work programme. It is composed of representatives from public authorities and business associations from EU and Mediterranean neighbour countries, international organisations and certain EU institutions.

### **Food Challenges in the Mediterranean**

ASCAME participated on March 18<sup>th</sup> in Barcelona in the event “Food Challenges in the Mediterranean” organized by the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM) and the Socioeconomic Development Department of the IEMed, with the support of Foment del Treball Nacional.

In the framework of its participation in the MedDiet Project, ASCAME has presented the Mediterranean diet and enhancement of traditional foodstuff.

### **Mediterranean Tourism Meeting**

ASCAME has participated in the Mediterranean Tourism Meeting in Salou, on March 25<sup>th</sup> in Costa Daurada to defend the tourism sector, as the first sector in the region, and to discuss about the challenges and opportunities of this industry. This event has represented a great opportunity to learn new experiences and innovative practices in the field, to do networking with businessmen and professionals of the sector.

Mediterranean Tourism Meeting  
25 March 2015, Salou



### **BusinessMed Forum**

President Mohamed Choucair participated on March 26<sup>th</sup> in Venice, Italy in the BusinessMed Forum organized by the Union of Mediterranean Confederations of Enterprises (BusinessMed) in collaboration with the General Confederation of Italian Industry CONFINDUSTRIA.





BusinessMed Forum  
26 March 2015, Venice

### High Level Meeting on the role of Private Sector in the Strengthening of the Euro-Mediterranean Partnership

President Mohamed Choucair gave key-note address during the High Level Meeting of UfM about the role of the private sector in the strengthening of the Euro-Mediterranean Partnership in Barcelona, Spain on April 13<sup>th</sup> – 14<sup>th</sup>.

The focus of the High Level Meeting was on areas of mutual interest between the EU and Southern partners, and mainly on the following issues “Role of private sector in the region in fostering inclusive growth, Public-Private Partnerships and the informal economy”.

**President Choucair highlighted: “The private sector has responsibility in regional and national policy. In this way, common actions through Public-Private partnerships will give astonishing results”.**



UfM High Level Meeting  
13 April 2015, Barcelona

### Symposium about the key role played by small cruise ports in the Mediterranean

ASCAME participated in a symposium held on June 15<sup>th</sup>, 2015, in Palamós, Spain which focused on the key role played by the small cruise ports in the Mediterranean Sea.

The objective of this Symposium was to appreciate the value of small ports and discuss the important role they play in the cruise industry, as well as the industry's economic impact on coastal destinations. Attendees have learnt also about the opportunities created by this segment of the cruise industry for the region.

### **Economic Impacts of the Cruise Industry on Coastal and Insular and River Destinations**

ASCAME, through the Transport and Logistics Commission, has participated in the International Conference on the “Impacts of the cruise economy in coastal and island (and river) destinations” in Olympia, Greece, on May 23<sup>rd</sup> 2015. This workshop was organized by the Network of Insular Chambers of the EU (INSULEUR) within the European Economic and Social Committee (EESC) in Brussels with the special collaboration of ASCAME and the support of the Association of Greek Insular Chambers (EOAEN), the Forum AIC (Chambers of Ionian-Adriatic) and the Danube Chamber of Commerce.

The Forum aimed to be a dialogue between local SMEs/stakeholders and the cruise industry on the framework of the European Maritime Day. It has sought to explore possibilities and conditions presented on coastal, insular and river destinations for business and examine the methods, means and procedures for the effective participation of insular and coastal businesses to promote this thematic tourism industry by offering new products and services. It has also examined international best practices, current tools, training, etc. The findings helped the Chambers and other local agencies and existing or potential businesses to meet the modern needs of the industry and benefit from it.

International Conference on the Impacts of  
the Cruise Industry on Coastal and Insular  
destinations  
23 May 2015, Olympia





## **UfM Conference “Towards a common Development Agenda for the Mediterranean”**

ASCAME has participated in the UfM Conference “Towards a common Development Agenda for the Mediterranean”, on 26<sup>th</sup> of November 2015 in Barcelona, Spain.

This main Conference, which offered a unique opportunity to discuss the way forward for a strengthened regional cooperation agenda in the Mediterranean, has gathered high level officials, eminent personalities, representatives from regional organizations and international financial institutions, as well as key regional stakeholders from the civil society, the private sector and local authorities to review the UfM activities and achievements and to discuss the perspectives for working together in the years to come towards a better future for the Mediterranean region.

The Conference also presented the ways to promote a result-oriented UfM common agenda through effective and coordinated action to the benefit of the socio-economic development of the region.





# ASCAME Euro-Mediterranean Projects

## 4

### 4.1 2015 ASCAME NETWORK PROJECTS

In 2015, the ASCAME network has been involved in more than 10 regional cooperation projects dealing with strategic fields of action for the economic and social development of the Mediterranean region such as renewable energies, transport and logistics, waste treatment, traditional food stuff, textile industry, etc.

The involvement of the ASCAME network to the Euro-Mediterranean projects offer the Mediterranean companies and SMEs great opportunities to develop and put into practices their capacities in a specific field, while encouraging the Euro-Mediterranean integration and contributing to the growth of the region.

#### **The ASCAME Network's Euro-Mediterranean projects**

- Focus on 15 various sectors and fields of action
- Are financed by the European Union (EU)
- Have a budget of approximately 52M€
- Involve the following countries: Italy, Egypt, Morocco, Turkey, Algeria, Lebanon, Jordan, Tunisia, France, Greece, Cyprus, Croatia and Spain



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## 4.2 2015 ASCAME PROJECTS ACTIVITIES

In 2015, ASCAME has organized or been involved in more than 100 activities within the Euro-Mediterranean projects aimed at fostering the regional integration and strengthening the role played by the region, on the global economic stage. Some of these activities are presented below:

### EUROMED INVEST PROJECT

#### EUROMED INVEST Academy - Serbia

The Chamber of Commerce and Industry of Serbia with the coordination of the MedAlliance Consortium has organized a EUROMED INVEST Academy on “Co-operation-Complementarity between the South Mediterranean and the Western Balkans”, in Belgrade, Serbia, on March 25<sup>th</sup> and 26<sup>th</sup>, 2015.

The Academy focused on the development of business partnerships and private investments between the South Mediterranean and Western Balkan countries, through a benchmark between the two regions on their relations with the European Union and a better understanding of business climate and investment opportunities that characterizes them. Around 100 participants from BSOs from the Southern Neighborhood, the European Union, the Western Balkans and Turkey have been selected to participate in the Academy.

#### Roadshow Milan Expo 2015

On May 6<sup>th</sup> and 7<sup>th</sup>, 2015 in Milan, Italy, ASCAME has organized, with the other Euromed Invest partners, the Roadshow Milan Expo 2015. The event has represented a great opportunity for aggregating and matching offer and demand for economic cooperation within the Euro-Mediterranean space with a focus on the agrifood sector.

An integrated set of information, promotion, networking and business matching activities have been organized, responding to the objective of enhancing opportunities for economic and technical cooperation between participating companies, BSOs, and with potential additional partners in the broader framework of actors and initiatives associated to Expo Milan 2015.

## **Mediterranean Roadshow on Transport and Logistics in the framework of EUROMED Invest**

On the 9<sup>th</sup> and 10<sup>th</sup> of June, Barcelona, Spain, has been the meeting point for over 300 leaders of the Logistics & Transport sector at the Mediterranean Logistic & Transport Summit, the largest European and Mediterranean platform organized in the framework of the 17<sup>th</sup> edition of the International Logistics and Material Handling Exhibition in Barcelona (SIL 2015).

In the framework of the Mediterranean Logistics and Transport Summit, the Association of the Mediterranean Chambers of Commerce (ASCAME), organized in collaboration with the Chamber of Commerce and Industry of Barcelona, the Chamber of Commerce, Industry and Agriculture of Beirut and Mount-Lebanon (CCIABML) and the Confederation of Egyptian European Business Associations (CEEBA), the Meda Logistics Roadshow in the framework of the EUROMED INVEST project.

The Meda-Logistics & Transport Roadshow promoted economic exchanges between Northern and Southern of the Mediterranean countries at SIL 2015, organizing a Mediterranean Pavilion with different business activities between transport and logistics operators.

Different activities were carried out in parallel such as B2B meetings & B2Goverments, which consisted of short scheduled meetings between companies from both sides of the Mediterranean an as between public bodies that met their Spanish and European counterparts. Workshops & Presentations about investment opportunities in Lebanon, Egypt and Tunisia were also carried out.

## **EUROMED Invest Academy –Brussels**

In the framework of Euromed Invest, the Brussels Chamber of Commerce & Business Federation (BECI) organized an Academy on "Get a better knowledge of European Union and its instruments to support SMEs and investments in Mediterranean countries ", that took place in Brussels, Belgium, on June 15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup>, 2015. The best trainers on FDI-promotion, business support services and support for new entrepreneurs as well as lobbyists and international companies have attended the Academy in order to share their knowledge and experience. High-level EU-representatives were also present during this event.



## EUROMED Invest Academies – Italy

ASCAME participated in the annual conference of EUROMED Invest which took place in Milan, Italy, from 7<sup>th</sup> to 9<sup>th</sup> October 2015 in the framework of World Expo Milano 2015. The objective of the event was to present the results and impacts of the first phase of the project implementation.

On the occasion of this event, was held the EUROMED Invest Academy on “Europe-South Mediterranean and Africa relations”, a high-level seminar targeting business support organizations.

## Green Energy Fair EUROMED Invest

The Euro-Med Green Energy Business Roadshow took place in Cairo, Egypt, on December, 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup>, 2015. Its aim was the increase of business partnership streams between Egypt and European countries, as well as South-South relations and foreign direct investments (FDI) in the renewable energy sector. On the occasion of this event, GACIC, ASCAME, BusinessMed, UHCCI, CEEBA, Eurochambres, and FEDCOC, ensured the participation of 150 participants including 30 European companies, clusters and BSOs.

### PROJECT HIGHLIGHT: EUROMED Invest

**Objective:** To boost the private business and investment within the Euromed area to contribute to an inclusive economic development of the region.

**Field of action:** Investment promotion in the Euro-Mediterranean region

**Budget:** 4,000,000€

**Duration:** 36 months

**Main achievements in 2015:** More than 1600 participants in the 7 South - Eni and European Roadshows; organization of three young entrepreneurs masterclass with 114 participants; 6 activities to mentor entrepreneurs and BSOs; 4 Euromed Invest Academies involving more than 600 participants.

## ENPI CBC MED PROGRAM

### Alexandria in Action

Alexandria in Action! was held in Egypt, Alexandria on 27<sup>th</sup> February 2015. In the framework of the ENPI CBC MED projects; European Neighborhood and Partnership Instrument, Cross Border Cooperation Projects, the event was held with the support of four EU-funded projects focusing on Solar Energy (FOSTER in MED), Waste Management (Green Med Initiative - GMI), Dairy Products (LACTIMED) and Mediterranean Diet (MedDiet).

### MedDiet Mediterranean Diet and Enhancement of Traditional Foodstuff

#### Training of a network of info points about the Mediterranean Diet in the framework of Med Diet

The past 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> of March, the MedDiet Info Point training was held in Alexandria, Egypt. This Info Point Training Course was organized and managed by CEEBA and ASCAME, in the framework of the European Project MedDiet from the ENPI CBCNED Programme. A total of 21 organizations from different countries such as Spain, Greece, Morocco, Algeria, Tunisia, Lebanon, Jordan and Egypt participated to the training held in Alexandria. Their commitment with the MedDiet Info Points is decisive to increase the awareness of the Mediterranean Diet.

The objective of the training was to create and train a network of info-points in the Mediterranean Basin in order to increase the awareness of consumers and businesses and of SMEs (in particular restaurants) about the benefits of the Mediterranean Diet (MD) by involving and reinforcing the capacity of local authorities, schools, Chambers of Commerce/ business organizations, universities and policy making institutions to implement effective and sustainable initiatives for safeguarding MD in Egypt, Greece, Italy, Lebanon, Spain and Tunisia.

Network of info points about the  
Mediterranean Diet  
5 March 2015, Alexandria





The specific objective of the creation of Info Points are to spread and stimulate the effective use of the Mediterranean Diet Knowledge System and MED DIET Quality Label for Restaurants through the support of officers from Chambers of Commerce, business support organizations and nutritional education centers of the different partner countries of the project trained in this field.

The conclusions of the training course showed the importance to involve the local authorities in order to support the MedDiet Info Points, as the official vehicle of promotion for the Mediterranean Diet in their countries. Moreover, the participants emphasized the need of a continuation of the project, in order to implement this initiative as a key issue for all the countries of the Mediterranean Basin and Europe.

### **International Capitalization Event “Med Diet Mashrek” in the framework of MedDiet**

On April 21<sup>st</sup>, ASCAME and the Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon, have organized the MedDiet Mashrek International Capitalisation Event, in Beirut, Lebanon.

The MedDiet Mashrek International Capitalisation Event counted on the participation of important institutional representatives such as the Ministry of Tourism of Lebanon, the EU Delegation in Lebanon, the President of the CCIABML and ASCAME, UNIONCAMERE and representatives from Slow Food Association, Med Diet Foundation, Slow Med project, Syndicate of Owners of Restaurants in Lebanon, MUCEM, and other participants from the different countries of the Mashrek Region.

The event has been a great opportunity to extend the network created by the project and ensure the participation of stakeholders of the Mediterranean agrifood sector in the defense and promotion of the Med Diet, using the tools and outputs created during the project activities, such as the Mediterranean Diet Knowledge System, and the Med Diet Quality Label. Also, the participants have had a chance



Presentation of the Med Diet Declaration during the Med Diet Mashrek event  
21 April 2015, Beirut

to know the great work which has been carried out, and to learn how respecting the traditions of the Mediterranean Diet can be a lever for economic development of the region and a unique selling proposition for SMEs of the agro-food sector, as well as to promote the Gastronomic Tourism in the Mediterranean.

During the event, the MedDiet Declaration was signed by the institutions supporting the Mediterranean Diet.

### **Support of ASCAME to the Paralelo 40 “Global Observatory of the Mediterranean Diet”**

On May 25<sup>th</sup>, in Barcelona, Spain, ASCAME, as partner of the MedDiet project, signed the Declaration of Adhesion to the Paralelo 40. The Paralelo 40 - World Mediterranean Diet Surveillance System is an initiative that aims to promote, collect and disseminate interdisciplinary & multisectorial research of the Mediterranean Diet from different scopes: food, agriculture, health, cultural, economic, gastronomical and environmental.

### **Final Capitalization Event of the MedDiet project**

ASCAME participated in the Final Capitalization Event of the MedDiet project - on 19<sup>th</sup> September at the Expo Milan 2015. The event, coordinated by the Confederation of Egyptian European Business Associations (CEEBA), presented the important results achieved by increasing the awareness on Mediterranean diet along its three years of development.

ASCAME, as partner of this project in charge of the capitalization phase, has played a key role in raising the awareness of consumers, businesses and SMEs about the benefits of the Mediterranean Diet: a total of 20 Mediterranean Diet Info points has been created and 20 officers from Chambers of Commerce and institutions have been trained. Indeed, during the Institutional Session, the coordinator of the event – Mr. Alaa Ezz (Secretary General and CEO of CEEBA and FEDCOC) highlighted the strong support that Mediterranean SMEs have received from the project, including the creation of clusters and implementation of pilot projects. As Mrs. Anna Catte – Director of ENPI CBC MED Programme – affirmed, one of the most significant achievements of the project has been the actions addressed to restaurants throughout the granting of the MedDiet Quality Label to almost 300 restaurants from the Mediterranean area. The project has also had an important role in the creation of new educational initiatives reaching over 5000 students and training activities addressed to above 250 public institutions agents.

During the event, all participants agreed to develop the future project's opportunities and all together they signed the Declaration on the Protection and Promotion of Mediterranean Diet, as a proof of their commitment to the project's continuation. The partners of the project announced the organization of an internal committee with the aim of presenting a roadmap for a possible continuation of the project, which may include a country by country involvement, a clear political commitment and, of course, the involvement of the restaurants as the ambassadors of the project.

### **MedDiet Mahgreb Event**

ASCAME participated in the MedDiet Mahgreb event which took place on the occasion of the MedDiet International Capitalisation Event, Mahgreb event, in Tunis, Tunisia on October 29<sup>th</sup>.

During this international seminar, the Euro-Mediterranean Declaration about the Protection of the Mediterranean Diet has been signed by the Minister of Agriculture, Water Resources and Fishing as well as by representatives of the Ministers of the project's partners: Minister of Health, Culture, Tourism and Education.

The three thematic round tables organized (RT1: Valorization and promotion of Mediterranean Diet at local scale, RT2: Label MedDiet for restaurants and RT3: Mediterranean Diet as intangible heritage of humanity) have allowed discussing and underlying the importance of the future and saving of the Mediterranean Diet and its promotion in Tunisia.

#### **PROJECT HIGHLIGHT: MedDiet - Mediterranean Diet and Enhancement of Traditional Foodstuff**

**Objective:** To increase awareness of the Mediterranean diet, as an integral part of our lifestyle and a vehicle for the development, stability and solidarity in the Basin

**Field of action:** Traditional Foodstuff

**Budget:** 4,996,972.82€

**Duration:** 36 months

**Main achievements in 2015:** Draft of the "Euro-Mediterranean Declaration about the Protection of the Mediterranean Diet" ; Grant of a the "Med Quality Label" on the Mediterranean Diet to restaurants; consolidation of the Mediterranean Diet Knowledge System and the 20 "Mediterranean Diet Info Points" to increase the awareness of consumers and businesses, in particular restaurants, about the benefits of the Mediterranean Diet.

## GMI: the Green Med Initiative

### Implementation of the first GMI reverse vending machines in Cataluña

In Catalonia, Spain, the GMI's pilot project has been implemented thanks to the support of 3 universities where 16 machines have been installed: 1 in the High School of Design and Engineering of Barcelona (ELISAVA), 7 in the University of Barcelona (UB) and 8 in the Technical University of Catalonia (UPC).

In Spain the machines have been located by ASCAME, the Barcelona Chamber of Commerce and FUNDITEC, in coordination with the Chamber of Trade, Industry and Agriculture of Beirut and Mont Lebanon, as leader of the project. The implementation has been supported by the Fundació per a la Prevenció de Residus i el Consum Responsable (Retorna), a non-governmental organization specialized in the awareness of recycling.



Implementation of the first GMI's RVM in Catalonia  
March 2015, Barcelona

### International Capitalization Event in the framework of GMI

On the 29<sup>th</sup> of April 2015, the GMI Project held in Alexandria, Egypt, an international capitalization conference entitled “Fostering Recycling in the Mediterranean”.

The discussions focused on the importance of recycling and waste as an important resource, while highlighting the importance of transmitting this culture to future generations, a core objective of the GMI project which will witness a number of Reverse Vending Machines piloted in schools and universities in 5 Mediterranean countries: Egypt; Italy; Lebanon; Spain and Tunisia.

Following the inauguration, a Memorandum of Understanding (MoU) to promote recycling was signed between the Government of Alexandria, the Chamber of



GMI International Capitalization Event  
29 April 2015, Alexandria

Commerce of Alexandria (Associate partner of GMI), CEEBA & AEEC (GMI partners), and the EU delegation to Egypt specifying the objectives of the project and the means of cooperation and involvement of each of the parties.

### International Capitalization Event in the framework of GMI

On the 3<sup>rd</sup> of June in Marseille, France, ASCAME participated in the Green MED Initiative (GMI) Project Capitalization conference entitled “Household Waste Management in the Mediterranean: Challenges and Needs”.

During this event, it has been discussed the role of Europe, as a strategic player in the development of Mediterranean countries, the sectors of its intervention and the challenges for household waste management in the Mediterranean in the framework of the GMI project. It has been also organized a round table entitled: Household waste management, a major territorial challenge: governance, practices, awareness raising with public and private actors.

#### PROJECT HIGHLIGHT: GMI - Green Med Initiative

**Objective:** The GMI project will encourage the involvement of companies in the development of an integrated and environmentally sound waste management system focusing on activities directed to the youth, specifically through the piloting of “Reverse Vending Machines” in order to encourage recycling.

**Field of action:** Waste Treatment and Recycling

**Budget:** 4,126,872€

**Duration:** 36 months

**Main achievements in 2015:** 163 GMI Reverse Vending Machines (RVMs) installed or in process of installation in 5 Mediterranean countries (Egypt-Italy-Lebanon-Spain-Tunisia). The RVMs offer a modern and automated deposit system for collecting, sorting, and handling the return of used beverage containers for recycling or reuse.

## **FOSTER in MED: Fostering Solar Technology in the Mediterranean Area**

### **Barcelona Solar Forum (citizen seminar) in the framework of FOSTer in MED**

In the framework of the regional capitalization event and citizens seminar of the FOSTer in MED project, funded by the EU under the ENPI CBC Med Programme, ASCAME has organized the Barcelona Solar Forum on May 6<sup>th</sup> in Barcelona, Spain.

ASCAME which is committed to this initiative has gathered experts in the field of renewable energy, as well as companies, public authorities, universities and organizations who have analyzed the state of the art, the trends and business development perspectives of the sector.



Barcelona Solar Forum  
6 May 2015, Barcelona

### **PROJECT HIGHLIGHT: FOSTER in MED - Fostering Solar Technology in the Mediterranean Area**

**Objective:** To transfer knowhow in the solar energy field, to implement a shared design methodology and to promote solar energy innovative technologies at civil society level, with a specific focus on building integrated photo-voltaic energy.

**Field of action:** Renewable Energies

**Budget:** 4,500,000€

**Duration:** 36 months

**Main Achievements in 2015:** Increase of solar energy consumption in 5 public buildings through 85 kWp of photovoltaic panels installed, organization of the Med Solar Forum gathering the six ENPI CBC MED projects of the “Solar Cluster”.

### **OPTIMED Rationalising Mediterranean Sea Ways: from Southern-Eastern to Northern-Western ports**

#### **Promotion of the Sea Shipping Euro-Mediterranean Network in the framework of OPTIMED**

In parallel with the Meda Logistics & Transport Roadshow on June 10<sup>th</sup> and 11<sup>th</sup> in Barcelona, Spain, the Sea Shipping Euro-Mediterranean Network has been promoted. The signature of the MoU between the operators involved in OPTIMED and the “Short Sea Shipping Euro-Mediterranean Network” represents a starting point for the enlargement of the Optimed network at Euro-Mediterranean level, in order to exploit the opportunities arising from the new maritime trade connections. Final beneficiaries of the startup of the new network will be the consumers of EU and the Mediterranean Partner Countries (MPC), that will take advantage of the faster and better efficient trade services between the two shores of the Mediterranean basin.



## **B2B meetings between economic operators of the logistics sector in Spain, Italy, France and Lebanon in the framework of OPTIMED**

As leader of the work package regarding meetings between economic operators within OPTIMED, ASCAME, with the support of the Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (CCIABML), another partner of OPTIMED, has organized during the SIL, in the framework of the Mediterranean Logistics & Transport Roadshow, B2B meetings between transport and logistics operators from Spain and Lebanon, on June 10<sup>th</sup> and 11<sup>th</sup> in Barcelona, Spain.

Other B2B meetings between operators of the maritime transport and logistics sector were organized on December 1<sup>st</sup> to 4<sup>th</sup> 2015 by several partners of the project consortium (Regione Autonoma della Sardegna - RAS, the Chamber of Commerce and Agriculture of Beirut and Mount Lebanon – CCIA-BML, and the Association of the Mediterranean Chamber of Commerce- ASCAME).

These B2B meetings were carried out in two separate phases, but both with the main objective of providing opportunities to entities and companies to meet each other, in order to create business bonds between the North and the South of the Mediterranean.

## **OPTIMED Final Event**

The final conference of the OPTIMED project “Rationalising Mediterranean Seaways from Southern to Northern-Eastern-Western ports” took place on 18<sup>th</sup> December in the Secretariat of the Union for the Mediterranean (UfM) in Barcelona, Spain.

The event organized by the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME), the Autonomous Region of Sardinia and the Chamber of Commerce of Beirut and Mount-Lebanon (CCIABML) with the Union



OPTIMED Final Event  
18 December 2015, Barcelona



for the Mediterranean (UfM), as an institutional partner, has welcomed all the OPTIMED project's partners; the main delegates from the governmental institutions of the territories involved in the project as well as experts and technicians of the field.

This conference has been the occasion to present the main outputs and results achieved through the 2 years of the implementation of the OPTIMED project and to discuss the future prospects of the project.

### **PROJECT HIGHLIGHT: OPTIMED - Rationalizing Mediterranean Sea Ways: from Southern-Eastern to Northern-Western ports**

**Objective:** To optimize the maritime trade network between the northern shores of the high Tyrrhenian arc and the southern-eastern shores of the Mediterranean sea, creating an innovative virtual logistics platform structured around ports strengthened as Roll on – Roll Off (Ro-Ro) hubs.

**Field of action:** Transport and Logistics

**Budget:** 1,999,481€

**Duration:** 24 months

**Main achievements in 2015:** implementation of a new “hub & spoke” network for connecting the South-East and North-West coasts of the Mediterranean, as well as the design of two new hubs port (Beirut and Porto Torres) and the creation of a new virtual logistics platform; organization of B2B between economic operators of the maritime transport and logistics sector involving around 100 companies; organization of a training course on “Short Sea Shipping, Motorways of the Sea and e-freight”.

## MED PROGRAM

### **FIREMED: Innovative Financial Instruments to Support Energy Sector SMEs in MED Area**

#### **FIREMED Finale event**

ASCAME, as a member of the consortium of the FIREMED project has participated in the final conference of FIREMED and FIDIAS Projects: The Business meets the environment: how to finance the green economy? which was held on 20-22 May 2015 in Venice, Italy.

The general objective of the event has been to exchange experiences among partners and policy makers/entrepreneurs/experts and laid the foundations for further cooperation in the access to credit field. Given the transnational approach of FIREMED project, national and transnational actors both public and private sector have also participated in the event.

#### **PROJECT HIGHLIGHT: FIREMED - Innovative Financial Instruments to Support Energy Sector SMEs in MED Area**

**Objective:** FIREMED aimed at assisting energy sector SMEs in the Mediterranean region by proposing innovative financial instruments and innovative services, as well as improving matching between SMEs' need of finance and the investors seeking strategic investments. It builded on the existing support structures of local economies, ensuring an interface between companies, industrial networks and clusters, public and private financial operators, as well as local communities.

**Field of action:** Renewable Energies

**Budget:** 1,919,157.98€

**Duration:** 26 months

**Main achievements in 2015:** Implementation of an online platform to support access to finance for Mediterranean energy sector SMES.

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## 4.3 2015 OTHER PROJECTS

### HOMERe project (High Opportunity for Mediterranean Executives Recruitment)

#### Launching of the HOMERE project

Participation of ASCAME in the launching conference of the HOMERe project on March 17<sup>th</sup> in Marseilles, France.

#### PROJECT HIGHLIGHT: HOMERe - High Opportunity for Mediterranean Executive Recruitment

**Objective:** The HOMERe project's aims to increase employability for high-level post graduates in the region and, in particular their access to qualified first jobs, through the implementation of 6 months international internships at the headquarters of a company with Mediterranean developments prospects. This program is now labeled by the Union for the Mediterranean (UfM) and supported by dozen local and regional organizations from the Mediterranean such as the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME), the Union of Mediterranean Confederation of Enterprises (BusinessMed), the Union of the Mediterranean Universities (UNIMED), etc.

**Field of action:** Recrutement and Training

**Budget:** Pending Financing

**Duration:** 24 months

**Expected results:** qualified internship offers and appropriate matching between internship assignments and students' profiles.



# ASCAME Communication

## 5.1 A RESULTS-ORIENTED COMMUNICATION STRATEGY

ASCAME, as a consolidated entity that represents the interests of the private sector in the Mediterranean, as well as an accredited partner of the EU and international organizations, is continually adapting its **communication actions** to face changing scenarios in the region. That is, ASCAME offers communication tools capable of bringing **effective answers to the opportunities and challenges that Chambers of Commerce and, particularly, Mediterranean SMEs have to face**. Actions in this regard have strongly focused this year on the maintenance and strengthening of the **ASCAME members' visibility**.

This results-oriented communication strategy comprises three communication axis: **institutional, events and projects** that during this year have actively reached out to **Mediterranean Chambers of Commerce and businesses; regional business community; organizations and international institutions; governments; civil society and media**.

During this period, ASCAME closely followed and pronounced on regional topics of particular relevance in our present situation. ASCAME delivered several institutional statements published on the press, social media channels and website. Communication actions also included a wide range of **publications** (press releases, brochures, leaflets and reports) about our events and project's activities. All these publications are available on the ASCAME website, in particular the Press Room section.

The **ASCAME website** has been a useful communication tool to communicate news related to activities and projects developed by the Association and ASCAME's members. The same for the web dedicated to the ASCAME annual event, the Mediterranean Week of Economic Leaders. Both webs have **improved their number of page visits and new visitors** during this period.

ASCAME's overarching communications vision is designed to adapt the changing communications needs to internal and external variables such as political priorities, funding environments and understanding of business issues.

Through the ASCAME website, we clearly communicate what we do, under the focus of the results.

The latest information regarding the Mediterranean business is updated on ASCAME social media channels.

Otherwise, the bi-monthly **ASCAME MedaNews keeps** hundreds of subscribers interested in the work carried out by ASCAME.

The social media channels (Twitter, Facebook, LinkedIn, Flickr and YouTube) of ASCAME also contributed to improve the visibility of the Association's image to wider audiences across the Northern and Southern Mediterranean countries. Posts and disseminations' interaction was improved with communication tools such as images and videos.

During this period, **ASCAME developed relations with key regional media, journalists and opinion leaders**, and signed diverse media partnerships agreements. ASCAME also took every opportunity to talk about the Association in public engagements and share its communication's outputs.

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## 5.2 ASCAME COMMUNICATION 2015 IN FIGURES



**Increase 20%** on the number of **page visits**



**Hundreds of subscribers** to ASCAME MedaNews



**Positive trend** on **social media followers** is continuing



**>200 Press releases** about ASCAME events, projects' outputs and institutional statements.



**> 800** ASCAME related **articles published** on media



**>900 media contacts** and multiple media partners



## 5.3 ASCAME 2015 IN THE REGIONAL MEDIA

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### ECO-MONDE

#### Coopération Zone méditerranéenne

#### Plusieurs événements attendus cette année pour le développement de la région

[Mariem Tabih, LE MATIN](#)
09 February 2015 - 17:41
158

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L'Union pour la Méditerranée (UpM) et l'Association des Chambres de commerce et d'industrie de la Méditerranée (ASCAME) ont signé un accord pour renforcer l'implication du secteur privé dans le développement économique et social dans la région méditerranéenne.

Vingt événements sont prévus en cette année par l'Association des Chambres de commerce et d'industrie de la Méditerranée (ASCAME). Objectif : encourager un nouveau départ dans la région.

Pour son 20<sup>e</sup> anniversaire, le Processus de Barcelone et l'Association des Chambres de commerce et d'industrie de la Méditerranée (ASCAME), célébreront plusieurs événements dans différents pays méditerranéens, sous le slogan «La Méditerranée, notre avenir commun». Cette célébration a pour but d'encourager un nouveau départ dans la région.

Ainsi, l'Union pour la Méditerranée (UpM) et l'ASCAME prévoient, pour cette année, l'annonce de plusieurs initiatives provenant du monde économique, avec plus de 20 événements. Ces derniers se présenteront sous forme de forums économiques, sectoriels et multisectoriels à la fin du mois de novembre à Barcelone dans le cadre de la Semaine méditerranéenne des leaders économiques. L'ASCAME réclame «un nouveau cadre de coopération dans un espace commun à caractère innovant orienté vers la constitution d'un axe basique d'évolution entre l'Europe et la Méditerranée, dans le processus de création d'une Méditerranée mondiale et compétitive», indique l'association dans un communiqué.

Avec 300.000 millions d'euros, la région méditerranéenne sud et orientale est l'un des principaux membres commerciaux de l'Union européenne. Ses importations proviennent à 70% de l'UE, alors que 12% de ses exportations communautaires se dirigent vers cette même zone. Notons que 15.000 entreprises européennes ont choisi de s'installer dans la région, que l'UE contribue à 50% dans l'investissement total dans la zone et que 40% de l'approvisionnement énergétique de l'Union européenne provient du sud de la Méditerranée. Pour mener à bien sa mission de soutien, l'UE dispose de 3 Instruments distincts pour sa coopération avec la Méditerranée. D'abord, le processus de Barcelone regroupant 14 pays.

Ensuite, la Politique européenne de voisinage, celle-ci représente une politique unilatérale de l'UE envers ses voisins lancée en 2003. Et enfin, l'Union pour la Méditerranée, organisation intergouvernementale de 43 pays. Ces initiatives ont toutes le même objectif : transformer la Méditerranée en une zone de paix, de démocratie, de coopération et de prospérité.

### E-MATIN

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## L'ASCAME appelle les organisations patronales à soutenir la Croix Rouge et le Croissant Rouge



Le coordinateur de l'Ascame Anwar Zibadi avec Marta Corachan, vice présidente du Centre pour la Coopération en Méditerranée de la Croix-Rouge et le Croissant Rouge (photo F. Mateo)

ESPAGNE / MÉDITERRANÉE. Plus de 900 000 personnes ont fui la guerre et la violence à travers la Méditerranée en 2015. Ce constat exige une réponse urgente et coordonnée à laquelle l'Ascame a voulu prendre sa part en se solidarisant, à travers un communiqué officiel, avec le Centre pour la Coopération en Méditerranée de la Croix-Rouge et le Croissant Rouge.

Concrètement, l'association des chambres de commerce de Méditerranée appelle l'ensemble des CCI et les organisations patronales à se mobiliser avec la société civile et les pouvoirs publics pour aider les réfugiés.

L'Ascame demande à ses affiliés de fournir des emplois aux réfugiés. « Les entreprises qui accueillent ces réfugiés font aussi le pari de la diversité et du talent » estime Marta Corachan, vice présidente du Centre pour la Coopération en Méditerranée de la Croix-Rouge et le Croissant Rouge.

Les acteurs du secteur privé peuvent également jouer un rôle d'information : « La Croix-Rouge accueille 3 500 personnes en moyenne par jour en Italie, dans 70 sites différents, où elle garantit non seulement la première urgence, mais aussi l'information afin que les familles qui se sont séparées en route sachent où sont leurs proches ».

À elle seule, l'Italie a reçu 140 000 réfugiés en 2015. Mais la dispersion des migrants est encore plus flagrante dans des pays comme la Grèce, où sont arrivés 700 000 exilés cette année, pour la plupart partis ensuite vers les autres pays d'Europe.

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## News

# Award in Barcelona for Malta Chamber

During the Association of the Mediterranean Chambers of Commerce and Industry Executive Meeting in Barcelona last week, the Malta Chamber was presented with an award for its contribution towards cross-Mediterranean business facilitation. The award was conferred to internationalisation executive Lina El-Nahhal by Ascame's president, Mohamed Choucair, and the president of the Official Chamber of Commerce, Industry and Navigation of Barcelona, Miquel Vall.

The Malta Chamber has been an active member of this association since 1987. With over 250 members from 23 countries and 30 million companies, Ascame plays a critical role as the facilitator between the business community and the Mediterranean organisations.

The Ascame Executive Meeting was held in conjunction with Medaweeek, the 9th Mediterranean Week of Economic Leaders, which included a series of forums on key sectors that today present the most opportunities and potential in terms of business exchanges, jobs creation and entrepreneurial openings in the Mediterranean region.

The topics included business development in North Africa, smart cities, the automotive, hospitality and solar sectors, Islamic finance and women entrepreneurship.

Medaweeek was organised by Ascame, the Barcelona Chamber of Commerce and Industry, the Union for the Mediterranean and the European Institute of the Mediterranean, with the support of various other organisations.

EuroMed Invest Academy Barcelona was also held during that week, organised by Ascame, Barcelona Chamber of Commerce and the Association of Organisations of Mediterranean Businesswomen.

The subject of this seminar was trade and investment for a Mediterranean of shared prosperity and involved a series of



Malta Chamber internationalisation executive Lina El-Nahhal being presented with an award by Ascame's president, Mohamed Choucair, and the president of the Official Chamber of Commerce, Industry and Navigation of Barcelona, Miquel Vall.

sessions on EU projects, regional development initiatives, job creation, intellectual property and Enterprise Europe Network, among others.

The main aim of the EuroMed Invest project is to boost business and private investments within the Euro-med area to contribute to an inclusive economic development of the region.

## Melita to Free Belgium company

Melita plc is based Apex Capital. A 100% communications Melita's core business is Communications and Internet Partnerships (Vitali) (Belgium agreement) of the company. Melita chairman said: "I am delighted which I four now in a post growth and a new phase."

The company has we described in Melita's core business out the past year strategy of value through

"This transition lights that Melita is one of the most innovative converged networks and support of the Melita will be investment benefiting and the company CEO Andriani."

"As the company grows, invest in, we expect being a strong Mr. Tordella."

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INTERMODAL&LOGISTICS

## ASCAME welcomes over 300 companies

Barcelona - For two days, Barcelona has been the meeting point for over 300 leaders and for the logistics and transport sector institutions, gathered at the Mediterranean Logistic & Transport Summit, the largest European and Mediterranean platform organized in the framework of the Barcelona SIL 2015.

JUNE 27, 2015

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Barcelona - For two days, Barcelona has been the meeting point for over 300 leaders and for the logistics and transport sector institutions, gathered at the Mediterranean Logistic & Transport Summit, the largest European and Mediterranean platform organized in the framework of the

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- At 9th Mediterranean Week of Economic Leaders conference, experts plan regional cooperation to improve economy

At the 9th Mediterranean Week of Economic Leaders conference in Barcelona on Wednesday, experts from around the region proposed projects to improve the region's economies in the hope of generating employment for 1 million.

"We have developed 33 regional projects which target one million people for employment and education opportunities, and we want to raise this to two million in the future, Fathallah Sijilmassi, secretary general of the Union for the Mediterranean (UfM) told the conference.

"We will continue to work together towards prompting full socio economic cooperation between the two shores of the Mediterranean despite the difficulties encountered along the way. Together, we can achieve more," said Mohamed Choucair, the president of the Association of Mediterranean Chambers of Commerce and Industry (ASCAME).

In his opening speech at the conference, Spain's Minister of Industry, Tourism and Energy Jose Manuel Soria said: "We need unity and cooperation from all countries, on the north and south of the Mediterranean to create wealth and generate opportunities."

Soria said governments must create an environment for private investments in the region to reduce unemployment similar to what Spain has achieved by creating business opportunities and increasing investments to reduce unemployment rate in the country which is at 21 percent.

"The Euro-Mediterranean partnership was born in Barcelona in 1995," Lamia Zribi, Tunisia's state secretary at the Ministry of Investment Development and International Cooperation, said, but warned that there are still inequalities between the two shores of the Mediterranean.

"We need to have a new approach for stronger cooperation between the EU and the Mediterranean countries. We hope that this conference would facilitate such cooperation," Miquel Valls, the president of the Official Chamber of Commerce in the Industry and Navigation of Barcelona said.

The three-day leaders forum is organized by the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME), the Barcelona Chamber of Commerce and Industry and the Union for the Mediterranean (UfM), in collaboration with the European Investment Bank (EIB), the European Institute of the Mediterranean (IEMed), and other prominent regional and international organizations.



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## Akdeniz Ekonomi Liderleri Haftası

### Akdeniz Ekonomi Liderleri Haftası

"İspanya Sanayi, Enerji ve Turizm Bakanı Jose Manuel Soria, Akdeniz bölgesindeki sorunların çözülmesi için bölge ülkeleri arasındaki yakın işbirliğinin daha da artırılması gerektiğini belirterek, "Bölgemizdeki işsizliği düşürmek için özel yatırımlara hep beraber ortam oluşturmamız" dedi.

Anadolu Ajansının (AA) medya sponsoru olduğu Akdeniz Ekonomi Liderleri Haftası etkinliği, İspanya'nın Barselona kentinde başladı.

Soria, liderler haftasının açılışında yaptığı konuşmada, Akdeniz ülkelerinin istihdam yaratma, kapsayıcı büyüme, terörizm ve mülteci krizi gibi sorunların çözümünde daha fazla işbirliği yapması çağrısında bulundu.

Akdeniz'in kuzey ve güneyindeki tüm ülkelerin birlik ve işbirliğine artık daha fazla ihtiyaç duyulduğunu vurgulayan Soria, "Terör ve mülteci krizine ilişkin konularda için küresel bir çözüme ihtiyacımız var. Akdeniz'in kuzey ve güneyindeki tüm ülkelerin birlik ve işbirliğine ihtiyaç var. Hükümetler olarak bölgemizdeki işsizliği düşürmek için özel yatırımlara ortam oluşturmamız" değerlendirmesinde bulundu.

Soria, İspanya'da işsizlik oranının yüzde 21 olduğunu hatırlatarak, işsizliği düşürmek için İspanya Hükümeti olarak reformlar yaptıklarını ve özel yatırımlar için fırsatlar oluşturmaya çalıştıklarını anlattı.

Soria, petrol fiyatlarının ciddi anlamda düşmesinin ve Avrupa Merkez Bankası'nın politikalarının İspanya ekonomisine büyük katkı yaptığını belirtti.

- "33 bölgesel proje geliştirdik"

Akdeniz için Birlik (AİB) Genel Sekreteri Fathallah Sijilmassi de Avro-Akdeniz bölgesinin eğitimini ve istihdamını konusunda çalışması gerektiğini vurgulayarak, söz konusu bölgenin daha iyi entegre olması için harcanan çabaların iki katına çıkarılması çağrısında bulundu.

Sijilmassi, "Akdeniz romantizmi yeter. Şimdi eylem gerekiyor. Biz bir milyon insanın eğitimini ve istihdamını hedef alan 33 bölgesel proje geliştirdik. Bunu gelecekte iki milyona çıkarmak istiyoruz. Unutmayalım ki, özel sektör büyümenin motoru" ifadesini kullandı.

Akdeniz Ticaret ve Sanayi Odaları Birliği (ASCAME) Başkanı Mohamed Choucair ise Akdeniz bölgesinde tam sosyoekonomik işbirliği için zorluklara rağmen beraber çalışmaya devam edeceklerini belirterek "Birlikte daha fazla başarı elde ederiz" dedi.

- "Birlikte daha çok başarmak"

ASCAME, Barselona Sanayi ve Ticaret Odası, Akdeniz için Birlik (UfM) tarafından düzenlenen etkinlikte, yenilenebilir enerjiden İslami finansa, girişimcilikten serbest bölgelere, turizmde otomobile kadar birçok konuyu içeren oturumlar yapılıyor. Üç gün sürecek Akdeniz Ekonomi Liderleri Haftası'na, 20'den fazla ülkeden ekonomiye yön veren politikacılar ile is dünyasının temsilcileri katılıyor.

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## Islamic finance 'can boost investment in Mediterranean'

BARCELONA - Anadolu Agency



AFP photo

Islamic finance is emerging as one of the main tools for further economic development in the Mediterranean region, a panel of experts said Nov. 27.

Speaking at the 3rd Mediterranean Islamic Finance Forum at the 9th Mediterranean Week of Economic Leaders in Barcelona, experts said Islamic finance provides an alternative source of funds that could help financial institutions broaden their sources of funding.

Experts in the banking sector at the forum said that though the volume of Islamic finance has grown steadily, there are many challenges for Islamic finance, including the deteriorating global economic environment, lack of product awareness in the industry, technology risk, liquidity risk and legal and tax issues.

Marcos Eguiguren, the executive director for the Global Alliance for Banking on Values that was established seven years ago by several global banks, said no economic activity makes sense if serving people and society is not its main goal.

"Islamic banking is based on values. We should build bridges between value-based and Islamic banking," Eguiguren said.

Pablo Moreno, head of Financial Organizations and International Relations of the



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## Turkey needs business schools for women entrepreneurship

Turkey November 28, 2015



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**T**urkey needs business schools that will prepare women for entrepreneurship and the business world, Candan Cilingiroglu, president of the Association of Businesswomen in Izmir, said Friday.

Addressing the Seventh Mediterranean Women Entrepreneurs Forum at the Ninth Mediterranean Week of Economic Leaders in Barcelona, of which Anadolu Agency is one of the media partners, Cilingiroglu spoke about the role of women entrepreneurship in Turkey.

"We need business schools in Turkey to teach entrepreneurship. If we had more of them, it would be easier for women to find jobs after they graduate," she said.

She said that women in Turkey had an illiteracy rate of 7 percent, while that rate is 1.4 percent among Turkish men and 21.5 percent among Turkish women.

"In Turkey, 31 percent of women are in the business world. Most women work in agriculture and low salary jobs, while 6.5 percent of working women are entrepreneurs in the country," she said.

"Women's success stories must be known in Turkey through television programs and newspapers," she added.

Noting that only 9 percent of total entrepreneurs are women in Turkey, and 58 percent of working women had no social security in the country, Cilingiroglu said: "The most important need of a woman is education".

"We are partners with some universities and banks. Through our projects, we try to prepare women for the business world and entrepreneurship in Turkey," she added.

"At IZIKAD, we provide business opportunities for women who don't have a job by offering them a profession through specialized training programs. And, for those who already have set up their businesses, we offer trainings and access to financial resources. We help to prepare female university students as the future businesswoman and entrepreneurs," she said.









ASCAME

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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

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