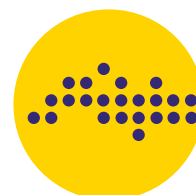




Ascame

activity report

2017



Association of the Mediterranean Chambers of Commerce and Industry

● Who we are

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

ASCAME gathers more than 300 Chambers of Commerce and Industry and defends the interests of the millions of businesses across the Mediterranean region.

ASCAME is today considered the most important representative of the Mediterranean private sector.

● Using this report

The 2017 Annual Report begins with a message from ASCAME President and an overview of the past year. This is followed by more in-depth accounts of ASCAME's areas of activity over the past 12 months.

● Find out more

www.ascame.org

General enquiries: secretariat@ascame.org

Communication issues: communication@ascame.org



@ascameorg



ascameorg



ASCAME



ASCAME

ASCAME's highlights from 2017



see page 23

**Election of the new
ASCAME President
Mr. Ahmed M.
El Wakil**

Barcelona, Spain

**11th Mediterranean
Week of Economic
Leaders (MedaWeek
Barcelona)**

Barcelona, Spain



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**15th Mediterranean
Logistics and
Transport Summit**

Barcelona, Spain

**Mediterranean
Finance Forum
(MedaFinance)**

Cairo, Egypt



see page 48



see page 49

**International
Franchise Forum
(BIFEX)**

Beirut, Lebanon

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Introduction

1

1.1 NOTE OF THE PRESIDENT MOHAMED CHOUCAIR

Final Speech

Here below, the speech of Mohamed Choucair during the XXIV General Assembly on 22 November which marked the end of his mandate as ASCAME President:

“Upon leaving the bow of the ASCAME that had harvested the great waves of the Mediterranean during these years of crisis with an olympian calm, it seems clear to me that this is the most important moment of the entire mandate; I leave **a solid and effective organization**, with a succession equal to its destiny.



Mohamed Choucair

When one leaves the office with the consciousness of full duty, one remains present in the accomplished work and in the cooperation which has no reason to cease; but, on the contrary, finds multiple ways for achievement.

In 2012, two years had passed since the global crisis invaded Europe and the whole of the Mediterranean region. Unemployment reached unprecedented levels since the Second World War, and the Arab Spring, welcomed politically and socially, complicated the economic reality of the countries of the South.

ASCAME had to keep the **cohesion of its members** and the **coherence of its programs** against all odds. This cohesion is based on three pillars: the Barcelona

Chamber of Commerce, Industry and Navigation, which has housed it since its inception in the 1980s; the effective and devoted organization of its Executive Council and its officials; the **immense network** it has built in the **Mediterranean** and at the **international level**.

ASCAME would be the economic arm of the Union for the Mediterranean; unfortunately the projects have been delayed due to the global crisis. However, everything that can be done with limited means is being done. Together we have laid the foundations of the Mediterranean Arbitration, promoted women's rights in the region, ensured the protection of the environment, encouraged Mediterranean tourism, designed and promoted a more human city; and so many other projects.

ASCAME had to keep the cohesion of its members and the coherence of its programs against all odds

Cooperation with the European Union has grown even more. Over hundred projects to upgrade the region and the company have been channeled to the chambers; some have played a decisive role in the organization and development of these projects, which correspond perfectly to the mission of the chambers, notably the Chamber of Marseille, and the Chamber of Beirut and Mt-Lebanon.

Regular events organized by ASCAME in cooperation with other Mediterranean chambers, have been developed year after year in favor of tourism, industry, technology and urban planning, and the environment, in response to the economic decline in the region.

The flagship of the activities was and remains **the Mediterranean Week of Economic Leaders (MedaWeek Barcelona)**, which is held every year, bringing together the leaders of the public and private sectors of all the countries, where the ASCAME carries out its activities, consciously or unconsciously, completing more cooperation and greater coherence in the work of administrations and professional organizations for the good of all and the progress of nations.

Taking the direction of the ASCAME was an adventure in every respect, happy and useful regionally. May I thank the First Vice-President, Mr Miquel Valls, and the Vice-Chairmen of the Executive Committee, for their full cooperation; General Coordinator, Mr. Anwar Zibaoui, and all the officials who assumed their daily tasks and their exemplary dedication.

And I wish my successor full success in his task at the service of the Mediterranean, while assuring him of my unwavering support.”



1.2 GET TO KNOW OUR NEW PRESIDENT: AHMED M. EL WAKIL



New elected ASCAME President, Ahmed M. El Wakil, during the Official Inauguration of MedaWeek on November 22nd in Barcelona

Ahmed M. El Wakil, was elected president of ASCAME during the Association's General Assembly of 22nd November 2017, in Barcelona, Spain.

Besides Presiding ASCAME, Ahmed M. El Wakil is the President of:

- Alexandria Chamber of Commerce
- Federation of Egyptian Chambers of Commerce
- Union of African Chambers of Commerce, Agriculture, Industry and Professions
- Egyptian – Russian Business Council
- Egyptian – Syrian Business Council

He also holds several positions such as:

- Senior Vice – Chairman of the Islamic Chamber of Commerce and Industry
- Treasurer of the Arab Union of Chambers of Commerce, Industry and Agriculture
- Board Member of the Arab – French Chamber of Commerce
- Board Member of the Arab – Belgium – Luxemburg Chamber of Commerce

Ahmed M. El Wakil, was elected President of ASCAME during the Association's General Assembly of 22nd November 2017, in Barcelona, Spain



ASCAME is today
considered the
most important
representative of
the Mediterranean
private sector

Publically, Ahmed M. El Wakil is:

- Member of the Committee of 50 for drafting the new Egyptian Constitution
- Board Member of the National Organization for Social Insurance
- Board Member of the General Authority for Investment and Free Zones
- Board Member of the Alexandria Ports Authority
- Board Member of Internal Trade Development Authority

On the private side, Ahmed M. El Wakil is:

- Founder – Chairman of Wakalex group and Wakalex for Industry & Trade
- Founding – Board Member of Antoniadis for the Urban & Touristic Development and Fast Bus Transport

1.3 UNDERSTANDING ASCAME



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

Who we are

The Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) was founded in 1982 as an initiative of the Chamber of Commerce of Barcelona and with the support of five regional Chambers of Commerce with the initiative to further economic cooperation across the Mediterranean.





1st General Assembly of ASCAME –
1st October 1982, Barcelona

ASCAME 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 gathers more than 300 Chambers of Commerce and Industry and defends the interests of the millions of businesses across the Mediterranean region.

ASCAME is today considered the most important representative of the Mediterranean private sector.

What we stand for

A PARTNERSHIP FOR REGIONAL ECONOMIC INTEGRATION

ASCAME's main objective is to promote the economic integration of the Mediterranean as a region and to foster the Euro-Mediterranean partnership through the key role of the private sector.

ASCAME serves as a unique instrument for the socioeconomic development of the region through:

- A close collaboration with the most important organizations and international institutions of the Mediterranean region
- The promotion of regional and international economic activities
- The involvement in Euro-Mediterranean cooperation projects

AN INNOVATIVE REGIONAL VISION

35 years since its inception, the strategic vision of regional integration and economic cooperation brought by ASCAME 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 a key actor in the Mediterranean region with an innovative vision on regional economic integration that offers solutions to regional problems from the private sector.

What we do

STRATEGIC ECONOMIC ACTIONS

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, develops strategic actions aimed at increasing the cooperation and economic exchanges among the Mediterranean countries, as well as promoting the Mediterranean and its business worldwide.

ASCAME's work focuses on the economic and commercial activities which involve enterprises of the Mediterranean countries.

During the last 35 years, ASCAME has been actively working in order to provide tools capable of bringing effective answers to the challenges and opportunities that Chambers of Commerce and Mediterranean SMEs have to face in a global competitive environment.

A year in review

2.1 2017: A SNAPSHOT



Dozens of cooperation initiatives with regional and international organizations



11 ASCAME Mediterranean awards given to prominent regional players



Hundreds of business meetings organized to explore new opportunities in the Mediterranean



Over 15 regional priorities addressed in ASCAME's thematic sessions



Thousands of representatives from the region's private sector were mobilized and supported by ASCAME's activities and events



50+ high-level conferences, events, and Euro-Mediterranean project meetings



More than 1,000 attendees (80% enterprises and SMEs)



250+ prominent speakers and decision-makers from across the region



2.2 STRATEGIC WORKING LINES

Towards a sustainable Mediterranean: How does ASCAME contribute to the development of green economy in the region?

Sustainable development has always been a priority for ASCAME. Many concrete actions aimed at promoting a green development of our region have already been implemented throughout the last years. In 2017, this topic has also been constantly addressed during our events and meetings and thanks to a number of special initiatives.

Blue Growth

Blue Growth is the long term strategy to support sustainable growth in the marine and maritime sectors as a whole. Seas and oceans are drivers for the European economy and have great potential for innovation and growth. The maritime contribution is crucial for achieving the goals of the Europe 2020 strategy for smart, sustainable and inclusive growth.

The blue economy represents roughly 5.4 million jobs and generates a gross added value of almost €500 billion a year.



Naples, November 2017

The sustainability of the Mediterranean sea - and the one of its related sectors - is a priority for ASCAME and its members. That's why ASCAME decided to join in 2017 the three years' InnoBlueGrowth (IBG) project of the Interreg program.

This horizontal communication & capitalization project has the objective to promote innovation in blue growth at Mediterranean level. More concretely, it aims at ensuring the communication and capitalization activities of the modular projects dealing with **Blue Growth** issues in order to increase their impacts towards common identified targets.

To answer the modular projects' needs, IBG will implement during the next three years concrete actions such as a communication strategy, community building initiatives and capitalization events, among others to build a real community of modular projects dealing with Blue Growth. This **innovative community** will allow the reinforcement of an integrated approach between modular projects and transnational key stakeholders. This approach is indeed a sine qua non condition **to support Mediterranean clusters in their transnational activities processes.**

The blue economy represents roughly 5.4 million jobs and generates a gross added value of almost €500 billion a year

The Eco MedaGreen Summit

The Eco MedaGreen Summit held on November 23 in Barcelona, in the framework of the Mediterranean Week of Economic Leaders (MedaWeek Barcelona) - was co-organized by ASCAME, the Chamber of Commerce of Barcelona, the Union for the Mediterranean (UfM), the Catalan Association for the Innovation and the Internationalisation of the Water's sector (CWP), the Mediterranean Energy Observatory (OME) and the Mediterranean Cities Network (MedCities)

This Summit has been organized following the priorities of the **United Nations climate change conference (COP 23)**, held from November 6-17 in Bonn, Germany, which called upon to ensure solid and positive results that will boost climate action worldwide. The Mediterranean is precisely one of the hot spots of global climate change, with an estimated increase in the annual average temperature from 2.2 degrees to 5.1 for 2100. Against this backdrop, the Mediterranean is in a process of harmonization between its socio-economic and environmental objectives, in order to adapt international commitments to regional conditions. However, much work remains to be done on the path of regional cooperation among the concerned parties.

In recent years, the issue of climate change take a significant part of government's agendas, helping to shape their policies and pushing businesses and entrepreneurs to further engage with green economy issues. **Green economy**



Green economy represents a great potential for the Mediterranean region in order to boost employment creation, technological progress and competitiveness

represents a great potential for the Mediterranean region in order to boost employment creation, technological progress and competitiveness.

These issues were discussed at the **Eco MedaGreen Summit** in the presence of public representatives, entrepreneurs, multilateral institutions, and international experts. During the summit, the experts interchanged ideas on the emergence of Mediterranean sustainability in four priority areas: water, solar energy, wind energy and sustainable cities. The first one, water, is undoubtedly the great challenge for the Mediterranean region, since the sea has always been a driver of regional development and offers significant potential for innovation and growth. Seventy-five percent of jobs in the world depend on water. Thus, water scarcity and related access problems could limit economic growth in many countries in the coming years. Given that water demand will grow by 20% in 2025 in the region, it is essential to use more appropriate technologies with better energy consumption ratios, greater regulation, as well as wastewater treatment for use in agriculture or industry. All this would facilitate the sustainable development of the region and create jobs.

Experts discussing water challenges during MedaWater, on November 23rd in Barcelona



Panel on Solar Energy during Eco Meda Green Summit, on November 23rd in Barcelona



The solar and wind sectors have also largely increased in the region during last years and the Mediterranean is today a global leader on these fields. The potential of the region is considerable: it has a hydropower system, wind resources, the highest solar radiation levels in the world, and large desert extensions. Technically, the region could cover its energy needs and the ones of the rest of the world through solar energy.

Cities are also an economic pillar for the region, by generating jobs and wealth, but they still face multiple challenges. Their contribution fluctuates between 50-80 % of GDP, as in Cairo, Istanbul, Beirut, Casablanca or Barcelona. Promoting sustainable economic and urban development as well as ensuring a better quality of life is vital for the Mediterranean countries.



Mediterranean Cities Economic Forum,
on November 23rd in Barcelona

The four forums that composed the Eco MedaGreen Summit bet on the promotion of these emerging sectors to place the region at the heart of the global industry. As one of the Summit's conclusion, it was underlined the need to work together for a clean, circular and efficient economy that uses sustainable resources and patterns while reducing environmental risk and addressing the current challenges of **youth unemployment**.

Mediterranean figures promoting green economy

In order to promote the sustainable growth of the Mediterranean region, ASCAME has awarded and provided visibility to a number of Mediterranean personalities working, directly or indirectly, in the field of green economy.

Among others, ASCAME has awarded the President of MedCop22, Mr. Salaheddine Mezouar during the MedaWeek Official Gala Dinner

Among others, ASCAME has awarded the President of MedCop22, Mr. Salaheddine Mezouar during the MedaWeek Official Gala Dinner. Mr. Mezouar also delivered a speech during the MedaWeek's inauguration of November 23rd in Barcelona.

Salaheddine Mezouar during the Official Inauguration of MedaWeek, on November 23rd in Barcelona



ASCAME has also collaborated this year, in the framework of the Eco MedaGreen Summit, with the Mediterranean Observatory for Energy (OME) and the Mediterranean Cities Network (MEDACITY) giving a voice to high level representatives from both organisations.

Xavier Tiana, Secretary General of MedCities, and Amine Homman Ludiye, President of the Committee on Energy Efficiency and Renewable Energies of OME



SUPPORTING DIVERSITY AND SOCIAL INCLUSION

Promoting women entrepreneurs in their businesses

One of the main lines of work for ASCAME this year has been the **social inclusion, specially for women entrepreneurs**. With this in mind, ASCAME developed a strategic partnership with the Union for the Mediterranean (UfM) and the United Nations Industrial Development Organization (UNIDO) to develop activities and programmes focused on this objective.

The three organizations jointly organized the **Women Entrepreneurship and Investment Programme (WEIP)** in the framework of MedaWeek Barcelona, from 22 to 24 November in Barcelona. Through specific workshops, B2B meetings and technical visits, the event promoted dialogue between **women entrepreneurs** from both shores of the Mediterranean in order to strengthen cooperation, foster international agreements and create new business opportunities.

This forum was the occasion to **promote women's entrepreneurship** in the Mediterranean region, where the proportion of women entrepreneurs is two to three

One of the main lines of work for ASCAME this year has been the social inclusion, specially for women entrepreneurs



MedaWomen Forum, on November 24th in Barcelona



MedaWomen Forum, on November 24th in Barcelona

times lower than the world average. Over 70 Mediterranean women entrepreneurs were able to meet to exchange experiences and best practices and explore new business and investment opportunities.

In addition to WEIP, this year's MedaWeek edition already host the **IX Mediterranean Forum of Women Entrepreneurs** in collaboration with the Association of Organizations of Mediterranean Businesswomen (AFAEMME). The forum focused on women leaders in Business Institutional Relations and the promotion of several regional programs to position women in economic decision-making positions.

Lastly, the consolidated forum addressed women entrepreneurship as a tool for job creation, and successful initiatives that contribute to the economic empowerment of young women from the region.

Fostering Talent Mobility & Diversity

ASCAME has also wanted to supported youngs and migrants in their professional endeavours. In this line, during the MedaWeek Barcelona and in collaboration with the ACSAR Foundation, ASCAME organized a Special Session on **Migration flows in the Mediterranean**.

The Session took stock of the Mediterranean immigration situation to fix the challenges the Mediterranean region is facing to, regarding to immigration. The main idea presented was that the constant flow of migrants presents important commercial opportunities, where **talents from different cultural backgrounds** contribute to overall **regional growth**.



WEIP, on November 23rd in Barcelona



WEIP, on November 23rd in Barcelona

In this line, ASCAME has also been active in the development of the **HOMERE project** (High Opportunity for Mediterranean Executives Recruitment). The aim of this project is:

- To increase employability prospects 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 development prospects
- Facilitate recruitment procedures and guarantee successful recruitment procedures for employers located in the participating countries



More information about HOMERE project at www.homere-med.org

2.3. ASCAME INTERNAL MEETINGS

In the course of the year, several internal meetings of ASCAME have been held in order to discuss specific or management issues.

ASCAME TRADE COMMISSION

Meeting with the Joint Managing Authority of the ENI CBC MED Program



ASCAME Members, on February 13th in Cagliari

Under the auspices of the Cagliari Chamber of Commerce and, in the framework of the ASCAME Commission on Trade, a meeting gathering ASCAME members and representatives from the Joint Managing Authority of the ENI CBC MED program was held on February 13th and 14th. **This meeting offered ASCAME members the opportunity to gain insight on the new ENI CBC MED calls for projects** and to discuss inter-chambers collaboration in light of future projects.

The main outputs were to evaluate the 4 Thematic Objectives below of the new coming ENI CBC MED first call for standard projects:

A.1 - Business and SME development

A.2 - Support to education, research, technological development and innovation

A.3 - Promotion of social inclusion and the fight against poverty

B.4 - Environmental protection, climate change adaptation and mitigation

During the meeting, were defined concrete project ideas of common interest for ASCAME members and were discussed ways to reinforce Euro Mediterranean

collaboration among ASCAME members and trade organizations, while promoting tools and solutions to develop trade in the Mediterranean area.

ASCAME STATUTORY MEETINGS

ASCAME Executive Committee meeting



Meeting of ASCAME Executive Committee in Barcelona, on March 21st in Barcelona

On March 21st, Presidents and high-level representatives of Chambers of Commerce, members of ASCAME Executive Committee, gathered in Barcelona in order to discuss internal and statutory issues.

ASCAME General Assembly meeting

ASCAME held its XXIV General Assembly on Wednesday 22 November in the framework of the 11th Mediterranean Week of Economic Leaders (MedaWeek Barcelona) at the Casa Llotja de Mar, Barcelona.



Meeting of the ASCAME General Assembly, on 22nd November in Barcelona

ASCAME held its XXIV General Assembly on Wednesday 22 November in the framework of the 11th Mediterranean Week of Economic Leaders



Mr. Ahmed M. El Wakil was officially elected as the new President of ASCAME for the upcoming period

This General Assembly was organized in the presence of the outgoing President of ASCAME, Mr. Mohamed Choucair, President of the Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon, and with the participation of the majority of the Association's members.

The mandate of Mr Mohamed Choucair for the period 2012-2017 was warmly honored. The latter was marked by the Association's development, the cohesion of its members and the coherence of its programmes in a sensitive political, economic and social context in the Mediterranean.

During this General Assembly, **Mr. Ahmed M. El Wakil**, President of the Alexandria Chamber of Commerce (Egypt), **was officially elected as the new President of ASCAME for the upcoming period.** In addition, Mr. Mohamed Choucair has been given the title of Acting President, allowing him to continue his action in favour of ASCAME.

Mr. El Wakil will pursue the strategic line adopted under the chairmanship of Mr Choucair and consolidate ASCAME as the main representative of the Mediterranean private sector, essential for regional development.

ASCAME WORKING COMMISSIONS WORKS

ASCAME Innovation and ICT Commission



Meeting of the ASCAME Working Commission on Innovation and ITC, on 7th June in Barcelona

On June 7th in Barcelona, the members of the **ASCAME Working Commission on Innovation and ITC**, chaired by the Croatian Chamber of Economy, **met in order to discuss some initiatives that could be of interest for ASCAME members.**

In the framework of this meeting, Marko Čičin-Šain, member of the Board (Jadrolinija – line passenger transport) presented a project entitled Intermodality in Scheduled Passenger Transport, whose main goals are to connect different types of line passenger transport (sea, highway, rail and air) in one unit while respecting existing infrastructure and to increase competitiveness and better visibility in the market.

The digital transformation of the **Croatian Chamber of Economy** has been also presented to the members of the Commission.

ASCAME Business Cooperation and International Relations Commission

On June 7th in Barcelona, the **ASCAME Working Commissions on Business Cooperation and International Relations** –chaired respectively by Marseille Chamber of Commerce and Barcelona Chamber of Commerce– **jointly organised a meeting** in order to discuss the following points:

1. European Funding programs of interest for the ASCAME members (thematics, main selection criteria, next calls...)
2. Presentation of preparatory works by ASCAME & OpenMed to help ASCAME members to answer the MED 2017 call and ENI CBC MED next call
3. Joint collaboration between Commissions, Presidency and General Secretariat to select, build, deposit and promote cooperation projects involving CCI members in view of the next ENI CBC MED call
4. Initiatives aimed at strengthening the ASCAME members' involvement to co-operation projects to be financed by the EU

ASCAME Business Cooperation and International Relations Commission

The ASCAME Commission on Transport and Logistics, chaired by the Mersin Chamber of Commerce and Industry, participated in the ASCAME flagship Mediterranean Transport and Logistics Summit (MedaLogistics).

In his speech, President Aşut stresses the importance to adapt to the current challenges and overcome social, political and economic issues by adopting new mentality and focusing on innovation and startups.

ASCAME Commission on Transport
& Logistic during the SIL, 6th of June
in Barcelona



Institutional Relations

3

3.1 MEMORANDA OF UNDERSTANDING: COLLABORATING WITH STRATEGIC PARTNERS



ASCAME - UNWTO

The official presentation on January 19th 2017 of the International Year of Sustainable Tourism for Development at the **FITUR** International Fair in Madrid was the perfect occasion to analyse the opportunities that the sustainable tourism sector can open for the economies of the Mediterranean countries.

In the framework of this event, **ASCAME**, Represented by its President, Mohamed Choucair, and the World Tourism Organization (**UNWTO**), represented by its Secretary General, Taleb Rifai, signed a memorandum of understanding to promote the development of sustainable tourism in the Mediterranean region. As recognized by the UNWTO, the private sector has a key role to play in achieving its objectives and, therefore, its collaboration with the regional private sector entity ASCAME, becomes crucial. Both entities will continue to work together on



Mohamed Choucair, ASCAME President, and Taleb Rifai, UNWTO Secretary General, during the signing ceremony, on January 19th 2017 in Madrid

strategies that **promote responsible tourism, driving regional sustainable development and catalysing positive changes in the region.**

Both entities have been already working for some time on various initiatives and projects to promote regional tourism, and to promote public-private collaboration, such as the Phoenicians' Route Cultural Tourism Programme, which aims to raise public awareness of the Phoenician heritage in today's regional trade and powerful industries such as textiles, while creating concrete programs such as cultural tourism, rural tourism and ecotourism.

The good performance of the sector in the region is notorious. **The Mediterranean is the main tourist area of the world with 32% of international tourist arrivals and 30% of revenues**, in addition to a forecast of 420 million tourists by 2020. Countries in the region such as France, Italy, Greece, Spain and Turkey, capture 80% of these arrivals. An equally positive dynamic is found in the Balkan countries such as Montenegro or Croatia. In the Southern Mediterranean, great efforts are also being made, such as Morocco. This sector also accounts for 13% of the exports of the Mediterranean countries, 23% of the services sector and employs millions of people, around 12%.

The Mediterranean countries must not only continue to consolidate the current competitiveness of their sector, but also to promote with greater conviction and priority alternative models such as the creation of green hotels, and seek with this sector a greater added value and creation of transversal employment from the thrust of the private sector. In short, we are committed to a sustainable tourism growth and, therefore, greater social inclusion, job creation and poverty reduction.

An improvement in the resilience of the tourism sector in the region becomes crucial to continue to adapt to changes in a global competitive market. The launching of an ambitious program, such as the creation of a "Mediterranean Tourism Brand", could be the initiative that would consolidate the growth of the regional tourism.

ASCAME - FICAC



Ahmed M. El Wakil, new elected ASCAME President and Nikolaos K. Margaropoulos, Secretary General of FICAC, during the signing ceremony, on November 22nd in Barcelona

Through the signature of this MoU, **ASCAME** and the World Federation of Consuls (**FICAC**) wish to promote co-operation between the two institutions with positive institutional engagement to a mutual benefit, especially by **supporting investment in the region and co-operation within-E.U. and outside-E.U on programs aiming to promote key business activities.**

FICAC gives consuls of the world a much-needed forum to share experiences and co-ordinate efforts to enhance their status and effectiveness and to bring together Consular Associations and Corps from all around the globe.

The MoU was signed by the new elected President of ASCAME, Ahmed M. El Wakil, and the Secretary General of FICAC, Nikolaos K. Margaropoulos, on 22nd November 2017, in Barcelona.

ASCAME - TARRAGONA FOUNDATION 2017

The signature on November 23rd in Barcelona between **ASCAME** and the **Tarragona Foundation 2017** aimed at framing the collaboration between both entities, specifically in light of the **XVIII Mediterranean Olympic Games** to be held from June 22nd to July 1st 2018 in Tarragona.

Ahmed M. El Wakil, new elected ASCAME President, and Josep Fèlix Ballesteros Casanova, Mayor of Tarragona during the signing ceremony, on November 23rd in Barcelona



The main objectives of this collaboration are to encourage the private sector involvement to the initiative and to ensure a widespread promotion of the Games.

The MoU was signed by the new elected President of ASCAME, Ahmed M. El Wakil, and the Mayor of Barcelona, Josep Fèlix Ballesteros Casanova, on 23rd November 2017, in Barcelona.

3.2 CONCRETE AVENUES OF COOPERATION

Many concrete actions have been implemented in 2017, in collaboration with our wide range of institutional partners, especially in the framework of our ASCAME flagship events and Euro-Mediterranean cooperation projects (see the respective parts below).

COOPERATION IN THE FRAMEWORK OF MEDAWEEK 2017

Signature of the agreement ASCAME-UfM

The ASCAME Vice-president, Mr. Miquel Valls, and the UfM Secretary General, M. Fathallah Sijilmassi, signed an agreement on June 27th in Barcelona in the presence of the then Spanish Ambassador to Lebanon, Mrs. Milagros Hernando Echevarría in light of MedaWeek 2017.



Signature of the Agreement ASCAME-UfM, on June 27th in Barcelona

Launching of the MedaWeek Advisory Council

Ten years after its consolidation as the annual platform for the Mediterranean economy and its promotion worldwide, **the Mediterranean Week of Economic Leaders launched this year its own Advisory Council.**

This consultative body bring together economic and social personalities from various European countries and the Mediterranean region to contribute with their experience and knowledge to the consolidation of Barcelona as the reference city for the regional development.

The official launch of this Council took place on March 21st in Barcelona and celebrated the election of **Josep Antoni Duran i Lleida** (former President of the Permanent Commission for Foreign Affairs of the Congress of the Deputies of Spain) and its two vice-presidents: **Mohamed Choucair** (President of ASCAME) and **Miquel Valls** (President of the Chamber of Commerce of Barcelona).



Members of the MedaWeek Advisory Council, on March 21st in Barcelona

Among the entrepreneurs, politicians and renowned government personalities that will compose this Barcelona-based Council, we should highlight the presence of:

- **Enrico Letta**, Former Prime Minister Italy
- **Fathallah Sijilmassi**, Secretary General UfM
- **Mohamed Choucair**, President ASCAME
- **Josep Antoni Duran i Lleida**, Former President of the Committee on Foreign Affairs of the Spanish Congress of Deputies
- **Miquel Valls**, President of the Barcelona Chamber
- **Mario Rotllant**, Vice President, Coca Cola Iberian partners
- **Ibrahim Mahlab**, Former Prime Minister Egypt
- **Miriam Bensalah-Chaqroun**, President of the General Confederation of Moroccan Enterprises (CGEM)
- **Pau Relat**, CEO, MAT HOLDING
- **Senén Florensa**, President IEMed
- **Philippe de Fontaine Vive**, Vice-President of honor European Investment Bank (EIB)
- **Ghassan Aidi**, President International Hotel and Restaurant Association (IH & RA)
- **Maria Helena de Felipe**, President Afaemme
- **Mohamed-Laïd Benamor**, President Chamber of Commerce of Algeria and Benamor Group
- **Jacques Sarraf**, President BUSINESSMED
- **Marika Huber**, President Mediterranean Network of Banks (MBN)
- **Jacques Saadé**, Founder and Director CMA CGM Group
- **Juan Torrents**, President Femoza

Creation of the Lebanese Business Club

The President of ASCAME, Mohamed Choucair, participated on May 5th in Beirut in the Lebanese Diaspora Energy Forum in order to prepare the launching of the Lebanese Business Club, facilitating the opening of Lebanese companies to the rest of the world.





Lebanese Diaspora Energy Forum,
on May 5th in Beirut

Launching of the Blue Growth Community

ASCAME participated in the launching of the Blue Growth Community on April 6th and 7th in Rome, within the InnoBlueGrowth Horizontal project, funded under the INTERREG Med Programme.

The aim of the project, is to ensure the communication and capitalization of projects results, addressing Blue Growth issues as Blue energy, Maritime surveillance or Yachting.

This was the first of a series of events to take place over the next three years of the project's implementation.



Launching of the Blue Growth Community,
on April 6th in Roma

Egyptian Lebanese Business Forum

President Mohamed Choucair participated in the Egyptian-Lebanese Business Forum on February 23rd. During his speech, President Choucair encouraged business opportunities and economic cooperation on a bilateral and regional levels.

Speech of Mohamed Choucair during
the Egyptian-Lebanese Business Forum,
on February 23rd in Beirut



International Tourism Fair Trade

ASCAME participated on January 18th in Madrid, in the UNWTO International Tourism Fair Trade, a global meeting point for tourism professionals and the leading trade fair for inbound and outbound Ibero American markets.

International Tourism Fair Trade (FITUR),
on January 18th in Madrid



3.3 INSTITUTIONAL MEETINGS

Meeting with Egyptian Minister for Investment and International Cooperation, Sahar Nasr

ASCAME organized a meeting on July 6th in the presence of prominent Spanish businessmen and women in order to explain investment opportunities in Egypt.



Meeting with Egyptian Minister for Investment and International Cooperation, Sahar Nasr, on July 6th in Barcelona

Meeting with the President of the Lebanese Spanish Business Council, Mr. Talal Zahr

Mr. Anwar Zibaoui, ASCAME General Coordinator, and Mr. Joan Ramon Rovira, Manager of the Economic and International studies of the Barcelona Chamber of Commerce met the President of the Lebanese Spanish Business Council, Mr. Talal Zahr, in order to encourage business collaboration with Mediterranean countries.



From left to right, Talal Zahr, Anwar Zibaoui and Joan Ramon Rovira

Meeting with the President of Cyprus, Mr. Nicos Anastasiades

On June 16th in Beirut, Mohamed Choucair met Nicos Anastasiades, the President of Cyprus in order to strengthen trade relations and investment opportunities in the Mediterranean region.

Meeting of the ASCAME President, Mohamed Choucair and the President of Cyprus, on June 16th in Beirut



Meeting with representatives of the European Commission

ASCAME representatives and delegates from the European Commission met on April 13th in Cairo in order to discuss challenges and opportunities in Egypt and across the Mediterranean region.

Meeting with representatives of the European Union, on April 13th in Cairo



Meeting with Jordan political and business delegations



Gathering of Mediterranean representatives with the Jordan political and business delegations, on February 10th in Barcelona

the 1990s, the incidence of *S. flexneri* has increased in the United Kingdom [10]. In the United States, *S. flexneri* has been reported as the most common serotype in children with acute bacterial dysentery [11].

There is a paucity of data on the epidemiology of *S. flexneri* in the United Kingdom. In the 1970s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [12]. In the 1980s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [13].

In the 1990s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [14]. In the 2000s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [15].

In the 2010s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [16]. In the 2020s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [17].

In the 2030s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [18]. In the 2040s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [19].

In the 2050s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [20]. In the 2060s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [21].

In the 2070s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [22]. In the 2080s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [23].

In the 2090s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [24]. In the 2100s, *S. flexneri* was the most commonly isolated serotype from patients with acute bacterial dysentery in the United Kingdom [25].

ASCAME Events and Activities

4.1 2017 KEY ASCAME EVENTS: ADDRESSING NEW CHALLENGES

11TH MEDITERRANEAN WEEK OF ECONOMIC LEADERS | BARCELONA, SPAIN

Introduction

Over the course of three days, MedaWeek Barcelona hosted a number of key thematic and sectoral fora, more than 60 working sessions, and enjoyed over 1,500 attendees from all corners of the world. These included entrepreneurs and representatives of the private sector, business support organizations such as chambers of commerce and promotion agencies, political authorities, and international coverage from a number of local and foreign media agencies. Altogether, the MedaWeek Barcelona saw participation from over 36 countries across the globe.

MedaWeek closed its 11th edition with two key messages for the region, and wider international public. The first one stressed the importance of launching new initiatives for greater socio-economic development in the Mediterranean, in order to foster cross-border collaboration. The other one addressed the priority to



MedaWeek Official Inauguration, on 22nd November in Barcelona

**This year's
MedaWeek
Barcelona
celebrated
diversity as the
region's economic
strength,
supported by all
its organizing
bodies**

High-level participants at MedaWeek 2017,
on November 22nd in Barcelona



consolidate Barcelona as the regional socio-economic hub, making it the Mediterranean city for exchange, dialogue and integration.

This year's MedaWeek Barcelona **celebrated diversity as the region's economic strength**, supported by all its organizing bodies. Together, ASCAME, the Barcelona Chamber of Commerce and the Union for the Mediterranean (UfM), and numerous international bodies such as the United Nations, joined forces to foster diversity as driver for regional growth and integration.

Respecting and cultivating regional diversity also calls for improving regional standards on gender equality. For this reason, **Women entrepreneurship** enjoyed a center-stage during this 11th edition. Together with the close collaboration of UNIDO and the UfM, the MedaWeek welcomed more than 70 businesswomen from the region to foster cross-border cooperation, as well as the creation of new business opportunities – for men and women alike. Specific fora, workshops, and matchmaking events all deus to the same conclusion: the business world needs to facilitate social, political and economic conditions in order to attract and maintain female talent. Concretely, this means eliminating the obstacles preventing women from entering and climbing the corporate latter.

Workshop Weip, on November 23rd
in Barcelona





Islamic Finance Forum, on 23rd November
in Barcelona

Another key component diversity and economic strength, is the region's richness in natural resources – celebrated in the MedaWeek through the Eco MedaGreen Summit. The full-day event addressed a **greener, smarter, and more sustainable Mediterranean region** through sector-specific fora. Particularly, these were divided between renewable energies (water, solar and wind), as well as circular economy and smart cities. Among the notable conclusions of this Summit, was the proposal for a new economic model based on sustainability, an idea embraced by the President of COP22, Salaheddine Mezouar.

By addressing these regional priorities, the MedaWeek Barcelona 2017 brought to light recommendations aimed at solving local instability and turmoil. One such initiative, is the Compact Programme for the Mediterranean, based on three main pillars: **reviving trade and investment, furthering entrepreneurship (especially for women and young people), and implementing a regional plan focusing on development aid and the fight against corruption.** This Programme seeks to encourage international companies to start considering as more than a consumer market or source of raw materials – to start understanding the region as a prosperous economic partner.

The sector has proven to create sustainable and inclusive employment, where 47% of workers in are below 40 years of age, resulting in a go-to sector for the regional youth



MedaWomen Forum, on 24th November
in Barcelona

MedaWeek Barcelona concluded this edition with strategic and concrete recommendations for the region, shining a positive light on economic and commercial development, as opposed to focusing on issues such as security and immigration

Main Partners of this year's edition



Cambra de Comerç
de Barcelona



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

IEMed.
European Institute of the Mediterranean



European Union

Cámara
de Comercio de España

50
ANYS



mercabarna



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



Observatoire Méditerranéen de l'Energie

MedCités
MedCités

General Council for Islamic
Banks and Financial Institutions
المجلس العام للبنوك
والمؤسسات المالية الإسلامية
CIBAFI
10th ANNIVERSARY 2009 - 2019

afaemme
Association of Organisations of
Mediterranean Businesswomen

BUSINESSMED
Union of Mediterranean Confederations of Enterprises
Union Méditerranéenne des Confédérations d'Entreprises

**Fundació
ACSAR**

ASCAME & MEDITERRANEAN AWARDS

As every year, ASCAME and the Barcelona Chamber of Commerce have awarded former ASCAME members, businessmen and women, political and sectoral representatives, with the ASCAME and Mediterranean Awards.

The Awards' Ceremony took place during the MedaWeek Gala Dinner, on November 22nd, at Casa Llotja de Mar, in Barcelona.





MedaWeek Gala Dinner, On November 22nd
at Casa Llotja de Mar

- The **ASCAME Awards** are given to personalities and former Presidents of the Chambers of Commerce, members of ASCAME, who supported the organization during years, with the ASCAME Award, as a mark of recognition for the work that has been accomplished in the consolidation of the Association and towards the improvement of the Mediterranean region.



Award to Mohamed Zaatari, former ASCAME
Member



Award to Mohamed Bachir Mahdi, former ASCAME
board member



Award to Louis Aloccio, former ASCAME
Vice-President - collected by Mr. Frédéric Ronal,
Vice-President of CCIMP



Award to Jordi Cornet, President of the Barcelona
Free Zone Consorci- collected by Mrs. Blanca
Sorigué, SIL managing Director

- The **MEDITERRANEAN Awards** are given to personalities, companies, foundations or other entities whose actions have a positive impact in the development of the region and the transmission of values.



Award to Taleb Rifai, former UNWTO Secretary General - collected by Mr. José García Blanch, Finances and Administration responsible



Award to Salaheddine Mezouar, COP22 President



Award to Josep-Lluís Bonet, President of the Spanish Chamber of Commerce



Award to Tarragona City Council - Collected by Josep-Fèlix Ballesteros, Mayor



Award to UNIDO - collected by Mònica Carco, Chief for Investment and Technology Unit



Award to MERCABARNA - collected by Josep Tejero Fernández, General Director



Award to Barcelona City Council - collected by Lorenzo Di Pietro, Executive Director for Entrepreneurship, Business and Innovation at Barcelona Activa

MedaWeek Media Support

A wide range of international and regional media supported the 11th Mediterranean Week and confirmed its commitment to the Mediterranean

The 11th Mediterranean Week of Economic Leaders aroused great interest among **national, regional and international media**. From prominent general media to specialized publications, radio and television echo every year of this international meeting and this edition was attended by media from Europe, North Africa and the Middle East.

The 11th edition of MedaWeek Barcelona had the support of international relevant media such as **Anadolu Agency**, the **Daily News Egypt**, **Agence Marocaine de Presse (MAP)** and **France 24**; and others from Spain, such as the **EFE News Agency**, Bahrain, Egypt, Italy, Malta, Morocco, Turkey, etc. This edition had media coverage of more than 50 regional and international media, as well as publications on governmental institutions and entities' websites (*See Annex 1).

The regional and international media was committed to the 11th edition of the Mediterranean Week and thus confirms its commitment to the Mediterranean, a



EFE interview to ASCAME Coordinator during MedaWeek

region in transformation that undergoes profound political and socio-economic changes. Recent events such as the refugee crisis have highlighted the strong interconnection between the two shores of the region and, on the other hand, between socio-political transformations and economic processes. It is the pillar for the stability of any country and, hence, the Mediterranean region.

The Mediterranean Week of Barcelona is a timely and essential platform not only for the regional private sector, but also for the media themselves in their responsibility to explain the evolution of the Mediterranean scenario and, therefore, its implication for achieving a space of peace in the region.

MedaWeek 2018 media partners:



15th Mediterranean Logistics and Transport Summit / 10th Mediterranean Ports Summit (Mediterranean Logistics Summit) | Barcelona, Spain

The Mediterranean Summit on Logistics and Transport (Mediterranean Logistics Summit) held its 15th edition in Barcelona on June 6th and 7th.

This event, organized every year by the Association of Chambers of Commerce and Industry of the Mediterranean (ASCAME) together with the Barcelona Free Zones Consortium and the support of the Chamber of Commerce Industry and Navigation of Barcelona, was attended by more than 300 attendees during the nine sessions organized on the two days, including institutional personalities from Mediterranean countries such as Egypt, Turkey and Spain, chambers of commerce from countries such as Croatia, Albania, Greece and Italy; as well as investors and entrepreneurs linked to the logistics sector, has offered to the participants varied and successful sessions on hot regional topics.

Within the framework of the International Logistics and Handling Exhibition of Barcelona (SIL 2017), the Summit addressed key issues such as the impor-



MedaLogistics, on June 6th in Barcelona

tance of logistics for regional economic development. In the words of Mr. Anwar Zibaoui, General Coordinator of ASCAME, **“Improving logistics must be a priority to recover and improve our economy”**. According to Pau Relat, delegate of the Barcelona Chamber of Commerce, “Barcelona has the potential to become a central logistics platform in the regional alliance and with the European Union”: Representatives from the Egyptian Ministry of Transport, also present at the meeting, stressed that Egypt is a regional and global hub for the sector.

The event has also dedicated a special session to the **strong trade relations of the Mediterranean countries with markets in Eastern Europe such as Albania or Croatia, North Africa or the Gulf**. Also, a special session was held on the **increasingly important role of women in the logistics sector**, favored by the development of TIC, according to Mrs. Helena de Felipe, President of AFAEMME.

MedaPorts 2017 also addressed the **take-off of startups in this market**, companies with one of the highest funding rates in the region in this sector. During the meeting, attendees said that the key to the success of regional logistics has to come from the digitization of all its processes, with communication and IT being key factors to develop.

MedaPorts also addressed the **implications of the recently adopted Paris Agreement on climate change for the port and maritime transport**. As Ambassador Ihab Fahmy, Deputy Secretary General of the Union for the Mediterranean in charge of Transport and Urban Development since July 2016 has stated, we need to launch a more efficient and sustainable regional transport.

The Summit allowed, once again, to connect hundreds of people and companies from both shores of the Mediterranean, while reaffirming the need for a new proposal for European and international policy for the Mediterranean for its logistics and infrastructures. In the words of the ASCAME Coordinator, Anwar Zibaoui, logistics is "blood for the economy".

Mediterranean Finance Forum (MedaFinance) | Cairo, Egypt

The 4th edition of the international MedaFinance 2017 forum in Cairo, Egypt, was organized on April 10th by ASCAME together with the Confederation of Egyptian European Business Associations (CEEBA), Federation of Egyptian Chambers of Commerce FEDCOC and the Federation of Egyptian Industries(FEI) , as part of the European project EUROMEDInvest, has been attended by Egyptian government representatives such as the Minister of Industry and Foreign Trade, H.E. Tarek Kabil, the Minister of Investment and International Cooperation, H.E. Dr. Sahar Nasr, the Minister of Tourism, Yehia Rashed, and Minister of Planning and Administrative Reform, Ashraf El-Araby; as well as representatives of the European Commission and its General Directorate of Neighborhood Policy And Enlargement Negotiations Mr. Christian Danielson.

A wide range of investment opportunities and business models were exposed among the attendees, as well as good practices already implemented at local and regional level

Speakers in the event included international financial institutions such as the European Investment Bank (EIB), the World Bank or the European Bank for Reconstruction and Development (EBRD), as well as non-financial institutions such as GIZ, USAID and UNIDO have presented their respective projects of investment, business cooperation and financing carried out in Egypt. **A wide range of investment opportunities and business models were exposed among the attendees, as well as good practices already implemented at local and regional level.** As an example of the above, mention might be made of the non-banking instruments (as the best way to support SMEs without collaterals through leasing, venture capital, Etc.), as well as grants highlighting EU regional and cross border cooperation and programs by USAID, Swiss, Italian, and Japanese aid. As the Minister of Investment and International Cooperation, Dr. Sahar Nasr, has stressed during the meeting, "Egypt is a country with huge investment opportunities."



4th MedaFinance, on April 10th in Cairo

The main reflection in the forum has been that **larger business cooperation** and financial support for SMEs will contribute to a greater economic and social development of the country and the region, thus constituting a **vital instrument for combating terrorism and extremism**.

As Christophe Lucet of the EIB remarked, “**we firmly believe that peace and stability will come from shared regional growth.**”

The Forum closed its fourth edition with a strong commitment on the part of the countries of the region together with the European Union to work closely with Egypt to improve its investment environment and **to act in a coordinated way to combat terrorism and terrorism** and commit to the regional development and stability.

International Franchise Forum and Exhibition - BIFEX | Beirut, Lebanon

ASCAME co-organized on April 28th in Beirut the seventh edition of the **Beirut International Franchise Forum and Exhibition - BIFEX**. At this yearly event organized jointly by the Lebanese Franchise Association (LFA), ASCAME, as the main representative of the regional private sector, claimed for the **development of a Mediterranean and Lebanon brand strategy** to further boost prosperity and investments at national and regional level.

This year's edition - attended by H.E. Mr. Raed Khoury, Lebanon Minister of Economy & Trade; H.E. Dr. Ghattas Khoury, Lebanon Minister of Culture; and H.E. Dr. Hussein Hajj Hassan, Lebanon Minister of Industry, as well as a wide range of Arab retailers and entrepreneurs, and over 500 businessmen and businesswomen from the whole Mediterranean region - has counted with the presence of the President of ASCAME, Mohamed Choucair.



Participation of ASCAME President, Mr. Mohamed Choucair at the BIFEX, on April 28th

President Mohamed Choucair highlighted the importance of **supporting SMEs and promoting industries such as franchising and retails as one of the most important engines of economic growth** in this vibrant Southern Mediterranean country. Indeed, the role of the government and public sector will be crucial in promoting and supporting SMEs and businesses. Further discussions among participants took place around new retail-inspired strategies and key leadership skills.

As participants agreed during the two-day event, Lebanon is a vital actor in the Euro Mediterranean alliance. For this reason, during BIFEX 2017 and in the framework of EU funded **EUROMED Invest programme**, ASCAME, the German Arab Chamber of Industry and Commerce (**GACIC**) and the Chamber of Commerce, Industry & Agriculture of Beirut & Mount Lebanon (**CCIA-BML**) organized the EU **EUROMED Invest RoadShow** of which ASCAME is consortium partner, which mobilized and match-made SMEs and business support organizations from 12 countries on both shores of the Mediterranean.

The European representatives attending the session stressed their commitment for supporting enterprises, businesses and SMEs, for which **franchise industry can be a crucial business model**. Indeed, the franchise business model represents more than 2 million jobs and sales amounting to 145 billion euros in the regional economy.

ASCAME has implemented a total of 23 EU regional and cross border projects exceeding 100 million Euro

As **ASCAME** representative, Dr. Alaa Ezz **stressed** in his opening address: “Franchise was born in the Mediterranean.”, after which he presented **the ASCAME implemented 23 EU regional and cross border projects exceeding 100 million Euro** and the Meda Finance survey that enlists over 23 billion Euro of grants, technical assistance and soft loans, all which can support franchise in various sectors.

The event closed this year’s edition with a strong commitment on the part of the countries of the region together with the European Union to work closely with Lebanon in order to improve its foreign direct investments and support SMEs activities, which was echoed by **H.E. Mr. Saad El Hariri**, the Prime Minister of Lebanon while addressing the conference official gala dinner.



4.2 PARTICIPATION IN WORKSHOPS AND CONFERENCES AS A SUPPORT TO THE MEDITERRANEAN PRIVATE SECTOR

IEMed Breakfast - The state of the EU-Morocco relationship

On Friday 15th December in Barcelona, the European Institute for the Mediterranean (IEMed) organized a Breakfast with Alessio Capellani, Deputy Head of Delegation of the European Union in Morocco in order to discuss **the state of art of the bilateral EU-Morocco relationship**.

The colloquium was presented by Emmanuel Cohen-Hadria, head of the Department of Euro-Mediterranean Policies of the IEMed.

Women are crucial for a sustainable future and the economic growth of the Mediterranean region



IEMed breakfast, on December 15th in Barcelona

UfM Regional Stakeholder Conference on Blue Economy

The UfM Regional Stakeholder Conference on Blue Economy took place in Naples (Italy) on 29-30 November 2017 with the following objectives: i) to provide a regional platform for **discussing opportunities and challenges inherent to the promotion of blue economy**; ii) to exchange views on **alternative approaches and methodologies capable to boost blue economy**; iii) to **identify policies/strategies able to harness the potential of blue economy in promoting growth, jobs, investments and reduce poverty in a sustainable way**.

This two-day international and multi-stakeholder event gathered around 300 participants, including governments' representatives, regional/local authorities, business sector, universities/training and education centres, international development agencies, international organizations, and civil society organizations dealing with marine and maritime issues.



UfM Regional Stakeholder Conference on Blue Economy, on November 29th in Naples

UfM workshop on “Boosting employability in the Mediterranean region: which role for internships? Lessons learnt and future perspectives of HOMERe UfM labelled project”

ASCAME participated in the UfM workshop on “Boosting employability in the Mediterranean region: which role for internships? Lessons learnt and future perspectives of HOMERe UfM labelled project” on Thursday 13 July 2017 at the UfM headquarters in Barcelona.

The objective was to discuss **opportunities and challenges related to the development of internships in the Mediterranean region and the specific role of the private sector in that regard.**

The conference gathered around 100 participants, of which representatives from enterprises, private sector organisations, higher education institutions and civil society organisations from both rims of the Mediterranean and in particular from countries involved in HOMERe UfM labelled project such as Algeria, Egypt, France, Greece, Italy, Lebanon, Morocco, Spain, Tunisia.



UfM workshop, on July 13th in Barcelona

While taking stock of the project first achievements with testimonies from beneficiaries, the workshop shaped perspectives for up scaling. Round tables provided space for exchanging experiences on the links between internships and employment in the Mediterranean as well as on lessons learnt from difficulties faced in the implementation.

This meeting took place within the context of the Annual General Assembly of the Mediterranean Network of Engineering Schools (RMEI), promoter of the HOMERe project.

HOMERe – High Opportunity for Mediterranean Executive Recruitment is a project labelled by the Union for the Mediterranean (UfM) under the Med4Jobs Initiative, which promotes student internships to help young people avoid skills mismatch on the labour market and create more opportunities for youth mobility between Algeria, Egypt, France, Greece, Italy, Lebanon, Morocco, Spain and Tunisia.

UfM Med4jobs Advisory Board

ASCAME participated on April 21st in Barcelona at the Med4Jobs Advisory Board in order to encourage the Mediterranean private sector to create jobs and boost employment in the region.



Med4Jobs Advisory Board, on April 21st in Barcelona

7th Orientation Committee Project of Med Nouvelle Chance

ASCAME participated on July 5th at the 7th Orientation Committee project of the MEDNC initiative in order to discuss how to boost employability and empower young people in the Mediterranean region.

7th Orientation Committee Project Med
Nouvelle Chance, on July 5th in Barcelona



2nd UfM Regional Forum

ASCAME participated in the second UfM Regional Forum on January 23rd in Barcelona. The event represented a timely opportunity to further amplify and accelerate the agenda for action within the Euro - Mediterranean region, in line with UfM Ministerial Declarations and the Sustainable Development Goals. Discussions addressed the most pressing needs of Mediterranean youth, exchanging on experiences and good practices, highlighting efficient partnerships, promoting relevant frameworks for financing regional priorities, and opening new perspectives for coordinated regional action.

2nd UfM Regional Forum, on January 23rd
in Barcelona



ASCAME Euro-Mediterranean Projects

5

ASCAME continued in 2017 to be a strategic partner of many regional cooperation projects. In 2017, dealing with strategic fields of action for the economic and social development of the Mediterranean region such as renewable energies, blue growth, sustainable, transport and logistics, access to finance, BSO mentoring operations, among others.

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.

In the last months of this year ASCAME and its regional network has already been working very closely to **present joint-initiatives to diverse Euro-Mediterranean projects' calls** in order to reinforce links between the two shores of the Mediterranean, throughout the private sector.

5.1 2017 ASCAME PROJECTS ACTIVITIES

EUROMED INVEST PROJECT

EuroMed Invest project's partners convene in Brussels for its 9th Executive Committee

On 24 January the **EuroMed Invest Project** convened in Brussels for the **9th Executive Committee**. Together with the other consortium partners, The Association for Mediterranean Chambers of Commerce (ASCAME) laid out key regional priorities for the coming years and, more specifically, discussed **how the future of the Med Alliance would continue beyond the end of the project closure**. The five

partners agreed to continue to cooperate in future projects, already sharing the priorities of their respective networks and main stakeholders.

The ExCom was also joined by the Ingrid Schwaiger and Vladimir Rojanski from DG Near at the European Commission, who the counterparts responsible for EuroMed Invest's activities and implementation. Pleased with the project's developments, **the European Commission agreed to – and will support – the organization of a final project event**, to take place in the second quarter of this year. In particular, the final event should highlight the project's impact and resonance on the stakeholders involved, have a political as well as entrepreneurial spirit, and ensure success in the continuation of the Cross Border Cooperation in the Mediterranean.



9th EuroMed Invest Executive Committee,
Brussels

The comeback of SMEs in the Mediterranean market for Transport & Logistics sectors

On the occasion of the 15th anniversary of the Mediterranean Logistics & Transport Forum, the Association of Chambers of Commerce and Industry of the Mediterranean (ASCAME) organized the 6th of June in Barcelona the Third Sector Alliance Committee (SAC) on Transport & Logistics in the framework of the **EUROMED Invest Project**. The aim of this session was to renew the interest of SMEs in the Euro-Mediterranean market in the Transport & Logistics field and to increase investment and the flow of business projects in this area.

This SAC brought together key actors of the Mediterranean Transport & Logistics scenario – from the main commercial and private sector actors, to governmental and international bodies – in order to discuss the key priority and niche sectors which can add immediate value to regional economy.

The first session related to the institutional initiatives at regional and regional level focused on the importance of SMEs. In that, the objective of the EUROMED Invest project, in partnership with the Association of Chambers of Commerce and Industry of the Mediterranean (ASCAME), is also to support Business Support Organizations to be able to increase the interest of the SMEs in the logistics sector in the Euro-Mediterranean market. **In this SAC, it was discussed how to further support new SMEs and start-ups and the importance of focusing on Logistics 4.0 on the basis of Industry 4.0.** In this sense, it's essential to focus on the 3P priorities: Political, Platform, Projects, in order to find a new comprehensive strategy to the transport and logistics in the Mediterranean to build business opportunities and synergies.

In this SAC, it was discussed how to further support new SMEs and start-ups and the importance of focusing on Logistics 4.0 on the basis of Industry 4.0

The merge of new initiatives and the traditional sector in both sides of the Mediterranean Basin was developed in the second session of this 3rd Sector Alliance Committee. With the African imports and exports, there is an evolution of the international trade and port routes in the south of the Mediterranean which need innovation and development in maritime and multimodal infrastructures. Furthermore, one of the main challenges is to have the capabilities to accommodate big ships like superpanamax to make the Mediterranean a pivot of key transport corridors. These changes coming from new initiatives for efficient infrastructures and transport networks, such as higher integration, interoperability and decongestion, need network effect to ensure all will be implemented. Also, the countries of the South East Europe are keys to set up maritime clusters by developing intermodal node. The maritime economic environment is vital for the Mediterranean region, this is why public-private partnerships are keys to facilitate investments and employment.

In the last session, the European Union's research and innovation funding program **"Horizon 2020"** for stimulating economy and creating jobs was highlighted. Regarding the coherence and the complementarity across EU initiatives, or-



Third Sector Alliance Committee (SAC) on Transport & Logistics, Barcelona

organizations have to focus on the needs of the Mediterranean area. For instance, by working together to be more competitive, more complementary and stronger, and succeed in the EU projects.

This 3rd SAC allowed to steering the implementation, discussing the sustainability strategy and the strategy paper on Transport and Logistics. It was presented the lessons learnt, best practices and activities developed by ASCAME and the different partners of EMI project.

The 3rd Sector Alliance Committee closed this year's edition with a strong commitment on the part of the countries of the region together with the European Union.

BCN EuroMed Invest Academy: Empowering Business Support Organizations in the region

The Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) organized -with the collaboration of the **Barcelona Chamber of Commerce** and the **German-Arab Chamber of Commerce** (GACIC) - the **Barcelona EuroMed Invest Academy 2017** under the title: ***Promote & Empower Business Support Organizations within the Med region***. This event, organized in the framework of the EuroMed Invest project, took place on 21-22 November in the Casa Llotja de Mar of Barcelona during the **11th Mediterranean Week of Economic Leaders (MedaWeek Barcelona)**.

The **EuroMed Invest**, of which ASCAME is a founding member, aims at generate sustainable and inclusive investment and trade and partnership projects in the region. The project reaches out to millions of companies, SMEs and entrepreneurs, as well as private and public sector organizations and business support



Barcelona EuroMed Invest Academy 2017,
on November in Barcelona

organizations with the aim of gathering them in various projects to increase the flow of North-South and South-South investments in the Mediterranean.

Indeed, the Barcelona EuroMed Invest Academy focused on boosting the quality of the regional business support organizations (BSO) and maximizing exchanges between these organizations serving SMEs.

Trainers on FDI-promotion, business support services and support for new entrepreneurs as well as lobbyists and international companies attended the Academy in order to share their knowledge and experiences.

Academy was a good opportunity for BSOs to improve their management capacities as well as the quality of services provided to their members.

More information about EuroMed Invest at www.euromedinvest.eu



ENI CBC MED PROGRAMME

ASCAME's delegation reinforce their commitment to the regional development through the ENI CBC MED program

An ASCAME's delegation from eight Mediterranean countries -members of the Association- met in Cagliari, Italy, to explore potential collaboration in Euro-Mediterranean cooperation projects in light of the new calls of the European **ENI CBC Med program. Chambers of Commerce and other business support organisations from different Mediterranean countries** – Egypt, Lebanon, Italy, Turkey, Greece, Serbia, France and Spain, among others- discussed new project ideas to be outlined in the new ENI CBC MED calls.

During the 2-day meeting, which took place under the auspices of the Cagliari Chamber of Commerce, the Association's members together with the European program's Joint Managing Authority exchanged views on the new regional priorities of the programme for the upcoming period: Business and SMEs development; Support to education, research, technological development and in-



ASCAME delegation in Cagliari, discussing new initiatives for the ENI CBC MED calls

novation; Promotion of social inclusion and fight against poverty; Environmental protection, climate change adaptation and mitigation.

The ASCAME Chambers' delegation proposed **new initiatives seeking to encourage the economic and social development of the region**, while strengthening cooperation between the north and south shores of the Basin. ASCAME, as the representative entity of these Chambers, will follow up on these proposals and support its members in both presentation and management of them. ASCAME has already been involved in this Program with previous 27 cooperation projects.

More information about ENI CBC PROGRAM at www.enpicbcmmed.eu



INNOBLUE GROWTH PROJECT

The new Interreg MED Blue Growth community, which promotes Blue Growth in the Mediterranean region, has been established

The Community was formalised at a launch event organised by the Interreg MED's InnoBlueGrowth project, which includes ASCAME as a partner, along with CoNIS-Ma (lead partner), CPMR, Plan Bleu, NTUA and the University of Montenegro.



Over 100 stakeholders attended the event to discuss the meaning of Blue Growth, share experiences and exchange ideas for further cooperation. Representatives of institutions such as the Italian Ministry for the Environment, the Italian Ministry for Foreign Affairs, the Union for the Mediterranean (UfM) and the Regional government of Crete were in attendance. They were joined by representatives from a range of initiatives and projects, including the BLUEMED project, who introduced their various approaches towards **Blue Growth as a key strategy for the socio-economic development of the Mediterranean and the environment.**

These visions helped to open community building discussions between the participants, InnoBlueGrowth representatives, and the different modular projects attending the event – iBLUE, MAESTRALE, PELAGOS, and PROTEUS – which deal with the yachting sector, blue energies, and maritime surveillance respectively.

The event's speed-dating and round-table activities allowed participants to learn more about the focus of each project, and share their own methodologies, encouraging everyone to exchange good practices and seek opportunities for future collaboration.

Discussions on business development, environmental sustainability, public-private partnerships and technology funding also gave participants the chance to debate the current state of blue growth, on key thematic project issues and transversal ones such as governance, spatial planning, modelling, and data. These discussions provided useful inputs for the organisation of the InnoBlueGrowth project's upcoming Community and Capitalization events.



Launch of the BlueGrowth Community in Rome

InnoBlueGrowth engages Mediterranean regional business community for a sustainable relaunch of the regional yachting sector

The InnoBlueGrowth project organized the transnational event "New Trends for the Yachting sector in the Mediterranean area" which took place on 11-12th of October in Marseille, France.

The InnoBlueGrowth project – or “Horizontal Communication & Capitalization project for Innovation in Blue Growth at Mediterranean level” (Interreg MED), led by the **National Interuniversity Consortium for Marine Sciences (CoNISMa)** and counting on the experiences of the **Association of Mediterranean Chambers of Commerce and Industry (ASCAME)**, the **Intermediterranean Commission of the Conference of Peripheral Maritime Regions (CPMR)**, Plan Bleu, the **National Technical University of Athens (NTUA)**, and the **University of Montenegro**, aims at ensuring the communication and capitalization activities of thematic projects dealing with Blue Growth issues in order to increase their impacts towards common identified targets. Its activities are focused on the increase of the transnational activity of innovative clusters and networks of key sectors of the Mediterranean area.

In this sense, the theme chosen for this first transnational thematic event was Yachting, as InnoBlueGrowth capitalizes the iBLUE project, specifically focused on the issue of relaunching the yachting sector sustainably. iBLUE uses for this a new methodology integrating three sustainability pillars (economic, environmental and social) in the concept of business model innovation.

Co-led by the iBLUE project, the meeting provided a critical mass of knowledge about Med yachting in terms of economic impact, employment, strengths, weaknesses and sustainability. More precisely, the exchanges revolved around building and peer-reviewing the bases of an indicator system about the sustainability of the yachting sector, useful to policy makers for a better resource allocation

Blue Growth Community transnational event
on yachting, Marseille



and improved impact evaluation. **The event was also the opportunity to collect best practices, innovation patterns and policies exploitable by Med yachting sector actors for performance improvement.** The transnational focus of this event was a consequent step for the sustainable development and dynamization of the whole yachting sector by involving the most relevant actors.

Participants, among them decision makers and entrepreneurs from the region and abroad, were able to meet experts on the yachting sector and exchange best practices, while getting more knowledge on the importance of the Interreg Blue Growth Community launched last year by the InnoBlueGrowth project.

The Blue Growth Community urges regional actors to further develop a sustainable development of marine energies

The Blue Growth Community, featured by the InnoBlueGrowth project (Interreg MED), - in which **ASCAME** contributes as partner- organized its second transnational event on Blue Energies in Naples, Italy, last November 27- 28, 2017. The two-day event was the occasion to address a series of issues related to the sector, exchange good practices and establish future steps towards the **sustainable development of marine energies** by involving all actors of the sector.

Elaborated in collaboration with the modular projects MAESTRALE and PELAGOS (Interreg MED), this event gathered at the Università Parthenope of Naples, a great variety of stakeholders ranging from regional policy makers to researchers and academia, NGOs, and the private sector.

The regional event addressed burning issues such as investments and synergies for technology funding; the integrated coastal zone management / maritime spatial planning and social acceptance; environmental sustainability and awareness's raising and education for blue growth.

After having presented their preliminary results the MAESTRALE and PELAGOS projects participated in round-table dynamics along with all participants to identify the most **pressing issues and gaps**, the priority fields of action to act, and three main targets to direct concluding messages on a defined timeframe.

Among the highlighted issues were the **potential for funding marine renewable energies** in the Mediterranean, with a focus on the strategies of the EU in this sense and a relevant parallel with the actual knowledge on potentialities for developing **marine renewable energy infrastructures** in the basin. The debates then slid to the **environmental impacts that marine renewable energy infrastructures** – in particular, wave systems – can potentially exert on the marine

Blue Growth Community event on **sustainable development of marine energies**, Naples



environment and ecosystems. To cite a few, the alteration and creation of new habitats, the sound and electromagnetic waves, the presence of foreign species in some areas altering the life of indigenous ones. It is worth noting that research and data still need to be performed and produced in order to concretely evaluate the potential impacts of marine energies on the environment as well as how the environment would respond. Encouraging pre-impacts assessments is therefore of utmost importance.

Lastly, and following the thread of discussions, the focus was brought on the **training and educational** part of the sector, highlighting the different expectations of the sector in terms of skills and the gaps that still need to be tackled for **job creations** and a better match between both skills offer and demand.

Lastly, the event included a study visit at the **Port of Naples**, during which the participants sailed to observe a **wave energy pilot plant** inserted in the break-water infrastructures of the Port of Naples.

This event has been a turning point to the current innovative approaches that could be relevant also to other regions in the Mediterranean and has allowed to strengthen the links between all participants and encourage **new ways of collaborating** in the future.

More information about InnoBlue Growth project at
<https://blue-growth.interreg-med.eu/>



Project co-financed by the European
Regional Development Fund



5.2 PROJECTS AND INITIATIVES SUPPORTED BY ASCAME

BLEU TOUR MED: MARITIME AND COASTAL SUSTAINABLE TOURISM IN THE MEDITERRANEAN

The **Med Sustainable Tourism Community** aims at harmonising activities in terms of developing common approaches and strategies and testing approaches through pilot demonstration actions. The objective of this project is to study, test and capitalise innovative instruments and actions towards the enhancement of tourism sustainability in the Mediterranean.

As **associated partner**, **ASCAME** attend the project (in the framework of the MED Program) events giving in particular our contribution as observer on tourism in the Mediterranean region.

More information about Bleu Tour Med at
<https://sustainable-tourism.interreg-med.eu/>



Project co-financed by the European
Regional Development Fund

RESUME: Mediterranean Network for Employability

The Erasmus+ project RESUME (REseaU Méditerranéen pour l'employabilité-**Mediterranean Network for Employability**), of which ASCAME is Associated Partner) was launched on March 2016 (by UNIMED).

The RESUME project aims at enhancing and reinforcing the role and potential of HEIs in the development of employability in the Mediterranean countries by adopting a transversal entrepreneurial mind-set at the HEIs and by opening and structuring the dialogue among the universities, the enterprises and the policy makers.

The InnoBlueGrowth project consortium is composed of:

- Establishing inter-ministerial commissions for entrepreneurial learning
- Establishing a platform for the identification and exchange of good practices



- Strengthening co-operation among HEIs and promoting links with business to foster entrepreneurship
- Establishing an accredited Southern Mediterranean entrepreneurship network paying particular attention to gender issues.

More information about RESUME at <https://www.resumeproject.eu/>



Med4Jobs programme: Mediterranean Initiative for Jobs

ASCAME is in the Med4Jobs Advisory Board. The Advisory Board Exchange on the developments and updates of the Med4Jobs programme, for a more effective and coordinated action across the range of available tools, programmes and policies in the Mediterranean region.

The “Mediterranean Initiative for Jobs (Med4Jobs)” is a flagship initiative of the Union for the Mediterranean to help increase the employability of youth and women, close the gap between labour demand and supply, and foster a culture of entrepreneurship and private sector development. Developed by the UfM Secretariat, Med4Jobs is a cross-sector initiative driven by the need for an integrated regional initiative in the area of job creation.

It aims to promote and replicate a number of visible private sector job creation projects in the Southern and Eastern Mediterranean region. Whereas growth in the Mediterranean in recent years has not enabled the creation of sufficient jobs, Med4Jobs contribute towards bringing job creation at the centre of socio-economic development debate, notably by shedding light on employment at local/national level.

Med4Jobs is conceived as a cross-sectorial, project-based initiative. It cover both the supply and demand side of the labour market, by targeting three core issues:

- **Employability.** By identifying and scaling-up across the region successful training experiences that address the mismatch between skills and labour market needs.

- **Job intermediation.** By replicating successful job facilitation and intermediation experiences
- **Business enabling infrastructure.** By developing business enabling infrastructure for Small and Medium-sized enterprises (SMEs), such as incubators and coaching programmes
- The programme will focus on three approaches.

Med4Jobs seek to identify best practices in terms of job-creating projects and to replicate them in the region. It therefore can be defined as a programme of projects.

HOMERe : High Opportunity for Mediterranean Executive Recruitment

The objective of HOMERe is:

- To improve competencies and **employability prospects of talented students** through internship mobility experiences in transnational companies in the Mediterranean
- To enable students from Southern countries to find employment matching their qualifications in their native country after the internship through direct contact with local employers and on-the-job experience.
- To help employers in the Southern Mediterranean to connect with **talented young people through the HOMERe network** of academic and economic partners. HOMERe is promoted under the framework of the Mediterranean Initiative for Jobs (Med4Jobs). Med4Jobs is a cross-sector initiative driven by the need for an integrated regional initiative in the area of job creation. It has been developed by the UfM Secretariat to help increase the employability of youth and women, close the gap between labour demand and supply, and foster a culture of entrepreneurship and private sector development.



5.3 New approved projects

ESPO: ENHANCING BUSINESS SUPPORT ORGANISATIONS AND BUSINESS NETWORKS IN THE SOUTHERN NEIGHBOURHOOD – EBS EUROPEAID

The aim of this project is to boost the Mediterranean business ecosystem, by promoting an inclusive economic development and job creation, and enhancing the private sector organisations in the Southern Neighbourhood countries (SNC). Concretely:

- Improve management capacity and legitimacy of **Mediterranean Business Support Organizations (BSO)** through enhanced services offered to SMEs in compliance with quality standards
- **Empower Med private sector** stakeholders by developing business linkages and networks between SNC and EU counterparts and supporting them in seizing the financing services offered by Development and Finance Institutions (DFI)
- **Stimulate trade and investment flows** by supporting the internationalization of MED SMEs; SO4 Increase Economic Regional Integration and stimulate the MED business community by creating a sustainable hub for developing business partnerships and coordinating strategies in key sectors of common interest in the Euromed region

The strategies and main actions foreseen will be carried out in all ENI South Partner Countries (Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Syria and Tunisia). However initiatives promoting cooperation and exchanges North-South will take place in the EU. The project will be launched in 2018.

For more information about our projects, please contact us at secretariat@ascame.org

ASCAME Communication: Expanding outreach

6.1 AN ACTION-DRIVEN COMMUNICATION STRATEGY

ASCAME, as a consolidated entity representing the interests of the private sector in the Mediterranean, but also as an accredited partner of the EU and international organizations, is continually adapting its **communication actions** to face changing scenarios in the region. In fact, ASCAME offers communication tools capable of bringing effective answers to the opportunities and challenges facing the Chambers of Commerce and, particularly, the Mediterranean SMEs.

ASCAME Communication Annual Figures:



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



Hundreds of subscribers to ASCAME MedaNews



>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

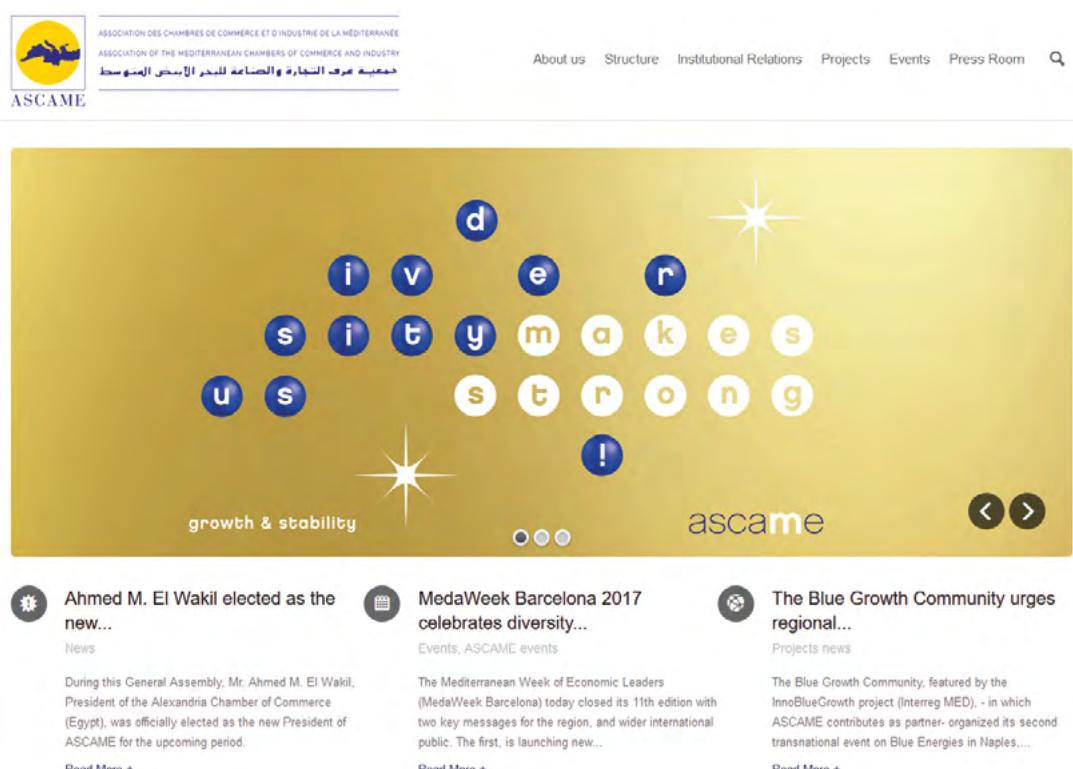


During the last year, actions in this regard have strongly focused on the maintenance and strengthening of the ASCAME members' visibility

During the last year, actions in this regard have strongly focused on the **maintenance and strengthening of the ASCAME members' visibility**. The result-oriented communication strategy during this period, comprised **three communication axis: institutional, events** and projects that have actively reached out to Mediterranean Chambers of Commerce and businesses, regional business communities, organizations and international institutions, governments, civil society and media.

6.2 ASCAME WEBSITE: FURTHER STRENGTHENING INSTITUTIONAL PUBLICATIONS & MARKETING REPORTS

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.



During the year 2017, ASCAME closely followed and pronounced on regional topics of particular relevance in our present situation. ASCAME has delivered several **institutional statements** published not only on our website but also on the press and social media channels.





ASCAME
@ascameorg

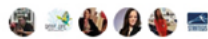


#ASCAME strongly condemns terrorist
#Attack perpetrated today on a mosque
located in #Sinai 🇪🇬 We convey our
condolences to the families & wish a speedy
recovery to the injured #Egypt #EgyptAttack

🌐 Traducir del inglés

17:35 - 24 nov. 2017

3 Retweets 5 Me gusta



3



5



ascameorg

Follow

ascameorg #Barcelona #prayforbarcelona
ASCAME extends our heartfelt condolences to
the families of the victims and the people of
Spain. Together we stand against violence and
extremism. ASCAME Press Release:
<https://goo.gl/kaqfKp>



16 likes

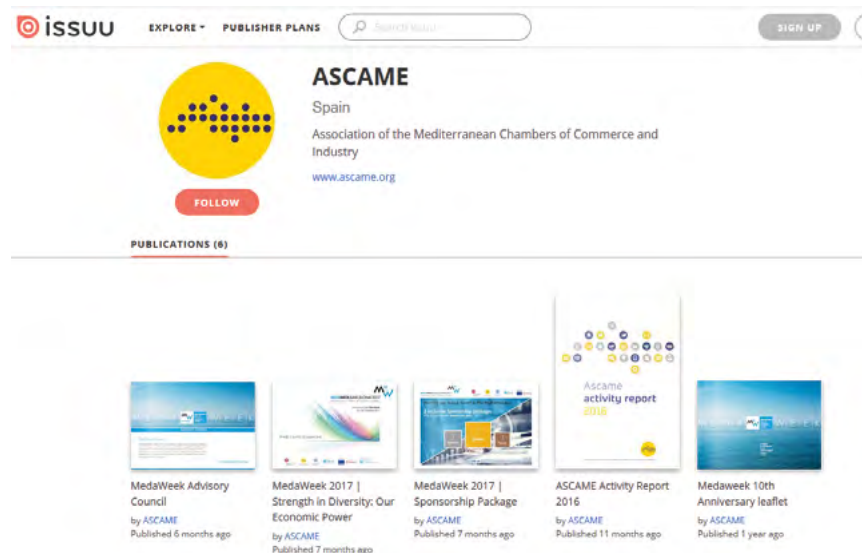
AUGUST 18, 2017

Log in to like or comment.



Communication actions also included a wide range of publications (press releases, brochures, leaflets and reports) about our events and projects' activities. Some of the main publications can be found in our Issuu profile:

<http://issuu.com/ascame>



Especially remarkable is the **Special brochure of Mandate of President Mohamed Choucair (2012-2017)**.



For more information please visit:

www.ascame.org
www.medaeconomicweek.org



6.3 SOCIAL MEDIA : INCREASINGLY INTERACTING WITH OUR FOLLOWERS AND BUILDING NEW SYNERGIES

Several efforts have also been exerted to allow the Association to be more active and present on the social media networks which represent nowadays essential communication tools. **The social media channels** (Twitter, Instagram, Facebook, LinkedIn, Issuu, Flickr and YouTube, among others) of **ASCAME** have also contributed to improve the visibility of the Association's image to wider audiences across the Northern and Southern Mediterranean countries.

The social media channels of ASCAME have also contributed to improve the visibility of the Association's image to wider audiences across the Northern and Southern Mediterranean countries





In this sense, posts' interactions were largely improved with an increasing number of mentions and new prominent followers. For instance:





During last months ASCAME also put a great emphasis on its new social media platform, Instagram, in order to reinforce our social media strategy and allow our audience to discover us from another angle.



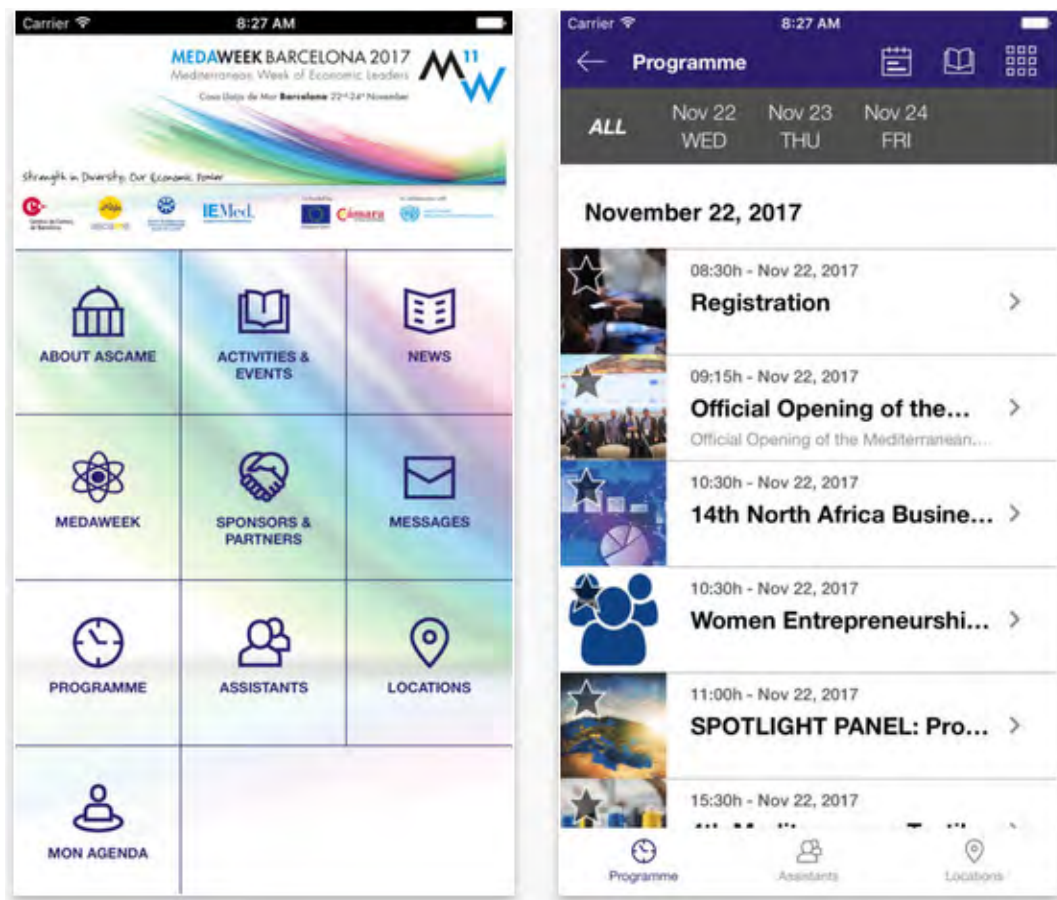
6.4 ASCAME MEDANEWS: TRANSPARENCY AND REGULARITY

Under the mandate of President Choucair, ASCAME has also launched the bi-monthly ASCAME MedaNews, which keeps hundreds of interested subscribers updated.

6.5 IMPROVEMENT OF OUR OFFICIAL APP FOR ASCAME EVENTS: INCREASING THE ACTIVE PARTICIPATION OF OUR AUDIENCE

The interaction function of this application has become a true added value complementing the other available communication tools

During last year, ASCAME has also improved and consolidated its ASCAME Events App. The ASCAME Events App is the (mobile/tablet) app for ASCAME regional activities and events. **The interaction function of this application has become a true added value complementing the other available communication tools** (web, newsletter, social media, etc...).



6.6 ASCAME IN THE NEWS: GAINING SPACE AND IMPACT IN THE REGIONAL MEDIA

During last year ASCAME has had a clear objective to expand and consolidate its visibility on local, regional and international media. In an effort to increase visibility and impact of ASCAME activities and its role in the region, the Association has engaged in various strategic media such as:



Some relevant examples of ASCAME in the news are the following:

Français
 Afrique monde économie Turquie politique sport infographie photo vidéo

MedaWeek 2017: Réunion méditerranéenne axée sur la coopération économique

- Surmonter les défis en Méditerranée est la clé pour la croissance économique régionale, selon des chefs d'entreprise méditerranéens réunis à Barcelone

page d'accueil - Economie - 23.11.2017 - Hafana Belli - Catalonie



AA / Barcelone, Espagne / Dilara Zengin et Tuba Sahin

Les dirigeants économiques méditerranéens ont appelé à la coopération transfrontalière lors d'une grande conférence d'affaires tenue depuis mercredi à Barcelone, en Espagne.

La 11ème Semaine méditerranéenne des leaders économiques (MedaWeek) a réuni des chefs d'entreprise de toute la région pour stimuler la compétitivité, promouvoir la durabilité économique, améliorer la gestion des ressources et développer les infrastructures.

LE MATIN.ma
 Abonnement Vidéos

Activités Royales Nation Monde **Economie** Sports Automobile Société Culture Emploi Rég

MedaWeek 2017 à Barcelone

Mezouar reçoit le Prix Méditerranée de l'ASCAME

LE MATIN 23 Novembre 2017 - 13:35 65 Facebook Twitter Google+ LinkedIn



Il s'agit d'un honneur pour le Maroc d'abord, Salaheddine Mezouar s'est dit honoré de recevoir ce prix de l'ASCAME en tant que président de la COP22.

Rh: DR

Le président de la COP22, Salaheddine Mezouar, a reçu, mercredi soir à Barcelone, le Prix Méditerranée de l'Association des chambres de commerce et d'industrie de la Méditerranée (ASCAME), accordé à l'occasion de la Semaine méditerranéenne des leaders économiques (MedaWeek 2017).

Ce prix a été accordé à Salaheddine Mezouar en reconnaissance de son rôle dans la promotion du développement durable de la région méditerranéenne et les actions qu'il a entreprises dans le cadre de la 22e Conférence des parties à la Convention-cadre des Nations unies sur les changements climatiques (COP22), tenue en novembre 2016 à Marrakech.

Salaheddine Mezouar s'est dit honoré de recevoir ce prix de l'ASCAME en tant que président de la COP22, soulignant



La XI MedaWeek se centra la diversidad del Mediterráneo como potencial de crecimiento



Publicado 22/11/2017 17:04:11

Durán resalta la vocación "hispana, mediterránea y europea" de Catalunya y dice que persistirá tras la crisis política

BARCELONA, 22 Nov. (EUROPA PRESS)

La décimoprimer Semana Mediterránea de Líderes Económicos (MedaWeek), que se celebra entre este miércoles y el viernes en la Casa Llotja de Mar de Barcelona, se centrará este año en aprovechar la diversidad de los países de las dos orillas del Mediterráneo "como gran impulso para el crecimiento" económico.

Así lo ha dicho el presidente de la Cámara de Comercio de Barcelona, Miquel Vallès, en la inauguración del evento, organizado junto con la Asociación de Cámaras del Mediterráneo (Ascame), la Unión por el Mediterráneo (UpM) y el Instituto Europeo del

ANSA

English | العربية

News

Foto

Video

Media

Prima pagina | Regioni | Nazioni | News Analysis | Politica | Economia | Cultura | Energia | Transporti | Turismo

ANSAmed - Economia - MedaWeek, settimana dei leader economici del Mediterraneo

MedaWeek, settimana dei leader economici del Mediterraneo

Un migliaio di imprenditori di 35 Paesi attendi il 22-24 novembre a Barcellona

17 NOVEMBRE, 20:15

[Inchiesta](#)
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MADRID - Un migliaio di imprenditori di 35 Paesi parteciperanno dal 22 al 24 novembre alla MedaWeek Barcellona 2017, la settimana dei leader economici del Mediterraneo. "Forza nella diversità: il nostro potere economico" è il tema della 11esima edizione, che prevede interventi di oltre 200 esponenti del mondo economico, imprenditoriale e politico e organizzazioni multilaterali di Europa, Medio Oriente e Africa.

Un record di relatori, come ha rilevato nel corso della presentazione il coordinatore dell'Associazione delle Camere di Commercio e Industria del Mediterraneo (Ascame), Anwar Zibouli.

ECO MedaGreen summit to be held in Barcelona in 23 November

The Eco MedaGreen Summit will be held in Barcelona in 23 November in the framework of the Mediterranean Week of Economic Leaders (MedaWeek Barcelona). In the same context, it is co-organized by the Association of the Mediterranean chambers of Commerce and Industry (ASCAME), the chamber of commerce of Barcelona, the union for the Mediterranean (UFM), ...

Nilal Samir · October 23, 2017 · 0 Comments



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the Mediterranean Week of Economic Leaders (MedaWeek Barcelona).

In the same context, it is co-organized by the Association of the Mediterranean chambers of Commerce and Industry (ASCAME), the chamber of commerce of Barcelona, the union for the Mediterranean (UFM), the Catalan association for

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- On World Cities Day, 26m Egyptians live in informal areas: urban activist
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- 30 companies completes financial closure of solar energy feed-in tariff projects
- Jordanian Electric Power, CTIP withdraw from solar energy feed-in tariff project
- We should be cautious about 'hostile information' circulating about Egypt: Al-Sisi
- 160 French companies provide 30,000 jobs in Egypt, investments of €3bn: head of Egypt-France Business Council
- Egyptian-French summit

#ISLAMIC FINANCE 11 OCTOBER, 2017

Barcelona to host CIBAFI's 4th Mediterranean Islamic Finance Forum

Shares



Manama, Kingdom of Bahrain, Barcelona, Spain | The General Council for Islamic Banks and Financial Institutions, the global umbrella of Islamic financial institutions, and the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) and the Chamber of Commerce of Barcelona are co-organising the 4th Mediterranean Islamic Finance Forum, themed "Islamic Finance: Focus on

By Press Release

Manama, Kingdom of Bahrain, Barcelona, Spain | The **General Council for Islamic Banks and Financial Institutions**, the global umbrella of Islamic financial institutions, and the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) and the Chamber of Commerce of



Annex I: ASCAME in the news 2017: Featured publications

[Anadolu Agency 24/05/2017 |](#)

[Mediterranean logistics sector to meet in Barcelona](#)

[Tarsus Ekspres 7/06/2017 | Lojistik 4.0 odak nokta olmalı](#)

[Güney Ekonomi 6/06/2017 | Aşut:“Lojistik 4.0 odak noktamız olmalı”](#)

[Anadolu Agency 24/05/2017 |](#)

[Mediterranean logistics sector to meet in Barcelona](#)

[Econostrum 27/06/2017 | MedaWeek Barcelona 2017 : l’ASCAME et l’UpM unissent leurs forces pour promouvoir le développement économique en Méditerranée](#)

[Agence Marocaine de Presse \(MAP\) 27/06/2017 | MedaWeek 2017 : l’ASCAME et l’UpM unissent leurs forces pour promouvoir le développement économique en Méditerranée](#)

[EcomNews 30/06/2017 | MedaWeek Barcelona 2017: 2 000 entrepreneurs seront réunis en novembre](#)

[Ekonomi7 28/11/2017 | Islami Finans Kullanılırsa Finansal Krizler Yaşanmayacak](#)

[Metaforespress.gr 28/11/2017 | Το ΕΒΕΠ μόνιμος εκπρόσωπος στις επιτροπές logistics και τουρισμού της ASCAME](#)

[Yeni Safak 28/11/2017 | ‘İslami finans sektörü hızla büyüyor’](#)

[MAP Express 27/11/2017 | MedaWeek 2017 : des femmes entrepreneurs méditerranéennes mobilisées pour de nouvelles possibilités d’activités économiques](#)

[MAP Express 27/11/2017 | MedaWeek 2017 : la diversité de la région méditerranéenne, un atout dynamique pour sa croissance et son intégration](#)

[MAP Express 27/11/2017 | MedaWeek 2017 à Barcelone : plaidoyer pour un développement économique inclusif en Méditerranée](#)

[Maroc.ma 27/11/2017 | Morocco Plays « Pioneering » Role in Dynamic between Europe, Mediterranean and Africa \(UfM SG\)](#)



[Le Matin.ma 03/08/2017 | Les](#)

[entrepreneurs marocains en force à la](#)
[Semaine méditerranéenne des leaders](#)
[économiques](#)

[ZAWYA 11/10/2017 | Barcelona to host](#)
[CIBAFI's 4th Mediterranean Islamic Finance](#)
[Forum](#)

[Daily News Egypt 25/10/2017 | ECO](#)
[MedaGreen summit to be held in](#)
[Barcelona in 23 November](#)

[Ecologia.ma 28/11/2017 | MedaWeek](#)
[2017: Salaheddine Mezouar en grande](#)
[vedette](#)

[Anadolu Agency 24/11/2017 | MedaWeek](#)
[2017: Réunion méditerranéenne axée sur](#)
[la coopération économique](#)

[ANSamed 24/11/2017 | ANSamed –](#)
[Agenda settimanale dal 27 novembre al 3](#)
[dicembre](#)

[Maroc Diplomatie 24/11/2017 | Le](#)
[Maroc joue un rôle « pionnier » dans la](#)
[dynamique globale entre l'Europe, la](#)
[Méditerranée et l'Afrique](#)

[Wafa.ps 24/11/2017 | اتحاد المصارف](#)
[الإسلامية: حجم صناعة الصيرفة الإسلامية تصل إلى 4](#)
[2020 تريليونات دولار بحلول](#)

[Eda2a.com 23/11/2017 | المصارف الإسلامية:](#)
[توقع بوصول حجم صناعة الصيرفة الإسلامية لـ](#)
[2020 تريليونات دولار عام](#)

[Elbalad News 23/11/2017 | اتحاد المصارف](#)
[الإسلامية: توقع بوصول حجم صناعة الصيرفة](#)
[2020 الإسلامية إلى 4 تريليونات دولار بحلول](#)

[H24 Info 23/11/2017 | MedaWeek 2017:](#)
[Salaheddine Mezouar primé à Barcelone](#)

[Lematin.ma 23/11/2017 | Mezouar reçoit](#)
[le Prix Méditerranée de l'ASCAME](#)

[Gulf Base 26/11/2017 | Focus on](#)
[Strategies for Mediterranean & Africa](#)

[Le Point Économique 25/11/2017 |](#)
[Challenges MedaWeek Barcelona Video](#)
[Interview](#)

[24.com.eg 24/11/2017 | اتحاد المصارف: توقع](#)
[بوصول حجم صناعة الصيرفة الإسلامية إلى 4](#)
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[Alhaya.ps 24/11/2017 | « المصارف الإسلامية](#)
[»: حجم صناعة الصيرفة الإسلامية تصل إلى 4](#)
[2020 تريليونات دولار بحلول](#)

[Maroc.ma 23/11/2017 | MedaWeek 2017 :](#)
[M. Mezouar reçoit à Barcelone le Prix](#)
[Méditerranée de l'ASCAME](#)

[Médias24 23/11/2017 | Salaheddine](#)
[Mezouar primé à Barcelone](#)

[Motamem Service Egypt 23/11/2017 | 4](#)
[تريليون دولار حجم صناعة المصارف الإسلامية بحلول](#)
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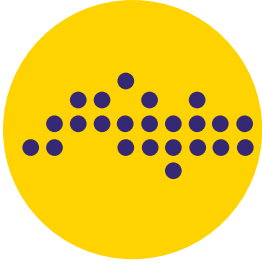
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