MEDA WEEK OF ECONOMIC LEADERS

13 YEARS AT THE SERVICE OF THE MEDITERRANEAN PRIVATE SECTOR
From past...

The private sector is an indispensable force for socioeconomic development; it creates jobs and growth, which, in turn, brings about economic and social prosperity. This is why over a decade ago, parallel to the celebration of the 10th anniversary of the Barcelona Process, the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) and the Barcelona Chamber of Commerce together with other economic and business organizations, launched an initiative to create a platform where the business communities from both sides of the Mediterranean basin could convene, and that would serve to boost the role of the private sector in the region. Since then, MedaWeek has brought about new approaches, ideas and solutions to the table, while bolstering ties between business and commercial entities on the North and South of the Mediterranean.

... to future

Following more than a decade of international appraise, MedaWeek Barcelona has become the reference point in the Mediterranean for economic and political dialogue, voicing the interests of the private sector and high level policy-makers in the region and the world. A dynamic platform for the promotion of the Mediterranean in the world, of a strong Euro-Mediterranean alliance and regional economic integration.

Ahmed M. El Wakil
President of ASCAME

MedaWeek Barcelona is nowadays the iconic conference dedicated to promote the Mediterranean region worldwide. This event endorses the key economic sectors and the cultural values of this region through a wide variety of forums. It serves as the main meeting point for voicing the interests of the private sector in the socio-economic development of the Mediterranean countries.

It is, moreover, an opportunity to reinforce ASCAME’s core values: a true economic integration of the Mediterranean, and a strong Euro-Mediterranean partnership, through the crucial role of the private sector.
The biggest economic event on the Mediterranean

- 35+ Thematic fora
- 650+ Sessions
- 2,010+ Prominent speakers
- Over 80 Media from Mediterranean Countries
- Prominent Global Sponsors
- 50+ Countries
- 600+ Mediterranean Organizations congresses
- 70+ International and regional partners
- 19,000+ Attendees
- 25,000 Business Meetings
Mediterranean Awards

Mediterranean Awards are designed to recognize the achievements of entrepreneurs and organizations that are driving growth, development, creating new economic opportunities and inspiring the new generation of businesses who are shaping Mediterranean’s future.
OUTSTANDING ACHIEVEMENTS
MedaWeek meetings

Top-level attendees have participated during these years

MedaWeek has been attended by more than 19,000 participants from across the region. Among these, worldwide economic experts, business leaders, managers, investors, CEOs, as well as high-ranking officials, policy makers, civil society and media have participated therein.

A benchmark event for public and private decision-makers in the region

The high rate of participation has made MedaWeek the largest annual platform for economy and business in the Mediterranean, as well as the most exponential conference of this region to the rest of the world.

A growing international event

Number of attendees over the years

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendees</th>
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<tbody>
<tr>
<td>2007</td>
<td>500</td>
</tr>
<tr>
<td>2012</td>
<td>1,000</td>
</tr>
<tr>
<td>2015</td>
<td>1,500</td>
</tr>
<tr>
<td>2019</td>
<td>1,800</td>
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1. Joan Canadell
   President of the Barcelona Chamber of Commerce

2. Ali Al-said El-moselhy
   Minister of Supply and Internal Trade, Government of Egypt

3. Pere Aragonès
   Vice President & Minister of Economy and Finance, Government of Catalonia

4. Helena De Felipe
   President of AFAEMME

5. Ahmed M. El Wakil
   President of ASCAME

6. Abdelilah Belatik
   Secretary General of CIBAFI
A unique platform for reflection

We believe in the potential of the Mediterranean

MedaWeek has become a forum for debate and reflection on the Mediterranean’s economic scene. The event’s numerous parallel break-out sessions, organized in the exclusive Casa Llotja de Mar in Barcelona, allow attendees to engage in networking opportunities and exchange contacts with other participants and entrepreneurs.
Over 19,000 participants have attended the Mediterranean Week over the past thirteen years. MedaWeek is attended by the most engaging and interesting speakers of the regional economic sphere, because nothing is more important than people in your business!
Reinventing itself every edition

MedaWeek keeps its fora relevant and meaningful

The success and relevance of MedaWeek relies on its dynamic agenda, especially tailored to create an environment for open and constructive dialogues, where participants are stimulated and, together, join forces among them in order to share new ideas and implement solutions.

North-South cooperation focus

Encourage participants to do business with each other

Broad business horizons for the region

Identification profitable market segments

Encouraging practical, innovative solutions and policies

It’s the real hub, bringing together all the actors, whether we are talking public, private; we’re talking multipliers, chamber, federations and associations

Alaa Ezz
Secretary general of the Federation of Egyptian Chambers of Commerce (FEDCDC)
New trending

Over the years, MedaWeek has worked to address some of the most crucial dilemmas of our time: from environment and climate change, to macro-economic stabilization, to inclusive growth and women entrepreneurs’ empowerment. MedaWeek builds its programmes around these global issues, in order to, jointly, find fresh solutions and potential opportunities.

By thoroughly tackling every major theme and topic tackled, we encourage all attendees to take advantage of the vast array of knowledge our participants bring to MedaWeek.

In parallel to the event’s fora, and together with the collaboration of tens of regional and international organizations and associations, MedaWeek holds every year various economic and sectorial events such as: specific workshops, Euro-Mediterranean projects’ presentations, general assemblies, etc.

MedaWeek is an expert driven peer-designed event curated by economic leader’s senior-most executives.
Building a diverse partnership network

ASCAME, together with other prestigious institutions has launched relevant projects and pioneering initiatives in the framework of MedaWeek.

- 20+20 Declaration
- Launch of support programs addressed to Mediterranean young’s and women entrepreneurs
- Call for a better economic integration for the Maghreb region
- Proposal of a Strategic Business Intelligence Plan of the region
- Proposal of a Mediterranean Tourism Agency and a Mediterranean Brand
- Proposal of an Erasmus Program for the Mediterranean companies
- Creation of the new ‘Miquel Valls Award’ in recognition of Mediterranean startups created by young women
KEY MILESTONES TO 13 YEARS
Launch of MedaWeek:
A unique platform for the
Mediterranean private sector

A promising start to this
edition’s MedaWeek is
underlined by significant
institutional support

Mediterranean Women
Forum: Supporting
Mediterranean women
businesses and entrepreneurs

ACSME Declaration:
Involving the region’s
business community in
areas of socioeconomic
development

International organizations
and hundreds of businessmen
came together to explore
economic plans and
opportunities for cooperation
with Arab countries, following
the so-called Arab Spring

Islamic Finance Forum:
Achieving international
recognition

2007
2008
2009
2010
2011
2012
2013
The first ‘Mediterranean Innovation Forum’ takes place, focusing on digital technology, start-ups, entrepreneurship and online finance.

Over a hundred Mediterranean Women Business Leaders and entrepreneurs gather in Barcelona to promote gender equality.

10th Anniversary MedaWeek: Fresh challenges fill the horizon with the aim of involving private sector in the formulation and implementation of a strong regional economic integration.

Green economy’s promising future potential paves the way for the launch of the I Mediterranean Solar Forum.

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13 years in the news

MedaWeek offers three full days of exclusive media contents and talks from top business leaders around the region and worldwide.

Media coverage:
Sponsorship and Partnership

We would like to thank our sponsors and partners. Their insight and support has contributed towards making the MedaWeek the largest and most influential economic hub in the Mediterranean region.

Prominent Sponsors:

Prominent Partners:
Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry