

M E D A W E E K

**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.



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

Ahmed M. El Wakil
President of ASCAME



... to future

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



19,000+
Attendees



35+
Thematic fora
650+
Sessions



2,010+
Prominent
speakers

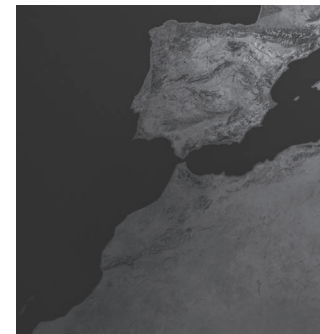


70+
International
and regional
partners

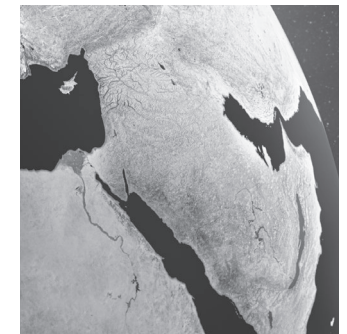
Over 80
Media from
Mediterranean
Countries



Prominent
Global
Sponsors



50+
Countries



600+
Mediterranean
Organizations
congresses



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.



▶ **Najoua Attia**
President for the Commission
of Women Entrepreneurs
of ASCAME



▶ **Pasqual Maragall**
Former President of the
Generalitat of Catalonia



▶ **Taleb Rifai**
Former Secretary General
of UNWTO

Ahmed El Wakil
President of ASCAME



Kishore Rao
Former Head of UNESCO's
World Heritage Centre



**Ajuntament
de Barcelona**





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.

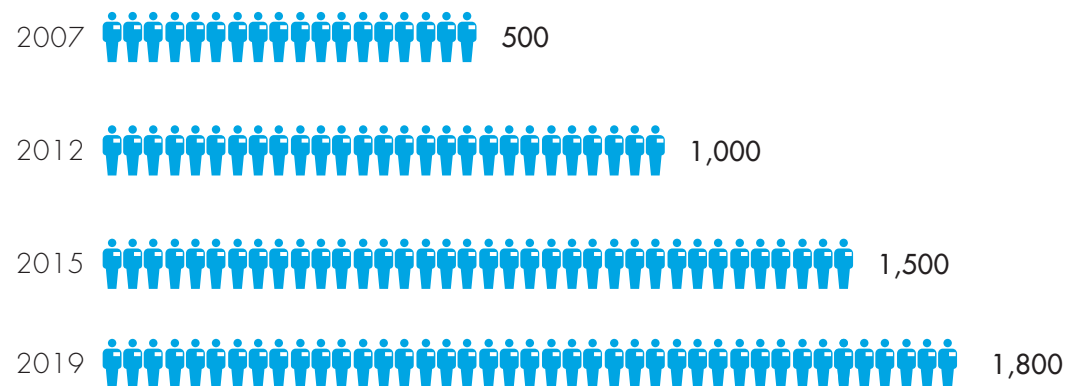
A benchmark event for public and private decision-makers in the region

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



1.	2.	3.
4.	5.	6.

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

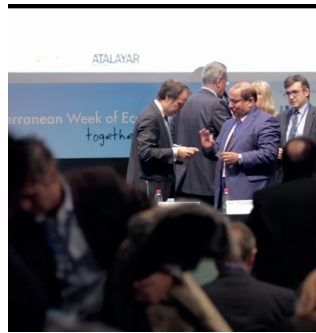
A unique platform for reflection

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.



Visibility
platform



Direct
relationship
with economy
and industry
leaders



Access to
regional and
international
Media

A meeting
by and for the
regional
private sector

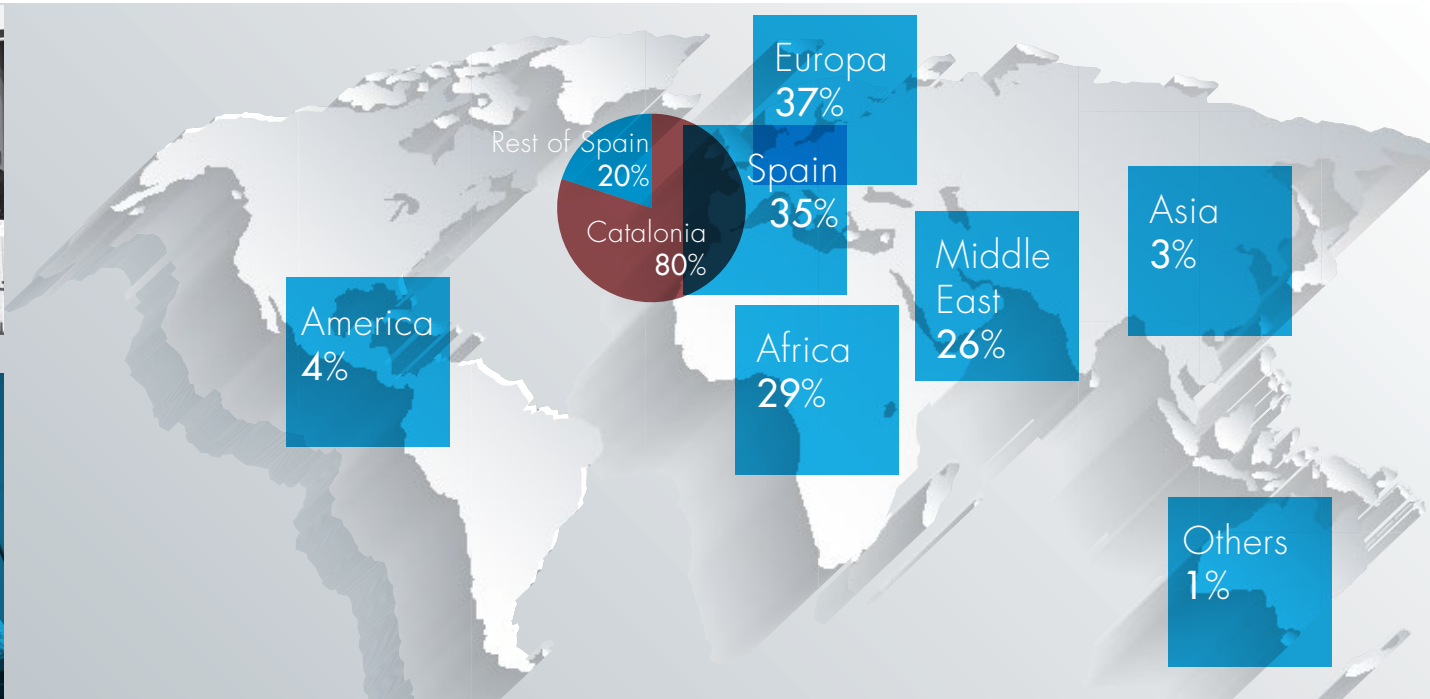


Business
opportunities



Participants

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



“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)



Encouraging
practical, innovative
solutions and
policies

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.



MedaWeek is an expert driven peer-designed event curated by economic leader's senior-most executives

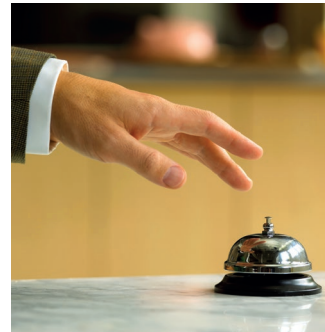
By thoroughly tackling every major theme and topic tackled, we encourage all attendees to take advantage of the vast array of knowledge our participants bring to MedaWeek.

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.

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 the Mediterranean Hotels Association



Proposal of an Erasmus Program for the Mediterranean companies

Launch of support programs addressed to Mediterranean young's and women entrepreneurs



Call for a better economic integration for the Maghreb region



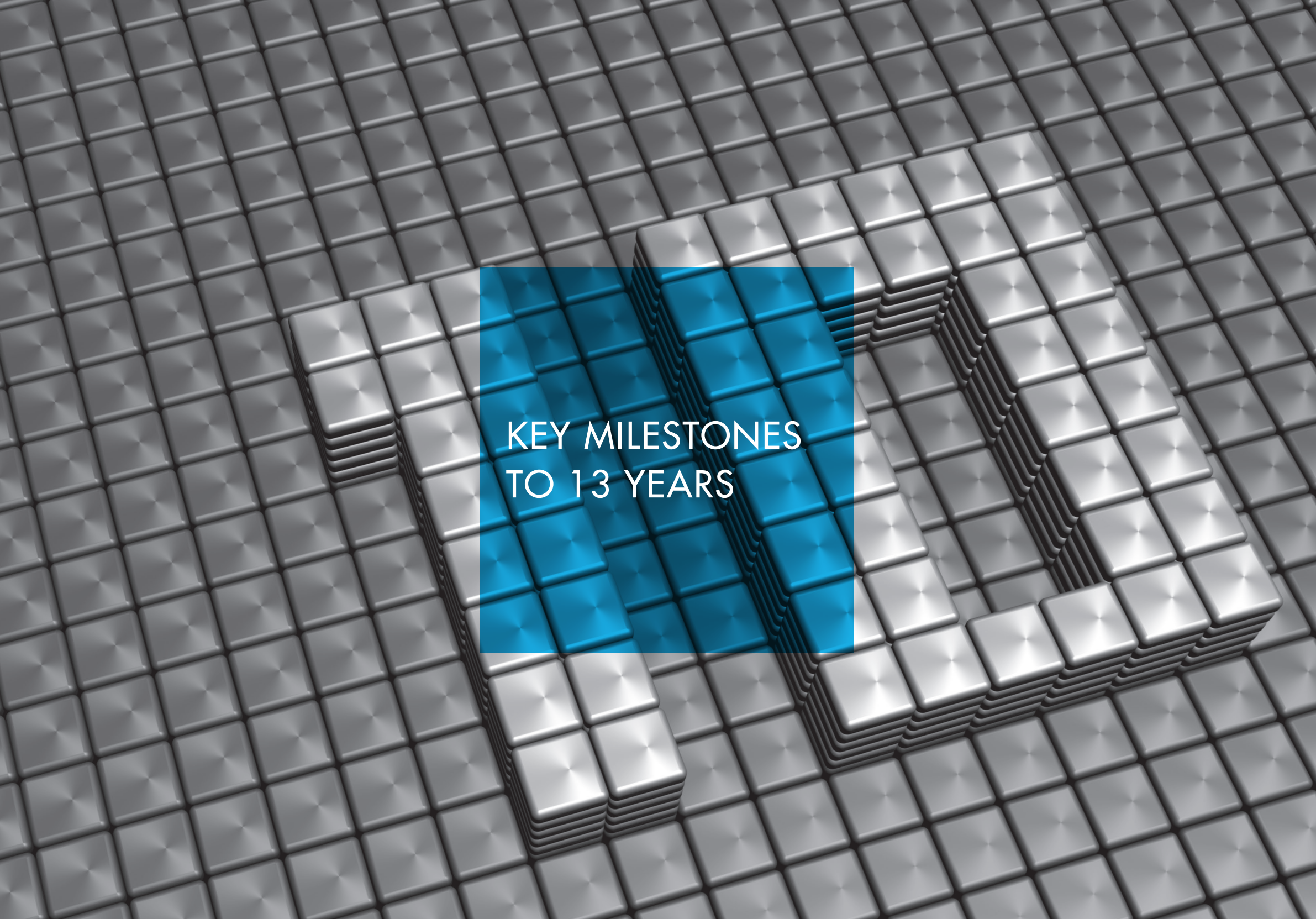
Proposal of a Mediterranean Tourism Agency and a Mediterranean Brand



Proposal of a Strategic Business Intelligence Plan of the region



Creation of the new
'Miquel Valls Award'
in recognition of
Mediterranean
startups created by
young women

The background of the image is a dense, 3D grid of metallic, square cubes. The cubes are arranged in a perspective that recedes into the distance. A central portion of the grid is highlighted in a vibrant blue color, while the rest of the cubes are a metallic silver-grey. The blue area is roughly rectangular and contains the text.

KEY MILESTONES TO 13 YEARS

Launch of MedaWeek:
A unique platform for the
Mediterranean private
sector



2007

I Mediterranean Women
Forum: Supporting
Mediterranean women
businesses and entrepreneurs



2008

ASCAME Declaration:
Involving the region's
business community in
areas of socioeconomic
development



2011

I Islamic Finance Forum:
Achieving international
recognition



2013

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



Gaining momentum:
MedaWeek receives
substantial business
presence from the North
Africa region, a regional
strategic economic area



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



2012

20+20 Declaration:
A new impetus to the
Euro-Mediterranean
Partnership through
the private sector.



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



The traditional 'North Africa
Business Development Forum'
becomes the 'New Africa
Business Development
Forum', opening up new
horizons: the entire African
Continent.



2014

2015

2016

2017

2018

2019

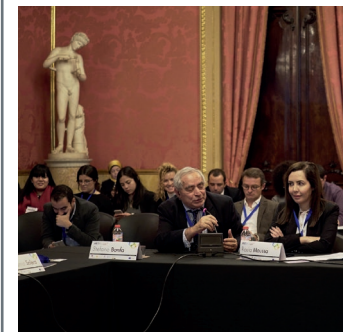
Green economy's promising
future potential paves
the way for the launch of
the I Mediterranean Solar
Forum



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



The first 'Mediterranean
Innovation Forum' takes place
focudes on digital technology,
start-ups, entrepreneurship
and online finance.



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
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط

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