



To Entrepreneurs, Researchers and Economic Development Actors

The development of Euro-Mediterranean trade and innovation flows in the agri-food, fine and green chemical sectors is at the top of the European agenda. The ReaMed Forum, supported by the PACA Region, aims to:

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

FORUM

ReaMed

European regulations, soon
Mediterranean: an opportunity
for the markets and research

30-31 March 2015
Villa Méditerranée - Marseille

Monday 30 March 2015 - Morning Plenary Session

- **9:00-9:30 - Welcome of the participants**

- **9:30-11:30 - Impacts of EU regulations**

- Representative of the Provence-Alpes-Côte d'Azur Region: Welcome address
- Guy Guistini President, Ader Méditerranée: Opening speech
- José Elguero, Member of the Royal Academy of Sciences, Member of the National Academy of Pharmacy (Spain)
- Tarak Cherif, President, Confédération des entreprises citoyennes - CONECT (Tunisia)
- Pierre Michiel, Director, Ader Méditerranée: Impact of REACH on imports and research
- French Directorate General for Food (DGAL): Impact of European food regulations on imports and research

Moderator: Emmanuel Noutary, General Delegate, ANIMA Investment Network

- **11:30-11:45 - Coffee-break**

- **11:45-13:00 - State of international trade and research between Europe and the Mediterranean**

- Association of the Mediterranean Chambers of Commerce and Industry (ASCAME): State of international trade
- Institut de Recherche pour le Développement (IRD): State of cooperation in research
- Frédéric Fotiadu, Director, École Centrale Marseille: Contribution of École Centrale Marseille to development and research in chemical processes

Moderator: Emmanuel Noutary, General Delegate, ANIMA Investment Network

- **13:00-14:30: Lunch break**

Topics

Impacts of REACH, Cosmetics
and Food Regulations

State of international trade
and research between
Europe and the Mediterranean

Monday 30 March 2015 - Afternoon

Forward-thinking workshop

Participants have the option of moving from one workshop to another

- **14:30-17:00 - Workshop “Green Chemicals & Cosmetics” (in French only)**
 - Jean Luc Parrain, Research Director, CNRS: Research on Green Chemicals
 - Fabrice Colin, Research Director, IRD : New standards for CO2, the wealth of waste
 - Frédéric Guittard, Professor, Aix-Marseille University: Examples of green chemical alternatives - Formulation of fluorinated products
 - Stéphanie Allard, President, "Flower of Life" Association: Food and cosmetic experience – The Moringa “Tree of Life”
 - Jean Claude Gianotta, Director, CARMA-AREP Center: Eco-design in the field of materials
 - Alexandre Buiguez, Ader Méditerranée: Presentation of prototypes developed at Ader pilot plant
 - Pierrette Guichardon, École Centrale Marseille: Disruptive technology for green chemical processes
 - Presentations by entrepreneurs, project promoters and industrialists of the "Diamed" project

Moderator: Alexandre Buiguez, Ader Méditerranée

Topics

Green chemicals

Materials

Cosmetics

Microreactors

Economic Development

Research & Development

Monday 30 March 2015 - Afternoon

Forward-thinking workshop

Participants have the option of moving from one workshop to another

- **14:30-17:00 - Workshop "Dairy Chain"**
- Selma Tozanli, Lecturer, Mediterranean Agronomic Institute of Montpellier (CIHEAM-IAMM)
- Dimitri Goussios, Research professor, Director of the Laboratory of Rural Space, University of Thessaly (UTH)
- Morsi El Soda, Professor Emeritus, Faculty of Agriculture, University of Alexandria
- Dominique Chambon, President, French Council of Dairy Designation of Origin bodies (CNAOL)
- Sara El Gazzar, Head of the Logistics and International Trade Department, College of International Transport and Logistics of the Arab Academy for Science and Technology (CITL-AAST)
- Expert from INRA or CIRAD

Moderator: Jeanne Lapujade, ANIMA Investment Network

Topics

How to integrate the specificities
linked to local resources and
traditional know-how
in the implementation
of European regulations?

Tuesday 31 March 2015 - Morning

Training and support workshops

Participants have the option of moving from one workshop to another

- **9:15-11:45 - Workshop "Green Chemicals & Cosmetics" (in French only)**
 - Philippe Piccerelle, Professor, Faculty of Pharmacy: Possible developments in cosmetics and pharmacy in the Mediterranean
 - Jean Claude Hubaud, President, Pole Provence Cosmetics: Operational solutions for cosmetics, including those using sunscreens
 - Sébastien Morel, F.D.S.C company: Reminder of regulatory obligations in the field of Safety Data Sheets
 - Nelson Ibaseta, Researcher, Ecole Centrale Marseille: New microfluidic device for encapsulation

Moderator: Pierre Michiel, Ader Méditerranée

- **9:15-11:45 - Workshop "Dairy Chain"**
 - Reminder of the regulations applicable to dairy products by the French Directorate General for Food (DGAL)
 - Presentation of international development projects by entrepreneurs of the dairy sector
 - Advice and support by the French Directorate General for Food and the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)

Moderator : Jeanne Lapujade, ANIMA Investment Network

- **11:45-12:15 - Concluding remarks and closing of the forum**
- **12h30 : Luncheon cocktail**

Topics

EU Regulations
Green Chemicals
Cosmetics
Dairy Chain
Economic Development
Research & Development