Who we are

The Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) is the main representative of the Mediterranean private sector. It brings together more than 300 Chambers of Commerce and Industry and other similar entities from 23 Mediterranean countries, 250 cities and 3 continents. All in all, more than 100 million companies around the Mediterranean region are represented by ASCAME.

ASCAME is the voice of the Mediterranean Chambers of Commerce and other similar members helping to protect and defend their interests against major regional, institutional and economic actors and entities. It represents powerful advocacy for the business interests of the Mediterranean Chambers of Commerce and companies working closely with policymakers, stakeholders and opinion leaders. Through ASCAME, the members of the Association influence and participate in the key issues that drive and condition development and growth, offering a clear perspective focused on the Mediterranean region.

Using this report

The ASCAME 2019 Annual Report begins with a message from the President of the Association, which is followed by more in-depth information about ASCAME’s main activity areas over the past 12 months.

Find out more

www.ascame.org
secretariat@ascame.org
ASCAME’s highlights from 2019

Note of the President
Mr. Ahmed M. El Wakil

Barcelona, Spain

1st Mediterranean Real Estate Forum

Barcelona, Spain

MedaLogistics Summit

Barcelona, Spain

13th MedaWeek Barcelona (Mediterranean Week of Economic Leaders)

Barcelona, Spain

8th Mediterranean Tourism Forum (MediTour)

Alexandria, Egypt
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Dear members, partners and friends of ASCAME,

Another year has passed and I am very proud to introduce to you the ASCAME 2019 Activity Report, which provides a detailed outline of the main activities and achievements of our Association during 2019.

2019 was a significant year for ASCAME. A large variety of activities were pursued in application and development of the **ASCAME 2018-2022 Strategic Plan**. Over the last 12 months, our Association has carried out tireless work focused on the most relevant aspects of the region’s economic development and the current challenges facing the Mediterranean: an interconnected region, a crossroad between very distinct cultures, religions and traditions.

One of the highlights of the year was the outstanding success of ASCAME and its network within the **international projects cooperation field**, as they were involved in more than half of the ENI CBC MED 2014-2020 strategic projects approved. This has been translated into a remarkable presence of the Mediterranean private sector in a broad range of development projects, which will be implemented in our region in the coming years.

2019 was also an important year for the **institutional activity** of our Association. ASCAME carried on strengthening ties with international and regional entities,
whilst consolidating its position as the main representative of the Mediterranean private sector. Our Association continued to be extensively involved and engaged in collaborating with regional and international companies on many events and activities. We concluded several new cooperation agreements with international organisations positively, which will allow the Association to extend its horizons and projects towards other regions like Africa and Latin America, intensify its presence within key Mediterranean areas and enrich the services it offers to its members.

2019 also saw a large number of exciting ASCAME events held throughout the Mediterranean. Some of them were ASCAME’s most characteristic and consolidated events, such as MedaWeek Barcelona, MedaLogistics Summit, MedaFinance, MediTour etc., but there were also new events, such as the Mediterranean Real Estate Forum, as ASCAME is constantly seeking to respond to the changing needs in the region.

ASCAME’S membership network continued to grow in 2019, with the adhesion of new members from Jordan, Spain, Italy and Greece. In this regard, 2019 was once more be dominated by ASCAME’s efforts to concentrate its resources on serving its members, supporting their needs and understanding their challenging realities, with the aim of offering a better service to our network.

To sum up, during 2019, ASCAME made truly impactful steps towards the integration of the Euro-Mediterranean private sector and economic growth of the region. Together we have the power to impact the economic development of Mediterranean countries and also bring positive changes across the region.

For the months and years ahead, the mission of ASCAME continues to be stronger than ever. I am very grateful to have been elected to conduct a second mandate at the head of ASCAME. I will dedicate my efforts to improve our Association, listen to our members and contribute to the economic development of the region in a significant manner.

2020 will be a very interesting year, marked by the 25th anniversary of the Barcelona Process, a milestone agreement that redefined the Euro-Mediterranean relations. With the aim of uniting all the key players of the Mediterranean private sector and contribute to the economic development of the area, while working for the participation and presence of the Mediterranean private sector in all key decisions affecting our region, I invite you to join us and be a part of this ambitious change.
Numerous key sectorial events and initiatives opening a debate on more than 30 relevant topics addressed to answer the main priorities for regional development.

More than 4,700 attendees, most of them business and SMEs representatives.

Hundreds of B2B meeting events organised or co-organised across the Mediterranean by ASCAME and its Network to promote businesses in the region.

Participation in a large number Euro-Mediterranean high-level institutional meetings and thematic conferences as main representatives of the Mediterranean private sector.

More than 600 prominent speakers and hundreds of decision makers from across the Mediterranean.

Dozens of meetings of cooperation projects and initiatives in line with the UN Sustainable Development Goals.
3.1. STATUTORY MEETINGS

Executive Committee

Within the framework of the 13th Mediterranean Week of Economic Leaders (MedaWeek Barcelona 2019), ASCAME held its Executive Committee. During the meeting, the current situation, opportunities and challenges faced by the Association were analysed and many members presented their applications to organise future ASCAME events.

Besides this, the meeting was an occasion to highlight different aspects of the internal life of the Association and relevant decisions concerning the renewal of the ASCAME statutory bodies and working commissions chairs. The approval of new membership requests were also taken.
XXV General Assembly

Within the framework of the 13th Mediterranean Week of Economic Leaders (MedaWeek Barcelona 2019), a large number of ASCAME members from all three continents gathered and agreed on the renewal of President Ahmed M. El Wakil for a second mandate. In addition, the General Assembly ratified the decisions of the Executive Committee, concerning the renewal of the ASCAME statutory bodies, working commissions chairs and adhesion of new members.

On the initiative of the President of ASCAME, the members of the Association also approved the creation of the Miquel Valls Awards, in memory of Miquel Valls, former President of the Barcelona Chamber of Commerce and Vice-President of ASCAME. The Award will acknowledge the best start ups created and led by young business women from any Mediterranean country which has become a benchmark of success, but also the best joint venture initiative that bridges the north and the south, promoting development and encouraging trade in the Mediterranean region.

3.2. WORKING COMMISSIONS MEETINGS

Tourism Working Commission

The ASCAME Tourism Working Commission held a meeting within the framework of the 8th Mediterranean Tourism Forum (MediTour), which took place in Alexandria, Egypt, in July 2019. During the meeting of the Commission, chaired by the Malaga Chamber of Commerce, many relevant issues related to the Mediterranean tourism sector were discussed, such as, the need
for regional cooperation, sustainability, eco-tourism, shopping tourism and funding and finance opportunities for Tourism SMEs through technical assistance.

**Transports and Logistics Working Commission**

The ASCAME Transports and Logistics Working Commission, chaired by the Croatian Chamber of Economy - Rijeka County Chamber, held a meeting within the framework of MedaWeek Barcelona 2019.

The meeting was the occasion to analyse the ASCAME 2018-2022 Strategic Plan lines concerning the transports and logistics sector and open a debate discussing and drafting future actions for the commission. Moreover, the railway and port infrastructures on the Mediterranean TEN-T corridor in Croatia was presented and the current situation in several countries such as, Greece, Tunisia, Morocco and Egypt was discussed.

### 3.3. MEMORANDA OF UNDERSTANDING

**World Business Angels Investment Forum (WBAF)**

ASCAME and the World Business Angels Investment Forum (WBAF), signed a Memorandum of Understanding within the framework of the World Business Angels Investment Forum held in Istanbul in February 2019. The objective of this MoU is to join forces to favor the economic development of the Mediter-
ranean start-ups, Scale-ups, entrepreneurs and SMEs, that are working for a more favorable funding environment and to establish a durable mechanism of dialogue and participation in joint activities, such as, forums, initiatives, events, programs, projects and the exchange of experiences.

Hence, the importance of the agreement signed between ASCAME and WBAF, which seeks to connect angel investors and private equity funds with Mediterranean entrepreneurs in order to facilitate the access to financing and to boost innovation.

**Union of African Chambers of Commerce, Industry, Agriculture and Professions (UACCIAP)**

ASCAME and the Union of African Chambers of Commerce, Industry, Agriculture and Professions (UACCIAP) signed a Memorandum of Understanding within the framework of the 4th Egypt Investment Forum, which took place in March 2019 in Cairo, Egypt. The institutions recognised their shared commitment to create more opportunities in trade and investment for their member businesses at international level and to further deepen the economic and trade relations between the Mediterranean and African regions.

By means of this cooperation agreement, ASCAME is setting up a bridge between the Mediterranean and Sub-Saharan African countries, thus becoming the African Mediterranean countries in northern Africa such as, Morocco, Tuni-
sia, Algeria or Egypt, among others, a strategic gateway to reach the markets on the rest of the continent.

**Franchise Association for the Middle East-MENA Centre for Investment**

ASCAME and the Franchise Association for the Middle East-MENA Centre for Investment, signed a Memorandum of Understanding in February 2019, agreeing to pool their in-house resources in order to conduct complementary services to their members. Besides other initiatives, both organisations will cooperate by presenting joint proposals to bilateral and multilateral donors, as well as offer collective services to national and regional actors.

This agreement will be an instrument for the promotion of the franchisees, outside and beyond their capability to market their enterprise internationally. It will serve to act as a guarantor of regional authenticity and quality for products and services (ex. food products, restaurants, concept cafes, textiles, pottery, etc.), and also to provide a unique opportunity to make use of the extremely positive international perception of the Mediterranean way-of-life to support Mediterranean citizens.

**UNIDO Investment and Technology Promotion Office**

ASCAME and the United Nations Industrial Development Organisation (UNIDO)-Investment and Technology Promotion Office (ITPO) in the Kingdom of Bahrain,
through its Arab International Centre for Entrepreneurship and Investment, signed in February 2019, agreed on finding partnership possibilities in order to carry out a close cooperation to reinforce the role of key actors, such as women and young people through vocational training and entrepreneurship education. For both organisations, those elements remain essential, as they could facilitate the access to work for young people and women and, thus foster a more inclusive economic development in the Mediterranean region, in line with the Sustainable Development Goals.

**Centre for Transportation Studies for the Western Mediterranean (CETMO)**

ASCAME and the Centre for Transportation Studies for the Western Mediterranean (CETMO) signed a Memorandum of Understanding within the framework of the 17th Mediterranean Transports and Logistics Summit, held in Barcelona in June 2019. The main objective of this protocol is the promotion of ports and the logistics sector in the Mediterranean, as well as fostering initiatives from the private sector in the region in order to establish a stable, sustainable and long-lasting economic growth. Both parties agreed on joining synergies to promote Euro-Mediterranean cooperation in the transport and logistics sectors, carrying out a close collaboration on special sectorial events and working together for transport development in the region.

Signature of the Memorandum of Understanding between ASCAME and CETMO
Federation of National Freight Forwarders and International Logistics Operators Associations of Latin America and the Caribbean (ALACAT)

ASCAME and the Federation of National Freight Forwarders and International Logistics Operators Associations of Latin America and the Caribbean (ALACAT), signed a Memorandum of Understanding within the framework of SIL Barcelona 2019, in order to facilitate trade activities between the Mediterranean and companies from Latin America and the Caribbean from the logistics and transport sector.

This agreement also foresees the development of a strong institutional relationship between ASCAME and ALACAT, with the aim of carrying out common initiatives, forums, projects and actions to enhance the co-operation between the Mediterranean and the Latin American logistics and transport sector.

Signature of the Memorandum of Understanding between ASCAME and ALACAT
**Mediterranean Ports Association (MEDPorts)**

ASCAME and the Mediterranean Ports Association (MEDPorts) signed a Memorandum of Understanding within the framework of the 17th Mediterranean Transports and Logistics Summit held in Barcelona in June 2019. The aim of the agreement is to create synergies and promote cooperation between ports, terminals and free zones in the Mediterranean, as well as strengthening collaboration with Chambers of Commerce, as representatives of the private sector. The agreement also advocates for the promotion and joint participation in sectoral events and European projects of interest aimed at improving competitiveness.

**International Real Estate Federation (FIABCI)**

ASCAME and the International Real Estate Federation (FIABCI) signed a Memorandum of Understanding within the framework of the 1st Mediterranean Real Estate Forum held in Barcelona in October 2019, with the objective of promoting
the Real Estate sector in the Mediterranean. Among a variety of common actions, both organisations will cooperate to encourage and facilitate real estate initiatives addressed to enhance “Social Housing”, affordable housing and green buildings in the Mediterranean.

Habitat World

ASCAME and Habitat World signed a Memorandum of Understanding within the framework of MedaWeek Barcelona 2019 (the Mediterranean Week of Economic Leaders). Both organisations agreed on co-operating on initiatives that foster education by encouraging sustainable economic development for youth and female entrepreneurs and plans that provide economic and social stability and prosperity, whilst working to improve the Euro-Mediterranean relationship across the Mediterranean region.

Global Citizenship Education Fund (GCEF)

ASCAME and the Global Citizenship Education Fund (GCEF) signed a Memorandum of Understanding within the framework of MedaWeek Barcelona 2019. The organisations will cooperate on several initiatives, which aim to prepare young people to engage completely and responsibly in their professional and social endeavours to guarantee a healthy and prosperous social and economic growth.
that nourishes the Mediterranean region and renders benefits in terms of citizenship education, young people, and female entrepreneurs.

### 3.4. INSTITUTIONAL MEETINGS

**Meetings with ASCAME members**

Throughout the year, the ASCAME General Secretariat and the Presidency Office have met on a regular basis with its members with the aim of discussing different matters concerning their main needs, new ways of cooperation and opportunities, next events and activities, upcoming calls for European projects, and the execution of the ASCAME 2018-2022 Strategic Plan.

ASCAME had the pleasure to hold meetings with the following members in 2019: Chamber of Commerce and Industry of Sfax, Chamber of Commerce, Industry and Services of the Fes Meknes region, Croatian Chamber of Economy - Rijeka County Chamber, Alexandria Chamber of Commerce, Chamber of Commerce, Industry and Agriculture of Beirut & Mount Lebanon, Piraeus Chamber of Commerce and Industry, Federation of Chambers of Commerce, Industry and Agriculture of Lebanon, Chamber of Commerce, Industry and Services of the Rabat region, and the Spanish-Algerian Circle of Trade (CCIAE), among many others.
Institutional Activities

ASCAME activity report 2019

Meeting with the Sfax Chamber of Commerce

Meeting with the Chamber of Commerce of the Rabat region

Meeting with the Piraeus Chamber of Commerce and Industry
Moreover, the President of ASCAME also visited the ASCAME General Secretariat headquarters in Barcelona to work together with the General Secretariat team on several aspects for the execution of the ASCAME 2018-2022 Strategic Plan, mainly focusing on ASCAME members and also finding new ways to support the network.

**Meeting with FEPIME and AFAEMME**

The ASCAME General Secretariat met with the Federation of Small and Medium Enterprises of Catalonia (FEPIME) and the Association of Organisations of Mediterranean Businesswomen (AFAEMME) in Barcelona in January 2019. Ms. Maria
Helena de Felipe, President of FEPIME, AFAEMME and member of the Board of the European Economic and Social Committee (EESC) Employers Group, received the General Coordinator of ASCAME, Mr. Anwar Zibaoui to explore ways to collaborate with ASCAME in the Mediterranean region.

**Meeting with the President of the European Economic and Social Committee (EESC)**

Within the framework of the Euromed Summit of Economic and Social Councils and Similar Institutions, held in Barcelona in October 2019, the President of ASCAME met with the President of the European Economic and Social Committee, Mr. Luca Jahier, to strengthen ties between the two organisations. One of the conclusions of the meeting was to work together to involve the Mediterranean private sector, through the Chambers of Commerce, in launching joint projects concerning the Euro-Mediterranean private sector to fight against climate change and encourage the implementation of the 2030 Agenda for sustainable development.
Meeting with the newly elected President of the Barcelona Chamber of Commerce

The President of ASCAME met the newly elected President of the Barcelona Chamber of Commerce, Mr. Joan Canadell, last October in Barcelona. The strategic partnership with the Barcelona Chamber of Commerce, holder of the ASCAME General Secretariat and ASCAME was analysed and Mr. Canadell expressed the commitment of the Barcelona Chamber with ASCAME and the whole Mediterranean region during its mandate.

Meeting with the Barcelona Free Zone Consortium (CZFB) and Mercabarna

The President of ASCAME together with an Egyptian delegation formed by H.E. Mr. Aly El Moselhi, the Egyptian Minister for Internal Trade and Supply, and representatives of the Alexandria Chamber of Commerce and the Egyptian Feder-
Institutional Activities ASCAME activity report 2019

The Egyptian delegation met with the Barcelona Free Zona Consortium (CZFB) in November 2019. The meeting was the perfect occasion to present the Barcelona Free Zone and its wide variety of activities and to analyse future partnerships with the Egyptian private sector and government.

The Egyptian delegation also met with Mercabarna, the Barcelona wholesales market, where they visited the institution premises and learnt more about its activity.

3.5. PARTICIPATION IN WORKSHOPS AND CONFERENCES

UfM Workshop on Informal Business Integration

ASCAME participated in the Workshop on Informal Business Integration organised by the Union for the Mediterranean in March 2019. During the workshop, views and experience, best practices, lessons and recommendations on how to tackle the transition to formal economy were presented. ASCAME, as representative of the Mediterranean private sector, shared its perspective and encouraged the stakeholders to work together to find common solutions to this challenge.
**Mediterranean Heritage of Humanity Prize**

Within the framework of the ‘Nautic 315’ event, which took place in Alghero (Italy) in May 2019, the Chamber of Commerce and Industry of Sassari and Habitat World organised the International Prize ‘Mediterranean Heritage of Humanity’. The objective of this prize was to award the best projects aimed at protecting and enhancing the historical, archaeological, landscape, environmental, artistic and cultural heritage of the Mediterranean.

ASCAME was represented by its Vice-President on behalf of Italy, Mr. Emanuele Garzia, who had the chance to introduce ASCAME and its commitment to the Mediterranean.

**UfM Conference ‘Climate and Environment in the Mediterranean region, our common challenge’**

ASCAME participated in the Conference ‘Climate and Environment in the Mediterranean region, our common challenge’ held within the framework of the 4th Union for the Mediterranean Regional Forum in October 2019. During the event, the main conclusions of the first-ever comprehensive scientific report on the impact of climate and environmental change in the Mediterranean region, issued by a network of over 80 scientists from across the Euro-Mediterranean area named...
MedECC – Mediterranean Experts on Climate and Environmental Change, were presented. Furthermore, alarming conclusions on climate change in the Mediterranean were also presented, which called for immediate action from all stakeholders but also citizens.

**Euro-Mediterranean Summit of Economic and Social Councils and Similar Institutions**

ASCAME participated in the EuroMed Summit in October 2019. This event brought together dozens of participants from a range of economic and social councils, or similar institutions, along with representatives of employers, trade unions, other economic and social interests groups and NGOs from countries which are members of the Union for the Mediterranean.
The event addressed the challenges that the Mediterranean faces and the role that civil society can play to cope with them. The President of ASCAME, as representative of the Mediterranean private sector, outlined the challenges and opportunities of the digital revolution in the Mediterranean region and encouraged the Mediterranean stakeholders to work together to adapt to this revolution and take advantage of its opportunities.
4.1. ASCAME EVENTS

In line with ASCAME’s structure, ASCAME Events reflect what the Organisation stands for. To date, this translates into over 15 years of regional flagship events – including ASCAME-branded events, as well as co-organised ones – with an average attendance of 1000+ participants per edition. As such, ASCAME Events have become iconic high-level conventions.

ASCAME depends largely on its network. With more than 300 National and Regional Chambers, dozens of strategic and institutional partners, and strong alliances with leading political and economic entities in the region, ASCAME enjoys a solid base for producing quality events.

MedaLogistics Summit 2019 (Mediterranean Logistics & Transport Summit)

The MedaLogistics Summit, Mediterranean Logistics & Transport Summit, was held in Barcelona on the 26 and 27 June 2019, in the framework of the Logistics, Transport, Intralogistics and Supply Chain leading congress in Southern Europe (SIL 2019). A meeting point where the Association of Chambers of Commerce and Industry of the Mediterranean (ASCAME) and the Consorci de la Zona Franca de Barcelona, with the support of the Chamber of Commerce of Barcelona, collaborated to create a platform to discuss current topics on Logistics & Transport in order to prepare these sectors to the changes that the Mediterranean is currently facing and will face in the coming years.
The Mediterranean Summit of Logistics, Transport and Ports 2019 included the 17th edition of the Meda Logistics & Transport Forum and the 12th edition of the Meda Ports & Shipping Summit. Two meetings that were essential for the main transport and logistics agents and had the aim to conduct an analysis of the sector’s situation at a regional level, establish the challenges, opportunities and business niches thereof, and serve as a contact platform for representatives of organisations, international and regional associations, businessmen and future investors and partners.

More than 250 people from 40 countries attended the forums held on both days. The MedaLogistics Summit agenda contained 8 sessions and 32 high profile speakers. Among the top speakers present were several ministerial delegations from Southern Mediterranean countries, including Morocco and Tunisia, public officials such as, the former Minister of transport of Jordan, Jamil Mujahed, the former President of the General Authority for the economic area of the Suez Canal, Ahmed Darwish and the former General Director of the maritime authority of Denmark, Birgit Solling Olsen. Many outstanding representatives of multilateral and international agencies and the private sector were also among the speakers, for example...
the President of the Association of Women Entrepreneurs of the Mediterranean (AFAEMME), Maria Helena de Felipe, the Secretary General of MedPorts, Philippe Guillaumet, or the Secretary General of the international airports Council (ACI), Ali Tounsi.

On the occasion of the MedaLogistics Summit, ASCAME signed three interregional cooperation agreements with MEDports, CETMO (Center for Transportation Studies for the Western Mediterranean) and ALACAT (Federation of National Freight Forwarders and International Logistics Operators Associations of Latin America and the Caribbean).

The MedaLogistics Summit ended with three main conclusions. On the one hand, the silk road is a key route for Mediterranean markets to continue to play a strategic role in the future growth of global economy, as the main element for the cooperation between Europe, Africa and China. On the other, the need for progressive incorporation of women into qualified positions and the necessity to have an adequately trained workforce to meet the demand for professional profiles. Last but not least, the importance of committing to sustainability and efficiency in transport was also highlighted.
ASCAME has been supporting this gathering for 17 years now and it is clear that the Mediterranean region is a safe bet by itself: a logistical hub that provides all the neighbouring countries and their chambers of commerce with potential opportunities in commercial transportation.

**Meda Real Estate 2019 (Mediterranean Real Estate Forum)**

The ‘**Mediterranean Real Estate Forum 2019: A look into the future**’ (Meda Real Estate 2019) was held on the 17 October 2019 in Barcelona in the framework of the **Barcelona Meeting Point (BMP2019)** and was organised by the Consorci de la Zona Franca de Barcelona, with the collaboration of the Barcelona Chamber of Commerce, ASCAME, FIABCI (International Real Estate Federation) and IHRA (International Hotel & Restaurant Association).

This first edition of the Forum was to highlight of the investment opportunities emerging from the economic diversification and liberalisation policies currently being pursued in the region. Growing demand for newly built homes, the development of infrastructure, the rise of the hospitality sector and the increase in tourism, among other factors, make the real estate sector one of the main economic engines of the Mediterranean.

The first edition of the Mediterranean Real Estate Forum was a statement on **ASCAME’s commitment to the real estate and urban industry** as a fundamental basis for economic development in the Mediterranean region, whose vision was to provide to this sector a platform for exchange and business cooperation on new initiatives, programs and project presentations.

Speakers of the Meda Real Estate Forum
The Forum was structured in two main plenary sessions: ‘Mediterranean Real Estate Markets Overview’ and ‘Investing in the Mediterranean Real Estate sector’. The Real Estate investment sessions were mainly focusing on opportunities in Europe, while the urban planning and infrastructure sessions focused on the EU and MENA countries. The event presented examples such as the Egypt New Capital City or the KSA-Vision 2030, and discussed the arising financial investment opportunities.

The real estate sector is one of the most important in the Mediterranean because of its role for the economy and its social impact, taking into account that the total population in the Mediterranean countries, especially those of the southern shore and the African continent, has doubled in recent years. A strong population growth that has been accompanied by a great challenge: an accelerated urbanisation.

Before the start of the forum, ASCAME and FIABCI (International Real Estate Federation), a worldwide business networking for all professionals associated with the real estate sector founded in Paris in 1951, signed a Memorandum of Understanding (MoU) in which they agreed to cooperate on the development of the Mediterranean real estate sector, to jointly promote “Social Housing” and support green building strategies for delivering a zero net energy home. The MoU also underlined the cooperation of both parties in projects and events, such as the Mediterranean Real Estate sector.

This event was the beginning of a long-lasting ASCAME engagement with the Mediterranean real estate sector, and its conferences concluded that the investors would have to adapt to the changes that are being brought by a young generation that advocates for sustainability and intelligent cities. This concerns particularly the Mediterranean region, as Africa, is the youngest continent on earth, and the new generations will come knocking for affordable, modern and sustainable housing.
MedaWeek Barcelona 2019 (Mediterranean Week of Economic Leaders) is organised every year in the Catalan capital, Barcelona. It is a regional economic meeting that serves as a key platform for positioning the private sector on the Mediterranean political and economic agendas. The MedaWeek Barcelona initiative was born through the launch of the first North Africa Business Development Forum and has grown to become a business hub, which gives an opportunity during three days to experts and professionals of SMEs, international, national and local companies and organisations from different Mediterranean countries to participate in conferences and debate on the existing opportunities in the different sectors of the region and elsewhere.

In 2019, MedaWeek Barcelona celebrated its 13th edition under the slogan ‘A new dawn for the Mediterranean’, in the emblematic Casa Llojta of Barcelona, on November 20, 21 and 22. Six forums (conferences) were set up at the rate of two forums per day, in which the regional, European and African perspectives on trade and economic relations between companies and entities present around the Mediterranean basin were debated. MedaWeek Barcelona 2019 attracted 1,280 participants; speakers, organisers and visitors combined.

Among these representatives, Joan Canadell (President of the Barcelona Chamber of Commerce), Ahmed M. El Wakil (President of ASCAME), Pere Navarro...
(President of the Consorci de la Zona Franca de Barcelona), Josep Ferré (Acting Director General, IEMED), Laia Bonet (Third Deputy Mayor, Barcelona City Council), Mª Helena de Felipe (President of AFAEMME), Saida Neghza (President of BusinessMed), AbdulHameed Aboumossa (Vice-President of CIBAFI), Abdelilah Belatik (Secretary General of CIBAFI), Josep Canals (Secretary General of Med-Cities), Houda Allal (Director General of OME), María Antonia Pérez León (Acting Director General for Self-Employment, Social Economy and CSR - Ministry of Labor, Migration and Social Security of the Spanish Government), Marta Felip (Secretary General for Affairs and Knowledge of the Government of Catalonia), Ali Al-said El-Moselhy (Minister of Supply and Internal Trade of the Government of Egypt) and Pere Aragonès (Vice-President and Minister of Economy and Finance of the Government of Catalonia).

The forums that took place during this edition of MedaWeek Barcelona are the following:
The New Africa Business Development Forum (16th edition)

The North Africa Business Development Forum (NABDF), renamed New Africa Business Development Forum for this 2019 edition, is one of the most emblematic forums of the Mediterranean Week of Economic Leaders and, by far, the oldest.

This edition was jointly organised by the European Institute of the Mediterranean (IEMed) and the Union of African Chambers. The Forum focused on the new challenges linked to the dynamism of African economies in the sectors of agri-food, renewable energies, logistics, tourism and applied technologies. Successful business models, as well as innovative development solutions, were exposed and developed to allow African companies to access best practices. In addition, the NABDF underlined the key role of the Maghreb as an influential actor and crossroads between Africa, the Mediterranean and Europe.

Speakers and participants of the NABDF Forum
The 5th edition of the Mediterranean Textile Forum (MediTex), co-organised by BUSINESSMED, was revisited from a new perspective and highlighted the common will of an ethical and environmentally friendly Mediterranean textile industry. This sector was particularly concerned by water and soil pollution due to the many chemicals used and the rejected production, which became polluting. This resulting pollution has been widely spread through the Mediterranean and strongly affected key sectors such as tourism or the food industry. This forum also presented the “Fourth Industrial Textile Revolution”, which proposed many innovative solutions from new technologies to make the Mediterranean textile sector a high-tech sector. These solutions included reducing pollutants and improving the rights and working conditions of textile workers. The Forum counted among its speakers young Mediterranean talents who presented their projects and their vision of sustainable textiles “Made in the Mediterranean”.

Speakers of the MediTex Forum
MedaWeek Barcelona is committed to promoting the United Nations Sustainable Development Goals in order to meet the challenges of the present and future world, particularly in terms of environment and prosperity in the Mediterranean region. With this aim, one of the main themes of this edition of MedaWeek Barcelona was sustainable development. Renewable energies and green energies were at the center of this **summit, which was divided into two forums**:

- The **9th MedacitiesForum** - Urban regeneration and circular economy in Mediterranean cities (co-organised by MedCities).

  The vital role that Mediterranean cities play in this process of sustainable development should not be underestimated, as the successful state of the economy manifests itself in the health and productivity of cities. Cities contribute between 50% and 80% to the GDP of the countries in the area. Therefore, the promotion of sustainable urban development that guarantees a better quality of life is another strategic pillar of regional economic growth. These key subjects were discussed during the ‘Mediterranean Cities Forum’.

- **4th Forum on Solar and Wind Energy in the Mediterranean** - Solar and wind potential of the Mediterranean region (co-organised by the Mediterranean Energy Observatory, in collaboration with the Polytechnic University of Catalonia).

Speakers and participants of the ECOMeda Sustainability Forum
The issue of climate change has become a priority in recent years for citizens, businesses and governments, whose policies and actions are increasingly focusing on sustainable development. In the case of the Mediterranean region, a green economy represents incalculable potential in terms of job creation, technological innovation and competitiveness. This vital subject was addressed in the ‘Forum on Solar and Wind Energy in the Mediterranean’.

**Mediterranean Islamic Finance Forum (5th edition)**

In this 5th edition, the Mediterranean Islamic Finance Forum, co-organised by CIBAFI (General Council for Islamic Banks and Financial Institutions), examined how Islamic Finance can be an opportunity for Mediterranean countries. The Forum provided a perfect networking platform for regulators, industry practitioners, business leaders and Sharia specialists so they could share their views and experiences and discuss the latest technologies established in the world of Islamic finance. It was a unique gathering in the city of Barcelona on finance and Islamic banking, with a direct focus on the Mediterranean region, in order to present this unique banking system to companies seeking alternative or complementary opportunities to the Western banking system.

Participants and speakers of the Mediterranean Islamic Finance Forum
Mediterranean Women Entrepreneurs Forum (11th edition)

The 2019 Forum on Mediterranean Women Entrepreneurs, organised within the framework of the EBSOMED Project with the collaboration of the Association of Organisations of Mediterranean Businesswomen (AFAEMME,) was an opportunity to bring together many influential businesswomen from the Mediterranean region and abroad to discuss topics essential to the development of female entrepreneurship in Mediterranean countries.

The theme of new technologies and innovation for women was particularly important, as it supports and improves the careers of young female professionals. This forum underlined the important role of women entrepreneurs in stimulating Mediterranean economies, as well as the need to fight against gender inequalities: a fight recognised by the 5th Sustainable Development Goal of the United Nations.
The 2nd Mediterranean Social Economy Forum offered the public an overview of the state of social economy in the Mediterranean region, while presenting the contribution of these companies and organisations in terms of entrepreneurship, creation and maintenance of employment, social cohesion, inclusive economic growth and sustainable development. Social economy is on the program of the socio-economic agenda of the Euro-Mediterranean partnership.

In addition to the Forums, MedaWeek Barcelona 2019 hosted a series of parallel activities:

**European Economic and Social Committee (EESC) Employers Group Meeting**

The Employers Group of European Economic and Social Committee (EESC) met within the framework of MedaWeek Barcelona to talk about sustainable development. During the main discussion, representatives from each of the three EESC groups shared their views on sustainability. The debate showed that, despite some differences in opinions...
on this issue between employers, workers and environmentalists, real common
grounds exist for cooperation. Some members of the employers’ group also par-
ticipated as speakers at the New Africa Business Development Forum, the ECOM-
eda Sustainability Summit, as well as the forum of women entrepreneurs in the
Mediterranean region.

**CIBAFI workshop**

This workshop gave an overview of the global Sukuk market (financial product
from Islamic finance) and its trends and statistics. It also covered the main Sha-
rria rules and regulations that govern the issue of Sukuk and examined the basic
structure of Sukuk used in the Islamic capital market, supported by various case
studies. The legal and sharia aspects within he context of Sukuk were discussed in
a more technical manner. A practical session was also held in order to develop the
skills of the participants to create their own innovative structure in Sukuk.

![Participants of the CIBAFI Workshop](image)

**Meda Talks (2nd edition)**

The Mediterranean Talks (Meda Talks) provided an open platform for discussing
current issues taking into account social, political and economic transformations
and growing economic potential. Participants had an ideal opportunity to dis-
cuss challenges, trends, visions and possible future collaborations for companies
from several sectors.
This edition counted two Meda Talks:

- Much More than Economic Zones (organised by the Consorci de la Zona Franca de Barcelona).
- Blue economy challenge: What can be done in the MED region? (organised by the Barcelona Chamber of Commerce).

**Barcelona EBSOMED Academy**

The BCN EBSOMED Academy was a capacity building and experience-sharing event between business support organisations (BSO). It aimed to create synergies and develop fruitful cooperation between the EU and the southern Mediterranean region. This 2-day event combined a workshop and several sessions within the Mediterranean Women Entrepreneurs Forum. It generated important
and long-lasting relationships between the BSOs involved in the actions, allowing
the exchange of experience and practices in internationalisation and opening up
new avenues of dialogue and cooperation.

The European project EBSOMED (Enhancing Business Support Organisations
and Business Networks in the Southern Neighbourhood) was presented in detail,
including its main activities, objectives and services. The main goal of this peer
skills training event was to provide information on development and opportuni-
ties for small and medium enterprises.

**AFAEMME Meeting**

The Association of Organisations of Mediterranean Businesswomen (AFAEMME),
co-organiser of the Mediterranean Women Entrepreneurs Forum, held its annual
general meeting as part of MedaWeek Barcelona 2019 following the organisation
of the Mediterranean Women Entrepreneurs Forum.

**Award Ceremonies**

On the occasion of the MedaWeek Barcelona Gala Dinner, which took place on the
first day of MedaWeek, ASCAME awarded its ‘Mediterranean Awards’ to entities
or individuals for their contribution to the development of the Mediterranean
area. In 2019 edition, the following personalities were awarded:

- **Mustapha Bakkoury**, Chairman of the Executive Board of the Moroccan Solar
  Energy Agency (MASEN)
- **Pere Navarro**, State Delegate to the Consorci de la Zona Franca de Barcelona
  (CZFB)
- **Albert Alsina**, Founder, CEO and managing partner of Mediterrania Capital
  Partners
- **Jacek Krawczyk**, President of the Employers’ Group of the European Economic
  and Social Committee
- **Barcelona Port**

The Mediterranean Awards were created with the aim of raising awareness of
the region’s socio-economic and commercial achievements. They are awarded
to personalities, companies or organisations whose actions have had a positive
impact on regional development and the Euro-Mediterranean partnership, while
conveying positive values around the Mediterranean.
The President of ASCAME hands the Mediterranean Prize to the Chairman of MASEN, Mr. Moustapha Bakkoury.

The President of ASCAME hands the Mediterranean Prize to the President of the EESC’s Employers Group, Mr. Jacek Krawzick.

The president of ASCAME hands the Mediterranean Prize to the Special Delegate of the state to Consorci de la Zona Franca de Barcelona, Mr. Pere Navarro.

The president of ASCAME hands the Mediterranean Prize to the CEO of Mediterrania Capital Partners, Mr. Albert Alsina.

Concert by the pianist Wassim Soubra at the MedaWeek Gala Dinner.
4.2. EVENTS CO-ORGANISED BY ASCAME

4th Egypt Investment Forum

ASCAME, the Egyptian Government, the Federation of Egyptian Chambers of Commerce, the Union of African Chambers of Commerce, the League of Arab States, the Union of Arab Chambers and the Islamic Chamber, “Together for Africa”, co-organised, under the Egyptian presidency of the African Union, the 4th Egypt Investment Forum. It was held in Cairo, Egypt, from 2 to 4 March 2019 with the slogan "Go Africa", under the auspices of H.E Abdel Fatah El Sisi, President of Egypt.

The event aimed to promote trilateral cooperation in trade and investment through linking technology providers, with Arab, African and international investors and development banks and funds to implement selected projects in manufacturing, agriculture, energy, ICT, transport and value added trade and logistics.

The event brought together over a thousand business leaders from the four corners of the globe and hosted general assemblies, boards and committees of the Union of African Chambers, the Union of Arab Chambers, the Association of the Mediterranean Chambers of Commerce and Industry, the Islamic Chamber and bilateral Arab and African Chambers in over 30 countries who led business delegations. The event counted on the participation of donors and development banks and funds who presented grants and soft loans availed for facilitating trade and investment in Africa.
Adria4Blue

The Croatian Chamber of Economy - Regional County Chamber Rijeka organised the economic event Adria4Blue from 6 to 8 June 2019 in Rijeka, Croatia.

The event was devoted to the Blue Economy and Sustainable Development and four thematic units were discussed: green and smart coasts, green navigation, blue energy, clean waters and food from the sea.

This concept event was an interactive experience for visitors as well as exhibitors, and featured maritime pioneers and innovators from the tech sector and wider business areas.

Many institutional representatives attended the event, which included more than 150 participants, over 23 thematic presentations and two debate panels. The event took place at the same time as the renowned International Sailing Race of the Rijeka Port “Fiumanka”.

5th Mediterranean Finance Forum (MEDAFinance)

The 5th edition of MEDAFinance, the regional conference on funding, banking and novel finance instruments took place on the 16 and 17 of June 2019 under the auspices of Egypt’s Prime Minister Moustafa Madbouly in Cairo, Egypt.
The event was organised within the framework of the EBSOMED Project by the German-Arab Chamber of Industry and Commerce (GACIC,) in cooperation with ASCAME, FEDCOC (Federation of Egyptian Chambers of Commerce) and CEEBA (Confederation of Egyptian European Business Associations).

Based on an extensive study that showcases the available funding opportunities, MEDAFinance 2019 presented and opened new communication channels with donor and development agencies and IFI's, maximising the use of the available grants and funding instruments in the MEDA region: all major existing instruments such as preferential lines of credits, soft loans, non-banking and novel financial instruments, as well as grants and technical assistance available to Egyptian, Mediterranean and European companies. MEDAFinance 2019 promoted proposal development within regional BSOs and cooperation between the EU and EUROMED BSOs. It also enabled BSOs to offer top advisory services to their member SMEs in regards to possible funding and finance opportunities.

**UfM Business Forum**

ASCAME co-organised the 1st Union for the Mediterranean Regional Business Forum that took place in June in Cairo, Egypt on 18 June 2019.

Over 150 representatives from the private sector, civil society, governments and international organisations gathered to discuss two trade issues of paramount importance for the economic integration and development of the Mediterranean region – market access and e-commerce.
The President of ASCAME, Ahmed M. El Wakil, was part of the official opening of the Forum and addressed the main challenges of market access and e-commerce in the region from the private sector perspective.

The President of the Piraeus Chamber of Commerce and Industry, Mr. Vassilis Korkidis, the President of the Mersin Chamber of Commerce and Industry, Mr. Ayhan Kızıltan, and the General Director of the Jordan Chamber of Industry, Mr. Maher Al Mahrouk, also participated as speakers in the Forum sharing their expertise on the challenges, opportunities and expectations of the business community.

8th Mediterranean Tourism Forum (MediTour)

The 8th Mediterranean Tourism Forum (MediTour) was held in Alexandria on 13th & 14th of July under the auspices of H.E. Dr. Rania Al-Mashat, Minister of Tourism, within the framework of the EU funded EBSOMED Project.

The Forum was organised by the German-Arab Chamber of Industry and Commerce, and ASCAME (Association of Chamber of Commerce of the Mediterranean) in cooperation with the Chamber of Commerce of Alexandria.

The event brought together more than 750 participants from 20 countries in several sessions held over two days. A successful participation that maintains the trend of the previous 7 editions (Tangier, Antalya, Hammamet, Malaga, Marseille, Beirut and Mersin) of a summit which has positioned itself as a reference point in a sector that contributes to Mediterranean economy development with
figures such as 11.3% of regional GDP, 11.5% of employment, 11.5% of exports or 6.4% of capital investments.

The objective of this event was to update Southern Mediterranean Tourism SMEs and BSOs on the major developments in the field of tourism digitalisation and sustainable tourism, the two topics considered the major challenges tourism SMEs in the region are facing. In addition, the Forum was a meeting point to inform BSOs and their members about ongoing donor-funded projects for sustainable tourism and facilitate their participation in such initiatives.

1st Mediterranean Summit

The Euro-Mediterranean-Arab Association (EMA e.V) organised the 1st Mediterranean Summit in Berlin on 28 August, with the support of ASCAME, AWE and Commerzbank.

ASCAME was pleased to be part of the launch of a very interesting event in cooperation with its member, the Euro-Mediterranean-Arab Association. The Summit brought together all sorts of key actors from the Euro-Mediterranean region.

More than 100 high-ranking representatives and stakeholders hailing from diplomacy, private-sector business, politics and civil society, discussed and provided prospects for enhanced regional cooperation and new opportunities.
The Summit produced a lively panel discussion on the realities and challenges of the economic situation in the Mediterranean region, where ASCAME was represented by its Vice-President on behalf of Italy, Mr. Emanuele Garzia, who pointed out that the EMA is the only German member of the Association of Mediterranean Chambers of Commerce and Industry ASCAME.
ASCAME achieved very positive results in 2019 in the Euro-Mediterranean cooperation projects field, generating a beneficial effect in the region.

In addition to the ongoing projects that the ASCAME General Secretariat and its network successfully implemented during the last years, ASCAME and its members network achieved very positive results under the call for standard projects of the ENI CBC MED programme, being involved in more than half of the 41 approved projects, which began their implementation during the second half of 2019.

Both ongoing and new projects contribute to strengthening the activity and results of the ASCAME members directly through their participation as partners and, indirectly, by benefiting from the actions and outcomes of projects developed by the ASCAME network.

Additionally, within the framework of different projects, ASCAME started several cross-sectoral activities targeting Business Support Organisations (BSOs) and Small and Medium-sized Enterprises (SMEs) aiming at:

• Improving competencies of BSOs such as Chambers of Commerce
• Building a large, robust and efficient BSO network among EuroMed region
• Maximising business exchanges and investment
5.1. PROJECT ACTIVITIES

EBSOMED Project

EBSOMED is a project co-financed by the European Union and coordinated by BUSINESSMED in a consortium of six partners and more than thirty affiliated organisations from twenty-six countries.

The 4-year project aims to promote the Mediterranean Business Ecosystem by boosting investment and job creation in the region with a view to economic growth. This is achieved by strengthening of the capacity building of BSOs.

ASCAME is one of the main actors of the project due to the strategic importance that EBSOMED gives to BSOs, such as the Chambers of Commerce of the Mediterranean region, and the fact that the vast majority of them are members of ASCAME.

In 2019 ASCAME and its affiliates organised eight days of events in Spain and Egypt, involving more than 650 participants in total from 20 different countries, with high attendance from Jordan, Spain, Lebanon, Tunisia, Morocco, Italy and Egypt.
The topics covered during these events were:

- Donor Funding, Banking and Novel Financial Instruments in the Mediterranean Region
- Mediterranean Tourism
- Support and Improvement of the Quality of Business BSOs & Promote BSO Networking
- A sea-change in the Mediterranean Logistics and Shipping
- Gender equality, new leaderships and digital innovation among businesswomen in the Mediterranean

The main target participants of these activities were the BSOs, SMEs and female entrepreneurs. Therefore, it helped Mediterranean BSOs to improve their capacity to properly serve the interests and needs of SMEs. It was also a platform to boost cooperation and business alliances between Northern and Southern countries of the Mediterranean.

The EBSOMED Project activities contributed to ASCAME’s strategic objectives related to:

- The need for an inclusive economic development, by supporting female entrepreneurship in the Mediterranean economy
- Facilitating the access to finance, mainly for BSOs and SMEs, by providing an updated relation of all available funding, grants and technical assistance in the region
• Promoting the Mediterranean tourism brand, by coping with the new challenges related to tourism digitalisation and sustainable tourism

• In addition, supporting an integrated multimodal transport network in the Mediterranean by promoting the debate and partnerships that contribute to overcome with the new challenges in the Mediterranean transport and logistics sector

All these actions were open to the ASCAME network and about a 25% of beneficiaries of these actions were indeed members of the Association. As is shown below, 54% of the beneficiaries were women and 46% men; 41% beneficiaries were from countries from south of the Mediterranean and 59% from north of the Mediterranean region.

InnoBlueGrowth Project & Blue Growth Project (2nd phase)

**InnoBlueGrowth (2016-2019)**, is a horizontal project that worked from the 1 November 2016 to the 31 October 2019. This project was co-financed by the European Regional Development Fund (ERDF), and its main objective was to build a real community of projects dealing with Blue Economy initiatives to reinforce the partnerships between projects and transnational key stakeholders for a better-integrated policy-making. Moreover, InnoBlueGrowth enhanced the dissemination and transferability of projects results, consequently ensuring a wider and deeper impact towards external multilevel stakeholders, and also contributing to
the sustainable socio-economic development of the Mediterranean area through innovative investments in the Blue Economy.

ASCAME, as partner of this project, was responsible for the communication duties and contributed to the organisation of some events, by proposing high impact and interactive sessions and providing suggestions with regard to format, communication strategy and potential speakers for the different thematic sessions.


Blue Growth project proposes concrete activities to enhance the capitalisation nature of this second phase of MED projects, with the aim of deepening the dissemination and transferability of modular projects results dealing with Blue Growth issues, including maritime surveillance, yachting, renewable energies, aquaculture, fisheries, maritime and coastal tourism, among others. The project intends to achieve two key goals: firstly, to have a better transfer of modular projects technical results into policy making and secondly, to benefit the development of the Blue Economy and entrepreneurship, mainly for SMEs.

ASCAME, as partner of this project, is responsible for the communication activities and contributed to the organisation of the Kick-Off event, which took place in Marseille, in November 2019.

InnoBlueGrowth project activities during 2019

During the course of 2019, ASCAME organised and co-organised 12 days of events in France, Greece, Montenegro and Belgium, involving more than 450 participants in total from 11 different Mediterranean countries, such as France, Spain, Italy, Greece, Albania, Algeria, Montenegro, Morocco, Portugal, Tunisia and Bosnia Herzegovina.

This project contributes to ASCAME strategic lines of encouraging the private sector to move towards sustainable economy, as well as to engage them regarding the Sustainable Development Goals (SDGs).

ASCAME members with an interest in Blue Economy are encouraged to participate in the different foreseen actions and to benefit from the network links and capitalisation of the results of the project.
The topics covered through 2019 actions were mainly:

• Integration of science into policy and practice

• Attractiveness of maritime jobs and young people’s involvement in the blue growth sector

• How the integration of blue and green economies can foster business innovation, access to finance, education and awareness for sustainability

• Blue and green growth sustainability development issues

• How blue growth stimulates the transition towards a circular economy

• The Mediterranean way to deal with climate change and drivers for sustainable and inclusive growth

Blue and Green Growth communities’ joint event in Brussels in September
Med4jobs programme: A Mediterranean initiative for jobs

Under the last call for ENI CBC MED programme standard projects, ASCAME and its member network achieved very positive results, being involved in more than half of the 41 approved projects. Most of these approved projects began their implementation between the months of September and December 2019.

The ENI CBC “Mediterranean sea Basin” Programme is an initiative launched by the European Commission under the 2014-2020 ENI CBC, with the aim to address the main challenges of the Mediterranean, as the largest Cross-Border Cooperation (CBC) initiative implemented by the EU under the European Neighbourhood Instrument (ENI).

This programme brings together the coastal territories of 14 Mediterranean countries (Algeria, Cyprus, Egypt, France, Greece, France, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain and Tunisia) with the main objective of fostering a fair, equitable and sustainable economic, social and territorial development across the Mediterranean.

Through calls of proposals, the ENI CBC MED finances cooperation projects on 4 big domains addressed to overcome those challenges: a) SMEs and business development (13 projects); b) Technological transfer and innovation (5 projects); c) Social Inclusion and fight against poverty (6 projects); d) Environment and Climate change (17 projects).

Among all these projects, ASCAME and its members have participated in many of them, with ASCAME General Secretariat taking an active role as a partner in three of these projects in the field of Business (MEDUSA and ORGANIC ECOSYSTEM) and Innovation (MAIA-TAQA). The main characteristics of those projects are the following:

- **MEDUSA** (Development and promotion of Mediterranean Sustainable Adventure Tourism): This project includes seven partners from Spain, Jordan, Lebanon, Italy and Tunisia. Its main objective is to promote the niche of adventure tourism in the Mediterranean region, as an opportunity to transform the pre-
dominant tourism model (based on the prevalence of mass seaside tourism) into a new competitive model based on environmental, social and economic sustainable values.

The project MEDUSA (Sept. 2019 - August 2022), launched in October 2019 in Cartage (Tunisia), foresees a long-term strategy aiming at the creation of cross-border routes & itineraries – in the form of new/ and improved Adventure Tourism products, revealing lesser-known destinations & attracting tourists throughout the year.

The project contributes to ASCAME's strategic lines in boosting private economic development in the Mediterranean region through a strategic sector as tourism. ASCAME as partner of this project is responsible for the capitalization, which is transferability of the results and outcomes of the project.

- **ORGANIC ECOSYSTEM** (Boosting cross border Organic Ecosystem through enhancing agro-food alliances): This integrated project is composed of seven partners from Jordan, Lebanon, Italy, Tunisia, Greece and Spain. Its main goal is to establish a cross-border agro-food ecosystem that will establish the basis for the development of the Mediterranean organic sector.

The project ECOSYSTEM (Dec. 2019 - Dec. 2022), which started on the 25th of December 2019, is aimed at reducing the main existing obstacles (for instance, lack of support policies from national / local governments; low innovation capacities, limited knowledge of sustainable farming practices and a weak value chain, etc.) and help to make MSMEs operating in organic agriculture more competitive and better integrated.

ORGANIC ECOSYSTEM is aligned with the spirit of ASCAME's Strategic Plan to move towards sustainable economy and reinforce the competitiveness of the Mediterranean SMEs. ASCAME as partner of this project is responsible for Communication.

- **MAIA-TAQA** (Mobilizing new Areas of Investment and Together Aiming to increase Quality of life for all): This project is composed of eight partners from Greece, Egypt, Italy, Jordan, Lebanon and Spain. MAIA-TAQA’s main objective is to boost the promotion of innovative Resource Efficiency (RE) services in the Mediterranean region (traditionally, lacking a proper innovation process in spite of the growing need for RE services to deal with environment pressures).

The project MAIA-TAQA (Sept.2019 - August 2022), launched in October 2019 in Pikermi (Greece), will contribute to identifying innovative and much needed
services in the field of RE; improving the capacities of the supply and the demand of innovation; improving the technology level within North-South MED business relations and creating a more enabling environment for innovation in RE including financial instruments. For this purpose, MAIA-TAQA will set up demonstrators in three MED pilot areas in Lebanon, Jordan and Egypt.

This project goes in line with the Strategic Plan of ASCAME by boosting the innovation, the entrepreneurial spirit and reinforcing the competitiveness of the Mediterranean SMEs, especially those SMEs from the environment, utility and building sectors. ASCAME, as partner of this project, is responsible for the Marketing strategy.

Other ENI CBC MED standard projects that involve members of ASCAME are, among others, the following:

• MEDSt@rts - Med microfinance support system for start-ups
• MED PEARLS - The Mediterranean as an innovative, integral and unique destination for Slow Tourism initiatives
• MedArtSal - Sustainable management model for Mediterranean Artisanal Salinas
• GREENinMED - Speeding up the MED SMEs’ uptaking of eco-innovative solutions in energy and water management
• IPMED - IP Capacities for Smart, Sustainable and Inclusive Growth in the MEDiterranean Region
• TEX-MED ALLIANCES - Textile Mediterranean Alliances for Business Development, Internationalization and Innovation

5.2. PROJECTS AND INITIATIVES SUPPORTED BY ASCAME

Med4jobs programme: A Mediterranean initiative for jobs

The ‘Mediterranean Initiative for Jobs’ (Med4Jobs) is a programme developed by the Union for the Mediterranean (UfM) Secretariat, as a cross-sector initiative driven by the need for integrated regional action in the area of job creation.

ASCAME is part of the Med4Jobs Advisory Board, as well as other international organisations such as ILO, UNIDO, OECD, ETF, GIZ and UNCTAD, providing their expertise for a successful implementation of this programme, working in employ-
ability and job creation with SMEs in the region. Therefore, working together to promote and replicate a number of visible private sector job creation projects in the Southern and Eastern Mediterranean region, such as Incorpora, Young Women as Job Creators, the Mediterranean Entrepreneurs Network, HOMERe (High Opportunity for Mediterranean Executive Recruitment), MedNC (New Chance Mediterranean Network), among others.

Med4Jobs identify the best practices in terms of job-creating projects and replicate them in the region to cover both the supply and demand side of the labour market by targeting employability, job intermediation and business enabling infrastructure.

**HOMERe**

The HOMERe (High Opportunity for Mediterranean Executive Recruitment) is a project labelled by the Union for the Mediterranean (UfM) under the Med4Jobs Initiative, which was launched in 2015, in Marseille (France). This project is aimed at the promotion of student internships to help young people to avoid a skills mismatch in the labour market and create more opportunities for youth mobility between Algeria, Egypt, France, Greece, Italy, Lebanon, Morocco, Spain and Tunisia.

Since the launch of the 1st phase of HOMERe (2015-2019), the project has helped more than 500 students and recent graduates to be able to complete a professional internship within the Euro-Mediterranean area. During the annual conference of HOMERe in Marseille in June 2019, the HOMERe consortium launched the 2nd phase of this project (2019-2020), which will promote 250 people to carry out an international internship in the Mediterranean by the end of 2020.

As part of the Consortium, ASCAME actively supports HOMERe’s project. A project that has the objective of strengthening the employability of young graduates by facilitating their access to first quality jobs, through a six-month international internship in a company with interests in the Euro-region Mediterranean. Everything with the aim of promoting internships abroad and increasing exchanges between companies, Euro-Mediterranean universities and local authorities.

**BleuTourMed**

BleuTourMed is a horizontal project within the framework of the InterregMed programme that has the aim of building a thematic community of projects focused on Sustainable Tourism supporting and helping them to synthesise and
integrate data, methods and outputs that will help to enable a better communication and capitalisation of their results at a Mediterranean level.

As an associated partner, ASCAME supports the BleuTourMed project, which aims to study, test and capitalise innovative instruments and actions towards the enhancement of tourism sustainability in the Mediterranean, and also attends project events in representation of the Mediterranean private sector.

**4Helix+**

4Helix+ project aims to stimulate inter-sectoral and cross-border innovation, and improve collaboration between Mediterranean maritime clusters and new non-institutional innovation agents (Fab Labs, co-working spaces, creative hubs, etc.) to establish new alliances in both traditional and emerging Blue Economy sectors. Therefore, the 4Helix+ project works to offer coaching and funding to blue sector MSMEs and Start-ups wishing to revolutionise their processes, products or services, and to improve their competitive strategies through knowledge sharing and innovation.

ASCAME, as an associated partner, aims at strengthening and reinvigorating the transnational innovation process of Blue Economy clusters within the eight involved MED maritime regions, by supporting their innovation capacity and creative culture.

Finally, it is worthy to point out that this project is structured under a consortium with the participation of several members of ASCAME: the Chamber of Commerce and Industry of Barcelona, the Chamber of Commerce and Industry of Seville, the Chamber of Commerce and Industry of Marseille and the Croatian Chamber of Economy Zadar County Chamber (HR).
A cross channel and effective communication strategy

As the main representative of the Mediterranean private sector, but also as an accredited partner of the European Union and many other international organisations, ASCAME had a key role to play in the promotion of Euro-Mediterranean integration in 2019.

One of the main guidelines of the ASCAME 2018-2022 Strategic Plan is the focus on communication. For this reason, all the 2019 Association's communication actions, which addressed its three essential fields of activity (institutional, events and projects), had the ultimate goal of reinforcing the visibility of its members and their activities.

Furthermore, in order to achieve clear and effective communication and increase engagement, ASCAME adapted its online and offline messages to its different target audiences: chambers of commerce, companies, regional business communities, international institutions and organisations, governments, the media and civil society.

The proactive and multi-channel communication of the Association provided each of the identified audiences with a wide range of sectoral information, opportunities (potential business opportunities, events, workshops, projects, etc.), and other relevant data to support all activities developed by chambers of commerce, SMEs and other entities in the Mediterranean region.
ASCAME Communication Annual Figures:

- **+130 Press releases** about ASCAME events, projects’ outputs and institutional statements
- **970 ASCAME articles**
- **+1,100 press contacts and multiple media partners**
- **60 new subscribers** to ASCAME MedaNews Newsletter
- **+10% Followers** in 2019 (or +350 new followers)
- **+ 150 tweets** during MedaWeek Barcelona 2019
- **+550,000 tweet** impressions
- **1.3% engagement rate** (very high)
- **+500 tweets** in 2019

Over the past year, ASCAME implemented several online and offline communication actions, always aligned with the objectives described in its Strategic Plan, which have shown satisfactory quantitative and qualitative results.

**OFFLINE COMMUNICATION**

ASCAME’s 2019 offline communication focused on two main areas. On the one hand, the production of corporate, institutional, marketing or events materials and, on the other, the establishment of fruitful relationships with the media and the publication of content in regional and international press.

The different communication materials (brochures, leaflets, reports, etc.) can be checked on our Issuu profile: [https://issuu.com/ascame](https://issuu.com/ascame)
1. Offline materials

The materials designed in ASCAME aimed to communicate in a simple and effective way the main messages that the organisation intends to convey to its audiences. Depending on their purpose, they can be classified into various types:

For more information please visit:
www.ascame.org  www.medaeconomicweek.org
Branding materials

In 2019, ASCAME elaborated documents and graphic materials that reinforced its brand image, such as the creation of a new logo or the redesign of its corporate identity on the occasion of the future launch of a new corporate website.

Institutional materials

In an organisation like ASCAME, the adequate creation of institutional materials became essential, since these constitute the main platform for the dissemination of the entity’s ethos, identity and values. The materials produced in 2019 conveyed clear and concise messages that optimally synthesised the messages ASCAME intended to communicate. Many of them were especially relevant, as they were aimed at ASCAME members.

Events materials

As in every year, in 2019 ASCAME also organised different strategic events on key issues for Mediterranean economies. For this reason, in 2019 the Association prepared all the necessary materials, both informative and promotional, which allowed ASCAME to carry out successful events and gather as many attendees as possible. These materials contemplated the different phases of an event’s preparation: the pre-event stage (save the date, flyers, programme, agenda, brochure, etc.), the onsite event (programmes, indicative posters, accreditations, audio-visual material, etc.) and the post event phase (reports, photos, summary videos, etc.)

ASCAME renews the branding of its events annually in order to give them a fresh, modern and updated identity.
Marketing materials

With the objective of promoting ASCAME, the organisation representing the interests of the private sector in the Mediterranean, several brochures were produced to try to gain new members for the Association. These documents were addressed exclusively to chambers of commerce, regional and multilateral organisations and major international groups.
The materials that aim to attract sponsors and media partners for ASCAME events are also included in this category. In 2019, new brochures about the main ASCAME activities and events were prepared with the objective of obtaining financing, sponsorship or other types of collaboration with the media.
2. Media & Press

The media are considered the essential communication channel through which ASCAME can reach its audiences en masse. These become platforms of vital importance to publicise the organisation’s strategic role in the Mediterranean and the most relevant actions it develops. They also highly contribute to spread the word about ASCAME events among its potential attendees. For this reason, in 2019 ASCAME has improved its relations with the regional and international media, establishing new collaboration agreements in the medium and long term.

ASCAME was present in the press last year through different formats:

Press releases

Over the last year ASCAME sent to the media a large number of press releases containing official statements on a key topic or relevant information about its main activities and events.

Of vital importance for ASCAME was that everything communicated to the press was relevant and of interest to the audience, always trying to adapt the message to its target audience when necessary. In the case of the press releases referring to events, emphasis has been placed on the topics of the sessions held in the framework of the events organised by the Association or any of its members, such as female entrepreneurs, Islamic finance, real estate, Africa economic development Africa or social economy, among others.
Media interviews

Last year, representatives of ASCAME undertook many interviews with both regional and international media in order to put the Association in the spotlight, while giving prominence to one of its institutional interlocutors, such as its President or its General Coordinator.

Furthermore, although communication with media has been permanent throughout the year, the presence of ASCAME in the press has increased when its biggest events were taking place. Local, national, regional and international media were interested in covering the vast majority of events organised by ASCAME and its network, due to the relevance of the topics addressed at the events and the high-level speakers that participated in the various forums.

ASCAME was therefore positioned as an organisation that was able to bring together leading experts in various subjects, also offering an added value to partner entities, who could also make themselves known to the press.
Media partners

One of the strategies that ASCAME developed in 2019, in order to increase the visibility of the Association, its members and its events, was the establishment of media partnerships with the main media in Spain, the Mediterranean and Europe.

Through a win-win partnership agreement, different newspapers, magazines, radio stations, TV channels and media agencies broadcasted press releases, articles, pieces of news and interviews on ASCAME’s main activities, events and official statements.

ASCOME in the news

As a result of the established partnership agreements, but also after the spontaneous media coverage of ASCAME events, the Association, its partners, members and representatives appeared in numerous occasions on several national, regional and international media.

In the Annex to the present report, you will find the ASCAME 2019 press clipping.
3. Marketing

From a marketing perspective, over the last year ASCAME worked hard in order to raise its brand awareness, reach a wider audience and obtain some financial contributions to the organisation of its main events.

In the months prior to the celebration of MedaWeek Barcelona 2019, the Mediterranean Week of Economic Leaders, a new brochure was produced: The MedaWeek Sponsorship Package 2019. In this document, three different types of sponsorship possibilities were established and it was sent to a large number of companies from a wide variety of sectors, seeking to obtain sponsorship for all the forums conforming the MedaWeek event.

Besides that, in order to spread the word about ASCAME’s events and gain more participants, ASCAME enriched its databases and was therefore able to reach a higher amount of potential attendees.

As an online marketing strategy, ASCAME launched a Google Adwords campaign to raise awareness about MedaWeek and bring in more participants.

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<tbody>
<tr>
<td>Martes, de 09:30 a 12:30</td>
<td>MedaWeek Barcelona</td>
<td>–</td>
<td>10</td>
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<td>0.08</td>
<td>0.26 €</td>
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<td>Martes, de 15:00 a 18:00</td>
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<td>–</td>
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</tr>
<tr>
<td>Jueves, de 9:00 a 12:00</td>
<td>MedaWeek Barcelona</td>
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</tr>
<tr>
<td>Viernes, de 9:00 a 12:00</td>
<td>MedaWeek Barcelona</td>
<td>–</td>
<td>0</td>
<td>0</td>
<td>–</td>
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<td>194.61 €</td>
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<tr>
<td>Tota líneas</td>
<td>–</td>
<td>–</td>
<td>405</td>
<td>708.224</td>
<td>0.06</td>
<td>0.45 €</td>
<td>194.68 €</td>
</tr>
</tbody>
</table>
ONLINE COMMUNICATION

For an organisation like ASCAME, online communication becomes more and more important every year. Communication habits among the population have changed and that is precisely why the Association needs to urgently adapt to the new trends.

In 2019, ASCAME focused especially on its online communication channels, creating a new corporate image, publishing new content, employing more appealing ways of communicating, being more proactive in content elaboration, and increasing its engagement with its members and other relevant audiences.

The main online platforms of the Association in 2019 were its two websites, its newsletter and its social media profiles.

1. ASCAME Website

Focusing on Members’ activities

Over 2019, ASCAME focused on sharing content on its website concerning its members, like for example new initiatives, relevant events and activities, opinion articles, etc., thus strengthening its position as Mediterranean partner of reference for the regional private sector, while broadening its relations with other regional and international organisations.
Apart from its members, the different events organised or co-organised by ASCAME and its partners, as well as the several European projects in which ASCAME is participating, have also been highlighted by website publications.

AdRia4Blue

**DESCRIPTION**
The Istrian Chamber of economy – Regional County Chamber Rijeka will organize the economic event AdRia4Blue, devoted to the Blue Economy and Sustainable Development. The event will have an exhibition, presentation and conference section and will be held in the beautiful ambience of port of Rijeka, while the famous sailing regatta Fiumanka will also be held there. Four thematic units will be discussed: green and smart coasts, green navigation, blue energy and clean waters and food from the sea.

**RELATED INFO**
- 06/06/2019
- Rijeka, Croatia

**DOCUMENTATION**
- AdRia4Blue Brochure

Sea Forum - Bizerte 2019

**DESCRIPTION**
The 2019 Sea Forum will bring together participants and experts from both shores of the Mediterranean (governmental, scientific community, civil society partners, entrepreneurs, etc.) to share their expertise and influence concrete and achievable commitments for the reasonable exploitation of the sea and coastline.

The 2019 Sea Forum is organised under the patronage of the Presidency of the Tunisian Government, by the Tunisian Association of Coastal, Port and Maritime Engineering, Images & Actions, and in collaboration with the Tunisian Ministry of Local Environmental Affairs.

As part of this event, the HOMERE project, which aims to connect graduates to the world of the Mediterranean economy through international internships in companies, will be offered to companies and especially to tourism and hotel industry stakeholders. In this regard, the Union for the Mediterranean and HOMERE are organising a workshop on employers' expectations and perceptions in the Euro-Med region, which will be attended by Mrs. Saida Derrra, Minister of Employment and Vocational Training and Mr. Slim Krichen, Minister of Higher Education and Scientific Research.

**RELATED INFO**
- 21/09/2019
- Bizerte, Tunisia

**DOCUMENTATION**
- Sea Forum Bizerte Brochure (French)

In 2019, the decision to redesign the ASCAME’s website was made. As a matter of fact, the previous site no longer answered to the objectives of the Association and showed an interface lacking in modernity and intuition.

In line with the ASCAME Strategic Plan, it was agreed that Members should be given back their place with easier access to the information concerning them. The major innovations of the new website, which will be officially launched in
2020, include a completely reorganised home page, a clearer structure with new sections, easier and more accessible information within the site, and also a graphic redesign.
2. MedaWeek Website

On the occasion of the 13th edition of MedaWeek Barcelona, the MedaWeek event’s website underwent a graphic and structural renewal.

These changes made it possible to develop more services for participants, simplify navigation and information search, upload more materials, add relevant information about forums and speakers, the ability to register onsite to attend the event and standardise the brand image of MedaWeek Barcelona.
3. ASCAME MedaNews Newsletter

ASCAME’s bi-monthly newsletter communicates about the activities, events and projects of the Association, its members and partners. It is sent to ASCAME’s network of institutional, government and private sector representatives.

In line with ASCAME’s Strategic Plan, the bimonthly newsletter was also redesigned and modernised in 2019 to make it more visual, reinforce information about members (news, events, projects, opinion articles, etc.) and highlight ASCAME’s new service: The Member & Network HelpDesk.
4. Social Media

(Twitter, Facebook, LinkedIn, Instagram, Flickr, YouTube, ISSUU)

Enhancing accuracy to increase our audience and build synergies

For several years, the Association has been a front runner in its presence on social media. Indeed, ASCAME’s social media profiles have become an essential communication tool.

In 2019, ASCAME increased its visibility through its presence on the main social platforms, such as Twitter, Facebook, LinkedIn, Instagram, Flickr, YouTube and SlideShare.

These continually evolving networks allowed the evolution of ASCAME’s online communication strategy to the next stage, gaining a deeper knowledge of user’s expectations in accordance to the networks used. In fact, this global presence on social media allowed a continuous and enriching exchange between audiences from Northern and Southern Mediterranean countries, which brought new life to the ASCAME network.

Online communication in 2019 was mainly directed through social media, which allowed a broader coverage of activities and events, as well as reaching a more targeted audience. The content posted (news about ASCAME and its network, events, projects, etc.) were adapted to each social platform in order to optimise the visibility and impact of the messages published. All social networks experienced a higher activity, and consequently, an increase in followers.

This relevant and targeted information encouraged users to interact with ASCAME by monitoring the Association’s social profiles (likes, followers, subscribers, fans, etc.). Moreover, as a way for constant improvement, social media statistics were analysed to align content with audience’s expectations.

Twitter

Twitter is the main communication platform where ASCAME spreads its messages. It allows the Association and its network to easily distribute its latest news and the ones from its members to a broad audience.

With more than 3500 followers on ASCAME’s Twitter profile, the Association was able to give in 2019 high visibility to its contents through hashtags and tagging of partner profiles. In fact, compared to other social platforms, the content publication rate on Twitter is higher because its aim is to post short and impactful messages.
Facebook

Facebook is ASCAME’s social network of reference, as it has a high number of followers and increasing engagement rate. With regard to ASCAME members, Facebook is mainly used professionally by its network from southern Mediterranean countries. In 2019, both ASCAME’s Facebook publications and followers increased. Therefore, this platform became crucial for conveying the most relevant information from the Association.
This project comes as a successful mechanism to achieve the tripartite agreement of President Hashim Thaçi of Kosovo, Prime Minister Bujar Nishani of Albania and Prime Minister Zoran Zaev of Macedonia during the recent tripartite summit held in the framework of the tripartite cooperation to establish a strategic partnership in the different sectors of economy, infrastructure and industry. In addition, the agreement aims to strengthen the economic dialogue between the two countries.

Discovered the article of press: https://www.challenge.ma/la-fait-lecture-omar-moro-president/

CGEM - Confédération Générale des Entreprises du Maroc
Instagram

Instagram's objective is photo and video posting. Audio-visual content became more and more important in 2019 and that is why ASCAME used this social platform especially for communicating about its events and its institutional relations highlights.

Through photo and video posting, ASCAME's followers were able to engage with the Association from another angle: with more interaction and attractiveness.
LinkedIn

The LinkedIn platform targets a professional audience, which leads to corporate-oriented communication. In 2019, therefore, ASCAME’s communication on LinkedIn focused on the promotion of significant events and institutional news.
The ASCAME President, Mr. Ahmed M. El Walli, has met today with ASCAME’s Executive team in Barcelona to prepare the upcoming Executive Committee Meeting.

Yesterday was held the 1st Mediterranean Real Estate Forum, as part of the Operations Meeting Point in Barcelona.

ASCAME activity report 2019
Communication and Marketing

20 - 22 November 2019
Casa Iota de Mar

MEDIaweek Barcelona
Mediterranean Week of Economic Leaders

ASCAME
Mediterranean Association
Barcelona, Catalonia, 1072 sabadell

SAVE THE DATE
Flickr

Flickr is a platform for publishing photos. For this reason, in 2019, Flickr was essential for providing the public with photo content from the main ASCAME’s events.
YouTube

YouTube allows the Association to share video content created in-house. Over the last year, ASCAME published on its YouTube channel corporate videos, promotional videos, interviews, clips from TV news channels, etc. This way ASCAME followers could receive information about the main ASCAME events and institutional activities in a visual and appealing way.
ASCAME supports its members in the organisation and the promotion of their activities and events. Through the ASCAME Member and Network Help Desk, the Association shares relevant information about activities organised by its members and its partners to the ASCAME network thus promoting regional activities to a large audience in the Mediterranean.

What does the ASCAME Member and Network Help Desk offer?

- Share and promote activities and events to a wide network of 300 Mediterranean Chambers of Commerce and similar entities from 23 countries
- Receive the latest news, activities and events related to the Mediterranean economic development
- Get in touch with relevant Mediterranean actors, institutions and stakeholders through our networking tools

Some of the ASCAME members and partners’ activities promoted during 2019 are the following:

**Mediterranean Building Exhibition (MEDIBAT 2019).** The Sfax Chamber of Commerce organised this event in March, where innovations in the construction sector and its related services were presented. The event aimed at enhancing cooperation between professionals of this sector from all around the Mediterranean region.
4th Egypt Investment Forum. ASCAME, the Egyptian Government, the Federation of Egyptian Chambers of Commerce, the Union of African Chambers of Commerce, the League of Arab States, the Union of Arab Chambers and the Islamic Chamber, “Together for Africa”, co-organised this event aimed at promoting trilateral cooperation in trade and investment.

Mediterranean Climate Change Adaptation Awards. The Awards, organised by the French Agency for Environment and Energy Management (ADEME), the Union for Mediterranean (UfM), Plan Bleu and the Agency for Sustainable Mediterranean Cities and Territories (AViTeM) aimed at promoting and rewarding exemplary climate change adaptation actions and encouraging Mediterranean stakeholders to adapt to climate change.

International Prize “Mediterranean Heritage of Humanity”. The Chamber of Commerce and Industry of Sassari and Habitat World organised this Prize aimed at awarding and promoting the best projects for an innovative future of relaunch of prosperity with full respect for the human and environmental resources, according to the new economic paradigm and with the application of sustainable technology, that has reached enormous technical efficiency and technology.

Adria4Blue. The Croatian Chamber of Economy – Rijeka County Chamber Rijeka organised this economic event devoted to Blue Economy and Sustainable Development. Four thematic units were discussed: green and smart coasts, green navigation, blue energy, clean waters and food from the sea.
5th Mediterranean Finance Forum (MedaFinance). The Forum was organised by the German-Arab Chamber of Industry and Commerce in cooperation with ASCAME, the Federation of Egyptian Chambers of Commerce and the Confederation of Egyptian European Business Associations in the framework of the EBSOMED Project. The event presented new communication channels with donors, development agencies and international financial institutions, maximizing the use of the available grants and funding instruments in the Mediterranean region.

MENA-OECD Days 2019. The MENA-OECD Initiative facilitates co-operation between the OECD and the MENA region to promote policies for sustainable and inclusive growth. The event included the meeting of the MENA-OECD Business Advisory Board, the meeting of the Steering Group of the MENA-OECD Initiative on Governance and Competitiveness and the meeting of the MENA-OECD Working Group on SMEs and Entrepreneurship Policy.

Summer School “Blue Growth: emerging technologies, trends and opportunities”. In the framework of the InnoBlueGrowth project, ASCAME co-organised this event to encourage young people involved in blue economy sectors by offering high-quality technical knowledge and fostering their entrepreneurial spirit. This event took place in July in Montenegro.

8th Mediterranean Tourism Forum (MediTour). Within the framework of the EBSOMED project, ASCAME and GACIC co-organised this event in July in Alexandria, Egypt, with the objective to update Southern Mediterranean Tourism SMEs and Business Support Organisations on the major developments in the field of digitalization of tourism and sustainable tourism as well as informing them about ongoing donor-funded projects for sustainable tourism and facilitate their participation in such initiatives.
<table>
<thead>
<tr>
<th><strong>Ouissal Mentoring Programme.</strong> The Ouissal Women Entrepreneur Mentoring Programme was initiated by the Euro-Mediterranean-Arab Association (EMA e.V.), and is sponsored by the Federal Ministry for Economic Cooperation and Development (BMZ). Ouissal’s main objective is to support the socioeconomic participation of women in their home countries.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1st Mediterranean Summit.</strong> The Euro-Mediterranean-Arab Association (EMA) organised the Forum under the slogan “Towards a New Phase of EU-Mediterranean Partnership” in August in Berlin, Germany. The Summit brought together key actors of the region who discussed and provided prospects for enhanced regional cooperation and new opportunities.</td>
</tr>
<tr>
<td><strong>3rd Italian Arab Business Forum.</strong> The Forum, organised by the Joint Italian Arab Chamber of Commerce dealt with a variety of fundamental topics for Italian and Arab relations such as Digital Technologies, Tourism, Infrastructures and Mega projects. The event also held two technical workshops focused on the Oil and Gas Supply Chain &amp; Procurement and the Advanced Technologies for Agroindustry Innovation.</td>
</tr>
<tr>
<td><strong>Forum de la Mer 2019.</strong> The “Euro-Mediterranean Meetings of the Sustainable Blue Economy” took place in September in Bizerte, Tunisia. Participants and experts from both sides of the Mediterranean shared their expertise and influence on concrete and achievable commitments for the reasonable exploitation of the sea and coastline.</td>
</tr>
<tr>
<td><strong>Albania-Croatia Business Forum.</strong> The Chamber of Commerce and Industry of Tirana, in cooperation with the Croatian Chamber of Economy, held the Albania-Croatia Business Forum in Tirana, Albania in July. The aim of the event was promoting the development and economic cooperation between Albania and Croatia.</td>
</tr>
</tbody>
</table>
2\textsuperscript{nd} Tunisia Business Export Forum. The Sfax Chamber of Commerce organised this Forum in December in Sfax, Tunisia. The objective of this event was to promote the development of Tunisian exports for the entire range of Tunisian agrofood products.

3\textsuperscript{rd} Fes Meknes Economic Forum. The Fes Meknes Region Chamber of Commerce organised the 3\textsuperscript{rd} edition of this Forum in December in Fes Meknes, Morocco, under the slogan “Innovative partnerships, growth synergies”. The event offered a variety of business and networking meetings, forums and several other institutional activities as a consolidated space for exchange, networking and a platform for promotion and partnership.

2\textsuperscript{nd} Forum “The Role of Industrial and Free Zones in Attracting Industrial Investments and Developing Exports”. The Chamber of Commerce, Industry and Services of the region Tanger-Tétouan-Al Hoceima (CCISTTA) organised the second edition of this Forum under the slogan “Industrial and Free Zones as a System to Stimulate Investment and Facilitate Trade” in November in Tangiers, Morocco.
Annex: ASCAME in the News - Press clipping 2019

DECEMBER

Istanbul Finance Center to fuse economies of West, East 02/12/2019 Anadolu Agency

NOVEMBER

La Red ESMED realiza en Barcelona el II Foro de la Economía Social en el Mediterráneo 29/11/2019 Observatorio Español de la Economía Social

Países mediterráneos apuestan por economía verde para fomentar el desarrollo 28/11/2019 EFE Verde

MedaWeek Barcelona: Commitment to green economy, female talent and Africa 26/11/2019 Invest Foresight

MedaWeek Barcelona cierra su 13ª edición con una firme apuesta por la economía verde, el talento femenino y África 26/11/2019 Corresponsables

Finanza islamica e città del futuro: il dibattito continua 25/11/2019 Malta Business

MedaWeek 2019: le imprese ripartono dal Mediterraneo 25/11/2019 Malta Business

The Mediterranean opens up to the investment opportunities of the African continent 25/11/2019 Malta Business

Cooperation, youth and energy at Medaweek Barcelona 25/11/2019 ANSA – Med

La MedaWeek premia al Consorci de la Zona Franca con la distinción Mediterranea Award 25/11/2019 Diario del Puerto

Dragan Kostic: “Necesitamos nuevos modelos de zonas franca, las ventajas fiscales ya no resultan suficientes” 25/11/2019 Diario del Puerto
MedaWeek insta a unir fuerzas y quitar muros frente a los retos del Mediterráneo 25/11/2019 Ocio News

La MedaWeek 2019 distingue al Consorci de la Zona Franca de Barcelona 25/11/2019 El Periódico de Cataluña

MedaWeek Barcelona cierra su 13ª edición con una firme apuesta por la economía verde, el talento femenino y África 25/11/2019 Zona Franquicias

Cooperazione, energia e giovani a Medaweek Barcellona 25/11/2019 ANSA – Med

La Economía Social muestra su fortaleza en los países del Mediterráneo durante el MedaWeek 2019 25/11/2019 Corresponsables

La Economía Social muestra su fortaleza en los países del Mediterráneo durante el MedaWeek 2019 25/11/2019 Servimedia

La Economía Social muestra su fortaleza en los países del Mediterráneo durante el MedaWeek 2019 25/11/2019 Diario Siglo XXI

MEDAWEEEK 2019, le imprese ripartono dal Mediterraneo 23/11/2019 Contrasto.TV

Economía verde, talento femenino y África, propuestas de la 13 MedaWeek Barcelona 23/11/2019 Cultura RSC

Akdeniz ülkelerinin tekstil sektöründeki geleceği Barselona’da masaya yatırıldı 22/11/2019 Haberotak

Empresarios apuestan por nuevo modelo económico para impulsar el Mediterráneo 22/11/2019 La Vanguardia

MedaWeek Barcelona cierra su 13ª edición con una firme apuesta por la economía verde, el talento femenino y África 22/11/2019 Web Capital Riesgo

MEDAWEEEK 2019: Le imprese ripartono dal Mediterraneo 22/11/2019 9 Colonne

MEDAWEEEK 2019 – Le imprese ripartono dal Mediterraneo 22/11/2019 Libero 24/7

MedaWeek 2019: le imprese ripartono dal Mediterraneo 22/11/2019 Malta Business

İslami finansın etik ve değer yaklaşımı Barselona’da masaya yatırıldı 21/11/2019 Hürriyet

Mediterranean forum discusses ethics, values in banking 21/11/2019 Anadolu Agency

13th Mediterranean Week of Economic Leaders 21/11/2019 Anadolu Agency
El Consorcio de la Zona Franca de Barcelona, distinguido en la MedaWeek 2019
21/11/2019 La Vanguardia - Catalunya

Países mediterráneos apuestan por economía verde para fomentar el desarrollo
21/11/2019 Invertia

Países mediterráneos apuestan por economía verde para fomentar el desarrollo
21/11/2019 La Vanguardia

La incertidumbre económica eleva el interés por las finanzas islámicas 21/11/2019
Invertia

La incertidumbre económica eleva el interés por las finanzas islámicas 21/11/2019
La Vanguardia

MedaWeek distingueix el Consorci de la Zona Franca per la promoció de la logística
21/11/2019 Catalunya Press – CAT

MedaWeek distingue al Consorci de la Zona Franca por la promoción de la logística
21/11/2019 Catalunya Press

El Consorcio de la Zona Franca de Barcelona, distinguido en la MedaWeek 2019
21/11/2019 Europa Press

La MedaWeek 2019 distingue al Consorci de la Zona Franca de Barcelona con el
Mediterranean Award 21/11/2019 E-Notícies

La MedaWeek 2019 distingue a la Zona Franca y al puerto de Barcelona 21/11/2019
Diario El Canal

Mediterranean forum discusses ethics, values in banking 21/11/2019 Yeni Safak

Mediterranean forum discusses ethics, values in banking 21/11/2019 Anadolu Agency

MedaWeek 2019 premia al Consorci por su labor en favor de la cooperación entre
las zonas francas 21/11/2019 El Vigía

Los países mediterráneos apuestan por la economía verde para fomentar su
desarrollo 21/11/2019 El Periódico de la Energía

Akdeniz ekonomi liderleri Afrika'yi ele aldı 20/11/2019 Hürriyet


‘Economic Leaders’ gathering launches in Spain 20/11/2019 Anadolu Agency

MedaWeek Barcelona 20/11/2019 Corresponsables
La MedaWeek cree necesario intensificar las relaciones entre Europa y África
20/11/2019 La Vanguardia


MedaWeek: A Barcellona si parla la sviluppo sostenibile del Mediterraneo
20/11/2019 Le Ultime Notizie

MedaWeek apuesta por unir fuerzas para afrontar los desafíos del Mediterráneo
20/11/2019 La Vanguardia

MedaWeek: A Barcellona si parla sviluppo sostenibile del Mediterraneo 20/11/2019 AISE

Las mujeres serán las protagonistas de la 13ª Semana Mediterránea de Líderes Económicos 19/11/2019 Mujer Emprendedora

Las mujeres serán las protagonistas de la 13ª Semana Mediterránea de Líderes Económicos 19/11/2019 Economía de Hoy

Medaweek '19: fare impresa con lo sviluppo sostenibile 18/11/2019 Malta Business

Sviluppo del Mediterraneo: lavori in corso al Medaweek 18/11/2019 Malta Business

Barcelona to host over 1,000 entrepreneurs 17/11/2019 Anadolu Agency

La MedaWeek pondrá el foco en el papel de la mujer en el desarrollo económico
17/11/2019 El Obrero

MedaWeek concienciará a las empresas de las ventajas de la sostenibilidad
17/11/2019 La Vanguardia

La MedaWeek pondrá el foco en el papel de la mujer en el desarrollo económico
16/11/2019 Invertia

La MedaWeek pondrá el foco en el papel de la mujer en el desarrollo económico
16/11/2019 COPE

İslami finansin geleceği Barselona'da tartışılacak 15/11/2019 Memleket

Las energías renovables y la sostenibilidad cambiarán las reglas de juego de las economías mediterráneas 15/11/2019 Informaria

Las energías renovables y la sostenibilidad cambiarán las reglas de juego de las economías mediterráneas 15/11/2019 Inmodiario

Las energías renovables cambiarán las reglas de juego de las economías mediterráneas 15/11/2019 TicPymes
La lucha contra el cambio climático, protagonista de la MedaWeek Barcelona  14/11/2019 *La Vanguardia*

Islamic banking to be explored in Barcelona 13/11/2019 *Invest Foresight*

Tessile nel Mediterraneo: il futuro è “sostenibile” 11/11/2019 *Malta Business*

Akdeniz ülkelerinin ‘ekonomi liderleri’ Barselona’dan buluşacak 11/11/2019 *Yeni Safak*

Mediterranean economic leaders to gather in Barcelona 11/11/2019 *Yeni Safak*

Todo listo para la XIII Edición de MedaWeek Barcelona 11/11/2019 *Cadena de Suministro*

MedaWeek debatirá sobre banca islámica como alternativa al sistema occidental 09/11/2019 *IslamCat*

MedaWeek debatirá sobre banca islámica como alternativa al sistema occidental 09/11/2019 *La Vanguardia*

MedaWeek Barcelona 2019 opens up to the investment opportunities of the African continent 07/11/2019 *Daily News Egypt*

Africa’s investment opportunities 06/11/2019 *Invest Foresight*

El Mediterráneo abre las puertas a las oportunidades de inversión en África 06/11/2019 *RTVE-RNE África hoy*

El Mediterráneo se abre a las oportunidades de inversión en África 05/11/2019 *TicPymes*

El Mediterráneo se abre a las oportunidades de inversión del continente africano 05/11/2019 *Inmodiario*

Lo sviluppo della “New Africa” a MedaWeek 2019 04/11/2019 *Malta Business*

Barcelona será la sede del II Foro Mediterráneo de la Economía Social 04/11/2019 *Servimedia*

Barcelona será la sede del II Foro Mediterráneo de la Economía Social 04/11/2019 *Diario Siglo XXI*

El Mediterráneo se abre a las oportunidades de inversión del continente africano 04/11/2019 *Economía de Hoy*

Barcelona será la sede del II Foro Mediterráneo de la Economía Social 04/11/2019 *Diario Sí*

Las oportunidades de inversión de África, a debate en la MedaWeek Barcelona 01/11/2019 *Invertia*
Las oportunidades de inversión de África, a debate en la MedaWeek Barcelona 01/11/2019 La Vanguardia

OCTOBER

The economic summit of the Mediterranean, Europe and Africa is committed to the energy revolution 30/10/2019 Invest Foresight

MedaWeek Barcelona 2019 to tackle circular economy, energy revolution 30/10/2019 Daily News Egypt

The Employers’ Group to participate in MedaWeek 2019 30/10/2019 AgenParl

La cumbre económica del Mediterráneo, Europa y África apuesta por la revolución energética 29/10/2019 Zona Franquicias

La cumbre económica del Mediterráneo, Europa y África apuesta por la revolución energética 29/10/2019 Economía de Hoy

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