Who we are

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

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

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

Using this report

The 2016 Annual Report begins with a message from ASCAME President and an overview of the past year. This is allowed by more in-depth accounts of ASCAME’s areas of activity over the past 12 months.

Find out more

www.ascame.org
General enquiries: secretariat@ascame.org
Communication issues: communication@ascame.org
Major events of 2016

7th Mediterranean Tourism Forum (MEDITOUR)
Mersin, Turkey

10th Mediterranean Week of Economic Leaders
Barcelona, Spain

14th Mediterranean Logistics and Transport Summit / 9th Mediterranean Ports Summit
Barcelona, Spain
# TABLE OF CONTENT

1 Introduction ............................................................................................................................................................................. 7  
   1.1 Message from the ASCAME President ................................................................. 7  
   1.2 Understanding ASCAME ............................................................................................ 9  

2 A year in review .................................................................................................................................................................13  
   2.1 2016: a snapshot ......................................................................................................... 13  
   2.2 Strategic Objectives 2016 .......................................................................................... 14  
   2.3 ASCAME Internal meetings ....................................................................................... 20  

3 Institutional Relations .................................................................................................................................................23  
   3.1 Memoranda of Understanding: A year of cooperation ........................................... 23  
   3.2 Institutional meetings ................................................................................................. 26  
   3.3 Institutional representation ......................................................................................... 28  

4 ASCAME Events and Activities : Contact with the business community ...............33  
   4.1 2016 Key ASCAME Events ....................................................................................... 33  
   4.2 Participation in specific / sectorial events ............................................................... 47  
   4.3 Participation in workshops and working groups .................................................... 50  

5 ASCAME Euro-Mediterranean projects ........................................................................53  
   5.1 2016 ASCAME Network projects .......................................................................... 53  
   5.2 2016 ASCAME Projects activities ......................................................................... 55  
   5.3 2016 New projects ................................................................................................... 59  

6 ASCAME Communication : Contact with the public ..............................................65  
   6.1 A results-oriented communication strategy ........................................................... 65  
   6.2 ASCAME Communication 2016 in figures ............................................................ 67  
   6.3 ASCAME 2016 in the regional media ..................................................................... 67  
   6.4 Contact with the media ............................................................................................ 69  
   6.5 ASCAME and social media in 2016 ........................................................................ 77  
   6.6 ASCAME Website and publications ...................................................................... 78  

Annex I: ASCAME in the news 2016 .................................................................................. 79
1.1 MESSAGE FROM ASCAME PRESIDENT

Time to change

Change is a fact of human activity, moving at its own tempo. However; sudden political, economic and social changes necessitate a reassessment of the world around us. Some people, institutions and countries adapt to the new realities and are able to survive; nevertheless many don’t and are left in the dustbin of history.

The Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) was created as the Union for the Mediterranean was in development, in expectation of a reality that was about to materialize shortly; this was the basis of its success. The regional structure it proposed attracted the chambers of commerce in the region. A period of stability ensued, ending with the Arab Spring.

The drama of Palestine 70 years ago created a wave of instability in the region that persists to this day. The fact that 70 nations gathered yesterday to look into resolving the Palestinian – Israeli conflict, deserves merit regardless of outcome, as it indicates an international will to find a durable and just solution to this conflict.

The Syrian crisis which caused upheaval in the region appears to be coming to an end. The discrete negotiations between belligerent parties, the influence of
regional and international powers, the reconstruction projects starting to take form, all suggest an end to this crisis that has shook the region, of which also the refugee problem which has had an impact in a large number of European countries.

The above leads us to believe that we are at the dawn of an era of peace and prosperity which we need to consolidate. As the chambers of commerce constitute a privileged link between the public and private sectors, they have a vital role to play in the future. The ASCAME has expressed it well by forging complex relationships in recent years with the public institutions and socio-economic platforms of the region and worldwide. We are well placed to define a socio-economic strategy for the coming years and to identify clear and achievable objectives:

**A Framework for change**

1. It is our ability to create employment that allow sustainable growth and ensures development. We should seek guidance by economic models that have succeeded in eradicating unemployment, improved work conditions, and integrated foreign labor in those sectors for which there is limited labor supply.

2. Investing in productive sectors is key to job creation. The secret lies in the long-term profitability, the fruit of rationalization and innovation favored by the state's economic policy and the positive perception of the private sector. A policy based on the creation of jobs always greater than the extinction of other jobs that have become futile as a result of technological progress.

3. The opening of markets is the best way to optimize economic efficiency. However, this openness must not justify the permanent deficit in the balance of goods and services which hampers investment and employment. Trade between industrial countries and developing countries entails this danger; Trade agreements must therefore foresee this and limit its negative impact on the economies of emerging countries.

4. Finally, the business environment is at the same time the easiest and most difficult thing to impose, especially within countries having a long history with bureaucracy and a strong belief that this guarantees the smooth operations. This can only result in the deterioration of investment and employment. Many measures with negative effect on development must be stopped in order to create a favorable climate for investment and employment.
5. “Investing in people”. The economic policy must avoid the easy perception of equitable distribution. It may be difficult to determine it as much as it is difficult to determine the economic efficiency deriving from it. However, the economy of well-being must guide any economic policy, and the well-being of citizens is certainly rewarding in terms of national income.

In conclusion, ASCAME has made a long way in the process of change and progress. It is trustworthy and we are confident about the future.

1.2 UNDERSTANDING ASCAME

More than 300 Chambers of Commerce and Industry

Tens of thousands of enterprises represented

23 countries bordering the Mediterranean Sea

Over 300 cities from the two shores of the Mediterranean

Who we are

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

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

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

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

**What we stand for**

**A PARTNERSHIP FOR REGIONAL ECONOMIC INTEGRATION**

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

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

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

**AN INNOVATIVE REGIONAL VISION**

30 years since its inception, the strategic vision of regional integration and economic cooperation brought by ASCAME has been strongly reinforced. Through ASCAME, the private sector is positioned in the regional political agenda to catalyse solutions that can answer accordingly to the changing socioeconomic scenarios in the region.
ASCAME is a key actor in the Mediterranean region with an innovative vision on regional economic integration that offers solutions to regional problems from the private sector.

What we do

**STRATEGIC ECONOMIC ACTIONS**

ASCAME, as a consolidated entity that represents the interests of the private sector in the Mediterranean, as well as an accredited partner of the EU and international organizations, develops strategic actions aimed at increasing the cooperation and economic exchanges among the Mediterranean countries, as well as promoting the Mediterranean and its business worldwide.

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

During the last 30 years, ASCAME has been actively working in order to provide tools capable of bringing effective answers to the challenges and opportunities that Chambers of Commerce and Mediterranean SMEs have to face in a global competitive environment.

**KEY ASCAME EVENTS**

1. **MEDA WEEK**
   - Mediterranean Week of Economic Leaders

2. **MECABUSINESS**
   - Mediterranean Business Summit

3. **MEDITEX**
   - Mediterranean Textile and Fashion Event

4. **MEDITEX**
   - Mediterranean Tourism and Hospitality Industry Conferences

5. **MEDAFORUM**
   - Mediterranean Advanced Manufacturing and Innovation Forum

6. **MEDAPORTS SUMMIT**
   - Mediterranean Ports Summit
2.1 2016: A SNAPSHOT

- More than a dozen cooperation initiatives with regional and international organizations
- 12 ASCAME Mediterranean awards given to prominent regional players
- Hundreds of business meetings organized to explore new opportunities in the Mediterranean
- Over 15 regional priorities addressed in ASCAME’s thematic sessions
- Thousands of representatives from the region’s private sector were mobilized and supported by ASCAME’s activities and events
- 50+ high-level conferences, events, and Euro-Mediterranean project meetings

- More than 1,000 attendees (80% enterprises and SMEs)
- 250+ prominent speakers and decision-makers from across the region
2.2 STRATEGIC OBJECTIVES 2016

Promoting Green Economy

This year, ASCAME put emphasis on the greening of the Mediterranean economy to respond to ones of the main current challenges: climatic change, deterioration of natural resources and energy problems. There is no doubt that promoting the green sectors and, in particular, the renewable energies, is essential to achieve a sustainable socioeconomic development in the region.

ASCAME has been working on the private sector involvement on sustainable growth and the use of innovative and efficient models, renewable energies and the gradual elimination of the fossil fuels in the region. ASCAME has been involved in Euro-Mediterranean Cooperation projects such as:

**GMI**

The Green MED Initiative which encourages the involvement of companies in the development of an integrated and environmentally sound waste management system focusing on activities directed to the youth, specifically through the piloting of “Reverse Vending Machines” in order to encourage recycling.

**FOSTER in MED**

Fostering Solar Technology in the Mediterranean Area

FOSTER in MED aims at transferring Knowhow in the solar energy field, to implement a shared design methodology and to promote solar energy innovative technologies at civil society level, with a specific focus on Building Integrated Photo-Voltaic energy.

In the framework of MedCop22, ASCAME has also shown its commitment to the green economy’s sectors by organizing a workshop entitled: “Supporting the massive development of Green Economy in the Mediterranean”, jointly with its Commissions of Renewable Energies, Environment and Climate Change and Business Cooperation. The MedCop22 meeting has represented a key opportunity for promoting economic growth of the region based on a sustainable development; innovation and creativity; while globally positioning the Mediterranean region in terms of environmental sustainability worldwide.
Supporting Key traditional Sectors

Tourism is one of the most important activities in the world and is the creator of one of ten existing jobs worldwide. It represents a major axis of development since it is a highly intensive-service activity that generates jobs and important incomes and that fosters the promotion of the Mediterranean society and lifestyle.

In the Mediterranean, it is considered as the first sector, meaning that it contributes highly to the social and economic development of the region.

Several initiatives have been developed this year in order to foster this key sector such as the organization of the 7th Mediterranean Tourism Forum (MEDITOUR) with the collaboration of the Chamber of Commerce of Mersin of the 2nd Mediterranean Hospitality Forum organized in collaboration with the Mediterranean Hotels and Restaurants Association (MH&RA).

On the occasion of this event took place the third Sector Alliance Committee (SAC) in the area of Tourism, in the framework of the EUROMED Invest Projects. This Sector Alliance Committee has brought together prominent actors from Mediterranean Tourism – from the main commercial and private sector actors, to governmental and international bodies – in order to discuss the key priority and niche sectors which can add immediate value to regional economy.
As one of the main objectives of the Barcelona Process, *Transport and Logistics* is essential to the Euro-Mediterranean integration. That’s why, it is necessary, today more than ever, to facilitate a global and unique strategy to the system and transportation networks that, with an integrating impact, will benefit the economy and competitiveness of the region.

Through the organization of the 14th edition of the *Mediterranean Logistics and Transport Summit*, within the International Logistics and Material Handling Exhibition (SIL2016), ASCAME keeps promoting the sector as a catalyst for regional development and driver of Euro-Mediterranean integration. On this occasion, took place also a *Sector Alliance Committee (SAC) in the area of Logistics and Transport*.

**Emerging key sectors have to be considered for ensuring a suitable regional development and to modernize the Mediterranean economies**

Emerging key sectors have to be considered for ensuring a suitable regional development and to modernize the Mediterranean economies.

This year, ASCAME has decided to support the *Halal industry* which is essential to promote a multi-cultural Mediterranean Society and to generate economic benefits for the whole region since the industry represents today one of the fastest growing consumer segments in the world. In this regard, ASCAME, in collaboration with the *Halal Institute*, have organized the *1st Mediterranean Halal Forum* which brought together high-level figures, representatives from the private sector, and experts in the field who will present the challenges and opportunities for the Halal industry, both in the Mediterranean and across the world.

![Euromed Invest Sector Alliance Committee on Transport and Logistics, Barcelona, Spain](image-url)
ASCAME has also put emphasis on an emerging sector so-called Blue Growth. **Blue Growth is rising as a key sector for the regional businesses**, which are strongly increasing their interest on this field and its numerous business opportunities, from yachting to blue energy or maritime surveillance. Indeed, ASCAME’s new project, **InnoBlueGrowth**, supports Mediterranean innovative blue growth clusters in their transnational activities processes.

**Supporting Social Actors**

ASCAME is strongly committed to give a voice to the social actors in the Mediterranean who encourage the creation of a peaceful and sustainable society. In this regard, ASCAME has initiated collaboration with the **Euro-Mediterranean Social**
Economy Network (ESMED) through the signature of a MoU and the joint-organization of the 1st Mediterranean Social Economy Forum. This latter aimed at encouraging the Euro-Mediterranean politics and programs to take into account this sector, as a catalyst for economic dynamism, social and environmental protection and socio-political empowerment in the region.

**Encouraging Entrepreneurship Spirit and Mobility**

Entrepreneurs are key actors of development within the Mediterranean area. That's why, it is important to encourage young people to develop their entrepreneurial skills and entrepreneurship spirit.

As a partner of the Euromed Invest project, funded by the EU, ASCAME has closely participated in many entrepreneurs-related activities. Members of the ASCAME network have been involved in other initiatives dealing with mobility, diaspora and entrepreneurs.

Talent Mobility is also a key driver of integration and a catalyzer of growth that must be promoted. Through the 1st Human Capital Forum and the Mediterranean Entrepreneurs and Startups Forum, ASCAME has committed towards those issues.

**Promoting Countries and Regions’ Business Opportunities**

A special attention has been given this year to some countries and regions representing great potential for development and many economic opportunities for the Mediterranean businesses or being key partners for the regional development.
As such, and having as ambition to opening the Mediterranean to the rest of the world, ASCAME has emphasized, during the Meda Logistics Summit, the importance of interconnecting the Mediterranean with **Latin America, Asia and Middle East** in order to give the region a greater prominence on the international stage.

ASCAME has also promoted, once again this year, the North Africa’s region during the **13th North Africa Business Development Forum** which focused on the region’s labor market, as well as the different transportation challenges and the financial integration that faces the region.

The **Egypt Business Forum: what is next?** featured Egypt current economic trends opportunities and challenges and placed the country as a main driver for development within the Mediterranean region.
2.3. ASCAME INTERNAL MEETINGS

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

ASCAME Statutory meetings

ASCAME Board meeting
6 June in Barcelona

ASCAME Executive Committee meeting
29 November in Barcelona
ASCAME Working Commissions’ meetings

Meeting of the ASCAME Working Commission on Tourism
28 September in Mersin

Meeting of the ASCAME Working Commission on Transport and Logistics
28 September in Mersin

Meeting of the ASCAME Working Commission on ICT and Innovation
29 November in Barcelona
3.1 2015 KEY ASCAME EVENTS

MEMORANDA OF UNDERSTANDING: A YEAR OF COOPERATION

Mediterranean Bank Network (MBN) | Barcelona, Spain

On 3 March, ASCAME and the Mediterranean Bank Network (MBN) signed a Memorandum of Understanding with the aim to promote investment in the Mediterranean region as well as funding for SMEs and Start-ups.

The parties agreed to work closely in order to identify projects, organize events and launch joint initiatives focused on the collaboration between banks, companies and Chambers of Commerce. At the same time, the initiative supports the creation of and assistance for SMEs, start-ups, entrepreneurs and businesswomen.
Tangier-Tetouan-Al Hoceima Regional Council | Tangier, Morocco

On 18 July, ASCAME and the Tangier-Tetouan-Al Hoceima Regional Council signed an MoU establishing their strategic partnership and commitment towards a common agreement – in particular, to cooperate closely on projects and specific sectors.
Mediterranean Hotels and Restaurants Association (MHRA) | Barcelona, Spain

On 30 November, and within the fringes of the MedaWeek16, the MHRA and ASCAME signed a Memorandum of Understanding in order to consolidate their already existing collaboration. The signature took place during the Mediterranean Hospitality Forum, which, following its success in 2015, celebrated its second edition this year. In fact, the MHRA is actually a product of last year’s MedaWeek, founded in large part by ASCAME’s strong support.

Euro-Mediterranean Network of Social Economy (ESMED Network) | Barcelona, Spain

On 1 December, ESMED and ASCAME agreed, through a Memorandum of Understanding, to reinforce their collaboration and to stimulate projects and joint initiatives to promote and to consolidate this economic sector and the social actors in the Mediterranean region.

As a first step of collaboration, both entities have organized the 1st Mediterranean Social Economy Forum on December 2nd in the frame of the 10th Mediterranean Week of Economic Leaders.
Union for the Mediterranean (UfM) | Barcelona, Spain

On 30 November, ASCAME and the UfM renewed their collaboration through the signature of an addendum of the ASCAME-UfM MOU signed on 26 November 2014 in Barcelona to promote business participation and private sector involvement within UfMS and ASCAME activities in the Mediterranean region.

3.2 INSTITUTIONAL MEETINGS

ASCAME’s President, Mr. Mohamed Choucair, and other high representatives of the Association have met important actors of the regional development:

- President Choucair met on 24 October the President of Fiji Republic, George Konrote, to discuss international trade and business opportunities in Mediterranean, especially regarding Tourism and Logistics.
• President Choucair met on 20 June Mr. Carlos Ghosn the Chairman and CEO of France-based Renault, Chairman and CEO of Japan-based Nissan, and Chairman of Mitsubishi Motors during the Lebanon Climate Action to discuss how engaging the private sector to address climate challenges.

• Meetings organized on 15 April and 10 June in Madrid with UNWTO Officials Mr. Carlos Vogeler, Director and Executive Secretary in charge of the relations with UNWTO’s members and Mrs. Isabel Garaña, Regional Director for Europe of United Nations World Tourism Organization to initiate a collaboration between both entities and present the 7th ASCAME Mediterranean Tourism Forum (MEDITOUR).
3.3 INSTITUTIONAL REPRESENTATION

International Symposium CGEA | Algiers, Algeria

President Mohamed Choucair participated last 27 February in the International Symposium about Business Opportunities in Algeria organized by the General Confederation of Algerian Businesses.

Mediterranean Leadership Summit | St. Julians, Malta

An ASCAME delegation supported the Mediterranean Leadership Summit held on 28-29 April. This event organized by the Economist aimed at creating a unique environment for knowledge sharing, partnership building, business entrepreneurship, innovation, new opportunities and ideas for further investment and cross border growth among the leaders of government, business, finance and academia from Europe, The Middle East and North Africa.
18th Arab Economic Forum | Beirut, Lebanon

The President of ASCAME, Mr. Mohamed Choucair, participated in the 24th edition of the “Arab Economic Forum” on 12 May organized under the patronage of the President of the Council of Ministers, H.E. Tammam Salam, Al-Iktissad Wal-Aamal Group, in collaboration with the Central Bank of Lebanon, the Association of Banks in Lebanon and the International Finance Corporation (IFC) a member of the World Bank Group.

The Forum attracted a large number of senior officials, business and finance leaders, banks, investment groups, and economists and experts from the Arab world and other countries. This year’s Forum has been of particular importance as held against the background of the major challenges that face countries of the region and their economies as a result of the climate of political instability in some of these countries and the sharp decline in oil prices, as well as the impact of all this on economic growth, the investment climate and shrinking employment opportunities.

President Choucair at the 18th Arab Economic Forum in Beirut
Cofindustria General Assembly | Roma, Italy

On 26 May, President Choucair participated in the General Assembly of General Confederation of Italian Industry (Cofindustria), the Italian employers’ federation and national chamber of commerce, founded in 1910.

Mohamed Choucair (ASCAME) and Vincenzo Boccia (Cofindustria)

2016 Euro-Mediterranean Summit | Athens, Greece

As President of the ASCAME Commission for Industry, Mr. Vassilis Korkidis, participated in the 2016 Euro-Mediterranean Summit, held on 24-25 October in order to represent the Mediterranean private sector and present the Works of ASCAME in the Euro-Mediterranean area.

Euro-Mediterranean Summit of Economic and Social Councils and Similar Institutions aimed at promoting greater understanding of the main issues affecting organized civil society in the Euromed region and at discussing the common challenges they face. These Summits brought together some 120 participants from a range of economic and social councils, and similar institutions, representatives of employers, trade unions, other economic and social interests groups and NGOs from countries which are members of the Union for the Mediterranean.
EMEA (Europe – Middle East – Africa) Economic Forum | Marseille, France

The Vice-president of ASCAME and President of the ASCAME Commission for Business Cooperation, Mr. Louis Aloccio, has represented ASCAME on 2-3 November during the EMEA (Europe-Middle East – Africa) Business Forum, addressed to companies and economic decision makers of this region on the subject of the opportunities provided by the digital revolution and the new boarders of the cooperation between Europe and the Mediterranean.

The Forum was the occasion to address many aspects of the cooperation, in particular i) the Europe-Africa-Gulf complementarities and the strategies of cooperation, investment and economic diplomacy between these regions; ii) the need and opportunities in the digital field in the Africa-MENA area, and how digital technology can leverage traditional or innovative sectors; iii) the revival of the ecosystem of companies’ creation and growth support in the region.
4.1 2016 KEY ASCAME EVENTS

10th Mediterranean Week of Economic Leaders | Barcelona, Spain

The Mediterranean Week of Economic Leaders (MedaWeek) concluded its 10th edition by launching new initiatives for greater regional socio-economic development, including tackling two of the region's most pressing challenges today: youth unemployment and the refugee crisis. Over the course of these three days, the Mediterranean Week hosted more than 1,000 business representatives from 35 different countries of the Mediterranean and worldwide.

This year’s Meda Week 2016: A Need for Action, ASCAME’s flagship event, was jointly organized by the Official Chamber of Commerce of Barcelona, the Union for the Mediterranean (UFM) and the European Institute of the Mediterranean (IEMed), with the collaboration of other prominent Euro-Mediterranean entities working in the field of regional development.
In line with both the region’s current challenges and MedaWeek’s legacy, this year’s edition was especially inspiring. While keeping with its dynamic format, the event featured emerging regional economic trends through a number of innovative fora. Specifically, the MedaWeek16 pushed for a strong socio-economic development agenda, a sector that, from 2010 to 2015, lost almost 700 billion dollars in economic activity – almost 6% of the region’s GDP. Within this context, the event hosted the first Halal Industry forum, as well as tourism and Special Economic Zones (SEZs) sessions.

Fora organized within the fringes of the MedaWeek, at large, also have particular economic relevance in the sphere of job creation, which especially telling in a region that calls for 100 million new jobs by 2020. With 40 million unemployed young people, 27 million without education and training, the Middle East and the Maghreb region has the highest unemployment rate in the world, 27.2%. During this week, private sector initiatives such as the idea of an Erasmus within companies were put on the table, with the aim of facilitating the insertion of young graduates in the countries of the region.
MedaWeek16 highlighted the importance of emerging sectors and new trends in regional economy, such as tapping into the potential that is social economy. The sector has proven to create sustainable and inclusive employment, where 47% of workers are below 40 years of age, resulting in a go-to sector for the regional youth.
Another job opportunity that was exposed those days is the entrepreneurship. During the 1st Forum of Entrepreneurs of the Mediterranean, entrepreneurs and start-ups from the region gathered to exchange experiences and ideas and present their successful projects, concluding that the entrepreneurial ecosystem, especially in women, is becoming more dynamic in the region.
Lastly, special attention was given to the refugee drama that our region suffers today. During a special session large multinationals –such as Vodafone Foundation–, SMEs and international organizations -such as UNHCR Spain- met with entrepreneurs like Livio Lo Monaco, to jointly reflect on the role that each of these actors have, as well as jointly.

Within the fringes of MedaWeek 2016, ASCAME has recognized, through two categories of awards the commitment of former members, organisations or personalities towards the Mediterranean region.

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

- The **MEDITERRANEAN Awards** are given to personalities, companies, foundations or other entities whose actions have a positive impact in the development of the region and the transmission of values.
Award to Riad Salameh (Central Bank of Lebanon)

Award to Naguib Sawiris

Award to Pau Relat

Award to Fundación Gas Natural Fenosa

Award to Miriem Bensalah-Chaqroun (CGEM)

Award to Philippe de Fontaine Vive

Award to Livio lo Monaco

Award to Grupo Internacional Borges
1,500 Participants

Business representatives, high level institutional figures, policy makers and state representatives look part in the MedaWeek16

Attendance from over 35 countries

Coverage from over 30 journalists from the region

More than 15 key sectors were represented at this years MedaWeek, expressing regional priorities in the respective fields.
A wide range of international and regional media supported the 10th Mediterranean Week and confirmed its commitment to the Mediterranean.
The 10th Mediterranean Week of Economic Leaders aroused great interest among national, regional and international media. From prominent general media to specialized publications, radio and television echo every year of this international meeting and this special edition was attended by media from Europe, North Africa and the Middle East.

The 10th edition of MedaWeek had the support of international relevant media such as The Financial Times or, at a regional level, the Daily News Egypt, Anadolu Agency of Turkey or EFE Agency of Spain; as well as national media such as the Moroccan L’Observateur du Maroc and others from Spain, Lebanon, France, Tunisia and Italy.
This ASCAME meeting of reference for the tourist regional sector, MEDITOUR, celebrated its 7th edition, on 28-30 September with the collaboration of the Chamber of Commerce of Mersin. For three days, the event received more than four hundred participants, among them, businessmen and representatives of sectorial, governmental associations and international organizations, as well as a discharge attends of Turkish and regional mass media.

Meditour 2016 was inaugurated by relevant Turkish personalities, Ministers, sectorial experts, tens of representatives of the private sector and chambers of commerce of the Mediterranean region. All the participants embraced the idea that the industry of the tourism is crucial to approach the socioeconomic current challenges in the region, while being a driver of employment and multiplier of industries.

Some imminent challenges for the industry were indicated, as the importance of developing a sustainable tourism with the implication of the private sector, or the need to improve the quality of the infrastructures, and to adapt the tourist regional offer to the different tourist profiles.
Among the forum closing remarks, compiled in the Declaration Meditour 2016, were highlighted the commitment to a sustainable development that should allow to continue in the path of regional growth, besides a tourist joint offer for all the countries of the Mediterranean, which gathers so much its cultural diversity and historical legacy.

14th Mediterranean Logistics and Transport Summit / 9th Mediterranean Ports Summit (Meda Logistics Summit) | Barcelona, Spain

ASCA ME, together with the Consorci de la Zona Franca de Barcelona and the support of the Chamber of Trade Industry and Navigation of Barcelona, organized on 7-8 June in Barcelona, the 14th Mediterranean Logistics and Transport Summit and the 9th Mediterranean Ports Summit in the framework of the International Logistics and Material Handling Exhibition for Trade visitors (SIL 2016). Both meetings brought together managerial international leaders, high executives and thousands of companies of the logistics and the transport sectors of the Mediterranean, Latin America and the Gulf to promote commercial contacts at regional and international level and synergies among the current logistic projects.

The forum gave also a special attention to Algeria, as invited country, and put on the table key issues such as the need of a major integration of the infrastructures of the sector, a better interconnection between the north and the south of the region, and the implementation of multimodal corridors. For example, taking advantage of the potential of the regional aviation and port sectors for a major commercial efficiency.

The cooperation in logistics must be a priority for the Mediterranean countries, from the management of the capital and common equipment, up to the strength-
ening of the structure and regional identity, as fundamental base to reach a full economic integration of the region. At the same time, the commercial exchange has to be favoured between the region and the rest of the world, “Building bridges” as this year Summit edition’s motto claimed.

**Workshop MedCop22 “Supporting the massive development of Green Economy in the Mediterranean” | Tangiers, Morocco**

Today the direct correlation between economic and environmental aspects is more evident than ever worldwide. A greener restructuration of the economy responds to some of the main current challenges in the Mediterranean region, but also one of the biggest opportunities for companies in green economic sectors such as waste treatment, green building or material recycling.

Within this context, ASCAME organized last 19 July the workshop “Supporting the massive development of Green Economy in the Mediterranean”, jointly with its Commissions of Renewable Energies, Environment and Climate Change and Business Cooperation.

The main objectives of this meeting were to highlight the main initiatives adopted last year in Marseille, France, at the MedCOP21 on SMEs efforts against climate change. Also, a kit of initiatives were provided to efficiently support and accompany the regional businesses, in particular MSEs/SMEs, on their adaptation and resilience to sustainable business practices, such as companies and infrastructures restructuration for a better return on invested capital.

These solutions, on line with the aims of the UN Sustainable Development Goals and the COP22 Marrakech 2016, were mainly addressed to the diversification of the economic development, clusters’ creation and the promotion of the private sector as a global actor.
The MedCop22 meeting represented a key opportunity for promoting economic growth of the region based on a sustainable development; innovation and creativity; while globally position the Mediterranean region in terms of environmental sustainability worldwide.

8th Mediterranean Women Entrepreneurs Forum (MedaWomen) | Cairo, Egypt

Women are crucial for a sustainable future and the economic growth of the Mediterranean region. In this sense, MedaWomen Forum is today a unique platform giving opportunities to those women to establish contacts and to do entrepreneurial networking at an international level.

The 8th Mediterranean Women Entrepreneurs Forum, co-organized by ASCAME, AFAEMME (Association of Organisations of Mediterranean Businesswomen) and the EBWA (Egyptian Business Women Association) took place on 28 April. This Forum’s edition took place under the theme “Economic Empowerment and Entrepreneurship Promotion for Women and Youth” in the framework of the 11th African Congress for Women Entrepreneurs & 4th Cairo Women Empowerment Summit.

The MedaWomen Forum was the key occasion to discuss how to better support the Mediterranean youth through entrepreneurship promotion for achieving the region’s economic development and inclusive growth. According to Dr. Asfour, President of EBWA, “Women’s Economic Empowerment is crucial and the basis for achieving other Sustainable Development Goals”.

During the Forum, the situation of women owned companies in the MEDA region was also analyzed. A number of individual and institutional factors impact the ability to start and grow firms, particularly attitudes, norms, values, legal environments that help women to access resources, accept women in leadership
positions, and gain work experience in all sectors. And as Dr. Ezz, Executive Board member of ASCAME asserted, “Public-Private-Civil Society Partnerships may be the way of better achieving change in the region”.

The renowned Forum was attended by representatives of international organizations and several business women associations. The latest highlighted the opportunity of training migrant women for entrepreneurship in the countries of destination, so that if/when they return to their countries of origin they are well prepared to have the chance of achieving financial independence and rebuild their lives.

2016 Euro-Mediterranean Cooperation Summer School “Design your Med Initiative” | Cagliari, Italy

OpenMed Association and MaPE – University of Cagliari, with the support of ASCAME, CCIA-BML, CEEBA and Re.C.O.Med, and the contribution of Fondazione di Sardegna, organized from 27 June to 1 July the “Design your MED initiative!” - Euro-Mediterranean Cooperation Summer School.

The course provided the opportunity to Chambers of Commerce of the ASCAME network and other Mediterranean business representatives to improve exchanges of competences and relations between public and private representatives of Mediterranean organizations interested in cooperation programs and projects.

2nd Egypt Second Investment Forum | Cairo, Egypt

ASCAME cooperated in the 2nd Egypt Investment Forum, held on 28-29 May 2016 under the Patronage of His Excellency President Abdel-Fattah El Sisi, President of the Arab Republic of Egypt, with the aim of presenting the main available
investment opportunities, in addition to providing the opportunity for bilateral meetings among participants, with the presence of international and regional funding parties and donors.

4.2 PARTICIPATION IN WORKSHOPS AND WORKING GROUPS

UfM Working Groups

3rd UfM Meeting of the Advisory Board of Med4Jobs | Barcelona, Spain

ASCAME participated in the 3rd UfM Meeting of the Advisory Boards of Med4Jobs on 28 April. The meeting brought together experts from European institutions, international organizations, the public & private sector, industrial clusters and financial institutions with the objective of discussing the state of play and progress of the initiative, as well as exchanging views on future actions and priority areas to be covered, particularly in light of the initiative’s anticipated mid-term review. Special emphasis was also placed on the important political momentum of employment projects and policies reflected by the preparation of the UfM Ministerial Conference on Employment and Labour (26-27 September 2016).

4th UfM Climate Change Expert Group | Paris, France

ASCAME participated in the 4th Climate Change Expert Group on the 22 April, as an opportunity to recall the commitment of the Mediterranean States for climate action and to promote climate existing project at the upstream of Cop22 in Morocco.
**8th UfM Working Group on Urban Development | Barcelona, Spain**

ASCAME participated in the 8th UfM Working Group on Urban Development on 21 September, as a UfM brainstorming session “towards a new UfM Urban Agenda” in order to prepare the 2nd UfM Ministerial Conference on Sustainable Urban Development. In cooperation with the Urban Infrastructure Commission, chaired by the Algerian Chamber of Commerce and Industry (CACI), ASCAME contributed to this meeting by highlighting the expectations of the Mediterranean countries in terms of urbanism.

**UNWTO Working Groups on the Phoenician’s Route**

**1st Meeting of the UNWTO Working Group on the Phoenician’s Route | Madrid, Spain**

ASCAME participated in the 1st meeting of the Working Group on the Phoenician’s Route on 19 January in order to present the Phoenician Route initiative; to discuss the introduction of a cross-border cultural route based on the maritime trade routes established by the Phoenicians and to define common areas of interest and elaborate a roadmap for introduction of the scheme.

The Phoenicians’ Route Cultural Tourism Programme provides a valuable opportunity to build upon the existing cultural route and facilitate the development of a strategic plan for tourism itineraries, engaging stakeholders in the region and encouraging the alignment of resources and funds for tourism product development, capital projects, visitor experiences, marketing and promotion.

ASCAME, as a regional platform for economic integration of the Mediterranean, participated in the project since its inception in collaboration with countries and international organisations such as Ministries of Tourism of France, Lebanon, Spain and Tunisia, and the WTO, UNDP, UNESCO, the IMA, the Union for the Mediterranean (UfM), the Council of Europe and the Casa Mediterráneo.

**2nd Meeting of the UNWTO working group on the Phoenician’s Route | Beirut, Lebanon**

ASCAME participated in the 2nd meeting of the Working Group on the Phoenician’s Route on 30 May.

The event counted with the participation of the Ministries of Tourism of Lebanon, Palestine and Egypt and international organizations such as UNESCO and the Council of Europe.
The meeting concluded with the four key areas of focus as next steps: 1) the development of itineraries, 2) involving local communities, 3) joint marketing and promotion, and 4) travel facilitation.

Regional Workshop on Tourism and Sustainable Development | Marseille, France

Through its ASCAME Tourism Commission, chaired by the Malaga Chamber of Commerce and Industry, the Association has participated in the regional workshop on Tourism and Sustainable Development last 23-24 May, under the theme “How can tourism contribute to sustainable and inclusive development in Southern and Eastern Mediterranean countries?”.

By gathering decision-makers, operators and experts on tourism in the Mediterranean, this workshop aimed to define a strategic and operational framework for guiding French Development Agency (AFD)’s interventions in this sector, in view of its 2015-2018 Regional Action Plan. The programmes of work carried out by Plan Bleu under the Mediterranean Strategy for Sustainable Development (MSSD), newly revised for the 2016-2025 period, also informed the recommendations.
4.3 Participation in specific / sectorial events

International Conference “Post Conflict Re-Construction In MENA: Previous Experience and Stakeholders’ inclusive involvement in the future reconstruction of Libya, Syria and Iraq” | Barcelona, Spain

This conference (a series of two meetings organized in Barcelona and Madrid in 2016) aimed to tackle challenges related to reconstruction in post-conflict countries in the region. The meeting addressed evaluation and quantification of physical reconstruction and the impacts in different economic sectors to enter then in issues related to who and how to finance reconstruction as well as its different political economic dimensions.

2nd FERRMED EU Core Net Cities | Malaga, Spain

ASCAME participated in the 2nd FERRMED EU Core Net Cities entitled “Development of the FERRMED great railway axis and the rise of a western Mediterranean new core area”, last 13 April to discuss the challenges and opportunities for economic development of the intersection between the global growth vectors (European Union Locomotive Economic Regions (EULER) Vector/ Eurasian Vector/ Far-East/South Asia – Mediterranean Vector).

The 1st Arab-Spanish University Encounter (HISARA) | Sevilla, Spain

ASCAME participated at the 1st Arab-Spanish Encounter (HISARA) which took place on 17-18 May to strengthen cooperation and promote partnership between Arab and Spanish Universities and public-private sectors.
Seminar: Tangiers, from continental exception to regional leadership | Tangiers, Morocco

In the framework of the Tanger Horizons project, ASCAME participated in a strategic seminar entitled “Tangiers, from continental exception to regional leadership” on 22 March. The objective of the project is to pursue the vision of Tangiers Metropol.

Seminar: eMEDia Open Day on Mediterranean Journalism and Higher Education | Barcelona, Spain

ASCAME participated in the eMEDia Open day on 18 April. This public event was open to academics, practitioners, students, professionals and everyone interested in journalism higher education. During the event, participants were offered the opportunity to know more about the activities and first results of the eMEDia project and to debate cross-media journalism education in an Euro-Mediterranean context.

3rd UfM High Level Conference on Women Empowerment: Driving Force for development and stability | Barcelona, Spain

ASCAME participated in the 3rd UfM High Level Conference on Women Empowerment: Driving Force for development and stability on 10-11 October.

Following the 2014 and 2015 editions and in the perspective of the Fourth UfM Ministerial Conference on Strengthening the Role of Women in Society which will take place in 2017, the Conference gathered main stakeholders fostering women’s empowerment around the Mediterranean to share ideas, experiences, initiatives and recommendations regarding the essential role that women play in promoting peace, development and stability.
Discussions focused on current and critical issues in the Mediterranean region where women have an essential role to play including:

- Women as drivers for sustainable development and inclusive growth
- Women as key actors against extremism and radicalization
- Women, mobility and migration

**INSULEUR Forum about sustainable tourism planning and management for Insular Destinations | Evia, Greece**

ASCAME was represented during the Insuleur Forum about sustainable tourism planning and management for Insular Destinations on 4 November.

The Forum of Evia examined a number of tools and case studies, specifically adapted to islands, to help in effective destination management, as far as the destination planning, implementation and performance: online tools and applications, strategic planning guides and templates and best practice case studies. These tools and initiatives will help and assist destination managers and tourism stakeholders in identifying and implementing innovative and relevant planning, development and marketing processes for managing tourism in their islands.
5.1 2016 ASCAME NETWORK PROJECTS

AScame continued in 2016 to be a strategic partner of many regional cooperation projects. In 2016, dealing with strategic fields of action for the economic and social development of the Mediterranean region such as renewable energies, transport and logistics, waste treatment, traditional food stuff, textile industry, etc.

The involvement of the ASCAME network to the Euro-Mediterranean projects offer the Mediterranean companies and SMEs great opportunities to develop and put into practices their capacities in a specific field, while encouraging the Euro-Mediterranean integration and contributing to the growth of the region.

**The ASCAME Network’s Euro-Mediterranean projects**

- **Focus on** 15 various sectors and fields of action
- **Co-financed** by the European Union (EU)
- **Budget of approximately** 52M€
- **Countries represented:** Italy, Egypt, Morocco, Turkey, Algeria, Lebanon, Jordan, Tunisia, France, Greece, Cyprus, Croatia and Spain
5.2 2016 ASCAME Projects activities

EUROMED INVEST PROJECT

The 2nd Sector Alliance Committee on Transport & Logistics | Barcelona, Spain

On 7 June, within the fringes of the 14th Mediterranean Logistics and Transport Summit, ASCAME, organized the 2nd Sector Alliance Committee in the area of Transport & Logistics in Barcelona in the framework of the EUROMED Invest project. The latter project primarily targets five key sectors including Transport & Logistics, Tourism, Agrifood, Water & Alternative Energies and Cultural & Creative industries. Its aim is to renew the interest of SMEs in the Euro-Mediterranean market, increase investment and the flow of business projects and also to ensure that the EU finds its leading position as source of foreign direct investment in these countries.

As coordinator of this Sector Alliance Committee, ASCAME brought together the key actors from Mediterranean Transport & Logistics – from the main commercial and private sector actors, to governmental and international bodies – in order to discuss the key priority and niche sectors which can add immediate value to regional economy.

EUROMED Invest project Executive Committee / Brussels, Belgium

On 30 June and 1 July, ASCAME and the MedAlliance, the project’s consortium, participated in the EUROMED Invest Executive Committee meeting. In this framework, the European Commission, the Union for the Mediterranean and the DAI team have conducted the mid-term project evaluation concerning the impact
assessment commissioned by the European Commission. Moreover, it is in this context and following the recommendation of the project evaluation team that the Executive Committee approved a request for a 6 months extension. This extension will expand the implementation period of operations until 30 June 2017, a deadline that will allow ASCAME and project partners to deliver the decentralized operations and to report them.

**PROJECT HIGHLIGHT: EUROMED Invest**

**Objective:** To boost the private business and investment within the Euro-med area to contribute to an inclusive economic development of the region.

**Field of action:** Investment promotion in the Euro-Mediterranean region

**Budget:** 4,000,000€

**Duration:** 42 months

**Main achievements:** 127 operations implemented, 100 young entrepreneur trained, 4,500 business meetings, 4,400 participants to the operations, 900 business support organisations trained, 720 business partnerships & FDI, 1,000 projects mobilized.

**ENPI CBC MED PROGRAM**

2016 marks the closing of Euro-Mediterranean cooperation projects, funded by the European Union in the framework of the ENPI CBC MED programme 2007-2013 (European Neighborhood and Partnership Instrument, Cross Border Cooperation in the Mediterranean Programme), in which ASCAME participated.
ASCAME participated in the final event of SHAAMS project (Strategic Hubs for the Analysis and Acceleration of the Mediterranean Solar Sector), on 31 March. The event was the occasion to present the main results of this EU funded project, in which ASCAME has closely collaborated with the lead partner, the Barcelona Chamber of Commerce. The outputs delivered by the SHAAMS project constitute a key step towards bigger investments leading to the increased use and promotion of solar energy in the Mediterranean. During the event, the SHAAMS project’s achievements were highlighted such as the improvement of private agents’ knowledge on solar energy projects, funding and market requirements, the promotion of new financing mechanisms to facilitate the take up of solar technologies, as well as new cross-sector and inter-regional contacts between potential partners. As SHAAMS project collaborator, ASCAME presented to the invited speakers and stakeholders the current challenges for solar energy in the region such as the improvement of the diffusion of innovative solar technologies to the public & private sectors and civil society, as the key starting point in order to boost the solar energy uses in the Mediterranean.
ASCAME participated in the GMI project Closing Conference which took place on 20 June to highlight the successful promotion of sustainable environmental practices developed in the Mediterranean region during the 3-year project implementation. The conference was attended by more than 350 representatives from the public and private sector, NGOs and business support organizations from six Mediterranean countries that have been involved in the implementation of the project. ASCAME, as coordinator of the project results capitalisation, ensured the implication of the Mediterranean private sector, mobilising Chambers of Commerce and companies in the project.

The GMI project has represented an important step forward to encourage the young minds of the future and businesses to be environmentally responsible and “has globally positioned the Mediterranean region in terms of environmental sustainability”, as the president of ASCAME, Mohamed Choucair, declared. This event has been the occasion to present the main results and outputs achieved through the project activities.
PROJECT HIGHLIGHTS: GMI – Green MED Initiative

Objective: To develop an integrated and environmentally sound waste management system ensuring treatment and recycling, through exploitation of innovative technologies, and promote a sustainable method for waste treatment and recycling.

Field of action: Waste Treatment and Recycling

Budget: 4,126,872€

Duration: 42 months

Main achievements in 2015: 162 Reverse Vending Machines have been installed in more than 60 schools and universities of 5 Mediterranean countries, while 86,856 users recycled 691,114 plastic bottles and cans in Italy, Lebanon, Spain and Tunisia. 42,846 kilos of CO2 was avoided in the region. The project involved students as well as different companies from the Mediterranean region.

FOSTER in MED project: Fostering Solar Technology in the Mediterranean Area: Training courses

ASCAME, together with the Cluster for the Internationalization and the Innovation of the Spanish Companies of Solar power and other associations, carried out training courses of more than 30 engineers, 20 installers and 25 students in the design, installation and integration in buildings of photovoltaic plants, during six months preceding the closing of the FOSTEr in MED project.

With this initiative carried out in Spain, and five more countries of the Mediterranean, Italy, Lebanon, Egypt, Tunis and Jordan, the members of the project sought to promote the solar sector and to take advantage of the experience of companies with a long professional path to train new professionals. A total of 180 designers, 120 installers of SMEs and 150 university students have benefited from these training programs at regional level.
The final conference of FOSTEr in MED project took place on 28 June, to present the successful results of the project in the promotion of solar innovative technologies in the Mediterranean region. During the event, attended by the promoters of the project, among them, ASCAME, local and regional authorities, SMEs and experts in renewable energies, the main resultant initiatives of the project have been presented, such as the creation of solar pioneering plants that involved more than 50 companies in Egypt, Lebanon, Jordan and Palestine. ASCAME, in charge to coordinate the capitalisation of the project results and thanks to its large Mediterranean network, monitored the capitalisation of FOSTEr in Med project results and the creation of bridges & synergies between strategic and standard projects of the ENPI Programme and other projects in order to give continuity to the initiative.

**PROJECT HIGHLIGHTS: FOSTEr in MED – Fostering Solar Technology in the Mediterranean Area**

**Objective:** To transfer know-how in the solar energy field, to implement a shared design methodology and to promote solar energy innovative technologies at civil society level, with a specific focus on building integrated photovoltaic energy.

**Field of action:** Renewable Energies

**Budget:** 4,500,000€

**Duration:** 42 months
**Main Achievements**: 18 trainings dedicated to 400 stakeholders (180 designers, 120 SMEs/installers and 150 university students) to transfer technical knowhow. 5 pilot projects realized in 5 public buildings through 85 kWp of photovoltaic panels installed. Information seminars to promote the benefits of solar technologies involving 350 citizens and 3500 students of 60 schools. Qualitative analysis report published, with local legislations on solar energy compared and common innovation proposals defined. Formulation of 6 policy papers. Solar technologies and its technological trends promoted.

5.3 2016 New projects

**INTERREG MED PROGRAMME**

In the framework of the Interreg MED Programme Call for proposals, ASCAME with four partners from France, Greece and Italy, formed a consortium in order to set-up a horizontal European project entitled **InnoBlueGrowth**. The latter was declared “approved” by the Steering Committee of the Interreg MED Programme.

**Interreg MED Programme** justifies the financial allocation to projects which propose concrete activities meeting the priorities identified for the MED area. This programme promotes the implementation of horizontal projects, which main objective is to ensure communication/capitalisation activities of the modular projects in order to increase their impact towards common identified targets.

In the framework of the InnoBlueGrowth project, ASCAME and its project partners will implement activities focused on the MED Programme Priority Axis 1 “Promoting Mediterranean innovation capacities to develop smart and sustainable growth”. The project will propose concrete activities—a communication strategy, community building initiatives and capitalisation events, among others—to build a real community of modular projects, dealing with **Blue Growth**.

This **innovative community** will allow the reinforcement of the cross-cutting and integrated approach between modular projects and transnational key stakeholders, which is a sine qua non condition to support Mediterranean clusters in their

---

1. Three different modules have been defined in order to tackle specific objectives of the Interreg Med Programme. Module 1: Studying / Module 2: Testing / Module 3: Capitalising.
transnational activities processes. Moreover, it will enhance the dissemination and transferability of the modular projects results and will consequently ensure a wider and deeper impact towards external multilevel stakeholders, **contributing to the sustainable socio-economic development of the Mediterranean area through innovative investments in the Blue economy**. Besides, developed in parallel of the “platform project” of the Axis 4² of the Programme, InnoBlueGrowth will ensure a close communication and coordination with it. The benefits will reach not only the projects and programmes scales, but also beyond, at the Member states level.

The InnoBlueGrowth project consortium is composed of:

- National Interuniversity Consortium for Marine Sciences (CoNISMa, lead partner)
- Association of Mediterranean Chambers of Commerce and Industry (ASCAME)
- Intermediterranean Commission of the Conference of Peripheral Maritime Regions (CPMR)
- Plan Bleu
- National Technical University of Athens (NTUA)
- University of Montenegro (Crna Gora)

**ASCAME, as partner of this project in charge of the communication phase,** will play a key role for establishing the communication mechanisms, in order to achieve the most impact as possible, strength and enlarge the Blue Growth projects community and create synergies between these modular projects.

**PROJECT HIGHLIGHTS: InnoBlueGrowth**

**Objective:** InnoBlueGrowth’s main objective is to ensure the communication and capitalization activities of the modular projects dealing with Blue Growth issues in order to increase their impacts towards common identified targets.

**Field of action:** Blue Growth

**Budget:** 1,470,588.24€ (co-funding 85%)

**Duration:** 3 years (2017-2019)

InnoBlueGrowth Kick Off Meeting | Athens, Greece

ASCAME participated in the Kick Off Meeting of its new EuroMediterranean project, the InnoBlueGrowth project. The three-day meeting, which took place from 12 to 14 December at the School of Naval Architecture and Marine Engineering of the National Technical University of Athens set up the basis for the Official Launch of the Innovative Community on Blue Growth in the Mediterranean region next April in Rome, Italy.
6.1 A results-oriented communication strategy

ASCAME, as a consolidated entity that represents the interests of the private sector in the Mediterranean, as well as an accredited partner of the EU and international organizations, is continually adapting its communication actions to face changing scenarios in the region. That is, ASCAME offers communication tools capable of bringing effective answers to the opportunities and challenges that Chamber of Commerce and, particularly, Mediterranean SMEs have to face. Actions in this regard have strongly focused this year on the maintenance and strengthening of the ASCAME members’ visibility.

ASCAME’s overarching communications vision is designed to adapt the changing communications needs to internal and external variables such as political priorities, funding environments and understanding of business issues.

This results-oriented communication strategy comprises three communication axis: institutional, events and projects that during this year have actively reached out to Mediterranean Chambers of Commerce and businesses; regional business community; organizations and international institutions; governments; civil society and media.

During this period, ASCAME closely followed and pronounced on regional topics of particular relevance in our present situation. ASCAME delivered several institutional statements published on the press, social media channels and website. Communication actions also included a wide range of publications (press releases,
brochures, leaflets and reports) about our events and project’s activities. All these publications are available on the ASCAME website, in particular the Press Room section.

Through the **ASCAME website**, we clearly communicate what we do, under the focus of the results.

The **ASCAME website** has been a useful communication tool to communicate news related to activities and projects developed by the Association and ASCAME’s members. The same for the web dedicated to the ASCAME annual event, the Mediterranean Week of Economic Leaders. Both webs have **improved their number of page visits and new visitors** during this period.

Otherwise, the **bi-monthly ASCAME MedaNews** keeps hundreds of subscribers interested in work carried out by ASCAME.

The social media channels [Twitter, Facebook, LinkedIn, Flickr and YouTube] of ASCAME also contributed to improve the visibility of the Association’s image to wider audiences across the Northern and Southern Mediterranean countries. Posts and disseminations’ interaction was improved with communication tools such as images and videos.

ASCAME | Association of the Mediterranean Chambers of Commerce and Industry

The latest information regarding the **Mediterranean business** is updated on ASCAME **social media channels**.

During this period, **ASCAME developed relations with key regional media, journalists and opinion leaders**, and signed diverse media partnerships agreements. ASCAME also took every opportunity to talk about the Association in public engagements and share its communication’s outputs.
6.2 ASCAME COMMUNICATION 2016 IN FIGURES

- Increase 20% on the number of page visits
- Hundreds of subscribers to ASCAME MedaNews
- Positive trend on social media followers is continuing
- >200 Press releases about ASCAME events, projects’ outputs and institutional statements.
- >800 ASCAME related articles published on media
- >900 media contacts and multiple media partners

6.3 New official App for ASCAME Events

Increasing the active participation of our audience

ASCAME has recently launched its new ASCAME Events App. The new ASCAME Events is the new (mobile/tablet) app for ASCAME regional activities and events. The ASCAME Events app is an easy-to-use, free app that offers our audience to:

- View full schedules; explore sessions, speakers’ information, news and more practical info about our events
- Create their own personal schedule for our activities
- Find our speakers and sponsors, check-in to leave comments and feedback
- Register to all our sessions and meetings
The interaction function of this application would be **a true added value complementing the other communication tools we already have** (web, newsletter, social media, etc.). This application would be an intuitive and customized tool for all ASCAME stakeholders.

The main objective would be to **increase the active participation of the audience** and to **intensify the interactions between ASCAME, the audience and the speakers**. The option of direct notifications to the mobile phone and the interactive platform of the APP, allowing private speakers to communicate with speakers before and during the event, would help to achieve this goal. Also, this application could constitute a space of exchanges allowing the participants to question these speakers and to give us their returns on the sessions.
6.4 Contact with the media

During last period, ASCAME has gained space in the regional and international media (*See Annex I). ASCAME has delivered over 200 Press releases about ASCAME events, projects’ outputs and institutional statements and more than 800 ASCAME related articles are estimated to have been published on media.

During last period, ASCAME has gained space in the regional and international media
Media coverage:
Some relevant examples are the following:

Anadolu Agency

L’Observateur du Maroc et d’Afrique
World Bulletin

7th Mediterranean tourism forum to open in Turkey

Tourism leaders to meet Wednesday in Mersin

Medias 24

Logistique: Le Maroc renforce sa place sur le plan régional grâce aux investissements dans différentes villes

Le secteur de la logistique au Maroc connait un grand développement et une nouvelle dynamique grâce notamment aux nombreux partenariats signés par le Royaume avec plusieurs pays d'Afrique et du Golfe, ainsi qu'avec la Chine et la Russie, a souligné le directeur général de l’Agence marocaine de développement de la logistique (AMDL), Younes Tazi.

Le Maroc a réalisé d’importants progrès dans ce domaine grâce à la Haute sollicitude royale envers le secteur de la logistique et aux initiatives impulsées par SM le Roi Mohammed VI dans ce cadre, a affirmé M. Tazi dans une déclaration à la MAP en marge de sa participation au 14ème sommet méditerranéen de la logistique à
Le 14ème Sommet méditerranéen de la logistique et du transport et le 9ème Sommet méditerranéen des ports se dérouleront les 7 et 8 juin prochains à Barcelone. "La rencontre, org
6.5 ASCAME and social media in 2016

The social media channels (Twitter, Instagram, Facebook, LinkedIn, Flickr and YouTube) of ASCAME also contributed to improve the visibility of the Association’s image to wider audiences across the Northern and Southern Mediterranean countries. During this period, the latest information regarding the regional economy and Mediterranean countries business opportunities has been updated on ASCAME social media channels –Twitter, Facebook and LinkedIn–, as well as information about our members, chambers of commerce plans and activities.
Some relevant examples are the following:

- #water
- #Watersecurity
- #SDGs
- #GlobalGoals
- #environment
- #climatechange
- #sustainable
- #North
- #Africa
- #economy
- #industry
- #tourism
- #hotels
- #SEZs
- #SME
- #business
- #entrepreneurs
- #privatesector
- #Halal
- #SocialEconomy
- #innovation
- #automotive
- #Mediterranean
- #cooperation
- #investments
- #growth
- #development
- #expatriate
- #globalmobility
In 2016, ASCAME’s Twitter followers almost doubled, also gaining around 1.5K impressions per day. In this sense, posts’ interaction has been largely improved with an increasing number of mentions and new prominent followers. For instance:
Our #ASCAME hashtag #MedaWeek16 welcomed participants to the MedaWeek 2016 in Barcelona in November. Not only did it remind people how to join the online conversations, it served a popular photo spot.

New platform: This period we also launched our newest platform, Instagram, in order to reinforce our social media strategy and allow our audience to discover us from another angle.

6.6 ASCAME Website and publications

Communication actions also included a wide range of publications (press releases, brochures, leaflets and reports) about our events and project’s activities. The vast majority of ASCAME publications can be downloaded from ASCAME website or be consulted in our Issuu site.

Especially remarkable is the Special brochure of the tenth anniversary of MedaWeek:

Our website also includes all our bi-monthly ASCAME MedaNews of this year, which keeps hundreds of subscribers interested in work carried out by ASCAME.
Annex I: ASCAME in the news 2016

Fulton News 15/1/2016
Mediterranean business chambers condemn Istanbul attack
http://goo.gl/dl8GRs

La Vanguardia 28/1/2016
Cámaras del Mediterráneo debatirán en Turquía el futuro turístico de la zona
http://goo.gl/Z3n7D5

ABC 19/1/2016
Más de seiscientos alumnos participan en programa formativo de energía solar
http://goo.gl/xSc9ED

La Vanguardia, 31/01/2016
Cámaras del Mediterráneo participan en programa turístico sobre ruta fenicia
http://goo.gl/uqI89G

Middle East Business 11/02/2016
Only women’s active participation in the region’s economy will allow real economic growth and development in the Mediterranean
http://goo.gl/GKwU2e

La Vanguardia 5/3/2016
ASCAME y MBN impulsarán la financiación para proyectos en el Mediterráneo
http://goo.gl/4mb24d

ABC 5/3/2016
ASCAME y MBN impulsarán la financiación para proyectos en el Mediterráneo
http://goo.gl/aTSxp4
La Vanguardia 22/3/2016
Barcelona acogerá el primer foro mediterráneo específico sobre el agua
http://goo.gl/srxnEr

La Vanguardia 05/05/2016
ASCAME forma a estudiantes y técnicos de pymes en energía solar fotovoltaica
http://goo.gl/FLPpqR

Finanzas 28/06/2016
Plan europeo promueve 1 millón de euros para plantas solares en Mediterráneo
http://goo.gl/9Cc14O

El Periódico de la Energía 28/06/2016
El programa europeo Foster in Med promueve un millón de euros para plantas solares en el Mediterráneo
http://goo.gl/ZfUdS1

Atalayar 29/06/2016
ASCAME impulsa la energía solar en el Mediterráneo a través del proyecto europeo Foster in Med
http://goo.gl/y1E3Az

Anadolu Agency 29/06/2016
New solar technologies promoted at Foster in Med conf.
http://goo.gl/p83P0F

La Vanguardia 20/06/2016
ASCAME apuesta por colaboración pública privada ante el reto de refugiados
http://goo.gl/dSjpLT

Finanzas 20/06/2016
ASCAME apuesta por colaboración pública privada ante el reto de refugiados
http://goo.gl/3nMA6A

ABC 12/07/2016
Cámaras del Mediterráneo presentan planes de pymes en foro de clima en Tánger
http://goo.gl/D5eeVz

Atalayar 13/07/2016
Del MedCOP21 al MedCOP22: Apoyando la transición a la economía verde en el Mediterráneo
http://goo.gl/WTjLzR
Le Matin 19/07/2016
MedCOP Climat Quatre conventions de coopération signées à Tanger
http://goo.gl/fJ2NKl

Anadolu Agency 03/06/2016
Mediterranean logistic summits to open in Spain
http://goo.gl/jcngsB

Catalunya 24 03/06/2016
اللوجستيك والملاحة الدولي بالبرغرية مشاركة
http://goo.gl/JBklaj

Medias 24 Maroc 08/06/2016
Le Maroc renforce sa place sur le plan régional grâce aux investissements dans différentes villes
http://goo.gl/i0kYVc

Agence Marocaine de Presse (MAP) 09/06/2016
Le Sommet Méditerranéen de la Logistique et du Transport souligne le positionnement unique de cet espace régional en la matière
http://goo.gl/M98H2z

Agence Marocaine de Presse (MAP) 08/06/2016
Le secteur de la logistique au Maroc connaît un développement important et une nouvelle dynamique
http://goo.gl/8FF61d

Atalayar 10/06/2016
El Foro Mediterráneo de Logística y Transporte encumbra la logística mediterránea como hub mundial
http://goo.gl/CRdQtr

World Bulletin 27/09/2016
7th Mediterranean tourism forum to open in Turkey
https://goo.gl/GGDiqx

Haberler 27/09/2016
7th Mediterranean Tourism Forum To Open İn Turkey
https://goo.gl/L0AwSi

Shafaqna 27/09/2016
7th Mediterranean Tourism Forum To Open İn Turkey
https://goo.gl/xvzxUK
La Vanguardia 27/09/2016
ASCAME organiza en Turquía un foro sobre los retos de la industria turística
https://goo.gl/RLRJWc

Anadolu Agency 30/09/2016
Med. tourism needs diversification: MEDITOUR 2016
https://goo.gl/xiCbNY

Port Turkey 30/09/2016
Med. tourism needs diversification: MEDITOUR 2016
https://goo.gl/dBNUss

Finanzas 30/09/2016
El sector turístico mediterráneo apuesta por una marca única para competir
https://goo.gl/J5nzbW

ABC 30/09/2016
El sector turístico mediterráneo apuesta por una marca única para competir
https://goo.gl/b4R2UW

Hosteltur 30/09/2016
Los países del Mediterráneo quieren crear una marca turística única
https://goo.gl/5fO9H8

Màlaga Hoy 30/09/2016
La Cámara de Comercio defiende el turismo mediterráneo
https://goo.gl/S2lgfU

La Vanguardia 07/10/2016
Barcelona acogerá el próximo mes de diciembre la primera edición del Foro de Economía Social en el Mediterráneo
https://goo.gl/x5goel

ABC 07/10/2016
Barcelona acogerá el próximo mes de diciembre la primera edición del Foro de Economía Social en el Mediterráneo
https://goo.gl/V7ZeEU

US Muslims 20/10/2016
10th Med economic meeting to begin Nov. 30 in Barcelona
https://goo.gl/ccSrPz
Alaturka Newspaper 20/10/2016
10th Med economic meeting to begin Nov. 30 in Barcelona
https://goo.gl/D265cK

Anadolu Agency 20/10/2016
10th Med economic meeting to begin Nov. 30 in Barcelona
https://goo.gl/Hvx1hF

Finanzas 21/10/2016
Asociación Cámaras del Mediterráneo reunirá a líderes económicos en Barcelona
https://goo.gl/tnzBfu

ABC 21/10/2016
Asociación Cámaras del Mediterráneo reunirá a líderes económicos en Barcelona
https://goo.gl/ipy2HQ

Atalayar 24/10/2016
Las empresas mediterráneas, actores clave para la estabilidad regional
https://goo.gl/RzsMz2

L'Observateur du Maroc 26/10/2016
Les leaders économiques en conclave à Barcelone
https://goo.gl/4YNMLw

La Vanguardia 02/11/2016
Barcelona acogerá en diciembre foro sobre industria «halal» en Mediterráneo
https://goo.gl/tErG0L

Finanzas 05/11/2016
Semana Mediterránea cumple X edición como plataforma de encuentro empresarial
https://goo.gl/v3CX9l

El Confidencial 05/11/2016
Semana Mediterránea cumple X edición como plataforma de encuentro empresarial
https://goo.gl/9p5WXy

La Vanguardia 15/11/2016
La X Semana Mediterránea abordará en un foro el paro juvenil en la región
https://goo.gl/aVsvfy

Finanzas 15/11/2016
La X Semana Mediterránea abordará en un foro el paro juvenil en la región
https://goo.gl/QhfLYR
Anadoly Agency 17/11/2016
Spain event to discuss Mediterranean youth unemployment
https://goo.gl/eltxng

Foment de la producció 21/11/2016
Las empresas mediterráneas, actores clave para la estabilidad regional
https://goo.gl/kS8VzW

Europa Press 22/11/2016
La Semana Mediterránea de Líderes Económicos se centrará en el paro juvenil y los refugiados
https://goo.gl/lgsy6e

La Vanguardia 22/11/2016
La Semana Mediterránea de Líderes Económicos se centrará en el paro juvenil y los refugiados
https://goo.gl/ARQOf9

EURO EFE 23/11/2016
Las Cámaras del Mediterráneo piden a la UE un «Plan Marshall» para la zona
https://goo.gl/0r8Shd

Cronica Global 24/11/2016
La industria del halal, los productos para musulmanes, en auge en el Mediterráneo
https://goo.gl/PnlFWa

Cronica Global 23/11/2016
La industria del halal, los productos para musulmanes, en auge en el Mediterráneo
https://goo.gl/PnlFWa

Atalayar 29/11/2016
El Mediterráneo, enclave estratégico para el desarrollo del mercado halal
https://goo.gl/sqVvLy

Cronica Global 30/11/2016
El Magreb busca apoyo en las economías del Mediterráneo para acabar con el paro
https://goo.gl/Hu4d9l

Anadolu Agency 30/11/2016
Hire refugees, Mediterranean business leaders say
https://goo.gl/wLf0Ge
Anadolu Agency 30/11/2016
Mediterranean states seek action on youth unemployment
https://goo.gl/0vLIWs

VIDEO AGENCIA EFE 30/11/2016
Semana Mediterránea Líderes Económicos reúne más de mil empresarios Barcelona
https://goo.gl/ASqZmK

El Economista 30/11/2016
Semana Mediterránea Líderes Económicos reúne más de mil empresarios Barcelona
https://goo.gl/GZgtSf

El Punt Avui 30/11/2016
El nombre d'empreses que venen al nord d'Àfrica es duplica en 15 anys
https://goo.gl/FgAJDY

Cronica Global 01/12/2016
El Magreb y el sur de Europa tratan de retener la fuga de talento
https://goo.gl/uzuGWX

Europa Press 02/12/2016
Un Plan Marshall y la implicación de los empresarios, soluciones para la crisis de los refugiados
https://goo.gl/uRuaql

La Vanguardia 02/12/2016
Presidenta de organización empresarias Afaemme recibe el premio Mediterráneo
https://goo.gl/XvyTw1

La Informacion 02/12/2016
Barcelona acoge hoy el I Foro Mediterráneo de la Economía Social
https://goo.gl/JTv4Xt

World Bulletin 01/12/2016
Mediterranean hoteliers vow to fight climate change
https://goo.gl/ltbTVl

Anadolu Agency 01/12/2016
Mediterranean hoteliers vow to fight climate change
https://goo.gl/lDAusR
Anadolu Agency 01/12/2016
Med-region entrepreneurs stress need for startup System
https://goo.gl/MsN6br

Anadolu Agency 01/12/2016
Mediterranean leaders call for economic Integration
https://goo.gl/NVcEm1

Anadolu Agency 02/12/2016
Mediterranean companies see huge potential in halal
https://goo.gl/l2wsPH

MAP Agence Marocaine de Presse 03/12/2016
Barcelone : participation marocaine à la réunion du conseil exécutif de l’ASCAME
https://goo.gl/hqXrNN

Atalayar 4/12/2016
ASCAME apuesta por implicacion de empresarios para solucionar problema refugiados
https://goo.gl/joRKtc

Atalayar 4/12/2016
Industria halal, en auge en el Mediterráneo
https://goo.gl/lyZKJH

Atalayar 4/12/2016
El Magreb y el sur de Europa tratan de retenir la fuga de talento
https://goo.gl/OCJjsQ

Ecomnewsmed 8/12/2016
MedaWeek de Barcelone met l’accent sur le « capital humain » en Méditerranée
https://goo.gl/7E7vjX
Association of the Mediterranean Chambers of Commerce and Industry

Presidency
Chamber of Commerce, Industry and Agriculture of Beirut & Mount Lebanon
1 Justinien street, Sanayeh-Beirut. Lebanon

General Secretariat and Headquarters
Av. Diagonal, 452 - 08006 Barcelona. Spain
T. 00 34 934 169 556  E. secretariat@ascame.org
Press communication@ascame.org

@ascameorg
www.ascame.org