MEDA MEETINGS
Exploring Mediterranean Markets

In collaboration with
ascame
Cambra de Comerç de Barcelona

#MedaMeetings
BUSINESS OPPORTUNITIES IN THE MEDITERRANEAN REGION

- Mediterranean North Africa Countries Meeting
- Mediterranean South Europe Countries Meeting
- Mediterranean Middle East Countries Meeting

#MedaMeetings
1st Mediterranean South Europe Countries Meeting

Exploring European Mediterranean Markets
- Thinking beyond the pandemic -
OVERVIEW

- A series of conferences and business meetings within the framework of ASCAME’s Recovery and New Development Plan, through the Mediterranean Digital Live Platform.

- Opportunities, trade, investment and challenges of the Mediterranean market ecosystem will be discussed.

- February – December 2021 – Barcelona, Spain

- Organisers: ASCAME, Barcelona Chamber of Commerce and other partners.

Business Opportunities in the Mediterranean Region

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Exploring 20 Mediterranean countries’ Markets and its multiple Opportunities

Is your company going through a hard time to get new business in the Mediterranean region?
INTRODUCTION

A number of Mediterranean economies have witnessed a steep decline in trade and FDI (Foreign Direct Investment) in the past year due to the COVID-19 pandemic.

ASCAME, in partnership with other Chambers of Commerce, is bringing you the 1st Digital Edition of the Mediterranean Meetings (#MedaMeetings), which provides opportunities to increase your trade and investment portfolio and cushion the blow of low trade and FDI flows.

Furthermore, the regional digital edition will facilitate the creation of solid partnerships, unlock more trade and investment opportunities, and pave the way for better international collaboration.

This event will also help highlight the economic strengths of the Mediterranean region and explore its business landscape, analysing the different challenges being currently experienced, as well as the opportunities for growth that are waiting to be harnessed through mutual cooperation and global support.

With the aim of supporting the three different areas of the Mediterranean Region: North Africa, South Europe and Middle East, the Mediterranean Meetings agenda will promote investment opportunities that play a positive role in boosting development through job creation, transferring of technology and productivity improvements, as well as speeding up the economic recovery of the region.
How does this event benefit you?

- Learn about the opportunities, existing and new.
- Meet the decision maker companies and institutions.
- Understand the macroeconomic impact.
- Understand who are the key clients and contractors working in the Mediterranean countries.
- Quantify the amount of project spending to help prepare your strategy & resources for increasing work in the region.

Do you want to?

- Gain access to detailed information about business opportunities and projects?
- Contact key decision makers?
- Gain visibility of project stakeholders and track their activity live?
- Forecast market developments by country to plan your growth strategy?
- Get business opportunities and networking.
- Have access to business networking & B2Bs

**Mediterranean and International Focus**

An exclusive opportunity to **meet online**, exchange business cards and make fruitful business connections with panellists, companies and decision-makers from across the region, joining actors from the north and south in this iconic regional webinar.

**Mediterranean Business Exchange Area**

A unique space for multilateral and bilateral sessions will be held between companies from **Europe, the Mediterranean and MENA region**.

Through the B2B meeting that will be held after the webinar, **business partnerships** between active companies in the potentials sectors that are key contributors to achieving industrial competitiveness and economic growth, will be promoted. It will create a chance to explore new opportunities for cooperation with companies.
MEDAMEETINGS’ AGENDA

1 Mediterranean North Africa Countries Meeting + B2B
   25 February

2 Mediterranean South Europe Countries Meeting + B2B
   28 April

4 Mediterranean Middle East Countries + B2B
   May
THE 1ST MEDITERRANEAN SOUTH EUROPE COUNTRIES MEETING

Agenda

(speakers to be invited)

16:00h – 16:05h CET - Opening Ceremony

- Ahmed M. El Wakil; President, ASCAME (Association of the Mediterranean Chambers of Commerce and Industry)
- Reyes Maroto; Minister of Industry, Commerce and Tourism of Spain
- Mònica Roca Aparici; President of the Barcelona Chamber of Commerce, Industry, Services and Navigation

16:05h – 16:50h CET - Thinking Beyond the Pandemic

- Redesigning the post-COVID-19 regional economy
- The role of public investment
- The next generation of funds to recover from the post-pandemic crisis
- How the public and private investment communities can leverage the economic downturn brought about by COVID19 pandemic, in order to build a stronger, more sustainable future for all

- Arnaud Montebourg; Former Minister of the Economy, Productive Recovery and Digital France
- Angelino Alfano; Former Minister of Foreign Affairs and International Cooperation of Italy, Partner, BonelliErede
- Ambroise Fayolle; Vice President, EIB (European Investment Bank)
- Pere Navarro; Special Delegate of the Spanish State in the Consorci de la Zona Franca de Barcelona
- Vesna Trnkokop-Tanta; CEO, Sigma Business Consulting, Ltd Croatia

Moderator: Sergio Passariello; Imprese del Sud

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16:50h – 17:35h CET - The Dynamics of South Europe Countries’ Economies: Investment & Trade opportunities in the region

- Carlo Sangalli; President of the Italian Union of Chambers of Commerce, Industry, Artisanship and Agriculture
- Elisabet Camprubí; International Commission’s President, Barcelona Chamber of Commerce, Industry, Services and Navigation
- Luka Burilovic; President of the Croatian Chamber of Economy
- Vassilis Korkidis; President of the Piraeus Chamber of Commerce and Industry
- Frédéric Ronal; Vice President in charge of International Activities & Cooperation, Chamber of Commerce and Industry Aix Marseille Provence

**Moderator:** Sergio Passariello; Imprese del Sud

17:35h – 17:45h CET – Questions from the audience

17:45h – 18:45h CET – B2B South Europe Markets

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