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
ABOUT MEDAMEETINGS

The COVID-19 pandemic has set a before and after in world economies. The Mediterranean has been one of the most affected regions by a virus that has practically stopped all economic sectors and, unfortunately, has left thousands of deaths in its wake.

The digital world has arrived in an accelerated way, leading virtual events to take centre stage in this new era. Online events are here to stay. These days, people from all over the world can easily connect and follow top-of-the-line events without leaving their homes.

The new Mediterranean Meetings have been created to contribute to the recovery of the key sectors of the Mediterranean economies, through a Mediterranean Digital Live Platform and in line with ASCAME’s Recovery and New Development Plan, to discuss the opportunities, trade, investment possibilities and challenges of the Mediterranean countries Market and ecosystem, coordinated by ASCAME.

They will provide an open platform to discuss trending topics in Mediterranean countries, such as economy, trade, investment and main industries in the region. Stakeholders will have the perfect opportunity to network, as well as talk about challenges, trends, forecasts and possible future collaborations for businesses in several industries.

The MedaMeetings will offer a unique networking opportunity for its participants. This unparalleled platform will give all businesses visibility with extended visibility through media coverage and many other benefits. In fact, in order to build a shared and sustainable future for the countries in the region, it is required increasingly clear actions and commitments from businesses in partnership with the public sector.

Three types of events are comprised in the MedaMeetings: Events on business and investment opportunities in different regions of the Mediterranean; investment and trade opportunities between the Mediterranean region and other key countries, and sectoral and multi-sectoral B2B meetings.

The organisation of a large B2B Meetings intends to bolster regional economic cooperation in specific sectors identified as key drivers for the economic development of the Mediterranean region, and facilitate the trade flow and specific partnership opportunities between the two regions. A global response from the Mediterranean region will ensure the best conditions for business development.
MEDAMEETINGS’ PROGRAMME

Business Opportunities in the Mediterranean Region

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

Business opportunities between the Mediterranean and the world

Mediterranean Brazil Economic Forum
Mediterranean Gulf Region Economic Forum
Mediterranean USA Economic Forum
Mediterranean Africa Sub-Saharan Economic Forum

Sectoral and multi-sectoral B2B’s

Sectoral and multi-sectoral B2B’s (Mediterranean Digital Live Platform)
MEDAMEETINGS’ AGENDA

1 Mediterranean North Africa Countries Meeting + B2B
   25 February

2 Mediterranean South Europe Countries Meeting + B2B
   28 April

3 Mediterranean - Brazil Economic Forum + B2B
   27 May

4 Mediterranean Middle East Countries + B2B
   30 June

5 Mediterranean Gulf Region Economic Forum + B2B
   End September

6 Mediterranean USA Economic Forum + B2B
   End October

7 Mediterranean Africa Sub-Saharan Economic Forum + B2B
   18 November (MedaWeek)