MEDA WEEK BARCELONA 2017
Mediterranean Week of Economic Leaders

Casa Llotja de Mar Barcelona
22nd-24th November 2017

Strength in Diversity: Our Economic Power

European Regional Development Fund  A way to make Europe

Co-funded by:

Cambra de Comerç de Barcelona
ascame
Unión para el Mediterráneo
Institut d'Estudis Mediterranis
European Union
Cámara de Comercio de España
Welcome to Casa Llotja de Mar

A singular building in an incomparable setting

Casa Llotja de Mar, located on the sea front in the historical centre of Barcelona, is one of the most significant and splendid monuments representing the economy and culture of the city. It was built in the second-half of the 14th century, the most brilliant period of Catalan Gothic.

The present neoclassical building was constructed in the 18th century on top of the old medieval building. The antagonism of styles makes Casa Llotja a historical and artistic monument of immense architectural interest, to which is added the incalculable artistic value of its halls and rooms, decorated and enriched mainly with 18th and 19th century sculptures and paintings by students and professors of the Academy of Fine Arts.

Its wide variety of rooms makes it the perfect place for hosting all manner of different business events with excellence and singularity as the main references: presentations, lunches and gala dinners, conferences, advertising campaigns, fashion shows, concerts, receptions, press conferences, etc.

Discover the rooms in this unique building for holding your unique business event.

www.casallotja.com
Welcome to Barcelona

The MedaWeek Barcelona is a must-attend event for businesses, corporations, governments and multilateral organizations, as key platform for the promotion of the economic integration of the Mediterranean and the Euro-Mediterranean Association.

Under the slogan “Strength in Diversity: Our Economic Power”, the MedaWeek Barcelona will offer a unique platform to explore the business opportunities of competitive industries, which generate productive and sustainable employment and are considered as drivers for economic growth and regional development. During the three-day event a wide range of forums, seminars and B2Bs sessions will offer the opportunity to share best practices and experiences, propose concrete projects and create new business opportunities.
The Mediterranean is experiencing great social, political and economic shifts, resulting in commercial regional uncertainty. These changes present an opportunity for countries on both sides of the Mediterranean basin to strengthen and improve cross-border cooperation. In particular, the region needs to work towards boosting competitiveness while seizing the regional diversity the Mediterranean has to offer, including its vast social fabric and natural resources.

Despite its interconnected and dynamic history, the Mediterranean is today a highly fragmented region. It suffers from one of the sharpest GDP divides per capita in the world, as well as uneven trade models. In order to tap into the Mediterranean’s socio-economic potential, the business community should look towards furthering competitiveness through greater economic sustainability, improved resource management in agricultural and environmental sectors, and improved infrastructure.

The Mediterranean can also benefit from its current regional riches, in a way to strategize towards a progressive future. It should maximize its social resources –such as its vast human capital and young talent– and translate them into dynamic entrepreneurship and digital innovation, particularly in services. The region’s diversity should not result in fragmentation, but as a quality and advantage to: amplify and diversify economic trends, attract investment, and strengthen international cooperation between northern and southern Mediterranean countries.

Against this backdrop –and in line with this year’s claim “Strength in Diversity: Our Economic Power”– The MedaWeek 2017 will address current challenges, while exploring new economic trends and solutions related to these regional shifts.

MEDA WEEK BARCELONA 2017

More than 200 Prominent Speakers

Annual average of 1,500 Participants

• Key economic and political actors of the region
• Business men and women
• SMEs
• Entrepreneurs
• Representatives of bodies and institutions from the Mediterranean, Europe and the Gulf

Side events

• BCN EUROMED Invest Academy
• Women Entrepreneurship B2B Matchmaking
• WEIP Technical Tour
• Official Presentation of the XVIII Mediterranean Games 2018 Tarragona
• XXIV ASCAME General Assembly (Internal Meeting)
• AFAEMME General Assembly (Internal Meeting)
• BUSINESSMED General Assembly (Internal Meeting)
• Cámara de España General Assembly (Internal Meeting)
Forums

Under the slogan “Strength in Diversity: Our Economic Power” the 11th MedaWeek edition will offer a unique platform to explore the business opportunities of competitive industries, which generate productive and sustainable employment and are considered as drivers for economic growth and regional development. During the three-day event a wide range of forums will offer the opportunity to share best practices and experiences, propose concrete projects and create new business opportunities.

**North Africa Business Development Forum**  #NABDF17

**Mediterranean Textile Forum**  #MediTex17

**Eco MedaGreen Summit**  #MedaGreen17
- MedaWater
- MedaSolar
- MedaWind
- MedaCities

**Mediterranean Islamic Finance**  #MedaIslamicFinance17

**Mediterranean Women Entrepreneurs Forum**  #MedaWomen17

**Special Sessions & Workshops**
- The Role of the Mediterranean in Shifting Global Dynamics (BRI)
- Migration flows in the Mediterranean
- CIBAFI Workshop
- WEIP Workshop
Programme

1st Day Official Opening Mediterranean Week of Economic Leaders
- 09.15-10.30
- Cònsols Room

CIBAFI General Council for Islamic Banks and Financial Institutions
- 11.00-16.30
- Ple Room

Women Entrepreneurship B2B Matchmaking session
- 11.00-18.30
- Neptú Room

Cámara de España General Assembly
- 12.00-14.30
- Daurat Room

ASCAME General Assembly
- 17.00-19.00
- Ple Room
22/11 Official Opening of the MedaWeek Barcelona 2017
22/11 XIV North Africa Business Development Forum
23/11 Opening Second Day MedaWeek Barcelona 2017
23/11 Official Presentation of the XVIII Mediterranean Games 2018 Tarragona
23/11 VII Eco MedaGreen Summit
24/11 Opening Third Day MedaWeek Barcelona 2017
24/11 IX Mediterranean Woman Entrepreneurs Forum
24/11 AFAEMME General Assembly (Internal Meeting)

22/11 Cámara de España General Assembly (Internal Meeting)
22/11 IV Mediterranean Textile Forum
23/11 IV Mediterranean Islamic Finance Forum
23/11 WEIP Workshop – Access to markets for Women Entrepreneurs
24/11 Special Session: Migration flows in the Mediterranean
24/11 BUSINESSMED General Assembly (Internal Meeting)

22/11 CIBAFI Workshop – Products Development & Financial Engineering for Islamic Financial Institutions (IFIs)
22/11 ASCAME General Assembly (Internal Meeting)
23/11 CIBAFI Workshop – Products Development & Financial Engineering for Islamic Financial Institutions (IFIs)
23/11 Special Session: The Role of the Mediterranean in Shifting Global Dynamics (BRI)
OFFICIAL OPENING

09:15 Introduction of the MedaWeek Barcelona - Opening Remarks

Anwar Zibaoui | General Coordinator, MedaWeek Barcelona

Welcome addresses

Miquel Valls | President, Official Chamber of Commerce, Industry and Navigation of Barcelona
Ada Colau | Mayor, Barcelona City Council*
Senén Florensa | President of the Executive Committee, European Institute of the Mediterranean (IEMed)
Josep Antoni Duran i Lleida | President, MedaWeek’s Advisory Council
José Luis Bonet | President of the Spanish Chamber of Commerce
Nikolaos K. Margaropoulos | Secretary General, World Federation of Consuls (FICAC)
Fathallah Sijilmassi | Secretary General, Union for the Mediterranean (UfM)
Sahar Nasr | Egyptian Minister of Investment and International
Mohamed Choucair | President, Association of Mediterranean Chambers of Commerce and Industry (ASCAME)

#MedaWeek17

* To be confirmed
OPENING 2ND DAY

09:15 Opening Remarks
Anwar Zibaoui | General Coordinator, MedaWeek Barcelona

Welcome addresses
Miquel Valls | President, Official Chamber of Commerce, Industry and Navigation of Barcelona
Xavier Tiana | Secretary General, Mediterranean Cities Network (MEDCITIES)
Amine Homman Ludiye | President of the Committee on Energy Efficiency and Renewable Energies, Mediterranean Energy Observatory (OME)
Abdelilah Belatik | Secretary General, General Council for Islamic Bank and Financial Institutions (CIBAFI)
Salahedine Mezouar | Président Cop22
Miguel García-Herraiz | Deputy Secretary General for Water and Environment, Union for the Mediterranean (UfM)
Mazen Ghunaim | Minister, Palestinian Water Authority
Mohamed Choucair | President, Association of Mediterranean Chambers of Commerce and Industry (ASCAME)

Keynote Speech
Fathallah Sijilmassi | Secretary General, Union for the Mediterranean (UfM)

Presentation of the XVIII Mediterranean Games
Presenter: Anwar Zibaoui | General Coordinator, ASCAME & MedaWeek
Special Guest: Josep Félix Ballesteros | Mayor of Tarragona

Signature of the Agreement with Tarragona City Council
OPENING 3RD DAY

09:15 Opening Remarks
Anwar Zibaoui, General Coordinator, MedaWeek Barcelona

Welcome addresses
Miquel Valls | President, Official Chamber of Commerce, Industry and Navigation of Barcelona
Saida Neghza | President, General Confederation of Algerian Enterprises (CGEA) & President, Union of Mediterranean Confederations of Enterprises (BusinessMed)
Maria Teresa Fernández de la Vega | Former President of the Women for Africa Foundation
Marie-Alexandra Veilleux-Laborie | Head of Morocco, European Bank for Reconstruction and Development (EBRD)
Nayef Z. Stetieh | President and CEO, Business Development Center, Jordan
Nuria Balada | President, Women Catalan Institute (ICD)
Diana Battaggia | Head of ITPO Italy, United Nation Industrial Development Organization (UNIDO)
Laurence Pais | Deputy Secretary General for Social and Civil Affairs, Union for the Mediterranean (UfM)
Helena de Felipe | President, Association of Organizations of Mediterranean Businesswomen (AFAEMME)
Mohamed Choucair | President, Association of Mediterranean Chambers of Commerce and Industry (ASCAME)

Keynote Speech
Enrico Letta | Former Italian Prime Minister
The North Africa Business Development Forum is one of the most iconic fora in the history of the Mediterranean Week of Economic Leaders, and by far the longest-running one. The NABDF aims to address the economic climate in North Africa, as well as its effects on politics and society therein. Represented by the business community of both North Africa and Europe, the Forum plans to bring to the surface key economic trends across the entire region.

This year, the NADBDF celebrates 14 years since its debut, and will address trends and tendencies surrounding the North African market. Together, the audience and high-level panellists will explore and address the themes, by bringing to the table an expert analysis and concrete examples.

NABDF Forum will provide an ample platform for networking, offering plenty of business connections and opportunities within the framework of the MedaWeek.
Programme

10:30 Coffee Break and Networking

11:00 Europe-Maghreb-Africa: trilateral economic development cooperation
Chair: Senén Florensa | President of the Executive Committee, European Institute of the Mediterranean (IEMed)
Mario Ratllant Solá | Co-President of CEMAES, Morocco-Spain Economic Council
Daniel Viñas | Partner, Mediterrania Capital Partners
Jean Louis Guigou | President, Ipemed
Jens Adam | Programme Manager, YouMatch – Global Initiative on Employment Services for Youth
Alaa Ezz | German Arab Chamber of Industry and Commerce (GACIC), EuroMed Invest Project
Asma Alaoui | CEO and Founder, Africa Key Partners
Q&A Session

12:00 Agribusiness: Engine for growth, business and economic development
Chair: Bahattin Gönlütkaş | Deputy Editor, Anadolu Agency
Josep Tejedo | Managing Director, Mercabarna
Javier Sierra | Director, Mediterranean Agronomic Institute of Zaragoza, CIHEAM
Abdelrahim Benyassine | Director of Aggregation and Partnership, Agency for Agricultural Development (Morocco)
Gerardo Patacconi | UNIDO Department of Agri-Business Development
Hassan Sentissi El Idrissi | President, Moroccan Association of Exporters (Asmex)
Antonella Autino | Project Manager, Partnership in Research and Innovation in the Mediterranean Area Initiative (PRIMA)
Q&A Session

13:00 Infrastructure & Public Works: Enhancing North Africa’s Infrastructure for Improved Competitiveness
Chair: Amb. Ihab Fahmy | Deputy Secretary General, Union for the Mediterranean (UfM)
Hassen Bouti | Infrastructure Division, Arab Maghreb Union (AMU)
Carlo Fortuna | Director of International Affairs and Strategic Infrastructures Department, Autonomous Region of Friuli Venezia Giulia
Mohammad Asfour | Regional Manager, World GBC MENA
Enric Pons | Civil Engineer, Centre for Transportation Studies for the Western Mediterranean (CETMO)
Paco Gómez | CEO, MIURA VALEUR Cabinet de Conseil
Q&A Session

14:00 Closing remarks

14:30 Lunch Break

15:30 Round Table
Digital Economy and Entrepreneurship in the Mediterranean
Chair: Javier Albarracín | Socioeconomic Development Department, IEMed
Presentation of the main findings of two research papers
• “Digital Entrepreneurship: Expanding the Economic Frontier in the Mediterranean”, by Moisés Santana, Co-founder of GTT Strategies in association with Singular Factory
• “The Mediterranean as an Open Living Lab”, by Artur Serra, Deputy Director, i2Cat.
Mónica Fernández | Deputy CEO, Mobile World Capital Foundation
Oisin Walton | Instant Network Programme Manager, Vodafone Foundation
Hicham Iraqi Houssaini | General Manager, Microsoft Morocco
Kelly Robin | Project Manager, IPEMED
Alain Ducasse | President, EnergetIC
Albert Morro | Global Shaper, World Economic Forum
Mario Aymerich | Director in Environment and Regional Development, Projects Directorate, EIB
Mathieu Carenzo | Director, IESE Centre for entrepreneurship
Tomas Diez | Director, Fab City Research Lab
Joan Roselló | Founder and Director, Public Affairs Experts
Jean-Yves Demeunynck | Managing Partner, Reflex-PE
Jeremie Fosse | Eco-Union
The textile industry plays a strategic role in the Mediterranean region, and is quickly evolving into a highly competitive market. For instance, Textile and Clothing represent 40% of Turkish exports and provide a total of 2 million jobs. Similarly, in Tunisia and Morocco, the industry is one of the main economic drivers as well as one of the first sources of employment.

Within this context, the 4th edition of the MEDITEX Forum will provide the grounds in order to discuss how to tap into the potential the industry has to offer, while addressing the challenges and opportunities within the sector. Key national experts and leading design schools will share their expertise and experiences, from a business and institutional perspective, respectively.

Meditex will explore the Mediterranean Textile and Clothing industry; one of the most competitive and powerful of the world.

#MediTex17
Programme

15:30 Exploring national initiatives for maximizing proximity sourcing in the Mediterranean, while promoting cross-border cooperation in the textile industry

Addressing ways in which sourcing has changed and characterized the textile and clothing industry, both regionally and internationally. More specifically, how can Mediterranean textile business organizations work together in order to foster cross-border competitiveness and ensure sustainability in the sector?

Moderator: Jihen Boutiba | General Secretary, Union of Mediterranean Confederations of Enterprises (BUSINESSMED)

Speakers:
Neila Gongi | Director, Monastir-El Fejja Competitivity Hub
Claudio Assenza | Global Sales Manager, Nastrificio De Bernardi
Vincent Ernoux | Coordinator of the ENI CBC MED Programme for the Western Mediterranean, ENI CBC MED Programme

17:00 Fostering sectorial cross-border cooperation through the collaboration between young talents, designers and the regional business community

Exploring areas to further collaboration between young talents, designers and entrepreneurs on both sides of the Mediterranean basin, in order for the textile industry to be a key driver for regional growth. These include trends and tendencies, as well as concrete case studies and success stories.

Speakers:
Alia Khan | Chairwoman, Islamic Fashion and Design Council
Francesca Liberatore | Italian Fashion Designer
Dina Maqdah | Fashion Designer
Talal S Zahr | Founder & President, Lebanese Spanish Business Council (LSBC)

18:00 Q&A and Final Remarks
The Eco MedaGreen Summit aims to merge the interests of the Mediterranean private sector with environmental values, by creating greater awareness and finding synergies between the two.

The Summit explores the region’s most profitable and pronounced environmental sectors, including Renewable Energy, Water Industry and Technology and Green Cities. Key experts and prime regional players will convene to exchange knowledge and best-practices surrounding environmental priorities and challenges, promote green economy on a regional and global scale, and support companies with implementing sustainable programs through resource efficiency and cleaner production.

At MedaGreen Summit key international speakers will take part in lively debates, conferences and exchanges of experiences.

#MedaGreen17
Forums

Mediterranean Water Forum

Mediterranean Solar Energy Forum

Mediterranean Wind Energy Forum

Mediterranean Cities Economic Forum

Co-organized by:

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<td>10:30</td>
<td>Coffee Break and Networking</td>
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<td>11:00</td>
<td>Context and current perspective of water efficiency in the Mediterranean</td>
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<td>Addressing business opportunities and investment programs for the region</td>
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<td>Successful business models in the Water sector across the Mediterranean public-private partnership</td>
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<td>The rise and potential of solar energy in the Mediterranean</td>
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Programme

Mediterranean Wind Energy Forum

13:30 The rise and potential of wind energy in the Mediterranean
- Olga Okumus | Project Manager at the Energy & Climate Action, Union for the Mediterranean (UfM)
- Mehdi Alaoui | EMEA Business Development, General Electrics (GE) Renewable Energy
- Amine Homman Ludiye | CEO, ENGIE North Africa
- Andrea Zaghi | Director, Elettricità Futura
- Guy Auger | CEO, Greensolver
- Karima Bergheul | President, Women’s Association in Green Economy (AFEV)

14:30 Lunch Break

Mediterranean Cities Economic Forum

Moderator:
- Dilara Zengin | Economy Reporter, Anadolu Agency

16:00 Waste management and recycling in the realm of circular economy
- Hussein Muheidat | Senior Advisor for Solid Waste Management, Ministry of Municipal Affairs of Jordan
- Ignasi Cubiñà | Founder, Eco Intelligent Growth
- José María López Piñol | CEO, Urbaser
- Jona Liebl | Head of Programmes, Promoting Entrepreneurship for Sustainable Development (SEED)
- Daniel Hires | Switchers Platform Convenor and Promoter, UN Environment MAP Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC)

17:15 Mobility: Explore successful business models across Mediterranean cities
- Carmen Abad | Project Manager, GO-SUMP Project, City of Malaga
- Taha Amiar | Business Development Director, Massolia
- Marc Nader | Chief Operational Officer, Data Consult
- El Jenzri Kais | Lead Architect, Municipality of Sousse
- Richard Elelman | Head of Public Administrations, Eurecat-CTM
Islamic financial services industry has witnessed dynamic growth in the last decades. In the last 10 years the industry has been doubling in size almost every 5 years. And CIBAFI expects that the Islamic financial service industry would reach the size of 4 trillion by the end of 2020. This growth trend will continue with a boost of interest from non-traditional Islamic finance markets, being at forefront of introducing and developing Islamic financial services in their markets.

With the growing interests and high-growth prospects for Islamic finance across both traditional and non-traditional markets in Europe, Africa, and Asia, the Mediterranean & African region in particular may take the opportunity to gain the momentum of this global trend.

Islamic Finance Forum will offer a unique networking opportunity for regulators, industry practitioners, business leaders and Shariah scholars to share their views and experience.
Programme

10:30 Coffee Break and Networking

11:00 Welcoming remarks by CIBAFI
Abdelilah Belatik | Secretary General, General Council for Islamic Banks and Financial Institutions (CIBAFI)

11:15 Islamic Finance in the EMEA region: overview, analysis, and emerging trends in the sector
- Overview of opportunities and challenges of Islamic finance in the Mediterranean, Gulf & Africa.
- Regulatory framework catalyst in sustainable development of Islamic finance in the Mediterranean & Africa.
- Islamic Banking in the region: Strengthening competitiveness and leading practices.

Abdel Baghy Ahmed Bouha | CEO, Nouvelle Banque De Mauritanie
José Ramón Martinez Resano | Senior Economist, Banco de España
Nasser Hideur | General Manager, Al Salam Bank Algeria
Necdet Şensoy | Board Member, Central Bank of Turkey
Tariq Al-Rifai | Chief Executive, Quorum Centre for Strategic Studies

Q&A Session

12:45 Exploring the future of Islamic Banking through Innovation and strategic regional & international positioning
- Exploring potential of Sukuk in the Mediterranean: Market requirements and the key areas of Sukuk investments.
- Branding of Islamic finance: brand strategies to tackle challenges in marketing Islamic financial services.
- Financial technology and innovation: Islamic fintech, crowdfunding and Islamic start-ups, opportunities and challenges.
- Strategies to empowering women role in Islamic finance development.

Aziza Yarlaeva | Head of Strategic Planning, General Council for Islamic Banks and Financial Institutions (CIBAFI)
Emilio Escartin | Managing Director, Al-Andaluz Islamic Private Equity Fund
Gonzalo Rodriguez | General Coordinator, Saudi-Spanish Centre for Islamic Economics and Finance, IE Business School
Mohamed Nouri | Managing Partner, EL CAFI
Najia Lotfi | Director, Center for Studies and Research in Islamic Economics and Finance (CEIEFI)
Tomás Guerrero | Head of Madrid Office, Halal Institute

Q&A Session

14:15 Conclusions, Closing Remarks & Business Networking

14:30 Lunch Break
Women all across the world are increasingly faced with the challenge of juggling their professional careers with their personal ones. Particularly in the business community, women’s roles are changing, both at work and at home. While it may appear as though the role of women in the workplace is a recurring theme, the rapidly changing dynamics in the social and economic areas in the Mediterranean call for new, tailor-made solutions for businesswomen.

Businesswomen, policy-makers, entrepreneurs and spokeswomen from across a variety of sectors will be featured throughout the event in order to share experience and encourage discussion with the audience.

The MedaWomen Entrepreneurs Forum will explore themes relevant to an evolving society, using innovative tools and unconventional approaches.
10:30 Coffee Break and Networking

11:00 Mediterranean Business Women Leaders
   Chair:
   Maria Helena de Felipe | President, Association of Organisations of Mediterranean Businesswomen (AFAEMME)
   Najoua Attia | President, ASCAME Women Entrepreneurs’ Commission
   Nabila Freidi | President, Commission of Relations with the International Institutions, General Confederation of Moroccan Companies (CGEM)
   Nuria Chinchilla | Director, Research Centre I-WIL IESE Business School
   Marie-Alexandra Veilleux-Laborie | Head of Morocco, European Bank for Reconstruction and Development (EBRD)
   Eugènia Gay | President, Barcelona Bar Association
   Q&A Session

12:00 How are small businesses run by women improving in Mediterranean Countries?
   Roundtable Chair:
   Elizabeth Trallero | Past President, European Women’s Management Development (EVMD) | CEO, Congost Plastics
   Raoudha Ben Saber | President, CNFCE
   Lina Tsaltampasi | President, SEGE (Greece)
   Amany Asfour | President, EBWA (Egypt)
   Asmâa Morine | President, AFEM (Morocco)
   Doris Sammut | Past-President, MAAWB (Malta)
   Shahrazad Magrabi | President, LWF (Libya)
   Aicha Kouadi | President, AFCARE (Algeria)
   Samira Hadjijilani | President, RAFA (Algeria)
   Cristina Visconti | Member of the Board SELENA (Italy)
   Sana Ghenima | President, Femmes & Leadership (Tunisia)
   Yomna El Sheridy | President, Business Women of Egypt 21
   Rita Assogna | President, ITWIIN (Italy)
   Anilda Bozo | Vice-President, SHGPAZ (Albania)
   Mona Ghalayini | Founder of Arab Society for Environment Sustainable Dev.
   Yasmina Taya | Past-President, SEVE (Algeria)

13:15 Mediterranean Programs & Opportunities for Businesswomen
   Chair:
   Dilyana Slavova | President Section External Relations (REX), European Economic Social Committee (EESC)
   Fatiha Hassouni | Program Manager Gender & Social Affairs
   Marta Maiques | Communications Manager
   Monica Carco | Senior Industrial Development Officer
   Karima Bergheul | President
   Q&A Session

UNION FOR THE MEDITERRANEAN (UfM) - LABELLED PROJECTS
   AFAEMME | Federation of Mediterranean Women Entrepreneurs
   Marta Maiques | Communications Manager
   UNIDO | United Nations Industrial Development Organization
   Monica Carco | Senior Industrial Development Officer
   AFEV | Algerian Association of Women in Green Economy
   Karima Bergheul | President

PROGRAMS FOR SMALL BUSINESSES
   BUSINESS MAKEOVER | EU Project, Empowering SMES Business Model Innovation
   Carolina López | Teacher, University of Murcia
   EMWF | Euro-Mediterranean Women’s Foundation
   Hala Bugaighis | Executive Director, Jusoor Center for Studies and Development (Libya)
   Q&A Session

14:30 Lunch Break and Networking

15:30 AFAEMME General Assembly & Extraordinary Meetings
   (restricted to members)
   Women Entrepreneurship Technical Tour
The Belt and Road Initiative (BRI) was launched in 2013 as a response from the Chinese government to improve its commercial connectivity across Europe, both through land and sea. The decision comes from the current administration as an effort to (re) establish closer ties between China and the rest of the world. The initiative is designed to start from China and expand westwards through six main land routes, which span out from north to south of the country. These cross through Mongolia, Russia, Central Asia, Turkey, Indochina, Myanmar, Bangladesh, India, Pakistan – covering a large part of the global surface. In addition, the plan includes the Maritime Silk Road, running through the China Sea, the South Pacific Ocean, and the wider Indian Ocean and destined to reach North Africa.

15:30 Opportunities for the Mediterranean in light of the Belt & Road Initiative
Keynote Speaker: Professor Mr Paul Tae-Woo Lee | Zhejiang University, China

15:45 Experts explain: Logistics & Infrastructure for Trading in the Mediterranean
Chair: Joan Torrents | President, The World’s Free & Special Economic Zones (FEMOZA)
Professor Mr. Paul Tae-Woo Lee | Zhejiang University, China
Maria C. Pou | CEO, PB & Partners
Pino Musolino | President, North Adriatic Sea Port Authority

17:00 Mediterranean Ports Executives: Case studies & success stories
Jordi Torrent | Commercial Strategy Manager, Port of Barcelona
Zeno D’Agostino | President, Port System Authority of the Eastern Adriatic Sea (Trieste)
Vassilis Korkidis | President, Piraeus CCI | President, Hellenic Confederation of Commerce & Entrepreneurship
Chiraz Belkhiria | Director of Marketing & Promotion, Bizerte Free Economic Zone
Hakan Turunc | Deputy General Manager, MIP-Mersin International Port Management Inc.

18:15 Q&A and Networking Session
Throughout its history, the Mediterranean has always been a land of migration. Nowadays, this phenomenon is undergoing profound political and socio-economic changes, as seen specifically through the large migration flow across the region. From an economic perspective, this increased movement of people can be seen as a positive development for the Mediterranean, if effectively managed. The constant flow of migrants presents important commercial opportunities, where talents from different cultural backgrounds contribute to overall regional growth.

11:00 Talent Mobility: Positive impact of qualified immigration labor in the Euro-Mediterranean countries
Moderator: Carles Campuzano | President, Catalan Association for Solidarity and Assistance for Refugees (ACSAR Foundation)
Speakers:
Mokhtar Chmeissani | Researcher, Institute of High Energy Physics (IFAE) of the Autonomous University of Barcelona (UAB)
Mohamed El Amrani | Project Coordinator, SUARA Cooperativa | Member, Global Shapers of the International Platform of the World Economic Forum (WEF)
Carlos Manuel Guamán Saginés Uriarte | CEO & Founder, Yeyehelp
Léo Vincent | Manager, HOMERe Project | Honorary President, Mediterranean Network of Schools of Engineering and Management (RMEI)
Mònica Margarit | General Director, Princess of Girona Foundation
Amal Hassouni | Analyst and Java Developer, IBM Med IT Casablanca

12:30 Diversity Management: the Key to Growth for the regional companies
Moderator: Ghassan Saliba | Member of the Supervisory Board, Catalan Association for Solidarity and Assistance for Refugees (ACSAR Foundation)
Speakers:
Jacek Krawczyk | President, Employers’ Group at the European Economic and Social Committee (EESC)
Hussein Balaghi | General Manager, MENA Business Investment Group
Nina Heindrichs | Regional Director Southern Europe & North Africa, BBi Communication
Cristina Torre | Responsible for Trade-Union Action, CCOO of Catalonia

14:00 Q&A and Final Remarks
14:30 Lunch Break
Programme

**Wednesday, 22nd November**

08:30 Registration & Morning Coffee

09:15 Official Opening of the Mediterranean Week of Economic Leaders

10:30 Coffee Break

11:00 CIBAFI Technical Workshop Opening Session
  - Welcoming remarks CIBAFI

11:15 Session 1: Introduction to Products Development and Financial Engineering
  - An overall description of the products and services in Islamic finance
  - Introducing the key concepts in products development
  - The need for development and innovation in Islamic financial services

12:45 Session 2: The Shariah Framework in Products Development and Innovation
  - The Shariah compliance concept in the context of products development
  - Shariah parameters governing the development of products
  - The underlying business and the suitability of Islamic contracts
    - Case Study

14:30 Lunch

15:30 Session 3: Alignment Between Shariah and Practices
  - Shariah based and compliant products
  - Failure of innovation and financial engineering
  - Mimic the conventional products, the advantages and shortcomings
    - Case Study

**Thursday, 23rd November**

11:00 4th Mediterranean Islamic Finance Forum (Daurat Room)

Focus on Strategies for Mediterranean & Africa

Islamic Finance in the Mediterranean & Africa: Market Requirements, strategies and innovation as a way forward

- Overview of opportunities and challenges of Islamic finance in the Mediterranean & Africa
- Regulatory framework catalyst in sustainable development of Islamic finance in the Mediterranean & Africa
- Islamic Banking in the region: Strengthening competitiveness and leading practices
- Exploring potential of Sukuk in the Mediterranean: Market requirements and the key areas of Sukuk investments
- Branding of Islamic finance: brand strategies to tackle challenges in marketing Islamic financial services
- Financial technology and innovation: Islamic fintech, crowdfunding, and Islamic start up
- Strategies to empowering women role in Islamic finance development

14:30 Lunch Break and Networking

15:30 Session 4: Products Development Approaches

- Design new products and services tailored to the need of the customer
- Risk and return analysis
- Legal and documentations issues in products development
- Regulatory and tax aspects
- The process of proposing new products
- Documentation and the preparatory work
  - Case Study
The Buyers’ Workshop is jointly organized by UNIDO, UfM and ASCAME, in collaboration with AFAEMME. This special session is dedicated to women entrepreneurs in the Mediterranean, and will shed light on the challenges they face in terms of access to market and on how to identify and seize market opportunities. Concretely, this session will first give the opportunity to women entrepreneurs from the MENA region, as well as from Europe, to share their experiences/success stories and to learn from each other. The session will also feature European buyers providing insights on how to identify and seize market opportunities in Europe.

15:30 WEIP Workshop

Chair:

Monica Carco | Project Manager, United Nations Industrial Development Organization (UNIDO)

Noora Abdeen Khalifeh | Founder and Designer, Noora Heritage House (Palestine)

Husam Al Dakak | Expert Sourcing and Purchase (Fresh Sector) | Founder and Managing Director, Sustainable Trade Bridgers, formerly Import Promotion Desk – IPD (Germany)

Samia Azmeh | Senior Business and eCommerce Expert (Switzerland)

Gianluca Bozzia | Fair Trade developer and Fundraiser, Chico Mendes Altromercato (Italy)

Annette Spanggaard | Founder and CEO, Pearl Stories (Denmark)
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Mediterranean Week of Economic Leaders
European Regional Development Fund
A way to make Europe

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Sources: Carbon footprint data evaluated by Labelia Conseil. Virgin fibre paper data from latest European BREF data.