ONE SEA, THREE CONTINENTS
SHARING COMMON GOALS

MEDA
BARCELONA 2018
Casa Llotja de Mar / November 21st-23rd

Mediterranean Week of Economic Leaders

European Regional Development Fund
A way to make Europe

Co-funded by:
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 “One sea, three continents: Sharing common goals”, the 12th edition of the Mediterranean Week of Economic Leaders (MedaWeek Barcelona) as in previous editions will bring many trending topics on the table and serve as the flagship Mediterranean entrepreneurial-economic platform for the entire world.

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.
This year’s edition aims to cover three main objectives and the central axis is about innovation and digitalization. Firstly, the importance for key players from the three continents that are part of the Mediterranean region—and their neighbouring countries—to understand and embrace their common goals and explore how to develop them into synergies.

Secondly, to consolidate MedaWeek Barcelona as the regional entrepreneurial-economic hub thus becoming the flagship platform for exchange, dialogue and integration par excellence.

Thirdly, provide a gateway for stakeholders to network, do business and exchange points of view for the region’s business growth.

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. As Benjamin Franklin said, “an investment in knowledge pays the best interest.”

The region’s diversity should result in cooperation, but as a quality and advantage to: amplify and diversify economic trends, attract investment and strengthen international cooperation between northern and southern Mediterranean countries.

MEDAWEEK BARCELONA 2018

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

Institutional Meetings
• ASCAME Executive Committee
• ASCAME Working Commissions Meetings
• BUSINESSMED General Assembly
• Inno Blue Growth Steering Committee
• Blue Growth Community Mid-Term Conference
• MHRA & IHRA Board Meeting
• MHRA & IHRA General Assembly
• OME Working Group Meeting
Under the slogan “One Sea, Three Continents: Sharing Common Goals” the 12th MedaWeek Barcelona edition will, as in previous editions, bring many trending topics on the table and serve as the flagship Mediterranean entrepreneurial-economic platform for the entire world. This year’s edition aims to cover three main objectives and the central axis is about innovation and digitalization. Firstly, the importance for key players from the three continents that are part of the Mediterranean region—and their neighbouring countries—to understand and embrace their common goals and explore how to develop them into synergies. Secondly, to consolidate MedaWeek Barcelona as the regional entrepreneurial-economic hub thus becoming the flagship platform for exchange, dialogue and integration par excellence. Thirdly, provide a gateway for stakeholders to network, do business and exchange points of view for the region’s business growth.

North Africa Business Development Forum #NABDF18 #EBSOMEDAcademy

Mediterranean Innovation and Digital Summit #MedaInnovation18

- Mediterranean Innovation Forum
- Mediterranean Digital & Technology Forum
- Mediterranean Startup & Entrepreneurship Forum
- Finance & Funds for Mediterranean Entrepreneurship Meeting

Mediterranean Human Capital Meeting #MedaHumanCapital18 #EBSOMEDAcademy

Blue Growth Forum #BlueGrowth

Mediterranean Halal Forum #MedaHalal18

Mediterranean Hospitality Forum #MedaHospitality18

Mediterranean Talks #MedaTalks18

Projects and Initiatives

- EBSOMED Academy
- Blue Growth Community Mid-Term Conference
- Life Clinomics
Programme

**1st Blue Growth**
“The blue way of life”

**2nd Mediterranean Halal Forum**

**3rd Mediterranean Hospitality Forum**

**1st Mediterranean Talks**

**BLUE GROWTH**
Forum

**MEDA HALAL**
Forum

**MEDA HOSPITALITY**
Forum

**MEDATALKS**
Forum

**22-23 Nov.**

**23 Nov.**

**23 Nov.**

**23 Nov.**

**MEDAWEEK Opening 3rd day**

**INSTITUTIONAL Meetings**

**Mediterranean Week of Economic Leaders**

**Board Meeting for MHRA & IHRA**

**OME Working Group**

**PROJECTS & INITIATIVES**

**Blue Growth**
21/11 ASCAME Working Commissions Meetings (Internal Meeting)
21/11 B2B Open Meda Networking and Business Exchanges
22/11 B2B Open Meda Networking and Business Exchanges
23/11 I Mediterranean Talks
23/11 OME Working Group Meeting (Internal Meeting)

21/11 Official Opening of the MedaWeek Barcelona 2018
21/11 XV North Africa Business Development Forum
      EBSOMED Academy
21/11 Senegal Investment Opportunities Meeting
      (within the framework of NABDF)
22/11 Opening Second Day MedaWeek Barcelona 2018
22/11 I Mediterranean Innovation and Digital Summit
23/11 Opening Third Day MedaWeek Barcelona 2018
23/11 II Mediterranean Halal Forum

21/11 Life Clinomics
21/11 ASCAME Executive Committee (Internal Meeting)
22/11 Blue Growth Community Mid-Term Conference
23/11 III Mediterranean Hospitality Forum
23/11 IHRA & MHRA Board Meeting (Internal Meeting)
23/11 IHRA & MHRA General Assembly (Internal Meeting)

21/11 Inno Blue Growth Steering Committee (Internal Meeting)
22/11 II Mediterranean Human Capital Meeting
      EBSOMED Academy

21/11 BUSINESSMED General Assembly (Internal Meeting)
23/11 Blue Growth Community Mid-Term Conference
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, Services and Navigation of Barcelona
Ada Colau | Mayor, Barcelona City Council*
Senén Florensa | President of the Executive Committee, European Institute of the Mediterranean (IEMed)
Ahmed M. El Wakil | President, Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)
Pere Navarro | Special State Delegate, Consorci de la Zona Franca de Barcelona
Salaheddine Mezouar | President, CGEM Morocco & Future President, MedaWeek Advisory Council
Nasser Kamel | Secretary General, Union for the Mediterranean (UfM)
Ruben Hannun | President, Arab Brazilian Chamber of Commerce
Aly Moselhy | Minister of Supply and Internal Trade, Government of Egypt
Cheikh Kante | Minister - Plan for an Emerging Senegal (PES), Republic of Senegal
Maria Àngels Chacón | Minister of Business and Knowledge, Government of Catalonia
Spanish Government Representative | Spanish Government*

Keynote Speech
Janet Heckman | Country Head Egypt & Managing Director SEMED, European Bank for Reconstruction and Development (EBRD)

#MedaWeek18

* To be confirmed
OPENING 2ND DAY

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, Services and Navigation of Barcelona
Ahmed M. El Wakil | President, Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)
Jorge Borrego | Deputy Secretary General for Energy and Climate Action, Union for the Mediterranean (UfM)
Philippe Guillaumet | General Secretary, MedPorts
Xavier Torra | President, Technology Centre of Catalonia (EURECAT)
Miquel Marti | CEO, Barcelona Tech City
Amr Talaat | Minister of Telecommunication and Information Technologies, Government of Egypt
Natàlia Mas | Secretary for Foreign and European Union Action, Government of Catalonia

Keynote Speech

Fathallah Sijilmassi | Ex Secretary General, Union for the Mediterranean (UfM)
OPENING 3RD DAY

09:00  Introduction of the MedaWeek Barcelona - Opening Remarks

Anwar Zibaoui | General Coordinator, MedaWeek Barcelona

Welcome addresses

Miquel Valls | President, Official Chamber of Commerce, Industry, Services and Navigation of Barcelona
Ahmed M. El Wakil | President, Association of the Mediterranean Chambers of Commerce and Industry (ASCAME)
Houda Allal | General Director, Mediterranean Energy Observatory (OME)
Ghassan Aidi | President, International Hotels & Restaurant Association (IHRA) / President, Mediterranean Hotels and Restaurants Association (MHRA)
Isabel Romero | President, Halal Institute (Spain)
Aly Moselhy | Minister of Supply and Internal Trade, Government of Egypt

#MedaWeek18
The 15th edition of the North Africa Business Development Forum is one of the most iconic fora of the Mediterranean Week of Economic Leaders and by far the longest-running one.

Like every year, this session is jointly organized by the European Institute of the Mediterranean (IEMed), and lays the groundwork for exploring the most relevant topics in the region. Concretely, the NABDF addresses the economic climate in North Africa, as well as its repercussions on politics and society. Represented by the business communities of both North Africa and Southern Europe, this Forum shines light on key economic trends and developments across the region.

Within the framework of EBSOMED Academy, the EBSOMED project (Enhancing Business Support Organizations and Business Networks in the Southern Neighborhood) will be presented as follows: main activities, goals and services, how to improve the quality of the BSOs and promoting BSO networking.

Represented by the business community of both North Africa and the Mediterranean, #NABDF18 plans to bring to the surface key economic trends across the entire region.
Programme

10:15 COFFEE BREAK & NETWORKING

10:45 PRESENTATION OF THE EBSOMED PROJECT
Anaël Le Bihan | Head of Cooperation Projects, ASCAME

11:00 WESTERN MEDITERRANEAN: A HUB FOR AFRICA AND EUROPE
Chair: Mireia Borrell | Director General for Foreign Relations, Government of Catalonia
Fathallah Sijilmassi | Former Secretary General, Union for the Mediterranean (UfM)
Arslan Chikhaoui | Chairman, Nord Sud Ventures Strategy Consultancy Center
Houda Benghazi | General Manager, Morocco-Spain Economic Council (CEMAES)
Roger Albinyana | Director of Mediterranean Regional Policies and Human Development, European Institute of the Mediterranean (IEMed)
Yanis Ben Yelles | Director, Co Ges Developpement
Q&A Session

12:30 SENEGAL INVESTMENT OPPORTUNITIES FOR MEDITERRANEAN COUNTRIES
The Plan for an Emerging Senegal (PES) is a national strategy of economic & social development of the Republic of Senegal and it consists of a set of strategic policies designed to reform Senegal into an emergent country and a logistic-industrial-touristic hub for the region.
Moderator: José R. Mohedano | Associated Counsellor, AXIS Africa
Josep Maria Gomes | Specialist in African Markets, Barcelona Chamber of Commerce
Cheikh Kante | Minister for the Plan for an Emerging Senegal, Republic of Senegal
Khoudia Mbaye | Minister for Investments and Development, Republic of Senegal
Q&A Session

14:30 LUNCH BREAK & NETWORKING

15:30 A RISING SOFTWARE-DRIVEN GENERATION
Chair: Roger Albinyana | Director of Mediterranean Regional Policies and Human Development, European Institute of the Mediterranean (IEMed)
Challenging traditional sectors: A collaborative software-based economy
Isaac Martín Barbero | Chief Cities & Communities Officer, Cabify
The Controversial Relationship between Regulation and Entrepreneurship
Mondher Khanfir | Impact Entrepreneur, Investor & Policy Advisor
Roundtable debate with invited experts
Joan Romero | Chief Executive Officer, Agency for Business Competitiveness (ACCIÓ) / Catalonia Trade & Investment, Government of Catalonia
Davide Rovera | EWorks Manager, ESADE Entrepreneurship Institute
Bacely Yorobi | CEO and CO-Founder, ConnectX Global
Mar Alarcón | Founder and CEO, SocialCar
Marc Realp | General Manager, Catalan Competition Authority
Moises Santana | Managing Director, EMERGE Association
Mondher Jaziri | CEO, Owl Lab
Neila Benzina | Managing Director, Business and Decision Tunisia
Paul Fox | Director of Entrepreneurship Studies, La Salle Campus Barcelona
Roger Puigvi | Public Affairs Manager, Scoot
Toni Mascaró | President, Barcelona Loves Entrepreneurs (BLE)
An important but often overlooked driver of economic development is the enabling role that technology, innovation and entrepreneurship in the private sector can play in boosting inclusive prosperity across the Mediterranean region. The convergence of these factors raises an alternative narrative that is shaping the Mediterranean.

**Mediterranean Innovation Forum**
Will serve as a platform for international and regional companies, start-ups, innovators, entrepreneurs and investors to showcase their innovations. They will discuss various topics and establish business relationships that ultimately enrich the economy.

**Mediterranean Digital & Technology Forum**
Will highlight the latest trends and connect key stakeholders from across the continent through keynotes, breakout sessions and networking events.

**Mediterranean Start-up & Entrepreneurship Forum**
Will provide an opportunity for Mediterranean start-ups and entrepreneurs to present themselves to investors and the entrepreneurial ecosystem.

**Finance & Funds for Mediterranean Entrepreneurship Meeting**
Will serve as a platform to introduce a more critical assessment of funding conditions in the region while also helping to highlight focus areas for improving these conditions.

Innovation will play a key role in driving economic growth globally and in the Mediterranean region. Moreover, it facilitates the transfer towards a knowledge-based society, encourages the diversification of the economy, improves the investment and ultimately boosts economic growth and stability.
10:45 **MEDITERRANEAN INNOVATION**

- Serve as a platform for international and regional companies, startups, innovators, entrepreneurs and investors to showcase their innovations & inventions, discuss various topics and establish business relationships that will ultimately enrich the economy.
- Provide an outlook at the latest trends and connect key stakeholders from across the continent through keynotes, breakout sessions and networking events.
- Be a central meeting place for leading innovators, breakthrough ideas and technologies that will transform society and the economy.

Welcome words: Ayhan Kızıltan | President, Mersin Chamber of Commerce and Industry / President, Innovation and ICT Working Commission of ASCAME

**Moderator:** Mª Carmen Margelí | Head of International Development, Technology Centre of Catalonia (EURECAT)

**Speakers:**
- Ramy Boujawdeh | Deputy General Manager, Berytech
- Abdul Malik Al Jaber | Founder and Chairman, Arabreneur
- Murat Erten | General Manager, Izmir Techno Park
- Fadi Mikati | Co-Founder and President, Tripoli Entrepreneurs Club
- Joan Parra | Technological Partner, DFactory / Executive Vice-President, Leitat

**First comments:**
- Emmanuel Noutary | General Delegate, ANIMA Investment Network
- Jose Manuel Duran | North Africa and Middle East Delegate, CDTI
- Rachid El Mrabet | Innovation Manager, Research Institute for Solar Energy and New Energies (IRESEN)
- Faissal Khdiri | General Manager, Business Development EMEA, M2M Group

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12:45 **DIGITAL TRANSFORMATION IN THE MEDITERRANEAN-Opportunities & Challenges**

- Digital Transformation in the Mediterranean: Where to start? Barriers and challenges?
- Industry 4.0 - How can Mediterranean companies with a global perspective be developed?
- Building Partnerships and Ecosystems
- Embracing New Technologies to Maximize Agility
- Developing a Comprehensive Digital Transformation Mediterranean Strategy
- How does the region’s digitalization agenda boost productivity and efficiency?
- The opportunities and challenges in digitalizing the region’s industries

**Moderator:** Joan Guasch | Senior Area Manager - Public Programmes Area, Technology Centre of Catalonia (EURECAT)

**Speakers:**
- Mª Helena de Felipe | President, Federation of Mediterranean Women Entrepreneurs (AFAEMME)
- Ghinwa Jalloul | President & CEO, Technology SARL
- Hakam Kanafani | Chairman, Arab Advisors Group
- Elif Coskunkan | Managing Partner, Etohum & ‘Startup Turkey’
- Luis Badrinas | CEO, Barcelona Health Hub

**First Comments:**
- Sisco Sapena | President & CEO, lleida.net
- Conchi Garcia | Co-founder & CEO, Club Ecommerce
- Youssef El Alaoui | Vice-President General, Apebi Morocco
15:30 HOW TO ESTABLISH THE MEDITERRANEAN REGION AS A INTERNATIONAL START-UP HUB?

- Working for yourself, should it be an option?
- SME policies are crucial to tackling unemployment
- How can we create ecosystems for new form of entrepreneurship for startups in the Mediterranean region?
- What are the barriers and pathways for new companies in the region?
- How can entrepreneurs, investors, and support institutions from key emerging startups ecosystems across Europe and the Mediterranean region work together?
- How to establish the Mediterranean region as an international start-up hub?

Moderator: Diana Kobayter | Founder, Zouyouti, Oils & Beyond / Young Entrepreneurs Working Commission of ASCAME

Speakers:
- Roula Moussa | Managing Partner, Netways / DiasporaID
- Aintzane Arbide | Technological Partner, DFactory Incubator / Business Development Manager, Leitat
- Stefano Bonfa | Owner & Manager, OxSDE
- Almudena Solera | Global Head of Strategic Partnerships & Business Development, Spain Start-up - South Summit
- Vincent Ernoux | Coordinator - Branch Office for the Western Mediterranean, ENI CBC MED
- Núria Balada | President, Catalan Women’s Institute

First Comments:
- Burcu Tuncer | Team Leader - Networking and Partnerships, UN Environment MAP Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC)
- Josep F. Valls | Professor of Marketing Management, ESADE
- Andre Abi Awad | Founder, Entreprenergy

17:30 FINANCE & FUNDS FOR MEDITERRANEAN ENTREPRENEURSHIP

- Whether launching a new product, acquiring key customers or reaching a revenue goal, entrepreneurs need access to capital.
- Discover the main avenues to raise capital (such as crowdfunding, angel investors, venture capital, and more) and identify key stakeholders.
- Show the best alternatives to market projects and acquire funding.
- How fintech are impacting the financial ecosystem of the region.

Moderator: Ricard Garriga | CEO Trioteca / Co-founder & GP, Torret Road Capital

Speakers:
- Boutheina Ben Yaghlane | Director General, Caisse des Dépôts et Consignations Tunisia
- Hicham Iraqi Houssaini | Director General, Microsoft Morocco
- Daniel Romy | CEO, Media Digital Ventures
- Mohamed Azzam | Secretary General - Digital Division, Federation of Egyptian Chambers of Commerce (FEDCOC)
- Zakaria Fahim | CEO, Hub Africa

First Comments:
- Tamer Taha | Founder & CEO, Yomken
- Adil Rzal | President, Association Marocaine des Investisseurs en Capital (AMIC)
- Mathieu Carenzo | Director, IESE Entrepreneurship Center
- Fadi Saab | Chairman, Trans Capital Finance / President, Integrity Values and Business Ethics Working Commission of ASCAME
The 2nd edition of this meeting, coorganized once more with BBi Communication, will address the opportunities diversity and talent mobility offers as well as the need of the digitalization of Human Resources both from an educational perspective as from a management perspective.

The meeting will gather experts, decision maker and companies that will share their experiences, best practices and discuss the difficulties they are currently facing as well as highlighting the urgent need of diversity management and technical innovative knowledge in the era of information and technology.

The Mediterranean Human Capital Meeting will play a significant role in understanding the importance of human capital by bringing experts and companies to discuss experiences, best practices and prepare for current and future challenges.

Join us at the Mediterranean Human Capital Meeting to share the importance of human capital, diversity, education and digitalization of innovative talent in the current development situations.
10:15 COFFEE BREAK & NETWORKING

10:45 DIVERSITY AND TALENT MOBILITY: KEY ASPECTS FOR COMPETITIVE ORGANIZATIONS

As confirmed in the latest international business reports, the capacity to successfully manage diversity and talent mobility is one of the key factors that will determine success or failure of organizations that aim to compete globally.

*Moderator: Nina Heindrichs | Regional Director Southern Europe & North Africa, BBi Communication*

_Federico Montilla_ | Southern Europe & Latin America Director, Santa Fe Relocation Services
_George Simons_ | Founder, George Simons International
_Virgili Callizo_ | International HR & Corporate Security, Cellnex Telecom
_Nejia Ben Hellal_ | President, Tunisian Business Women League
_Besma Al-Qassar_ | Founder & Project Manager, Women Mentor Forum
_Cecilia Coll_ | HR Manager, Laboratorios Quinton
_Sonsoles Morales_ | Intercultural Leadership Expert, BBi Communication
_Mthuli Ncube_ | Chief Economist & Vice President, African Development Bank African Development Bank
_Nish Baijal_ | Global Vice President, Talent Management
_Adel Hamani_ | Member of the Sfax Chamber of Commerce and Industry, President of the International Relation Committee
_Diana Kobayter_ | Programs & Donor Relations Manager, Mercy-USA for Aid and Development
_Kader Belgacem_ | International Business Coordinator Europe & North Africa, Prodeca, Business Forum

12:15 DIGITAL TRANSFORMATION OF HUMAN RESOURCES: A MUST FOR TALENT AND PROCESSES

HR teams have the dual challenge of transforming HR operations on the one hand, and transforming the workforce and the way work is done on the other. HR digital transformation is not just about HR, it’s a metamorphosis that involves organizations as a whole. Come and share with us your experience and knowledge with our Mediterranean experts and leaders at this second round table of the 2nd Mediterranean Human Capital Meeting.

*Moderator: Nina Heindrichs | Regional Director Southern Europe & North Africa, BBi Communication*

_Segundo López_ | HR Director Iberia & S&O, Tech Data
_Luis Carbajo_ | Founder, Vottun
_Representative_ | Country Manager Morocco, Microsoft
_Jad Jalloul_ | Marketing Manager, Technology SARL
_Dory Abou Saab_ | IT Manager, Chamber of Commerce, Industry and Agriculture of Beirut & Mount Lebanon (CCIBML)
_Fadi Nouralla_ | HR Consultant, Europe, Asia, Africa, Canada and Middle East
_Abdel-illah Madi_ | Business Development Manager, Jordan and Amman Chambers of Commerce
_Khal Hassan Khalil_ | Chairman of Digital Division, FEDCOC / Chairman, Winner Group
_Marco Cunetto_ | Programme Manager, Union of Mediterranean Confederations of Enterprises (BUSINESSMED)
_Anael Le Bihan_ | Head of Cooperation Projects, Association of the Chambers of Commerce and Industry of the Mediterranean (ASCAME) - Presentation of the EBSOMED Project
The forum aims to outline the state-of-the-art of the Blue economy in the Mediterranean. Blue Economy Forum relies on pillars associated with the marine and maritime environment such as Blue Energies, Maritime Surveillance technologies, Yachting Business Model, Clusters, etc. The objective is to discuss about the Blue Economy with an application to clusters, to reveal the critical factors that demonstrated success and can act as case studies or best practices for new implementation models, in order to be effective and become an inspiration for the emerging ones.

**Expected outputs**

- A common message for the value of the Blue Growth Community in the Mediterranean area to be released, in order to raise awareness and enhance social acceptance for a sustainable economic growth
- Enhanced recommendations reflecting on the sustainable component of Blue Growth in the Mediterranean
- An increased visibility of projects results to the public at all territorial levels & a stronger Blue Growth network
- A widened and shared knowledge among scientists, policy makers, decision leaders, entrepreneurs and citizens on fundamental blue growth issues and topics

This discussion will be the occasion to introduce key points towards the definition of the “blue way of life,” including a definition of sustainability from an economic, social and environmental perspective.
08:30 REGISTRATION

09:15 COMMON INAUGURATION MEDAWEEK18

10:15 COFFEE BREAK – NETWORKING

10:45 THE TRANSITION TOWARDS A SUSTAINABLE FUTURE: A BLUE GROWTH OUTLOOK

The Blue Growth Community, during the Launch event, has clarified that blue growth must be “oriented between business development and environmental sustainability and whether technological advances can be the solution to the latter.” To that end, Mid-Term Conference celebrates the advancement of the Blue Growth Community and will be the opportunity to deepen discussions on issues previously highlighted by the thematic projects and external stakeholders.

This session aims to outline the state-of-the-art of the Blue economy in the Mediterranean. Indeed, the need for the establishment of a common understanding of blue economy sectors and for a clear framework in order to facilitate synergies and cooperation for a sustainable growth, is vital.

Among the themes to be addressed are the definition of an accountable, inclusive and cross-sectoral Blue Economy, the outline of the steps towards a sustainable growth, highlighting the main identified challenges and opportunities, and some potential answers thereof.

This discussion will be the occasion to introduce key points towards the definition of the “blue way of life,” including a definition of sustainability from an economic, social and environmental perspective. Moreover, this will help enhance knowledge sharing among scientists, policy makers, decision leaders, entrepreneurs and citizens.

Issue 1: Challenges & Opportunities in the Blue Economy

Emerging technologies in marine & maritime industries raise the need for new research programs, innovative infrastructure technologies, funding and training opportunities, which will meet the challenges of a sustainable development, within a marine-based economy. Identified gaps & opportunities bring together stakeholders and create partnerships, hence improving the capacity building and seeking previously unexploited resources, for the benefits of transnational communities.

Issue 2: Market development: environmental issues and new trends in main blue sectors

Adaptation to the legitimate constraints of the environment is not incompatible with the demands of the blue economy, being linked to energy production, yachting (manufacture, services, infrastructure) or maritime surveillance. The integration of new technologies makes it possible to identify solutions of consumption efficiency, reduction of nuisances and improvement of work. As a trading, resources, ship owning, port and industrial area, the Mediterranean has more and more to contribute to this effort of economic and environmental modernity.

Issue 3: The path to blue success, from design to implementation

Blue Growth starts from new ideas and dreams to come true. But this is only the first step to success. From the design all down to the implementation of an idea there are many different steps to take, many procedures to follow and many people to get involved. This issue will cover the different phases of a blue project until it becomes a success story.

Moderator: Caterina Praticò | InnoBlueGrowth’s Lead Partner

Miguel García-Herraiz | Deputy Secretary General, Water & Environment, Union for the Mediterranean, Contribution on issue 1

Paul Tourret | “Mediterranean challenges for Blue markets and Blue challenges for Mediterranean economy,” Director of ISEMAR

Fabio Fugazzotto | “Challenges and opportunities in the Blue Economy,” Head of Marine Innovation, Enel Green Power

Debate and Q&A from the plenary

11:45 GOVERNANCE AND COOPERATION MODELS: TOOLS FOR INNOVATION AND INTEGRATED GLOBAL SUSTAINABILITY

This session aims to share views on:

- The existing challenges and opportunities in the implementation of sustainable business models;
- Setting common standards and guidelines for a sustainable Blue Growth: SWOT analyses to debate among different quantitative and qualitative indicators to monitor and measure achievements regarding the implementation of sustainability in Blue Growth;
- The experiences of Public-Private Partnerships as well as the 4-helix partnership (Academia, Private sector, Public sector and civil society);
- The extent to which a broad and resilient partnership can increase innovation and sustainability, and if there is a specific or preferred approach for 4-helix partnerships.
Best practices will also be presented, notably of:

- The 3-pillar Business model with the iBlue project
- The four-helix economic governance with the 4Helix+ project
- Online tools for innovation capacities with the Pelagos project
- Sustainable blue energy labels with the MAESTRALE project

Moderator: Styliani Florou | Senior Researcher, NTUA - School of Naval Architec & Marine Engineer, InnoBlueGrowth project partner

Lucia Cicero | Scientific Staff, Phd., “The 3-Pillars business model for innovation and sustainability in the yachting sector,” University of Udine, iBlue project

Georgina Padilla | “How to apply the 4Helix+ methodology?” Barcelona Chamber of Commerce, 4HELIX+ project

Pablo Morales | “Cluster on maritime surveillance: maritime security and safety mechanisms in the MED area,” Chamber of Commerce of Sevilla, ProTEUs Project

Markos Damasiotis | “Marine renewable energies,” CRES, PELAGOS project

Riccardo Pulselli | University of Siena, MAESTRALE project

Raimondi Attilio and Tiziana de Nittis | Emilia-Romagna region, MISTRAL project

Debate and Q&A from the plenary

14:15 LUNCH – NETWORKING

15:30 SUPPORTING A SUSTAINABLE BLUE ECONOMY THROUGH THE INTERNATIONALIZATION OF CLUSTERS IN THE MEDITERRANEAN

Topic: Blue Economy with an application to clusters, to reveal the critical factors that demonstrated success and can act as case studies or best practices for new implementation models, in order to be effective and become an inspiration for the emerging ones; how those best practices could bring an added value to the blue economy, in sectors such as blue energy, yachting, maritime surveillance or structures like clusters. Starting from the observation that the creation of clusters, albeit potential points needing improvement, have been beneficial to the dynamism of enterprises in the Mediterranean, several issues will be addressed in a more specific way:

Issue 1: The Public approach
How have public authorities been supporting blue engagement? What roles do Public authorities play in supporting clusters? What is the added value of a sustainable Blue Economy for Public authorities? What is the role of citizens in these interactions, and in support of the blue economy through clusters activities?

Issue 2: Cross-cutting sustainability
Why is sustainability getting easier in some blue economy sub-sectors than in others? What are the main difficulties and positive drivers helping the implementation of sustainability in Blue Growth? What about social sustainability? How can environmental sustainability be enhanced? How can it be considered and included as a full part of a healthy economic prospect for the blue economy?

Issue 3: Market development. Cluster and Economic development
How are clusters becoming key structures to enhance economic development? How can the access to funding be eased through cluster dynamics? How theses dynamics are beneficial to quadruple Helix actors in terms of access to funding for R&D projects?

Moderator: Elodie Nunes | Policy and Programme Officer, Intermediterranean Commission - CPMR, InnoBlueGrowth project partner

Sergi Tudela | Director, “The Public approach through the Maritime Strategy of Catalonia,” Directorate-General for Fisheries and Maritime Affairs of Catalonia

Anna Ibáñez de Arolas | Project Manager, Green Entrepreneurship Area of the UN Environment MAP on Sustainable Consumption for Production SCP/RAC

Giovanni Caprino | Deputy President, Cluster Tecnologico Nazionale Blue Italian Growth, “The role of Clusters in the development of a sustainable blue economy”

Debate and Q&A from the plenary

16:45 CLOSURE FIRST DAY

This session will be the occasion to present the conclusion of the first day and to announce the second day details.

Annibale Cutrona | Director of the CoNISMa, InnoBlueGrowth project
08:30 REGISTRATION

09:15 OPENING & WELCOME SPEECH - COMMON INAUGURATION MEDAWEK18

10:15 COFFEE BREAK – NETWORKING

10:45 BLUE GROWTH COMMUNITY MOVING FORWARD: AWARENESS RAISING, MITIGATING PRESSURES, AND THE ROLE OF YOUNGER GENERATIONS

The objective of this session is to open a direct debate and interact among speakers, and with the public. The themes that are addressed are complementary to the ones previously tackled during the first day, and go more specifically onto the social and environmental sustainability spectrum.

Panel 1: The importance of awareness raising

*Moderator: Tsiplas | Insuleur, InnoBlueGrowth Associated partner*

*Contributions:*
- Alejandro González | Head of Blue Tourism project, Eco Union
- Stefano Malatesta | “Ocean literacy and place stewardship: key-drivers to improve the environmental awareness and to promote blue economies,” ULR CoNISMa Milano “Bicocca” University
- Jason Bonagilas | Malta Marittima
- Mounir Ghribi | “The development of skills and the creation of career opportunities in the blue economy by matching job profiles with market needs,” National Institute for Oceanography and Applied Geophysics

Debate and Q&A from the plenary

Panel 2: Technological solutions for mitigating pressures on the surrounding environment

*Moderator: Professor Ioannis Chatjigeorgiou | NTUA – School of Naval Architecture & Marine Engineering, Athens, Greece*

*Contributions:*
- Representative of BLUEMED (tbc.)
- Roberto Grassi | “Sustainable tourism models for alleviating pressures on maritime and coastal areas,” Sustainable tourism Community, BleuTourMed_C3 horizontal project
- Nikos Ntaras | “Smart environmental & energy management of ports, the PERFFECT project” CRES

Debate and Q&A from the plenary

Panel 3: Economic models thought for/developed by young people

*Moderator: Kelly Fouchy | Project Officer Water and Wetlands, Plan Bleu Regional Activity Center, InnoBlueGrowth project partner*

*Contributions:*
- Baya Aissaoui | “Mediterranean Youth for Water Network; role in sustainable blue growth,” Mediterranean Youth for Water network (MedYWat)
- Emanuele Garzia | President, ASCAME Training and Education Commission
- Alessandra Romolo | “Women and the Youth, two winning cards for Blue Growth. From university research to spin off: the case of ‘Wavenergy.it’”

Debate and Q&A from the plenary
12:30 TRANSNATIONAL COOPERATION IN THE MEDITERRANEAN: A KEY ISSUE FOR INTEGRATED ACTIONS TOWARDS BLUE GROWTH

This session will finally outline the importance of transnational cooperation in support to integrated approaches and multi-level governance for the development and reinforcement of a sustainability in the blue economy. Some of the issues to be addressed will be:

- How could transnational cooperation be used as a tool for diminishing the costs and achieving a more efficient implementation of blue economy sectors (i.e. blue energies, yachting, maritime surveillance, among others)?
- Broad and resilient partnerships for coordination and collaboration of blue economy projects and initiatives.
- Dialogue and consultation with national and regional stakeholders: a necessary approach for a successful cross-border implementation of blue growth projects, in order to boost research and innovation in maritime sectors.
- Is global sustainability taken into account within the different phases of cycle project management i.e. planning, managing, implementation and evaluation - of blue growth projects? To which extent?
- To what extent global sustainability will be addressed in the next programming period 2021-2027?
- Private-Public cooperation:
  - Assess and communicate their performance on these goals and targets.
  - Create an economic and legislative playing field level that provides the Blue Economy with adequate incentives and rules.
  - Actively cooperate, sharing information, knowledge, best practices, lessons learned, perspectives, and ideas, to realize a sustainable and prosperous future for all.
  - Recognize that the maritime and land-based economies are interlinked and that many of the threats facing marine environments originate on land.

Moderator: Davide Strangis | Executive Secretary of the InterMediterranean Commission of the CPMR, InnoBlueGrowth project partner

Contributions:
- Christos Economou | Head of Unit DG MARE on Sea-basin strategies, maritime regional cooperation and maritime security, European Commission
- Maria Groueva | Interreg Med Programme, Joint Secretariat
- Antonio del Pino | National Representative for Spain as Lead Partners of the PANORAMED project
- Adela Franja | Project Officer, Joint Secretariat, ADRION Interreg Programme
- Mr. Jean-Pierre Halkin | Head of Unit DG REGIO on Macro-regions, Transnational/Interregional Cooperation, IPA, Enlargement (tbc.), European Commission

Debate and Q&A from the plenary

14:00 BLUE GROWTH LUNCH
Community members and speakers only

End of the conference

14:45 SIDE MEETINGS
The 2nd edition of the Mediterranean Halal Forum co-organized once more with the Halal Institute will be the perfect space to talk about how the halal industry is becoming more than an universal icon or ecosystem of high quality and wholesomeness than a merely certification associated to religion. The global halal market has now expanded beyond the food sector to pharmaceuticals, health products, medical devices, cosmetics, travel and tourism, fashion, as well as service sector components such as logistics, marketing, print and electronic media, packaging, branding, and financing. The halal industry is becoming exponentially one of the most promising and potentially high value-added industries. Topics such as the following will be discussed in this forum:

- The Potential and Opportunities for Halal Sectors in the Mediterranean region.
- What halal sectors offer the best investment opportunities?
- How European and Euro-med Companies in responding to the increasing Halal food demand?
- Cosmetic, food and tourism sectors.

The Halal market is an emergent market since it has massive potential for growth. It is expected to grow from 45,3 billion US dollars in 2016 to over 58,3 billions by 2022.
10:45 OPPORTUNITIES, TRENDS & INVESTMENTS IN THE HALAL INDUSTRY. IT’S IMPACT ON THE MEDITERRANEAN
Moderator: Tomás Guerrero | Head of Madrid Office, Instituto Halal

Speakers:
- Chris Nader | Vice President, Shaza Hotels
- Mehmet Asutay | Director, Durham Centre for Islamic Economics and Finance
- Paul Haddad | Halal Chef, Five Star Hotels
- Enver Cebi | Co-founder & Chief Operating Officer, Halal Booking.com

12:45 REDEFINING REGULATORY PROCEDURES & NEW STANDARDS IN THE HALAL INDUSTRY
Chair: Susanna Barquin | Deputy Director, Prodeca
Moderator: Bárbara Ruiz-Bejarano | IR Director, Instituto Halal

Speakers:
- İhsan Övüt | Secretary General, SMIIC
- Djamal Eddine Bou Abdallah | President, Círculo de Comercio e Indústria Hispano-Argelino
- Elif Berrak Taşyürek | Commercial Attaché, Barcelona Turkish Consulate General
The 3rd Meda Hotels Forum co-organized with IHRA (International Hotel & Restaurant Association) and MHRA (Mediterranean Hotels & Restaurants Association) will highlight successful strategies that companies can use to make their hotel and tourism products more sustainable, trendy and attractive. The event will challenge businesses and governments to address their present travel policies, as well as demonstrating case studies and success stories from around the region and internationally.

Topics like the following will be discussed in this Forum:

- An Overview of Hotel Performance in the Mediterranean Region.
- Sustainable Development in the Hospitality Industry.
- Classification & Standardization in the Hospitality Industry.
- Inspiring the Future Workforce.

In #MedaHospitality18, hotels and hospitality sector has an important role in shedding light on the Mediterranean’s projection, which aims to welcome hundreds million visitors per year by the start of the next decade.
Programme

10:30  MEDITERRANEAN HOTEL’S STATUS: SUSTAINABLE DEVELOPMENT, SECURITY AND CLASSIFICATION & STANDARDIZATION

- Sustainable Development on the rise
- Security
- Hotels classification & standardization in Mediterranean.

Chair: Ghassan Aidi | President, International Hotel and Restaurant Association (IHRA) / Mediterranean Hotel and Restaurant Association (MHRA)

Speakers:
Reto Wittwer | President, Smart Hospitality Solutions / Former President and CEO, Kempinski Hotels
Eduard De Gispert | Director, Barceló Hotels & Resorts
Eva Ballarin | Director, Hospitality Innovation Planet
Geoffrey Lipman | Director, TraNexus Limited / Former Director General of IATA, UNWTO

12:00  AN OVERVIEW OF HOTEL PERFORMANCE IN MEDITERRANEAN REGION - A REGIONAL MARKET FOCUS

- A discussion on organic growth vs. acquisition: is the real growth coming organically through new initiatives, or are acquisitions proving to be the most effective way to expand?
- Hear about the regional leader’s growth strategies for the Mediterranean region.

Chair: Ghassan Aidi | President, International Hotel and Restaurant Association (IHRA) / Mediterranean Hotel and Restaurant Association (MHRA)

Speakers:
Franck Trouet | CEO, GNI Synhorcat
Amine Moukarzel | President – Golden Tulip MENA and Vice President – Middle East of International Hotels and Restaurant Association (IHRA)
François Furia | Board member, Mediterraneum Association
Josep Francesc Valls | Professor, Department of Marketing Management (ESADE)
Hala El Khatib | Executive Director, Egyptian Tourism Federation

13:15  INSPIRING THE FUTURE WORKFORCE - FOSTERING TALENT FOR THE HOSPITALITY INDUSTRY

- Availability of skilled workforce continues to be a major challenge for the hospitality industry in the region.
- How should we be addressing the issue of building and retaining local talent?
- What can education establishments do to influence younger generations on developing careers in the sector?
- Developing a Career in Hospitality & Tourism: Executives from a cross section of the industry will present students from a number of hospitality schools in the region on the types of careers available in the sector what they are looking for as employers, and how to get a job in the industry.

Chair: Ghassan Aidi | President, International Hotel and Restaurant Association (IHRA) / Mediterranean Hotel and Restaurant Association (MHRA)

Speakers:
Daniela Freund | Researcher of the Chair of Responsible Tourism and Hospitality and Lecturer, School of Tourism and Hospitality Management Sant Ignasi - Ramon Llull University
Karim Yahiaoui | Director of Corporate Relations, Air France
Iva Bahunek | CEO, Croatian Hotels Association
George Drakopoulos | President and CEO, Tourism Generis
The Mediterranean Talks will provide an open platform to discuss trending topics taking into account social, political and economic transformations and growing economic potentialities. Participants will have the perfect opportunity to discuss challenges, trends, visions, and possible future opportunities and collaborations for businesses in several industries.

In order to build a shared and sustainable future for the region, it is becoming increasingly clear the importance of actions and commitments from businesses in partnership with the public sector and civil society.

#MedaTalks18 will offer a unique networking opportunity for regulators, industry practitioners and business leaders to share their experiences and opportunities that gas in the Eastern Mediterranean entails.
Programme

10:45  **WELCOMING REMARKS**

Jorge Borrego  |  Deputy Secretary General for Energy and Climate Action, Union for the Mediterranean (UfM)
Houda Ben Jannet Allal  |  General Director, Mediterranean Energy Observatory (OME)
Leonidas Kioussis  |  Senior Expert, DG ENER / European Commission

Keynote speaker: Rosa Mª Sanz  |  Chief Operating Officer EMEA Infrastructures, Naturgy

11:10  **MEETING THE SCENE: REGIONAL OUTLOOKS, KEY CHALLENGES & OPPORTUNITIES**

Mediterranean gas outlook to 2040
Sohbet Karbuz  |  Director of Hydrocarbons, Mediterranean Energy Observatory (OME)

An overview of gas developments in Eastern Mediterranean
Charles Ellinas  |  CEO, e-CNHC

Challenges and opportunities for enhancing energy security in the Mediterranean region
Francis Ghiles  |  Associate Senior Researcher, CIDOB

12:25  **COFFEE BREAK**

12:40  **COUNTRY SPECIFIC OUTLOOKS**

Outlook for natural gas in Algeria
Sabrina Heddar Seddas  |  Head of Department, Energy Markets Analysis, Sonatrach (Algeria)

Outlook for natural gas in Egypt
Emanuele Calviello  |  VP Business Development, ENI (Italy)

Outlook for natural gas in Israel
Amir Foster  |  Head of Strategy & Research, Association of Oil & Gas Exploration Industries (Israel)

Outlook for natural gas in Turkey
Emin Danis  |  Strategy and Research Director, GER Partners (Turkey)

14:15  **WRAP-UP AND CONCLUDING REMARKS**

Sohbet Karbuz  |  Director of Hydrocarbons, Mediterranean Energy Observatory (OME)
This event takes place under the framework of LIFE Clinomics, a European Union-funded project with the objective to increase the resilience to climate change in Mediterranean companies and local entities of the agriculture, forestry, fishing and tourism sectors.

Climate change affects our natural system, the environment and people’s health, but also economic activities. Its effects furthermore do not stop at borders, wherefore the transfer of knowledge becomes vital to increase adaptation capacities of economic activities throughout Mediterranean countries, which share similar climate characteristics.

During this event, we share the vision and approach of LIFE Clinomics project on how to adapt the Mediterranean agriculture, forestry, fishing and tourism sectors to the challenges of climate change. We moreover enrich project results by exchanging and debating ideas with the aim to enhance sensitivity and knowledge about climate change impacts within these economic sectors.

We share the vision and approach of LIFE Clinomics project on how to adapt the Mediterranean agriculture, forestry, fishing and tourism sectors to the challenges of climate change.
Programme

10:15  WELCOME COFFEE

10:45  WELCOME NOTE

Jaume Fradera | Deputy Manager of the Barcelona Chamber of Commerce

11:00  LIFE CLINOMICS PROJECT - CLIMATE CHANGE ADAPTATION STRATEGY IN THE AGRICULTURAL, FORESTRY, FISHING AND TOURISM SECTORS

Núria Parpal | Head of Local Environmental Planning Section Barcelona Provincial Council

11:20  LIFE CLINOMICS PROJECT – FROM STRATEGY TO ACTION

Nadège Trocellier | Responsable of Climate Change, Lavola Consustainability

11:40  CLIMATE CHANGE IMPACTS IN THE MEDITERRANEAN AND MAIN ADAPTATION MEASURES

Agricultural sector
Nicola Lamaddalena | Head of the Land and Water Resources Management Department, CIHEAM - Mediterranean Agronomic Institute of Bari

Forestry sector
Inazio Martínez de Arano | Head of Office, European Forestry Institute

Fishing sector
Màrius Vizcarro Gianni | General Secretary, National Federation of Fishermen Confraries of Catalonia (Fnccp)

Tourism sector
Rym Ayadi | President, Euro-Mediterranean Economists Association

13:00  DISCUSSION AND Q&A

Replicability and transferability of LIFE Clinomics approach

14:00  EVENT CLOSURE