Southern Europe: Recovery and a new development model are urgently needed at the second ‘Mediterranean Meeting’

- The second MedaMeeting, the ‘South Europe Countries Meeting’, will focus on investment opportunities in Mediterranean European countries, especially in Spain, France, Italy, Greece and Croatia
- The online event will focus on the impact of the pandemic in key sectors for southern Europe, such as tourism, automobile, textile, agrifood or health, among others
- The countries of the region are preparing their recovery plans, focused on sustainability and digitalisation, upon receipt of European funds
- Follow the conversation with @ascameorg and the hashtag: #MedaMeetings

Barcelona, April 26, 2021 - ASCAME (the Association of the Mediterranean Chambers of Commerce and Industry), with the collaboration of the Barcelona Chamber of Commerce, will celebrate next Wednesday April 28 at 16:00 CET in online format the second event of the series of meetings’ Mediterranean Meetings’ (#MedaMeetings), the ‘South Europe Countries Meeting’. The event will focus on promoting the recovery and investment of the key sectors of the economies of the Mediterranean countries of southern Europe in the post-COVID-19 stage.

The countries on the northern shore of the Mediterranean have been particularly affected by the pandemic that has hit Europe. Their economies, less focused on industrial, scientific or digital sectors, and more focused on the tourism or services sector, have led to the harsh restrictive measures applied by governments to contain the virus have caused a deep economic crisis.

To cope with this situation, the countries of the region are preparing their recovery plans using sectors as important as the digital, green or blue economies as levers for change. In this context of prompt reception of the aid package from the European Commission, and when the world is turning towards sustainability, ASCAME makes the second of its' Mediterranean Meetings' (MedaMeeting)
available to the public and private sectors, the 'South Europe Countries Meeting', in order to promote the growth of the northern Mediterranean shore.

The defining features and business opportunities in the main countries that make up southern Europe, Spain, France, Italy, Greece and Croatia, will be presented in the second of the meetings, the South Europe Countries Meeting, in which the advantages, good practices and experiences to attract investment, increase economic activity, facilitate commercial exchanges and the recovery of the economies of the region, will also be explained.

"COVID-19 has aggravated the structural challenges that the southern European countries already faced. For this reason, now more than ever it is crucial to bet on the recovery of economies in key sectors such as tourism, textiles or education", says Anwar Zibaoui, General Coordinator of ASCAME. "Digitalisation and the blue and green economies are essential for the recovery of employment and growth in this area," he adds.

Trade and investment opportunities; the future application of European funds for the reactivation of Europe after the pandemic; the relevance of public-private collaboration, and the role of SMEs, among others, will be some of the topics that will also be discussed at the ‘South Europe Countries Meeting’ to guarantee a better future for southern Europe.

The Mediterranean Meetings (#MedaMeetings) are part of the initiatives that materialise the proposals of the 'Recovery Plan and a New Economic Development Model for the Mediterranean', launched by ASCAME a few months ago, which aims to promote growth in the region after the crisis pandemic. These consist of a set of webinars in which current issues in the Mediterranean are discussed, such as the economy, trade, investment and strategic industrial sectors. In them, participants have the opportunity to chat about challenges, trends, forecasts and possible future collaborations for the private sector, as well as to network. At the end of each webinar, an online B2B meeting is held so that those who wish to do so can network.

Presidents of Chambers of Commerce, as well as representatives of the public and private sector, will be the speakers who will integrate this online seminar, in which they will relate the economic situation of their respective country after the Coronavirus; They will provide examples of initiatives put in place to address it, and present business and investment opportunities.

Aimed at companies, entrepreneurs and professionals, experts, consultants, and university students, the online South Europe Countries Meeting will be open, free and accessible.
More information about the event at: http://www.ascame.org/en/mediterranean-south-europe-countries-meeting
More information about ASCAME at: www.ascame.org

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