15

MEDA WEEK BARCELONA
Mediterranean Week of Economic Leaders
17 - 19 November 2021
Hybrid event
(online & in-person at La Llotja de Mar)
MedaWeek Barcelona (The Mediterranean Week of Economic Leaders) is nowadays the iconic conference aimed at promoting the Mediterranean region worldwide. This event endorses the key economic sectors and the cultural values of this region through a wide variety of forums.

MedaWeek Barcelona serves as the main meeting point for voicing the interests of the private sector in the socio-economic development of the Mediterranean countries.

Since its debut in 2006, MedaWeek Barcelona has been jointly organised by the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) and the Barcelona Chamber of Commerce, Industry, Services and Navigation, with the collaboration of prominent Euro-Mediterranean organisations.
Over the last fourteen editions, more than 29,000 businessmen and business women from more than 35 countries have participated in MedaWeek Barcelona.

MedaWeek Barcelona connects the world with Mediterranean leading economies and businesses.

It is a must-attend event for companies, corporations, governments and multilateral organisations from the Mediterranean basin and abroad. With over a decade of success, MedaWeek Barcelona continues providing a strong and dynamic platform for boosting the Mediterranean economic integration.

Following a decade of international appraise, MedaWeek Barcelona has become the reference point in the Mediterranean for economic and political dialogue, voicing the interests of the private sector and high level policy-makers in the region and the World. A dynamic platform for the promotion of the Mediterranean in the world, of a strong Euro-Mediterranean alliance and regional economic integration.

Ahmed M. El Wakil
President of ASCAME
Objectives

- **Create business synergies and networking** between countries and companies of the region and abroad.
- **Provide a platform for reflection and exchange of experiences** regarding the major economic tendencies in the Mediterranean.
- **Serve as connection point** between Mediterranean businesses and the world.
- **Reach a wide network across** the Mediterranean and the world, thanks to the incorporation of online formats.
- **Promote the Mediterranean region** and its key economic sectors worldwide.
- **Influence and shape the evolution of Mediterranean economies** by exchanging expert experiences, promoting investment as well as introducing development plans and innovative projects.
- **Share knowledge, best practices** and **success stories** in Mediterranean economies.
- **Explore trade and investment possibilities** in the Mediterranean and beyond.
- **Boost the recovery** of Mediterranean economies after the COVID-19 pandemic.
MEDA WEEK BARCELONA

Why attend?

• The most iconic economic event of the Mediterranean in three continents: Europe, Africa and Asia.

• A groundbreaking event that provides timely and relevant topics, by keeping up with the Mediterranean’s latest developments from both political and business perspectives.

• A strong platform for networking with key players of the Mediterranean and overseas.

• Attendance of government officials, institutional and business representatives, international top speakers, experts and journalists.

• A unique in its kind event supported by first-level sponsors and covered by international media partners.
Who attends?

20%
International & Mediterranean Organisations and Governmental & Other Institutions

80%
Companies & CEOs

Assistance Profiles

Government Officials
- Presidents
- Ministers
- Ambassadors

International Institutions Officials

Chambers of Commerce Officials

Private Institutions and Companies
- CEOs
- Managing Directors
- Businessmen and businesswomen
- Investors
- Entrepreneurs

#MedaWeek21
During these three days (November 17th, 18th and 19th), MedaWeek Barcelona will host numerous key thematic and sectorial fora. In past editions, this important event counted with more than **351 thematic fora**, **650 working sessions**, **2,120 prominent speakers**, welcomed over **29,000 attendees** from all over the world and obtained coverage from more than **90 media outlets**. These included entrepreneurs and representatives of the private sector, business support organisations, such as Chambers of Commerce and promotion agencies, political authorities, and international coverage from a number of local and foreign media agencies. Altogether, the MedaWeek Barcelona saw the participation of over **50 countries across the globe** and this year’s edition will be no exception.

The 15th edition of the **Mediterranean Week of Economic Leaders (MedaWeek Barcelona 2021) “A future in common”**, the leading Mediterranean economic event, will take place between **17-19 November 2021** in a **hybrid format**, with all forums held face-to-face and also broadcasted online, with the aim of reaching a broader audience.
The 15th edition of the MedaWeek Barcelona, as in its previous years, will bring many trending topics to the table and serve as the flagship Mediterranean entrepreneurial-economic hybrid platform for the entire world. This year’s edition aims to cover four main objectives as a central axis:

1. **Identify concrete**, innovative solutions and trends that will shape the region and help its economic ecosystem move forward in the post COVID-19 scenario.

2. **Create a common and innovative space** that will serve as basic axis for the relationships’ development between both shores of the Mediterranean.

3. **Promote the integration of the region** to boost in investments, exports, the creation of jobs and new companies, transformation and sustainability, having women and youth as priority actors.

4. **Construct a common future** between the two shores, based on new technologies, innovation, digital transformation, green and blue economies, renewable energy, health, tourism and sustainable food, among others.

With fifteen years of solid experience and successful outcomes, Medaweek offers business and knowledge exchange opportunities and serves as a key meeting point for the private and public sector representatives in the Mediterranean region and beyond.
MedaWeek Barcelona 2021 will start with the Mediterranean Green & Renewable Energy Summit, which will focus on the importance of driving Mediterranean economies towards a more sustainable future. As a consequence of the devastating COVID-19 pandemic that affected the whole world, Healthcare will be one of the key themes brought to the table. Africa and its largest free trade area thanks to AfCFTA, will also be one of MedaWeek’s main topics.

This edition’s forums will cover key points for the Mediterranean region, such as Agriculture and Food, Social Economy, Women Entrepreneurship and Islamic Finance. Discussions about the most deeply affected industries after coronavirus, like the Hotel & Hospitality and the Cruise sector, will also be held.

Nevertheless, in this difficult economic context, there are some sectors that are becoming more and more relevant for the recovery of the region, such as the Creative and the Sport industries. These topics will also be addressed in MedaWeek 21.
SUMMITS & FORUMS

9th Mediterranean Green & Renewable Energy Summit
18th New Africa Business Development Forum
2nd Mediterranean Healthcare Forum
1st Mediterranean Meeting of Agriculture and Food
13th Mediterranean Women Entrepreneurs Forum
3rd Mediterranean Social Economy Forum
6th Mediterranean Islamic Finance Forum
5th Mediterranean Hotels & Hospitality Forum
1st Mediterranean Creative Economy Forum

MEDA TALKS

1st Mediterranean Cruise industry Conference
1st Mediterranean Sport Industry Conference

PROJECTS & CONFERENCES

INSTITUTIONAL MEETINGS
The MEDA Renewable Energy Summit 2021 will be the first major Mediterranean discussion on energy in a long time and it will provide to the international community an ideal platform to address this important issue from a regional perspective. This innovative Summit will be focusing on the key topics and latest trends in renewable energy, giving a clearer picture of the policies and guidelines for development of renewable energy projects, and also discussing the challenges and business opportunities for the implication of Renewable Energy Technologies in the Mediterranean.

The event will be covering the key sectors comprised in renewable energy sources, such as solar power, wind power, biomass energy, geothermal energy, hydro energy, circular economy and power storage, as well as their potential implications for the countries national energy mix. Moreover, it will provide a complete outlook into the renewable energy market development in the region.

The MEDA Renewable Energy Summit aims at creating synergies and strengthen the collaboration between authorities and companies to enhance the developments of renewable energy projects. It will be an ideal platform to bring together regional and global solutions and technology providers who, will present cutting-edge innovative solutions that ensure clean and green energy. Discover the growth opportunities the Mediterranean markets can offer in this unparalleled event and hear about the investment possibilities for your renewable energy company in the Mediterranean countries.
Africa is a huge and diverse continent that cannot be described with a single and unique narrative, as the gap between the richest countries and the poorest is substantial. Despite the differences, there are also common concerns. In this context, intra-African free trade is seen as the best first step in breaking the cycle of underdevelopment that is denying opportunities for African workers and businesses. **The removal of customs and other barriers will encourage constructive interaction and peaceful cooperation.**

The African Continental Free Trade Agreement (AFCFTA), which was signed by 54 African countries, **is set to become the world’s largest free trade area**, with a single market that straddles economies with a combined GDP of $3 trillion. However, from global trade wars to poor infrastructure, Africa’s economy is struggling to keep its pace. **Investors must see themselves as stakeholders in Africa, just as Africa must grasp the opportunity to become stakeholders in the global economy.**

This new edition of the **New Africa Business Development Forum** aims to provide a platform for **Business and economic cooperation**, for informative and interactive sessions with the prime movers of infrastructure sector across various spheres like government, policy-makers, industry leaders, academia and future investors, to explore new potential areas for financial assistance, as well as access to finance to the infrastructure players.
By 2050, the world will be home to 10 billion people, and two in five of these people will be aged 60 or over, including 434 million over 80 years old. This combination of population growth and demographic ageing changes will seriously accelerate the challenges we face for the delivery of health and healthcare, with global healthcare spend projected to reach 13% of GDP in OECD countries by 2050.

The Mediterranean region has been one of the hardest hit by the COVID-19 pandemic. The region’s health systems have proven to be insufficiently prepared. After the most intense months of the emergency, health systems are beginning to recover, but with significant consequences. Countries in Europe and the Mediterranean face several common health challenges like building sustainable and resilient health systems. With so many types of innovations available, the Mediterranean economies have an opportunity to bypass development stages that were previously unavoidable and sidestep the pitfalls of entrenched systems.

This pioneer event sits at the heart of the Mediterranean healthcare scene. The Mediterranean Healthcare Forum brings together some of the most influential public and business leaders in Europe, the Mediterranean and Africa for one-day of growth, knowledge sharing, networking. If you are interested in the latest developments and want to get involved in the future of healthcare, this is the conference to join to become a part of the discussion. Our forum will be the driving force towards understanding healthcare investment, health tech, the insurance industry, and much more.
A New Vision is Needed

Agro-food industry is one of the key pillars of the economy and human subsistence as it represents the 3% of world GDP and almost 30% of global employment. Has we have seen in the past the agricultural markets are unstable, reacting to speculative forecasts by operators, with price variations. Strong price increases trigger riots and riots among consumers and high income instability for producers, mainly SMEs and family farms.

In 2020, this situation has been complicated due to the closure of borders to contain the COVID-19. Food insecurity, which already affects almost 40% of the world’s population, can increase exponentially without the proper functioning of supply chains and public health, while in 2019, global agricultural start-ups invested nearly $ 20 billion in food tech solution. In the Mediterranean, the challenge is to promote modern, competitive, global and resource-sustainable agriculture in order to increase the attractiveness of the sector and offer employment opportunities.

Heritage diets, such as the Mediterranean Diet, must form the basis for the construction of regional food systems, based on proximity, solidarity and autonomy, and therefore, more resistant to economic and social, health or climate crises. It is urgent to promote measures to reactivate the agro-food sector and avoid its suffocation, but it is also imperative to lay the foundations for a new model of sustainable development.
The 2021 MedaWomen edition is designed to accelerate the growth of women-owned businesses and start-ups in the Mediterranean region through access to information, contacts and capital. It is suitable for anyone in any stage of business: for those who just got started and also for those who have already been in business for decades.

The empowerment and representation of women in decision-making spheres, as well as the improvements on the social, economic, and health conditions, are essential for the achievement of a sustainable development for all. In this forum we will work together to highlight the essential role of educating women to leverage their position in managerial roles, at all levels and in aspects of life. We will facilitate connections, provide innovatively solutions and be a source for growth.

The Mediterranean Forum For Women Entrepreneurs spurring action to support women entrepreneurs in the Mediterranean, Middle East and North Africa. Global women leaders, private and public sector partner, and entrepreneurs from around the region will discuss the steps to lower policy and regulatory barriers, how to accelerate the access to capital, and provide mentoring and networking opportunities for the women attending this forum.
The **Social Economy** is a vibrant sector of the economy and fosters sustainable and inclusive societies, along with jobs and growth, but it needs adapted and supportive ecosystems to thrive. In the European Union, it generates 8% of GDP, and represents 10% of all companies. In the countries bordering the Mediterranean, it has a socio-economic impact on more than 3.2 million social economy companies that generate 15 million jobs.

The **Mediterranean faces a serious demographic challenge and needs to create six times more jobs than the currently available**. With a rampant youth unemployment of 35% and 45% for women, the situation is quite dangerous in some countries. Serious and coordinated action is needed to provide alternatives to accommodate the enormous energy of youth and women, options that improve their representation within the government of organizations, and use that energy for economic and social reconstruction.

The **consequences of COVID-19** have made it clear that, in addition to demanding universal health systems, it is essential to rethink the social networks that connect us local, national and internationally. The key is to recognise the added value of Social Economy organisations. This approach must be part of a new model of economic development that also encompasses a Digital, Green and Blue revolution to achieve an egalitarian and inclusive system that could meet social expectations and reduce the injustice and inequality gap. Social Economy is presented as a plausible route to recovering and developing dignified jobs that respond comprehensively to the current crisis.
Islamic finance primary objective is the promotion of economic prosperity and human welfare based on total sharia-compliant assets and has it has been seen in its evolution it may play a vital role for further economic development and prosperity for the Mediterranean and African region. Although the Islamic finance industry slowed down significantly in 2020 after experiencing a very strong 13% growth rate in 2019, total assets stood at $2.88 trillion by the end of 2020, a substantial growth is expected to bounce back as it is predicted to reach $3.69 trillion by 2024.

The 6th Mediterranean Islamic Finance Forum will examine the Islamic Finance in the post COVID-19 scenario. More specifically, how Islamic finance can be a part of the COVID-19 response and become more closely interlinked, and how Shariah compliant financial institutions and asset managers can play a greater role towards the achievement of Sustainable Development Goals, including the alleviation of disease and reduction of global displacement. This Forum will also discuss the growth of Islamic fintech start-ups now offer digital mortgage platforms, wealth management mobile applications and sharia-compliant crypto-currency exchanges.

The Mediterranean Islamic Finance Forum, which is the only gathering of this kind in the Mediterranean region, will offer a unique networking opportunity for regulators, industry practitioners, business leaders and Shariah scholars to share their views and experiences, create opportunities and strengthen this industry.
The Mediterranean Hotel & Hospitality Forum is renowned for attracting the highest calibre international hospitality representatives and companies of any event in Mediterranean. This forum connects business leaders from the international and Mediterranean markets to drive cooperation and catalyse investment into tourism projects, infrastructure and hotel development across Mediterranean.

The hotel industry has been severely affected by the COVID-19 pandemic due to the cancellation of reservations and events and the restrictions imposed on travel. The Mediterranean region has 20% of the hotel accommodation capacity worldwide. The 24 Mediterranean countries have 10,000 destinations, about 100,000 hotels and a million restaurants. The vulnerabilities exposed by the pandemic, such as the oversupply of hotel capacity, bureaucracy, the lack of flexibility and innovation and the inadequate collaboration between all the actors involved, present an opportunity to reinvent the sector.

The most important goal is to create a more resilient and sustainable hotel industry that is capable of withstanding future major crises. The Mediterranean Hotel & Hospitality Forum has an extensive programme offering the latest insight and market intelligence, highlight solutions and initiatives already available, as well as discussing innovations that will drive the sector forward. It is the must-attend event for those looking to develop green hotel policies, projects and technologies or looking to make their existing operations more sustainable.
The COVID-19 outbreak and the containment measures have led to the closure of cinema theatres, the standstill of productions and the cancellation of festivals and markets. The impact on the economy and employment has been very severe and has affected the entire value chain of the audiovisual industry.

The audiovisual sector is key for the promotion of cultural diversity at local and international levels. Mediterranean audiovisual products currently suffer from a chronic lack of media coverage, with the general public of course, but above all with the professional public that could buy, distribute, broadcast and co-produce the programmes and films.

The aim of this forum is to support the sector, engaging all stakeholders in a new successful strategy that brings together the main Euro-Mediterranean radio and television stations, audiovisual and cultural operators, and institutional representatives of the region.
MedaWeek Barcelona Talks offer the possibility to openly exchange different points of view over top-trending topics concerning the Mediterranean region.

- **Mediterranean Sport Industry Conference**
  Sport is a powerful force for cooperation and peace. In a region with acute inequality and deep turmoil, sport facilitates social integration and economic development, and becomes an instrument to address violence and insecurity, and offer better opportunities to young people. The goal of this conference is to make of sport a new growth niche through investments in infrastructure, while creating jobs for young people and business opportunities.

- **Mediterranean Cruise Industry Conference**
  The cruise industry represents has experienced the greatest growth in recent years in the Mediterranean. It earns 45 billion euros per year for the Mediterranean economy and guarantees 320,000 jobs. However, the industry is now suffering enormously from the negative economic repercussions of the COVID-19 pandemic. Cruise ships are even struggling to find ports that will allow them to moor and disembark their passengers and crew. What will be the future of cruise?
PROJECTS & CONFERENCES
Cross-border Cooperation Projects represent an extensive and useful instrument in terms of Neighbourhood Policy when it comes to building bridges and strengthening existing ones in the Mediterranean Region. International Cooperation Projects enhance and embrace relationships between MED countries and organisations to work on top priorities for the wellbeing of the region on focused on green, blue and digital economy.

Several ASCAME members are involved in European funded projects from different programs like ENI CBC Med, InterregMed and Europe Aid, among others. All these projects add a strong value to the consortiums through their unique set of expertise and extensive networks in the MED region’s private sector.

During this session, speakers will present these initiatives in first person and how they can contribute to the recovery of the Mediterranean main sectors in the post-pandemic scenario.
In addition to the different Summits, Forums & MedaTalks celebrated during MedaWeek Barcelona 2021. A set of conferences will be held. More information to be shared soon.
INSTITUTIONAL MEETINGS
MedaWeek Barcelona offers an ideal meeting point, where organisations can hold their internal institutional meetings.

This year MedaWeek Barcelona 2021 will host the following institutional meetings:

- **ASCAEM’s Executive Committee**

More institutional meetings to be shared soon.
VENUE

Casa Llotja de Mar, Passeig de Isabel II, 1
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