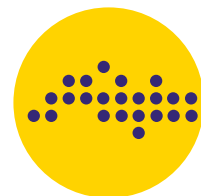


ASCAME

activity report

2020



Association of the Mediterranean Chambers of Commerce and Industry

● Who we are

The Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) is an international organization considered the **main representative of the Mediterranean private sector**. It brings together more than 300 Chambers of Commerce and Industry and other similar entities from 23 Mediterranean countries, 250 cities and 3 continents. All in all, more than 100 million companies around the Mediterranean region are represented by ASCAME.

ASCAME is the voice of the Mediterranean Chambers of Commerce and other similar members helping to protect and defend their interests against major regional, institutional and economic actors and entities. It represents powerful advocacy for the business interests of the Mediterranean Chambers of Commerce and companies working closely with policymakers, stakeholders and opinion leaders. Through ASCAME, the members of the Association influence and participate in the key issues that drive and condition development and growth, offering a clear perspective focused on the Mediterranean region.

● Using this report

The ASCAME 2020 Annual Report begins with a message from the President of the Association, which is followed by more in-depth information about ASCAME's main activity areas over the past 12 months.

● Find out more

www.ascame.org

secretariat@ascame.org



ASCAME's highlights from 2020



Note of the
President
Mr. Ahmed M.
El Wakil

Barcelona, Spain

see page 7

Pre-MediTex Webinar
2020 (Mediterranean
Textile Forum)

Barcelona, Spain

İZMİR İŞ GÜNLERİ İZMİR BUSINESS DAYS
3-4 EYLÜL/SEPTEMBER 2020



see page 27



Online Conference
Mediterranean
Chambers of
Commerce

Barcelona, Spain

see page 29

Barcelona New
Economy Week
2020 - BNEW
(Barcelona New
Economy Week)

Barcelona, Spain



see page 30



Barcelona Industry
Virtual Week
(Mediterranean
Automotive
Conference)

Barcelona, Spain

see page 32

14th MedaWeek
Barcelona
(Mediterranean
Week of Economic
Leaders)

Barcelona, Spain



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In the 2020s, *S. flexneri* was reported as the most common serotype in children with acute bacterial dysentery in the United Kingdom [17]. In the 2030s, *S. flexneri* was reported as the most common serotype in children with acute bacterial dysentery in the United Kingdom [18]. In the 2040s, *S. flexneri* was reported as the most common serotype in children with acute bacterial dysentery in the United Kingdom [19].

In the 2050s, *S. flexneri* was reported as the most common serotype in children with acute bacterial dysentery in the United Kingdom [20]. In the 2060s, *S. flexneri* was reported as the most common serotype in children with acute bacterial dysentery in the United Kingdom [21]. In the 2070s, *S. flexneri* was reported as the most common serotype in children with acute bacterial dysentery in the United Kingdom [22].

In the 2080s, *S. flexneri* was reported as the most common serotype in children with acute bacterial dysentery in the United Kingdom [23]. In the 2090s, *S. flexneri* was reported as the most common serotype in children with acute bacterial dysentery in the United Kingdom [24]. In the 2100s, *S. flexneri* was reported as the most common serotype in children with acute bacterial dysentery in the United Kingdom [25].

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In the 2140s, *S. flexneri* was reported as the most common serotype in children with acute bacterial dysentery in the United Kingdom [29]. In the 2150s, *S. flexneri* was reported as the most common serotype in children with acute bacterial dysentery in the United Kingdom [30]. In the 2160s, *S. flexneri* was reported as the most common serotype in children with acute bacterial dysentery in the United Kingdom [31].

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Note of the President Ahmed M. El Wakil

1



President Ahmed M. El Wakil

Dear members, partners and friends of ASCAME,

2020 has been one of the most challenging years we have experienced. The COVID-19 pandemic took us all by surprise, with devastating health, economic and social consequences. Together, we have tried to live up to the challenge and try to overcome the situation in the best possible way.

The year started with many thrilling projects for ASCAME, in execution of its 2018-2022 Strategic Plan and the several activities, events and meetings planned. However, after the outbreak of the pandemic, the entire Action Plan was transformed to adapt to the circumstances and to be delivered online.

From the very beginning, ASCAME followed closely the evolution of the situation in the region, analysing the heroic actions of its members to protect their businesses. In this regard, we worked closely with our member network with the aim of creating a plan that would serve as a roadmap for economic recovery in the region and inspire a new, more sustainable and resilient economic model.

In this regard, the 'Recovery Plan and a New Economic Development Model for the Mediterranean' includes more than 100 initiatives aimed at relaunching traditional economic sectors such as tourism, logistics, agriculture and textiles. The Plan is also committed to transforming Mediterranean economies into more sustainable economies that are more resilient to future crises, and is therefore committed to the digital revolution, the blue and green economy. The plan has been very well received by the main international organisations working in the region as well as by governments and private sector representatives.



In terms of international cooperation projects, the latest approved European projects, which have a strong presence of ASCAME members as partners, started their activities, focused on the socio-economic development of the region with key initiatives and opportunities for the economic recovery of the region. The main sectors of these initiatives fall within the framework of organic agriculture, sustainable tourism, blue economy and green economy, working for the promotion of SMEs, employability and entrepreneurship of young people and women. All these projects, co-financed by the European Commission and ASCAME, will continue to offer opportunities for the Mediterranean private sector in the coming years.

In the course of 2020, ASCAME has also held relevant online events. In July we held a conference on the role of chambers of commerce in the post-COVID recovery which demonstrated once again the importance of our institutions in the recovery. We also organised the Mediterranean Automotive Conference within the framework of the Barcelona New Industry Week and co-organised with the Izmir Chamber of Commerce the pre-Mediterranean Textile Forum seminar. ASCAME has also been a partner in the Barcelona New Economy Week. We ended the year with the first-ever digital edition of the event par excellence of ASCAME, the Mediterranean Week of Economic Leaders. Over the course of 3 days, a wide variety of sectors were discussed, such as health, finance, hospitality, innovation and digitalisation, trade fairs, women among others.

2020 also marked the 25th anniversary of the Barcelona Process, a milestone agreement that marked Euro-Mediterranean relations and laid the foundations for a new regional cooperation. Following its previous initiative from the 20th anniversary, ASCAME, with the support of Mediterranean, European and Arab organisations from the private sector, presented the 'Barcelona Declaration of Mediterranean Private Sector – 25 initiatives for the 25th Anniversary of the Barcelona Process' within the framework of MedaWeek Barcelona. The Declaration seeks to reposition the Mediterranean as a key actor for recovery in the post-COVID-19 era, since 25 years after the Barcelona Process, many of the objectives are still valid.

Looking back, although it has been a very difficult year, I am proud of all the work done by ASCAME to stand by its members and the Mediterranean private sector in this unprecedented situation. There is undoubtedly much work to be done but I am sure that with everyone's cooperation, the Mediterranean region will rise stronger than ever.

President Ahmed M. El Wakil, 2020

2020: A Snapshot



Numerous key sectorial events and initiatives

opening a debate on more than 40 relevant topics addressed to answer the main priorities for regional development and **recovery after the COVID-19 pandemic**



More than 14.700 attendees, most of them business and SMEs representatives.

A multiplied audience after all our events went **online** due to the Coronavirus situation



Hundreds of B2B meeting events organised or co-organised across the Mediterranean by ASCAME and its Network to promote businesses in the region



Participation in a large number of Euro-Mediterranean high-level institutional meetings and thematic conferences as main representatives of the Mediterranean private sector



More than 750 prominent speakers and hundreds of **decision makers** from across the Mediterranean



Dozens of meetings of cooperation projects and initiatives in line with the UN Sustainable Development Goals



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ASCAME's response to COVID-19



ASCAME has been monitoring closely the evolution of this unprecedented health crisis and from the very beginning has focused all its efforts on supporting its members and the Mediterranean private sector. The Association has joined efforts with its member network and other partner organisations in a coordinated effort to propose common action and provide information and tools to all those who need them, in order to find solutions to mitigate the impact of this challenging situation and to protect lives, livelihoods and the global business community.

12/03/2020 [Official statement on the coronavirus COVID-19 outbreak](#)

30/03/2020 [Official statement on the evolution of the coronavirus COVID-19](#)

27/04/2020 [ASCAME calls on Mediterranean companies to bet on CSR](#)

21/04/2020 [ASCAME launches the 'HelpDesk Covid-19 Info' to help its members face the consequences of the pandemic](#)

04/05/2020 [Discover how the members of ASCAME are fighting against the COVID-19 outbreak](#)

06/05/2020 [ASCAME and Eurecat will collaborate to help mitigate the economic and social impact of Covid-19 in the Mediterranean](#)

18/05/2020 [Official statement on EU Tourism Initiative](#)

09/06/2020 [Preparing your business for the return to work](#)

10/06/2020 [Why are Chambers of Commerce so important also during this crisis?](#)

11/06/2020 [ASCAME ultimates a plan to reactivate and rethink the post COVID-19 Mediterranean economy](#)

11/07/2020 [ASCAME launches a plan for recovery and a new model for the Mediterranean economic development](#)

17/07/2020 [ASCAME calls EU leaders to reach an agreement on EU recovery stimulus](#)

Opinion articles

Anwar Zibaoui, General Coordinator of ASCAME

["Tourism will also get out of this crisis"](#)

["Logistics has never been so important"](#)

["Innovation and digitalisation post COVID-19: a need"](#)

["Accelerating the green economy in the greater Mediterranean"](#)

["Rescue SMEs, Save the Economy"](#)

["Promoting blue economy in the Mediterranean"](#)

["Automobile: the future can be different"](#)

["Food security and sustainability in the Mediterranean"](#)

["The pandemic tests the cities"](#)

["Save the Mediterranean Textile"](#)

["Social economy and a new model of development"](#)

["A new or the same normality in fairs and congresses?"](#)

["Hotels, times are changing"](#)

Marko Cadez, President of the Serbian Chamber of Commerce and Industry

["It's like coming back from the Chernobyl disaster"](#)

Vassilis Korkidis, President of the Piraeus Chamber of Commerce and Industry

["Greek society is trying to get to the next day sooner and the real economy hopes to recover faster"](#)

Djamal-Eddine Bou Abdallah, President of the Algerian-Spanish Circle of Commerce and Industry (CCIAE)

"Un plan est nécessaire pour sauver les entreprises de la faillite"

3.1. RECOVERY PLAN AND A NEW ECONOMIC DEVELOPMENT MODEL FOR THE MEDITERRANEAN

RECOVERY PLAN AND A NEW ECONOMIC DEVELOPMENT MODEL FOR THE MEDITERRANEAN

Time to act



In the context of the global COVID-19 pandemic that has struck the world causing unprecedented socio-economic consequences, after considerable efforts in collaboration with its members, ASCAME has presented the 'Recovery Plan and New Economic Development Model for the Mediterranean' a recovery plan that intends to boost recovery in the Mediterranean region betting on sustainability.

The Plan includes more than 100 initiatives to reactivate the most affected sectors after the COVID-19 crisis, such as tourism or the automotive industry, and also lays the foundations for a new economic model that is inclusive, integrated and sustainable for the region.

Despite the fact that almost all economic sectors have been affected by the crisis, some strategic sectors for the Mediterranean, such as tourism, logistics, textile, automotive, agriculture or health, have been particularly affected depleted by the stoppage of activity. As a consequence, the Recovery Plan presents more than 100 measures included in the plan, which not only contribute to the economic recovery, but also to rethink the future of these Mediterranean sectors.

Among the most outstanding proposals are the creation of a Mediterranean Tourism Council, as well as a Mediterranean Brand that promotes the region as a unique and exclusive product, or the launch of a fund to help the sector. The document also highlights the commitment to turning the Mediterranean into a competitive automotive hub, thanks to its proximity to other regions, energy, its workforce and efficient logistics.

The relocation of production from other parts of Asia to the Mediterranean countries would be the solution to the supply problems caused by this pandemic. Digitalisation, association agreements with Europe and the advancement of multimodal connections, such as the Mediterranean corridor, are assets that attract international operators seeking a new and safer location. As for the textile sector, the plan is committed to creating the "Made in the Mediterranean" brand and establishing partnerships between



businessmen on both sides. Agreements that would allow this industry to be strengthened and made more competitive.

The future in the Mediterranean agricultural sector, a massive generator of jobs with a considerable weight in national GDPs, must boost food security and bet on organic and sustainable agriculture. Improving the training and incorporation of women and youth is essential. The Mediterranean Diet is another of the region's assets that must be promoted, both as a healthy food system and in certified and tourist products.

Crises lead to paradigm shifts, and now is the time for the Mediterranean to establish its economic development model based on three pillars: digital, green and blue economy. Digitalisation has been the great ally of this pandemic, and it is here to stay and to offer countless opportunities to people, companies and governments. Promoting investment, R&D, electronic commerce, generating innovation ecosystems, and incorporating the Mediterranean 4.0 revolution throughout the territory, are just some of the growth levers contained in the plan.

A new model is needed to boost the potential of the Mediterranean. The sea for the Mediterranean is determining and protagonist of everything that happens, it is a way of life, transportation, and communication. It is the great catalyst. Sea, sun and wind are the bet to build a more resistant and sustainable region with green and blue economies as pillars, which present ample opportunities for investment. On the other hand, saving SMEs is essential for inclusive growth, the emergence of the regional middle class and access to employment.

After the COVID-19 pandemic, globalisation is wounded. For this reason, the plan recommends going towards the regionalisation of the economy, betting on the sectors that benefit from geographic proximity and economic complementarity. Regional economic integration and the creation of a common Mediterranean Economic Association must be objectives to be achieved to face the new challenges and post-pandemic challenges.

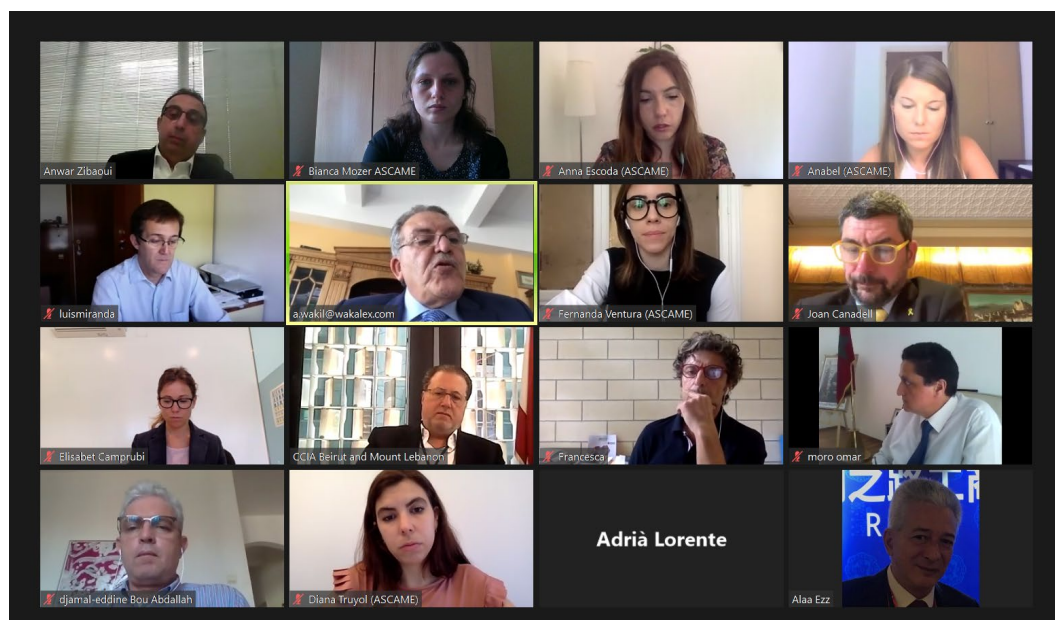
The Plan has been shared with Chambers of commerce, institutional partners, governments, development and investment banks, tourism, logistics and innovation associations and organisations, among others, with the aim of joining forces with the main actors in the region and beyond to implement it and work together for the economic recovery. The feedback received has been overwhelming and hopeful, from international institutions such as the World Tourism Organization, the European Commission, the European Bank for Reconstruction and Development, the European Investment Bank, the European External Action Service, the European Economic and Social Committee and the Organization for Economic Cooperation and Development as well as Mediterranean governments and other organisations.

Institutional Activities

4.1. STATUTORY MEETINGS

Bureau

ASCAME celebrated an online Bureau meeting on 10 June 2020. During the meeting, the impact of the COVID-19 pandemic on the Mediterranean countries and its economic and social consequences were analysed. Several members of ASCAME had the opportunity to raise awareness of the situations in their countries during the coronavirus pandemic and exposed the measures that were being put in place to face the crisis.



Meeting of the Executive Committee and the XXV General Assembly of ASCAME

The meeting was the perfect occasion to analyse proposals and instruments available to overcome the crisis and to lay the foundations of a recovery plan and a new economic development model for the region. All the ASCAME member network as well as its Working Commissions were involved in this procedure, submitting suggestions and proposals for the plan.

Extraordinary Executive Committee

On 9 July 2021 ASCAME celebrated an extraordinary Executive Committee online with the main objective of approving the “Recovery Plan and new Economic Development Model for the Mediterranean”.

Following the previous meeting and work of the ASCAME Bureau, and after the collaboration of the ASCAME member network, the Recovery Plan was presented. The plan included more than 100 initiatives to reactivate the most affected sectors by the COVID-19 crisis, and also lays the foundations for a new inclusive, integrated and sustainable economic model for the region.

The Plan focuses on reactivating the traditional pillars of the Mediterranean, such as the textile, automotive, tourism and logistics industries, as well as transforming the economic model towards sustainability, with a commitment to the digital, green and blue economy. It also focuses on the essential support for SMEs, women and young people.



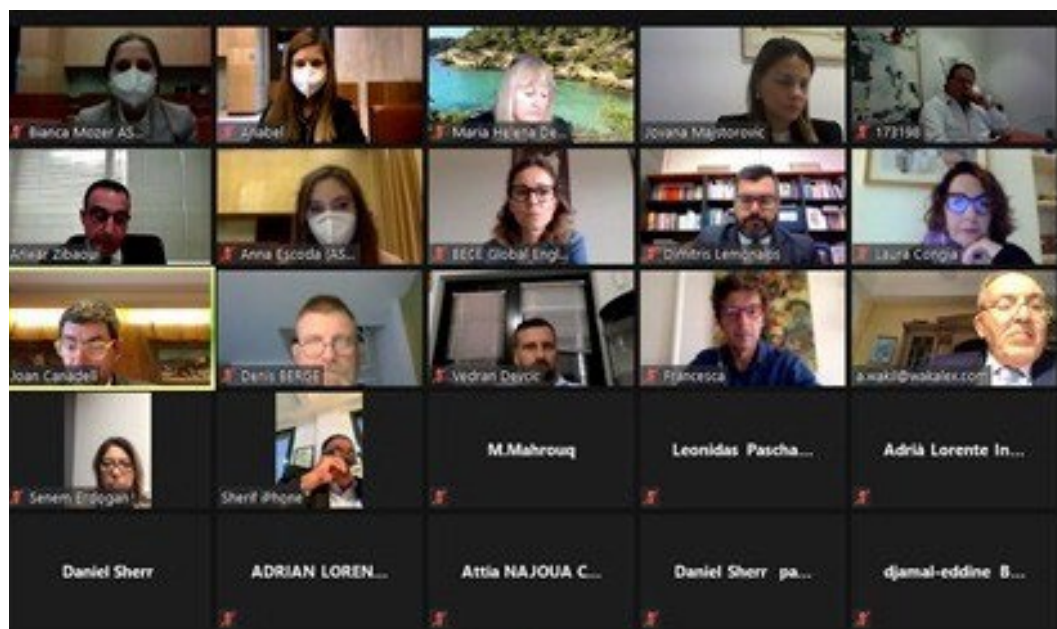
Extraordinary Executive Committee

The Executive Committee meeting counted with a strong presence of representatives from Mediterranean countries and was preceded by the online conference **‘Why are the Chambers of Commerce so important also during this crisis and the post COVID-19?’**. During the conference, several Presidents from different Mediterranean Chambers of Commerce, members of ASCAME, intervened to explain how their respective Chambers had coped with the times of the pandemic; how they are currently acting to face the current crisis, and how they are preparing themselves for the future. After the speeches, the debate was opened and the spectators were able to ask questions and express opinions.

Executive Committee

Within the framework of the 14th edition of the Mediterranean Week of Economic Leaders (MedaWeek Barcelona 2020) ASCAME held an online Executive Committee.

In addition to the ordinary matters of the Association, the evolution of the 2018-2022 Strategic Plan was analysed as well as the implementation of the ‘Recovery Plan and a New Economic Development Model for the Mediterranean’. More specifically, the successful response to the plan was discussed, as well as different proposals and instruments to materialise the ideas of the plan. Moreover, the provisional version of the ASCAME 2021 Action Plan was presented, including several activities that develop the Recovery Plan.



Medaweek executive committee

In addition, and given the current circumstances resulting from COVID-19, special focus was given in the Executive Committee to the post-pandemic situation in each of the different countries in the Mediterranean region.

4.2. MEMORANDA OF UNDERSTANDING

Eurecat Technology Centre

ASCAME and Eurecat Technology Centre signed a Memorandum of Understanding with the main objective of launching initiatives that contribute to mitigate the economic and social consequences of the COVID-19 pandemic, through technology and innovation, with special attention to the recovery of industrial and business sectors.

The agreement established that ASCAME and Eurecat will develop common initiatives, meetings, forums, projects and other types of actions, in order to alleviate the negative effects of the coronavirus.

Eurecat is the main technological centre of Catalonia and its activity is based on the contribution of differential technology to respond to the needs of innovation and boost competitiveness of the business world. The added value it brings accelerates innovation, decreases spending on scientific and technological infrastructures, reduces risks and provides specialised and custom made knowledge to each company.



Crescendo Worldwide

ASCAME and CRESCENDO WORLDWIDE signed a Memorandum of Understanding with the aim of strengthening international trade and cooperation between Mediterranean and Indian companies, through the organisation of joint activities and events for their members.



Crescendo Worldwide is an International Business and FDI Advisory company having its presence in 50+ countries globally and committed to advice, support and foster business growth for organizations globally.

4.3. PARTICIPATION IN WORKSHOPS AND CONFERENCES

5th UfM Women4Mediterranean Conference: “Accelerating gender equality in the context of COVID-19 pandemic”

ASCAME participated in the Women4Mediterranean Conference, organised on-line by the Union for the Mediterranean from 16 to 20 November 2021. The Conference analysed the impact of the COVID-19 crisis on women and girls and to highlight the key role played by women in addressing the pandemic. It also aimed to identify what is needed to better value the role of women and foster women’s participation in policy and decision-making to address the pandemic.



MENA-OECD Business Advisory Board: Special Session on the impact of the COVID-19 pandemic on the tourism industry in the MENA region

MENA-OECD Business Advisory Board Annual Meeting

ASCAME participated in the MENA-OECD Business Advisory Board meeting on 10 June 2020 as well as in the Special Session on the impact of the COVID-19 pandemic on the tourism industry in the MENA region held on 9 June.



The strategic discussions focused on the impact of and recovery from the COVID-19 pandemic for the business community in the Middle East and North Africa (MENA), looking to the future to set priorities. The webinar was jointly organised by the OECD and the co-chairs of the BAB, the Tunisian Confederation of Industry, Trade and Handicrafts (UTICA) and the Confederation of Employers and Industries of Spain (CEOE). The webinar gathered business associations and chambers of commerce representing several MENA economies and OECD countries.



MC2CM Dialogue on Private Sector Engagement in Migration Governance

ASCAME participated in the Mediterranean City-to-City Migration Project (MC2CM) event “Private Sector Engagement in Migration Governance” which took place on 17 December 2020 online.

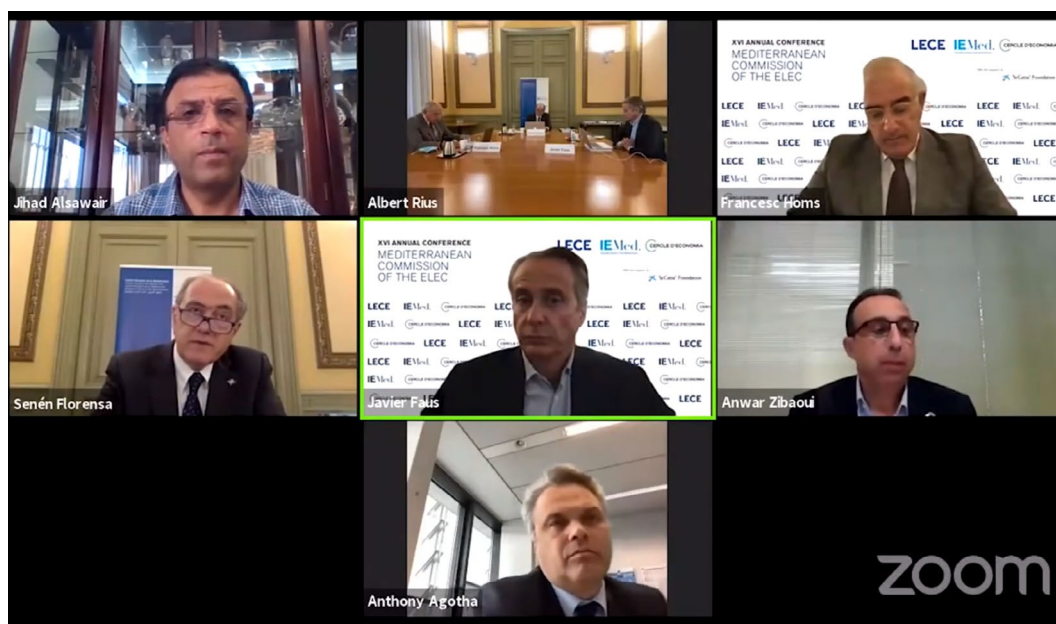
The event was an introductory platform for MC2CM network cities to learn more about how to engage with the private sector, as well as to foster interaction between network cities and private sector entities. The event brought together private sector stakeholders and specialists, policy-makers, and representatives of cities affiliated with the MC2CM network with an expressed interest in engaging with the private sector in migration governance. ASCAME presented several initiatives related to migration governance from its 2018-2022 Strategic Plan and its ‘Recovery Plan and a New Economic Development Model for the Mediterranean’.



XVI Annual Conference of the ELEC Mediterranean Commission - The EU Green Deal in a Post Covid-19

On 7 October 2020, the Spanish Committee of the European League of Economic Cooperation (ELEC), the European Institute of the Mediterranean (IEMed) and the Cercle d'Economia organised the XVI Annual Conference of the Mediterranean Commission of the European League of Economic Cooperation (ELEC) “The EU Green Deal in a Post COVID-19 Mediterranean: Boosting Recovery and Green Transition in the Southern Neighbourhood”.

The General Coordinator of ASCAME, Mr. Anwar Zibaoui participated in this event and shared ASCAME's position in regards to green economy and sustainable development.



Extraordinary Executive Committee

4.4. INSTITUTIONAL MEETINGS

During 2020 and following the same dynamics of previous years but in an online format, ASCAME has held dozens of institutional meetings with leading international organisations and stakeholders in the Mediterranean region.

The aim has always been to find opportunities for the Mediterranean private sector and synergies to implement actions to boost the socio-economic development of the region. Many of these meetings have turned into events, projects and other activities that materialise ASCAME's institutional efforts.

In addition, this year, ASCAME has made a major effort to promote its recovery plan for the region, publicising it throughout the region and seeking partners for a joint, multi-sectoral implementation of the plan.

4.5. BARCELONA DECLARATION OF THE MEDITERRANEAN PRIVATE SECTOR

On the occasion of the 25th Anniversary of the Barcelona Process and following its previous initiative from the 20th Anniversary, ASCAME, with the support of



#MedaWeek20

Presentation of the Mediterranean Private Sector Declaration

Mediterranean, European and Arab organisations from the private sector, has presented the 'Barcelona Declaration of Mediterranean Private Sector – 25 initiatives for the 25th Anniversary of the Barcelona Process'.

The Declaration seeks to reposition the Mediterranean as a key actor for recovery in the post-COVID-19 era, since 25 years after the Barcelona Process, many of the objectives are still valid. Therefore, work must be done to improve a shared prosperity based on South-South and North-South relations, taking into account that Europe continues to be the first economic partner of the countries of the South and the eastern part of the Mediterranean. Recent Events occurred since the financial crisis, such as the Arab Spring or the refugees' crisis, but also the pandemic triggered by COVID-19, reinforce the need to work together to achieve the goals of the Barcelona Process.

The Declaration contains 25 multi-sectoral recommendations aimed at accelerating the economic development and the integration of the Mediterranean region. In the current global competitive environment, the Mediterranean is at a turning point facing multiple challenges. Therefore, a roadmap is needed to ensure the economic integration and development of the region. The selection of suitable tools and the right priorities, as well as an efficient implementation, will be essential to encourage the future success.

Certainly, a historical change is taking place and it is necessary to take advantage of this opportunity to strengthen the region and its development and to build a stable, prosperous and sustainable space. Undoubtedly, this promotion of the economic activity, understood as an instrument of peace, cooperation and rapprochement, is the main contribution of the private sector to the economic integration of the region.

The Declaration was presented within the 14th Mediterranean Week of Economic Leaders (MedaWeek Barcelona 2020). After an initial speech by Salaheddine Mezouar, former Minister of Foreign Affairs of Morocco, the presentation of the initiatives was carried out by Maria Helena de Felipe, President of AFAEMME; Ahmed M. El Wakil, President of ASCAME; and Joan Canadell, President of the Barcelona Chamber of Commerce.

Barcelona Declaration for the economic integration of the Mediterranean

1. Create a new vision of economic integration
2. Build the economy of tomorrow
3. Promote active participation and stimulate the competitiveness of the private sector
4. Involve the Mediterranean private sector in the achievement of the Sustainable Development Goals (SDG)
5. Support SMEs as a key factor in economic development
6. Invest in Human Capital
7. Prioritise the role of Mediterranean women in the economies of the region
8. Fight against youth unemployment and promote entrepreneurship and innovation
9. Promote a Mediterranean Erasmus
10. Encourage the promotion of arbitration and mediation in the Mediterranean
11. Promote public-private collaboration in the region
12. Stimulate the contribution of diasporas

13. Promote a financial instrument for development in the Mediterranean
14. Develop access to financing
15. Attract private investment and incorporate environmental, social and corporate governance (ESG) factors into investment
16. Build sustainable and interconnected health systems in the Mediterranean
17. Embrace the digital and innovation era of the Mediterranean
18. Accelerate the Green Economy
19. Consolidate the Blue Economy
20. Promote Mediterranean industrial ecosystems
21. Support social and solidarity economy companies in the Mediterranean
22. Re-float the traditional Mediterranean economic sectors: textiles, agri-food, automotive and tourism
23. Support integrated transport and the multimodal network in the Mediterranean
24. Move towards sustainable tourism
25. Development of the Euro-Mediterranean energy market.



Events

5.1. ASCAME EVENTS

In line with ASCAME's structure, ASCAME Events reflect what the Organisation stands for. To date, this translates into over 16 years of regional flagship events – including ASCAME-branded events, as well as co-organised ones – with an average attendance of 1000+ participants per edition. As such, ASCAME Events have become iconic high-level conventions.

ASCAME depends largely on its network. With more than 300 National and Regional Chambers, dozens of strategic and institutional partners, and strong alliances with leading political and economic entities in the region, ASCAME enjoys a solid base for producing quality events.

Due to the exceptional situation caused by the COVID-19 virus, ASCAME had to adapt the events that were foreseen in its annual action plan to the new reality. Iconic events of the Association, such as the MedaLogistics Summit or the Mediterranean Real Estate Forum, could not be held in 2020. On the contrary, ASCAME adapted some of its traditional events to the online format with great success, in addition to creating new forums and events in order to respond to the needs of the post-pandemic stage.

Pre-MediTex Webinar 2020 (Mediterranean Textile Forum)

ASCAME and the Izmir Chamber of Commerce, Turkey, jointly organised on September the 3rd a free and open online seminar in 2020 as a pre-event to the official MediTex forum, which had to be postponed due to the exceptional situation following the COVID-19 pandemic.



PROSPECTIVE OPPORTUNITIES, CHALLENGES AND EXPECTATIONS FOR THE TEXTILE SECTOR IN THE POST-COVID PERIOD



The title of the webinar was 'Opportunities, challenges and expectations waiting for the textile sector in the post-COVID-19 period', and it took place in Izmir (Turkey).

The event was held in a hybrid format, with a set in Izmir, to which was added the online broadcasting by streaming. In this way, the audience multiplied exponentially.



Pre-MediTex Webinar 2020

Online Conference Mediterranean Chambers of Commerce

ASCAME held on 9 July its first online conference focused on the relevance of economic organisations, such as the Chambers of Commerce, in the Mediterranean. The title of the webinar was ‘Why are Chambers of Commerce in the Mediterranean and Europe so important also during this crisis and the post COVID-19?’.

The event counted on the participation of a large number of spectators, who in addition to attending to the key issues explained by the speakers, were involved in a final debate on the present and future of the Chambers of Commerce after the Coronavirus pandemic.

The entire private sector, and especially its intermediary institutions such as Chambers of Commerce, have been deeply concerned about the social, economic and political consequences of the pandemic. It has been a huge, unexpected and tragic shock to public life, health, social welfare and economic activity worldwide, particularly in Mediterranean countries.

For centuries, Chambers of Commerce have been a key driver in the development of millions of companies and have worked with governments and institutions to find solutions to local, regional and global challenges and to support the private sector. In fact, Chambers of Commerce around the world share common goals, such as facilitating trade, removing existing barriers, promoting economic development and improving the business environment. These goals have evolved to create a strategic partnership that facilitates trade finance.

Adapting Chambers to a post-COVID19 world was not business as usual. The focus was how to adapt to this new world that is yet to be defined, to mine whatever data is available to anticipate the new reality ahead of others, and how to conform with the new ways of doing business without facetime.

During the online conference, several Presidents from different Mediterranean Chambers of Commerce intervened to explain how their respective Chambers had coped with the times of the pandemic; how they reacted to face the COVID-19 crisis, and how they were preparing themselves for the future.

Online Conference

**WHY ARE CHAMBERS
OF COMMERCE IN THE
MEDITERRANEAN AND
EUROPE SO IMPORTANT
ALSO DURING THIS
CRISIS AND THE POST
COVID-19?**



Date: 9 July, 2020
Time: 10h CEST
Platform: Zoom
Register: events@ascame.org





Extraordinary Executive Committee

Barcelona New Economy Week 2020 - BNEW (Barcelona New Economy Week)

For the first time, the 'Barcelona New Economy Week' was held in Barcelona, organized by the Consorci de la Zona Franca de Barcelona, with ASCAME as a partner. It was a hybrid event with various face-to-face television sets in which the different panels were held, in addition to having a broadcast system through various virtual rooms, distributed according to different themes.



BNEW (Barcelona New Economy Week)



Held on October 6, 7, 8 and 9, 2020, in Barcelona (Spain), in a hybrid format with face-to-face conferences and online ones, the BNEW brought together experts from logistics, real estate, digital industry, e-commerce and free zones and economic zones. All these key issues for the Mediterranean had as a common denominator belonging to the so-called “new economy”.

ASCAME worked together with the Consorci de la Zona Franca on the programs of two sessions: one on logistics and the other on economic development in Africa. In addition, ASCAME moderated two panels.



Logistics: The Outlook For The Mediterranean and Europe Transport and Logistics Markets Amid The Covid Crisis



Economic Zones: Pillars For The Future Of Africa's Economy

Barcelona Industry Virtual Week (Mediterranean Automotive Conference)

The Barcelona Chamber of Commerce organised the 'Barcelona Industry Virtual Week', the Barcelona Virtual Industrial Week, with the collaboration of ASCAME, which also took place in a hybrid format (face-to-face and streaming), on 3, 4, 5 and 6 November 2020.



In addition to collaborating in the dissemination and promotion of the event, ASCAME organised on the last day of the Virtual Week a conference on the automotive sector: the 'Mediterranean Automotive Conference'. It worked on the programme, selected the adequate speakers, organised their presentations and promoted the event.



Barcelona Industry Virtual Week (Mediterranean Automotive Conference)

MedaWeek Barcelona 2020 (Mediterranean Week of Economic Leaders)

MedaWeek Barcelona (the Mediterranean Week of Economic Leaders) is organised every year in the Catalan capital, Barcelona. It is a regional economic meeting that serves as a key platform for positioning the private sector on the Mediterranean political and economic agendas. The MedaWeek Barcelona initiative was born through the launch of the first North Africa Business Development Forum and has grown to become a business hub, which gives an opportunity during three days to experts and professionals of



SME's, international, national and local companies and organisations from different Mediterranean countries to participate in conferences and debate on the existing opportunities in the different sectors of the region and elsewhere.

In 2020, MedaWeek Barcelona celebrated its 14th edition under the slogan 'Time to act: Stronger together', in the emblematic Casa Llotja of Barcelona, on November 18, 19 and 20.

As a result of the COVID-19 pandemic, ASCAME had to adapt its main annual event to the mobility restrictions and health security measures imposed by the Mediterranean governments. For this reason, the MedaWeek Barcelona 2020 had to be held in a hybrid format, keeping only the official openings face-to-face while broadcasting all the forums and activities planned for the three days in online format via streaming.

This new combination of formats, never used before in ASCAME, was a great success as it reached a higher number of viewers from all corners of the world. Both the Association's collaborators and the audience were very happy with the digitisation of MedaWeek.



Official Opening MedaWeek Barcelona 2020

Several forums (conferences) and side events were set up alongside the three days, in which the regional, European and African perspectives on trade and economic relations between companies and entities present around the Mediterranean basin were debated. MedaWeek Barcelona 2020 attracted more than 1,500 participants, speakers, organisers and visitors combined.

This year, due to the COVID-19 pandemic, ASCAME wanted to show through its slogan and topics of the MedaWeek forums its commitment to the socio-economic recovery of the Mediterranean after the negative consequences of the virus on the region. For this reason, ASCAME had to react to the pandemic crisis and redefine the key issues to be discussed during the three days of MedaWeek: it adapted its programmes and incorporated digitisation into all activities held in the framework of the Mediterranean Week of Economic Leaders.

In addition to the Forums, this edition hosted parallel activities such as MedaTalks (debates), the 25th Anniversary Declaration of the Barcelona process and the ASCAME's



Key personalities on MedaWeek's Opening: Reyes Maroto, Minister of Industry, Commerce and Tourism, Government of Spain; Ahmed AlWakhil, President of ASCAME; Ali Moselhy, Minister of Trade and Supply, Government of Egypt; Pere Aragonès, Vice-president of the Government and Minister of Economy and Finance, Generalitat of Catalonia.

Executive Committee. MedaWeek Barcelona 2020 offered the opportunity to discuss the most relevant issues on the economic agenda and the key economic sectors of the Mediterranean region in the post-COVID-19 stage through the following events:



The forums that took place during this edition of MedaWeek Barcelona are the following:

Mediterranean Innovation and Digital Summit (2nd edition)



Date : 18 November 2020

Time : 10h -16:30h

Co-organisers: EURECAT; WBAF

Watch full session:

2nd Mediterranean Digital Transformation Forum:

<https://www.mediterraneanweek.org/streaming-listing/mediterranean-digital-transformation-forum-streaming-vo/>

3rd Mediterranean Innovation Forum:

<https://www.mediterraneanweek.org/streaming-listing/3rd-mediterranean-start-up-sme-meeting-streaming-vo/>

3rd Mediterranean Startups and SMEs Meeting:

<https://www.mediterraneanweek.org/streaming-listing/3rd-mediterranean-innovation-forum-streaming-vo/>

Watch summary video:

2nd Mediterranean Digital Transformation Forum:

<https://www.youtube.com/watch?v=cfubdNSWL3w&t=94s>

3rd Mediterranean Innovation Forum:

<https://www.youtube.com/watch?v=loOXjbzeLLg&t=210s>

3rd Mediterranean Startups and SMEs Meeting:

<https://www.youtube.com/watch?v=wuDqP0s9g7U&t=139s>

Never before has the digital agenda been so necessary and vital. It is not just an immediate response to the impact of the COVID-19, but it also makes the drive for research and innovation indispensable. The current economy models are out of breath because of the speed with which changes occur. We are in the era of globalisation, climate change, pandemics, digital transformation, collaborative economy, urban concentration and depopulation of the rural world. Numerous changes that governments struggle to regulate. However, they also imply new divergences and polarisations between mechanisms and societies. Therefore, new responses are necessary.

It is time to react in a coordinated way to new challenges, because innovation and digitisation are here to stay. Its implementation has accelerated and there is no turning back. The way we work, learn, buy or communicate has changed. We must be prepared for the so-called 'new normality'.

The aim of this Summit was the creation of a new collaborative platform that brings governments together with businesses and other stakeholders in private-public cooperation.

This Summit was composed of three forums:

- 2nd Mediterranean Digital Transformation Forum
- 3rd Mediterranean Innovation Forum
- 3rd Mediterranean Startups and SMEs Meeting



#MedaWeek20



3rd Mediterranean Startups and SMEs Meeting





SEVEN PRINCIPLES TO MAKE SUSTAINABILITY YOUR NORTH STAR FOR DIGITALIZATION

- 1 Collaborate and share! This is a marathon, not a sprint that one can run alone!
- 2 Highly value Data Protection!
- 3 Don't copy. Invent to solve peoples problems! Build products that matter!
- 4 Invest only in sustainable business models!
- 5 Build digital products, that have a positive impact to sustainability!
- 6 Digitalization is a tool, not the goal!
- 7 Educate, educate, educate...

#MedaWeek20

3rd Mediterranean Startups and SMEs Meeting

New Africa Business Development Forum (17th edition)



Date : 19 November 2020

Time : 10h-11.30h

Co-organisers: IEMED

Watch full session:

<https://www.meda-economic-week.org/streaming-listing/17th-new-africa-business-development-forum-streaming-vol/>

Watch summary video:

<https://www.youtube.com/watch?v=jA14NswyioY&t=199s>

The New Africa Business Development Forum is one of the most emblematic forums of the Mediterranean Week of Economic Leaders and by far the oldest.

The Coronavirus pandemic has strained the socio-economic tissue of Africa. In early 2020, prior to the health and economic crisis, the African continent was considered among the fastest growing regions in the world, a new frontier for international investments. Africa cannot be described with a single narrative, as the gap between the richest countries and the poorest is substantial. However, despite the fact that there are still many common political and economic concerns, major progress has also been made with projects such as the African Continental Free Trade Area (AfCFTA). 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.

This Forum consisted on informative and interactive sessions with the prime movers of the 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.



17th New Africa Business Development Forum

Mediterranean Healthcare Forum (1st edition)



Date : 19 November 2020

Time : 12:00h-13:30h

Co-organisers: WHM; GAIF

Watch full session:

<https://www.medaeconomicweek.org/streaming-listing/1st-mediterranean-healthcare-forum-streaming-vo/>

Watch summary video:

<https://www.youtube.com/watch?v=jA14NswujoY&t=199s>

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.

The experience highlights the importance of having a solid, efficient and interconnected health system in the Mediterranean region. It has become clear that the region must revitalise and reorganise its health sector in order to respond to the challenges that may arise in an effective and coordinated manner together with other countries, bearing in mind that health crises know no borders. In conclusion, it is time to engage in long-term cooperation on health in the Mediterranean.

The Mediterranean Healthcare Forum is an event that sat at the heart of the Mediterranean healthcare scene and brought together some of the most influential public and business leaders in Europe, the Mediterranean and Africa to network, discuss about growth & development in the healthcare sector, share knowledge, talk about the latest healthcare trends and do business.

In this edition, this forum counted on the presence of the Spanish Minister of Health, Salvador Illa.



1st Mediterranean Healthcare Forum

Mediterranean Halal Industry Forum (3rd edition)



Date : 19 November 2020

Time : 15:00h -17:00h

Co-organiser: Halal Trade Marketing Centre

In collaboration with: Instituto Halal

Watch full session:

<https://www.mediterraneanweek.org/streaming-listing/3rd-mediterranean-halal-industry-forum-streaming-vol/>

Watch summary video:

<https://www.youtube.com/watch?v=If5mvOzwSXs>

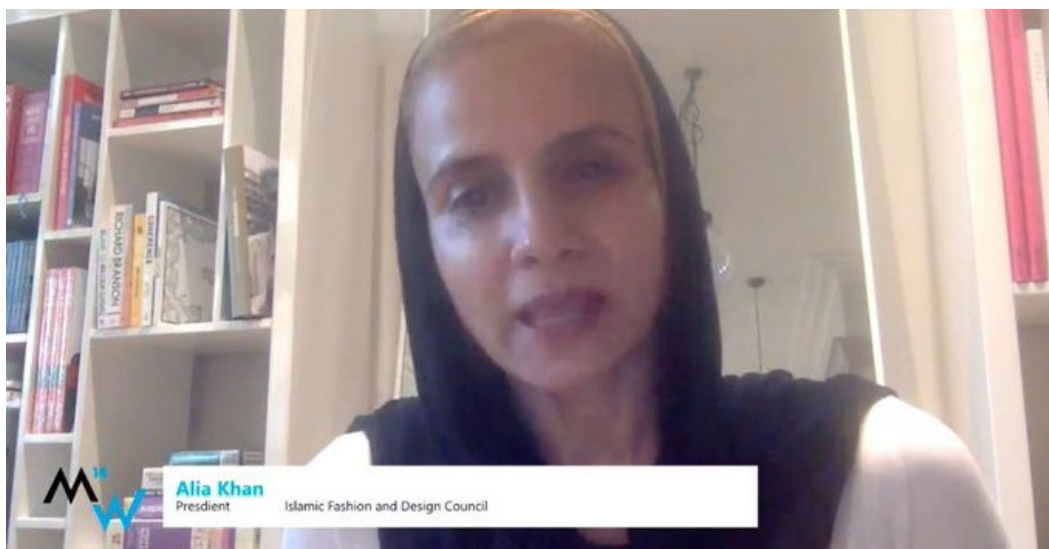
The Islamic Economy affects the lives of more than just the 1.8 billion Muslims worldwide. It is open to all discerning consumers, citizens and types of businesses from Australia to Alaska who understand the need to improve the way we consume, produce and work with one another. The Islamic Economy could also be described as a way of living (through products, experiences, services, processes and relationships) that is Halal, ethical, wholesome and family-friendly.

However, the Halal sector has been affected by the intensified measures aimed at fighting against COVID-19. Food supply chain has also been severely disrupted but was quickly met with resilience from the Halal market economies that have consist-



ently focused on bringing the supply chain closer to home by either investing in domestic production or finding closer regional supply chain partners.

The Mediterranean Halal Industry Forum aimed to raise awareness about Halal Industry by hosting sessions about Halal-related topics and create trading opportunities for Halal focused Mediterranean and European businesses.



3rd Mediterranean Halal Industry Forum

Mediterranean Women Entrepreneurs Forum (12th edition)



Date : 20 November 2020

Time : 10:00h -11:30h

Co-organiser: AFAEMME; EBSOMED

Watch full session:

<https://www.mediterraneanwomenentrepreneursforum.org/streaming-listing/12th-mediterranean-women-entrepreneurs-forum-streaming-vol/>

Watch summary video:

<https://www.youtube.com/watch?v=UBdO1kcAIFU>

Women have been in the front line during COVID-19 in different positions, affected and greatly burdened by the lack of decision-making structures. Inclusion should take the form of meaningful participation and leadership by women in all decision-making processes to address the COVID-19 outbreak, as well as in planning actions to be taken in the short term.

As the COVID-19 crisis unfolds, we must continue supporting meaningful work of women, as their role as agents of change at the local level is key. Community networks established during consolidation efforts can be powerful in shaping the design and implementation of community engagement around COVID-19.

COVID-19 has changed everything. They are forced changes in the world that feel sudden and cataclysmic. We are faced with high unemployment rates, an economic slowdown, an impending recession and everything else that is likely to take place even before a vaccine hits the market.



As new business models emerge and cash positions remain cautious, companies will look to technology capabilities and functionalities that directly impact business objectives. The 12th MedaWomen Entrepreneurs Forum, focused on some of these social and technological changes to all companies and organizations led by women.



#MedaWeek20

12th Mediterranean Women Entrepreneurs Forum



Mediterranean Hotels & Hospitality Forum (4th edition)



Date : 20 November 2020

Time : 12:00h -13:30h

Co-organiser: IHRA

Watch full session:

<https://www.mediterraneanweek.org/streaming-listing/4th-mediterranean-hotels-hospitality-forum-streaming-vol/>

Watch summary video:

<https://www.youtube.com/watch?v=UBdO1kcAIFU>

The Hotel and Tourism sector will be one of most affected by the COVID-19 pandemic, since this sector cannot be isolated from the local, national or global context in which it operates. Many jobs are being threatened around the world, especially in the Mediterranean region, because whether it is epidemics, pandemics, war, economic crises or natural disasters, what happens in the environment also affects tourism.



4th Mediterranean Hotels & Hospitality Forum

There is an urgent need to mitigate the impact of the crisis, guarantee the recovery of tourism and allow the sector to play a leading role in the overall recovery. To accelerate the recovery, it is necessary to promote stimulus policies and provide financial incentives for hotel investment, tourist exploitation and preparation for the future.

The Mediterranean Hotels & Hospitality Forum was mainly focused on Mediterranean hotels and played a significant part in driving the Hospitality sector by bringing hoteliers together and facilitating partnerships.

Meda Talks (3rd edition)

The Mediterranean Talks (Meda Talks) provided an open platform to discuss topical issues taking into account social, political and economic transformations and growing economic potential. The online participants had a perfect opportunity to discuss challenges, trends, visions and possible future opportunities and collaborations for companies across multiple industries.

This edition included two Meda Talks:

- **Development & Multilateral Finance Instruments**

Date : 19 November 2020

Time : 17:30h -19:00h

Watch full session:

<https://www.meda-economic-week.org/streaming-listing/development-and-multilateral-finance-instruments-streaming-vo/>

Watch summary video:

<https://www.youtube.com/watch?v=B1Ev6oHnse0&t=44s>



Meda Talk - Development & Multilateral Finance Instruments

The COVID-19 pandemic is not only a global health crisis, but a social and economic crisis that has disproportionately affected Development and Multilateral Finance Institutions. This MedaTalk provided an updated comprehensive overview of donor and financial instruments available to institutions, chambers, business associations and start-ups, and SMEs across the region and was a discussion platform about mechanisms available for the private sector in the Mediterranean.

- **MICE Industry: What is next post COVID-19?**

Date : 20 November 2020

Time : 15:00h -16:30h

In collaboration with: Fira Barcelona; AFE

Watch full session:

<https://www.medaeconomicweek.org/streaming-listing/mice-industry-what-is-next-post-covid-19-streaming-vo/>

Watch summary video:

<https://www.youtube.com/watch?v=zulgtg0AqCg&t=71s>

The MICE (Meetings, Incentives, Conferencing, Exhibitions) industry is constantly changing and so are its trends. It has established itself as an attractive and stable sector. However, the COVID-19 storm has caused the cancellation of large congresses, events and fairs worldwide and therefore, it is convenient to better understand the phenomenon of events and their impact on the economy. This MedaTalk focused on analysing the global trends and opportunities in the Meetings & Business Exhibitions industry and the latest innovative and sustainable products and solutions that are driving forward the Mediterranean Event industry.



Meda Talk - MICE Industry: What is next post COVID-19?



Summits and Forums

- **International Projects: the potential of ASCAME's network projects in the post COVID-19 economic recovery**

Date : 19 November 2020

Time : 15:00h -16:30h

In collaboration with: EBSOMED / Project funded by the EU

Watch full session:

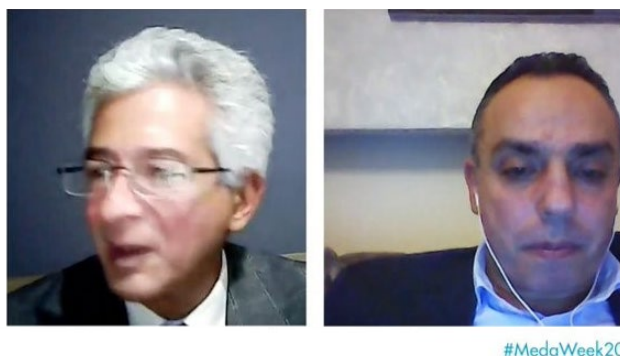
<https://www.medaeconomicweek.org/streaming-listing/international-projects-streaming-vo/>

Watch summary video:

<https://www.youtube.com/watch?v=qrnVDDSGNz8&t=38s>

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 which other ways would be very difficult when relaying only on the private sector. More so, because these projects mobilize millions of euros and set the path to continue to develop such transversal priorities for a more prosperous future for all the Mediterranean citizens based on green, blue and digital economy.

Several ASCAME members are involved in Euro-Mediterranean cooperation projects as they add strong value to the consortiums through their unique set of expertise and extensive networks in the MED region's private sector. Proof of that pledge is the active participation of our members in recently approved projects. All of these projects aim to serve as an instrument to tackle important elements on economic activation, green economy, energy efficiency, cultural heritage, innovation, investment, and technology. They offer great opportunities to take action towards the recovery of the region and to establish synergies with other members and networks of stakeholders.



International Projects meeting



- **The Mediterranean and Coastal Tourism**

Date : 19 November 2020

Time : 17:30h -19:00h

Co-organised by: Habitat World

Watch full session:

<https://www.mediterraneanweek.org/streaming-listing/the-mediterranean-and-coastal-tourism-streaming-vol/>

The Coronavirus (COVID-19) Pandemic has triggered an unprecedented crisis in the tourism economy, given the immediate and immense shock to the sector. Revised international estimates on the COVID-19 impact point to 75/80% decline in international tourism in 2020. This could rise to 85/90% if recovery is delayed until Spring 2021 or longer, if hindered by the uncertain length of the pandemic (including resurgence) and vaccine. This puts as many as 120 million jobs globally at risk if international tourism within specific geographic-regions (e.g. in the Mediterranean) does not rebound.

Domestic tourism, which accounts for around 75% of the tourism economy in many OECD countries, was prematurely expected to recover more quickly. It offered the main chance for driving recovery, particularly in Mediterranean countries and islands, regions and cities where the sector supports most jobs and businesses. Coastal tourism figures have shown that this was not the case.

The impact of the crisis is being felt throughout the entire tourism ecosystem, and reopening and rebuilding destinations will require a joint approach. The crisis may be an opportunity to rethink tourism for the future, with an eye on the UN SDGs and the unknown form of tourism in the New Normal.



The Mediterranean and Coastal Tourism Forum

- **Euro-Mediterranean Conference on Industrial Cooperation**

Date : 19 November 2020

Time : 15:00h -17:00h

Co-organisier: Barcelona Chamber of Commerce

Watch full session:

<https://www.medaeconomicweek.org/streaming-listing/euro-mediterranean-conference-on-industrial-cooperation-streaming-vo/>

Sectors of high added value in industry, like renewal energy, rail or electro mobility will play a key role in accomplishing the goals of the Paris Agreement. Because of the need for reduction of global greenhouse gas emissions, those sectors are gaining more importance and can play a crucial role in shifting the world towards a future powered by renewables.

The Green Recovery plan promoted by European institutions will be organized around 10 policies that will affect the productive sectors with the greatest capacity to transform the European economy industry. The energy transition will account for more than 37% of the total founding.

In this forum, four relevant companies from high value-added sectors were encouraged to share their experiences and to examine opportunities. An extraordinary initiative that will be carried out in collaboration with Fira de Barcelona, with a participation of 50 buyers of selected sectors from Mediterranean countries, was also introduced.



Euro-Mediterranean Conference on Industrial Cooperation

- **FASTER H2020 Project**

Date : 20 November 2020

Time : 17:30h -19:00h

Co-organised by: Faster Project

Watch full session:

<https://www.medaeconomicweek.org/streaming-listing/faster-h2020-project-rural-development-streaming-vo/>

As outlined by the EC, there is a need for stronger integration of research and innovation objectives in the guidelines of broader industrial and macro-economic policies. It is therefore necessary to ensure an appropriate design of sectorial policies and strategies, improving capacity building and resources allocated to the national research and innovation system, as well as to improve knowledge transfer and move up the value chain on an international scale to create an enabling environment for innovation and creativity.

Principal Tunisian sectors depending on land and water management, forestry and agriculture, are key sources of economic growth and rural development. Despite the necessary changes towards industrialization, service sector and tourism in recent Tunisian economic diversification, the agricultural and forestry sectors are still essential for the achievement of national objectives in relation to food security, employment, regional equilibrium and social cohesion, as well as supporting rural livelihoods and employment for about a quarter of the Tunisian workforce.



#MedaWeek20

FASTER H2020 Project session

- **Presentation of the Mediterranean Private Sector Declaration**

Date : 19 November 2020

Time : 09:15h -10:00h

Watch full session:

<https://www.mediterraneanweek.org/streaming-listing/mediterranean-private-sector-declaration-streaming-video/>

Watch summary video:

https://www.youtube.com/watch?v=Fe5fcC_lXw&t=54s

On the occasion of the 25th Anniversary of the Barcelona Process and in the framework of the 14th Mediterranean Week of Economic Leaders, ASCAME, together with the most important organisations of the private sector in the Mediterranean, Europe, the Arab world and Africa, organised a Presentation of the Mediterranean Private Sector Declaration, which brought together the main actors in the Mediterranean region from the private sector (Europe, Africa, Asia), to support the Mediterranean integration process from a civil society perspective.

Business Leaders from the Mediterranean, Europe, Africa and the Middle East, such as Business Associations, Presidents of the Chambers of Commerce and Industry and SMEs representatives, gathered at this unparalleled event. At this meeting, they joined efforts and committed for the economic and social development of the Mediterranean through 25 initiatives for action.

The Mediterranean Private Sector Summit pursued as main objectives to involve the Euro-Mediterranean Association, support the Barcelona Process and the UfM, and make efforts towards the implementation of a Euro-Mediterranean area of economic integration. A meeting that intended to provide the public and private organisations from both sides of the region with the appropriate tools to enhance cooperation and knowledge exchange for more efficient and integrated development.



Presentation of the Mediterranean Private Sector Declaration

- **Keynote Speeches**

Date : 20 November 2020

Time : 09:15h -10:00h

Watch full session:

<https://www.medaeconomicweek.org/streaming-listing/keynote-speech-streaming-vo/>

The 3rd day of MedaWeek Barcelona 2020 was inaugurated by two unparalleled keynote speakers: Christa Schweng, President of the European Economic and Social Committee (ESSC), and Fathallah Sijilmassi, Former Secretary General of the Union for the Mediterranean (UfM).



Keynote Speeches: from left to right, Anwar Zibaoui (General Coordinator of ASCAME), Christa Schweng (President of the ESSC) and Fathallah Sijilmassi (Former Secretary General of the UfM)

- **ASCAME Executive Committee**

On the occasion of the 14th Mediterranean Week of Economic Leaders (MedaWeek Barcelona 2020), a large number of ASCAME members from three continents gathered within the framework of the Executive Committee. It was the first time that an Executive Committee was held online and, therefore, it counted on the participation of a large number of members. The meeting was very productive to analyse the current situation, the opportunities and challenges faced by the Association and to vote on relevant decisions.



Executive Committee

Projects

ASCAME achieved very positive results in 2020 in the Euro-Mediterranean cooperation projects field, generating a beneficial effect in the region.

More than 80 ASCAME members are involved in Euro-Mediterranean cooperation projects adding strong value to the consortiums through their unique set of expertise and extensive networks in the Mediterranean region's private sector. All of these projects aim to serve as an instrument to tackle important elements on economic activation, green economy, energy efficiency, cultural heritage, innovation, investment, and technology.

The Joint Monitoring Committee, decision-making body of the ENI CBC Med Programme, has recently approved 22 projects under the call for strategic projects out of the 198 proposals submitted. ASCAME's members are present in more than half of the approved projects as leaders, partners and/or associated partners, representing many Chambers of Commerce and other similar entities of the ASCAME's network.

The Programme has now a pool of 63 projects, involving over 450 organisations from both shores of the Mediterranean, worth over €188 million (€169 million EU contribution). The ultimate goal of the Programme is to ensure enduring cooperation in the Mediterranean in order to make the region more competitive, innovative, inclusive and sustainable.

In this context, ASCAME is pleased to congratulate its members, who have once again shown their involvement and willingness to continue their work in the service of Mediterranean economic development.

Both ongoing and new projects contribute to strengthening the activity and results of the ASCAME members directly through their participation as partners and, indirectly, by benefiting from the actions and outcomes of projects developed by the ASCAME network.

Additionally, within the framework of different projects, ASCAME started several cross-sectoral activities targeting Business Support Organisations (BSOs) and Small and Medium-sized Enterprises (SMEs) aiming at:

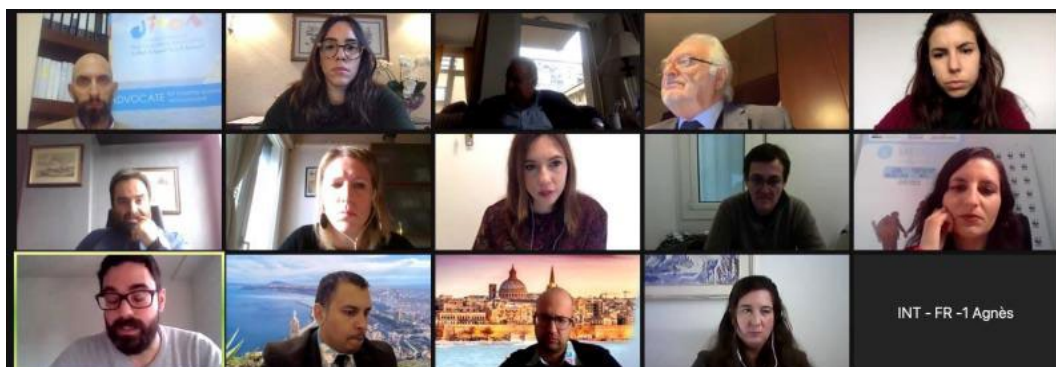
- Improving competencies of BSOs such as Chambers of Commerce.
- Building a large, robust and efficient BSO network among EuroMed region.
- Maximising business exchanges and investment.
- Boosting the economic recovery of the Mediterranean region due to the pandemic.

6.1. PROJECT ACTIVITIES

EBSOMED project

EBSOMED is a project co-financed by the European Union and coordinated by BUSINESSMED in a consortium of six partners and more than thirty affiliated organisations from twenty-six countries.

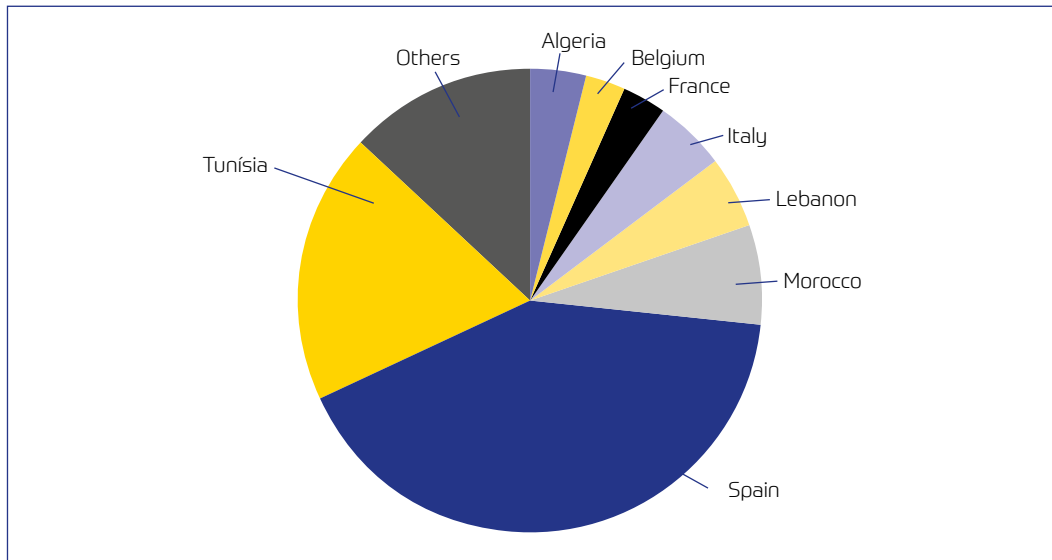
The 4-year project aims to promote the Mediterranean Business Ecosystem by boosting investment and job creation in the region with a view to economic growth. This is achieved by strengthening of the capacity building of BSOs.



EBSOMED's Sector Alliance Committee Meeting on Sustainable Tourism 2020 in the MED post-COVID-19 scenario

ASCAME is one of the main actors of the project due to the strategic importance that EBSOMED gives to BSOs, such as the Chambers of Commerce of the Mediterranean region, and the fact that the vast majority of them are members of ASCAME.

In 2020 ASCAME and its affiliates organised workshops, BSOs Management Academies, Sector Alliance Committees and Thematic Committee Webinars involving more than 600 participants in total from 20 different countries, with high attendance from Jordan, Spain, Lebanon, Tunisia, Morocco, Italy and Egypt.



Countries with a higher participation in ASCAME EBSOMED activities during 2020

EBSOMED project carried out an online Workshop on Labelling Southern BSOs' Services "Coordinated strategies to drive investments towards sustainable development", on 28, 29 & 30 April and 5 May, contributing to the reflections on the new development models emerging around the Mediterranean, developing mechanisms to align business efforts with Sustainable Development Goals and maximize their positive impacts.

On May 6, took place the EBSOMED Executive Committee, an online meeting to take stock of the project and to consider some urgent actions and decisions to be taken in the current context caused by COVID-19.

On June 16, the project implemented an Online BSO Management Academy under the theme «Attractiveness & Business Support Strategies in times of Crisis - Communication in times of Crisis» with the collaboration of experts and testimonials from support agencies for companies.

On June 23, in the framework of EBSOMED, was held an Online BSO Management Academy under the theme «Attractiveness & Business Support Strategies in times of Crisis - Business & Investor Services Digitalisation».

On 29 & 30 June and 2 & 3 July, took place the online Workshop on Support to Project Development "The design of a solid EU Project Proposal: The Logical Framework approach". The course was targeting BSOs' staff involved in fundraising and management of EU-funded projects who need a refreshment and deeper knowledge on EU funds paying special attention in the design of successful project proposals according to the logical framework approach and following practice-driven learning-by-doing approach.

On July 7, EBSOMED project implemented an Online BSO Management Academy under the theme «Attractiveness & Business Support Strategies in times of Crisis - Aftercare and Backup Services for Businesses».

On September 22, the project implemented an Online BSO Management Academy under the theme «Attractiveness & Business Support Strategies in times of Crisis - Reacting to the Covid-19 Crisis: Strategic intelligence and prospective».

On October 13, the project carried out an Online BSO Management Academy under the theme «Remobilising and facilitating inward investments - Aftercare and policy advocacy».

On October 22, EBSOMED implemented A BSO Management Academy under the theme "Connecting business initiatives response to COVID-19: transforming the private sector engagement through SDGs".

On November 10, the project organised an Online BSO Management Academy under the theme «Remobilising and facilitating inward investments - Aftercare and Image building of your country».

On November 16, EBSOMED project organised an Online BSO Management Academy "Correcting Labour Market Imbalances and Promoting Employment and Employability through Social Dialogue between Employers' and Trade Union Organisations".

On November 19, in the framework of EBSOMED project and the MedaWeek Barcelona 2020, the project organised an Online BSO Management Academy "The potential of ASCAME's network projects in the post COVID economic recovery".

On November 20, in the framework of EBSOMED project and the MedaWeek Barcelona 2020, the project organised an Online BSO Management Academy "2020: Time to act, Stronger Together - Fostering MED Business development through The potential of ASCAME's Network and Women Empowerment in the Digital World".

On December 7, EBSOMED project implement an Online BSO Management Academy «The Upskilling Imperative: Vocational Training and the New Offer of BSOs' Services», as part of a cycle of webinars on "Building back resilience", putting

special attention in the important variables that BSOs should consider to renew their offered services and SMEs in rebuilding skills for their business continuity.

On December 8, EBSOMED project organised an Online BSO Management Academy under the theme «E-procedures and services for investors and enterprises».

On December 9, 10, 16 & 17, EBSOMED project organised an Online BSO Management Academy «Shaping the Digital Transformation within Employer Organisations», a Roadmap for Digital services and business models.

On 14 December, EBSOMED project organised the Thematic Committee Webinar «Education and R&D on Energy Technologies».

On 15 December, EBSOMED project organised the Thematic Committee Webinar «Vocational Training and Skills Development».

On 17 December, EBSOMED project organised the Sector Alliance Committee «Sustainable Tourism 2020 in the MED post-COVID-19 scenario», producing also a strategic paper on Sustainable Tourism Strategy in the post COVID-19 context in the Mediterranean region, guided and supervised by the Sector Alliance Committee.

On 18 December, EBSOMED project implemented a Thematic Committee Webinar «Gender Mainstreaming and Women Empowerment» with the aim to join the forces to promote gender diversity in the Euro-Mediterranean Region with a special focus on women in board as it's a growing necessity for companies to thrive and grow in today's environment.

The topics covered during these events were:

- Donor Funding, Banking and Novel Financial Instruments in the Mediterranean Region
- Mediterranean Tourism
- Support and Improvement of the Quality of Business BSOs & Promote BSO Networking
- A sea-change in the Mediterranean Logistics and Shipping
- Gender equality, new leaderships and digital innovation among business-women in the Mediterranean

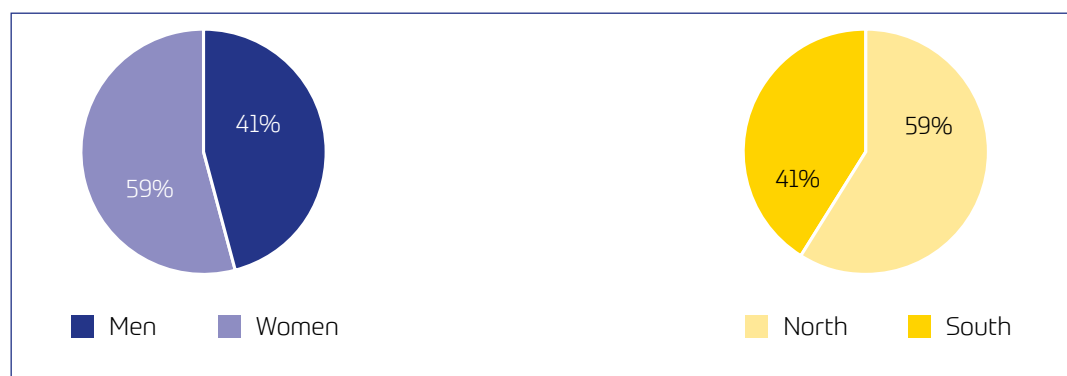
The main target participants of these activities were the BSOs, SMEs and female entrepreneurs. Therefore, it helped Mediterranean BSOs to improve their capac-

ity to properly serve the interests and needs of SMEs. It was also a platform to boost cooperation and business alliances between Northern and Southern countries of the Mediterranean.

The EBSOMED Project activities contributed to ASCAME's strategic objectives related to:

- The need for an inclusive economic development, by supporting female entrepreneurship in the Mediterranean economy
- Facilitating the access to finance, mainly for BSOs and SMEs, by providing an updated relation of all available funding, grants and technical assistance in the region
- Promoting the Mediterranean tourism brand, by coping with the new challenges related to tourism digitalisation and sustainable tourism
- In addition, supporting an integrated multimodal transport network in the Mediterranean by promoting the debate and partnerships that contribute to coping with the new challenges in the Mediterranean transport and logistics sector

All these actions were open to the ASCAME network and about a 25% of beneficiaries of these actions were indeed members of the Association. As is shown below, 59% of the beneficiaries were women and 41% men; 41% beneficiaries were from countries from south of the Mediterranean and 59% from north of the Mediterranean region.



Beneficiaries of EBSOMED actions during 2020 per gender and North and South MEDA region

Blue Growth Project (2nd phase)

Blue Growth Community project (2019-2022) is a horizontal project co-financed by the European Regional Development Fund (ERDF), and its main objective was to build a real community of projects dealing with Blue Economy initiatives to



reinforce the partnerships between projects and transnational key stakeholders for a better-integrated policy-making. Moreover, Blue Growth Community project enhanced the dissemination and transferability of projects results, consequently ensuring a wider and deeper impact towards external multilevel stakeholders, and also contributing to the sustainable socio-economic development of the Mediterranean area through innovative investments in the Blue Economy.

Blue Growth Community proposes concrete activities to enhance the capitalisation nature of this second phase of MED projects, with the aim of deepening the dissemination and transferability of modular projects results dealing with Blue Growth issues, including maritime surveillance, yachting, renewable energies, aquaculture, fisheries, maritime and coastal tourism, among others. The project intends to achieve two key goals: firstly, to have a better transfer of modular projects technical results into policy making and secondly, to benefit the development of the Blue Economy and entrepreneurship, mainly for SMEs.

This project contributes to **ASCAME strategic lines** of encouraging the private sector to move towards sustainable economy, as well as to engage them towards the Sustainable Development Goals (SDGs).

ASCAME, as partner of this project, was responsible for the communication duties and contributed to the organisation of some events, by proposing high impact and interactive sessions and providing suggestions with regard to format, communication strategy and potential speakers for the different thematic sessions.

Blue Growth Community project activities during 2020

During the course of 2020, ASCAME organised and co-organised the First Annual Assembly of the Blue Growth Community, represented by the core members of the MED Blue Growth projects, the Blue Growth associated partners, as well as other relevant stakeholders, gathered in Montpellier (France), the last 4th and 5th February 2020. Was also the occasion for sharing specialized knowledge on Blue Economy issues, exchanging reflections and good practices to address common challenges and keep working together for the implementation of a sustainable Blue Economy in the Mediterranean.

ASCAME also participated in the Interreg MED Coordination Mechanism meeting that took place on 20 February at the premises of the Ministry of Finance in Madrid (Spain). It was an opportunity for PANORAMED partners, Horizontal Projects and Strategic Projects representatives to come together and discuss the organisation of their activities for a common goal.

On 27 July, ASCAME organised with the Blue Growth Community its 2nd Advisory Board meeting (on-line event) with a high participation -more than 120 registered people and around 65 permanent attending participants- among the BGC members, MED Blue Growth projects and relevant stakeholders included. As a community building event, it was also the opportunity to present the project's "Experts Library" (<https://www.marina-platform.eu/registeredarea/experts>), as a mechanism to foster the interaction among all Blue Growth Community members. This "Experts Library" is born with the intention not only to give visibility to the Blue Growth thematic experts but also to encourage knowledge sharing and networking in the Med area.

Furthermore, ASCAME together with the rest of partners organised a two-day capitalisation event dedicated to Marine Renewable Energies (MRE) on 10 and 11 November. The online event gathered around 600 stakeholders, such as policymakers, research and academia, SMEs, NGOs and international organisations, from 14 countries. Three main issues regarding the MRE development in the Mediterranean region had been addressed: the enabling framework (including legal & regulatory), the brakes and levers for the development of the sector in the Mediterranean and how to reconcile Renewable Energy with biodiversity and eco-tourism.

ASCAME members with an interest in Blue Economy are encouraged to participate in the different foreseen actions and to benefit from the network links and capitalisation of the results of the project.



First Annual Assembly of the Blue Growth Community, 4th and 5th February 2020

First Annual Assembly of the Blue Growth Community, 4th and 5th February 2020

The topics covered through 2020 actions were mainly:

- Integration of science into policy and practice
- Attractiveness of maritime jobs and young people's involvement in the blue growth sector.
- How the integration of blue and green economies can foster business innovation, access to finance, education and awareness for sustainability
- Blue and green growth sustainability development issues
- How blue growth stimulates the transition towards a circular economy
- The Mediterranean way to deal with climate change and drivers for sustainable and inclusive growth

ENI CBC MED PROGRAMME

The ENI CBC “Mediterranean sea Basin” Programme is an initiative launched by the European Commission under the 2014-2020 ENI CBC, with the aim to address the main challenges of the Mediterranean, as the largest Cross-Border Cooperation (CBC) initiative implemented by the EU under the European Neighbourhood Instrument (ENI).



This programme brings together the coastal territories of 14 Mediterranean countries (Algeria, Cyprus, Egypt, France, Greece, France, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain and Tunisia) with the main objective of fostering a fair, equitable and sustainable economic, social and territorial development across the Mediterranean.

Through calls of proposals, the ENI CBC MED finances cooperation projects on 4 big domains addressed to overcome those challenges: a. SMEs and business development (13 projects); b. Technological transfer and innovation (5 projects); c. Social Inclusion and fight against poverty (6 projects); d. Environment and Climate change (17 projects).

Among all these projects, ASCAME and its members have participated in many of them, with ASCAME General Secretariat taking an active role as a partner in three of these projects in the field of Tourism (MEDUSA), Organic agriculture (ORGANIC ECOSYSTEM), Innovation and Resource Efficiency (MAIA-TAQA), Business



and technological transfer (INTECMED) and Cultural Heritage and digitalisation (iHERITAGE). The main characteristics of those projects are the following:

- **MEDUSA** (Development and promotion of Mediterranean Sustainable Adventure Tourism): This project includes seven partners from Spain, Jordan, Lebanon, Italy and Tunisia. Its main objective is to promote the niche of adventure tourism in the Mediterranean region, as an opportunity to transform the predominant tourism model (based on the predominance of mass seaside tourism) into a new competitive model based on environmental, social and economic sustainable values.

The project MEDUSA (Sept. 2019 - August 2022), launched in October 2019 in Cartage (Tunisia), foresees a long-term strategy aiming at the creation of cross-border routes & itineraries – in the form of new/ and improved Adventure Tourism products, revealing lesser-known destinations & attracting tourists throughout the year.

The project contributes to ASCAME's strategic lines in boosting private economic development in the Mediterranean region through a strategic sector as tourism. ASCAME as partner of this project is responsible for the capitalization, which is transferability of the results and outcomes of the project.

1st 2nd June 2020, Amman (JORDAN): Cross-border Seminar on Mediterranean Adventure Tourism, directed towards tourism SMEs from Jordan, Lebanon, Tunisia, Italy (Puglia) and Spain (Catalonia).

8th July 2020 within the framework of the project "Geo-Med-Gis", MEDUSA attended a national geo-parks committee meeting in Tunisia, to present the progress of the establishment of the first geo-park in Tunisia and the registration under the international UNESCO geological heritage.

From 13 to 16 July 2020, it took place the training of trainers capacity building program, an online session on sustainable tourism destination management to learn and gain knowledge about training tools and sustainable destination management to apply the new skills in MEDUSA territories with key local stakeholders working in adventure tourism.

25th November and 1st December 2020, MEDUSA project offered four dynamic and participative training sessions about sustainability for the adventure tourism sector, to provide examples of sustainability, offer tools to generate new products and services and bring closer stakeholders of the adventure tourism sector.

From 1st to 3rd of December 2020: 14h – 16h Tunis Time: session about Sustainable Tourism Destination Management in Ben Arous.

From 9th to 11th of December 2020: 14h – 16h Tunis Time: session about Sustainable Tourism Destination Management in Gabes

From 15th to 17 th of December 2020: 14h – 16h Tunis Time: session about Sustainable Tourism Destination Management in Mednine.

- **ORGANIC ECOSYSTEM** (Boosting cross border Organic Ecosystem through enhancing agro-food alliances): This integrated project is composed of seven partners from Jordan, Lebanon, Italy, Tunisia, Greece and Spain. Its main goal is to establish a cross-border agro-food ecosystem that will establish the basis for the development of the Mediterranean organic sector.

The project ECOSYSTEM (Dec. 2019 - Dec. 2022), which started on the 25th of December 2019, is aimed at reducing the main existing obstacles (For instance, lack of support policies from national / local governments; low innovation capacities, limited knowledge of sustainable farming practices and a weak value chain, etc.) and help to make MSMEs operating in organic agriculture more competitive and better integrated.

ORGANIC ECOSYSTEM is aligned with the spirit of ASCAME's Strategic Plan to move towards sustainable economy and reinforce the competitiveness of the Mediterranean SMEs. ASCAME as partner of this project is responsible for Communication.

3rd June 2020 ORGANIC ECOSYSTEM held the online kick-off meeting, with high level of attendance. 85 people manifested how important is the agriculture for the region and emphasized how easy it is to spread the word and connect with stakeholders in digital spaces.

July 2020 ORGANIC ECOSYSTEM project held a five-days 360° online training for competent authorities on organic agriculture. This course aimed at building capacities of Competent Authorities' staff to empower and back up the skills necessary to ensure surveillance and build trust, develop support policies and subsidies to operators and MSMEs across the Mediterranean region.

25th July 2020, The Chamber of Commerce, Industry and Agriculture in Zahle and the Bekaa (CCIAZ) launched the National meeting of the ORGANIC ECOSYSTEM, in presence of the General Director of the Ministry of Agriculture, Eng. Louis Lahoud, and the General Director of the Chamber, Mr. Youssef Geha.

29th September 2020, The Jordanian Ministry of Agriculture (Lead Beneficiary) and Jordan exporters and producers association for fruit and vegetables (JEPA) (Partner) held a round-table meeting with the participation of national institutions related

to the organic agriculture sector. The objective was to open the discussion about the strategy, challenges to raise the value of innovative organic farming and to discuss issues related to organic agriculture (reality, future and obstacles).

December 2020, ORGANIC ECOSYSTEM launch the Executive Agreement to become part of the Cross-Border Organic Agro-Food Open Ecosystem.

- **MAIA-TAQA** (Mobilizing new Areas of Investment and Together Aiming to increase Quality of life for all): This project is composed of eight partners from Greece, Egypt, Italy, Jordan, Lebanon and Spain. MAIA-TAQA's main objective is to boost the promotion of innovative Resource Efficiency (RE) services in the Mediterranean region (traditionally, lacking a proper innovation process in spite of the growing need for RE services to deal with environment pressures).

The MAIA-TAQA project (Sept.2019 - August 2022), launched in October 2019 in Pikermi (Greece), will contribute to identifying innovative and much needed services in the field of RE; improving the capacities of the supply and the demand of innovation; improving the technology level within North-South MED business relations and creating a more enabling environment for innovation in RE including financial instruments. For this purpose, MAIA-TAQA will set up demonstrators in three MED pilot areas in Lebanon, Jordan and Egypt.

This project goes in line with the Strategic Plan of ASCAME by boosting the innovation, the entrepreneurial spirit and reinforcing the competitiveness of the Mediterranean SMEs, especially those SMEs from the environment, utility and building sectors. ASCAME, as partner of this project, is responsible for the Marketing strategy.

13th February 2020, meeting with the Arab-Hellenic Chamber of Commerce & Development, to present the project activities, while possible ways of collaboration between MAIA-TAQA project and the Chamber.

20th February, MAIA-TAQA project participated in the #EU4YOUth campus tour. This event, organized by the EU delegation to Egypt and the EU neighbours project, aimed at showcasing the support provided by the EU to youth in different sectors and was a great opportunity to actively promote the MAIA-TAQA project with young people.

From 7th to 10th July 2020, MAIA-TAQA pilot project was presented at the International Conference "Protection and Restoration of the Environment XV". There were presented the perspectives of solar cooling applications in south MED countries and the analytical case study of a solar thermal cooling system in the city of Aqaba in Jordan to be implemented under the MAIA-TAQA project.

20th July 2020, MAIA-TAQA project attended an online regional webinar on "High Level Renewable Energy and Energy Efficiency - HEBA" MAIA-TAQA project Jordanian partner "AAST" attended an online regional webinar on "High Level Renewable Energy and Energy Efficiency - HEBA".

- **INTECMED** (Incubators for innovation and technological transfer in the Mediterranean): this project aims to develop an integrated innovation ecosystem at local level to support technological transfer and commercialization of research results.

The INTECMED project (Sept.2020 – February 2023) will use a methodology of building resilience into risk management (BRIM) to develop a shared vision of how to build start-ups overcoming inexperience and gap between academic knowledge and business development. This methodology will be implemented by creating regional alliances, facility points, mentorship programmes, innovation exhibitions where investors and innovators could exchange their ideas and business opportunities. Through mentorship, skills development in business planning, the commercialisation of research results of at least 48 entrepreneurs and researchers will be increased and at least 4 new spin-offs will be launched with the creation of not less than 12 new jobs.

This project goes in line with the Strategic Plan of ASCAME by developing an integrated Mediterranean ecosystem that facilitates technological transfer and commercialization of research results, while strengthening linkages among research, industry, private sector and citizens.

23th and 24th November 2020, INTECMED project held the Kick-off meeting, linking research findings with industry and SMEs through cross-border incubators.

- **iHERITAGE** (ICT Mediterranean platform for UNESCO cultural heritage): this project will provide new solutions through an innovation-driven growth process to promote cross-border technological transfer, Living Labs, industry-academia collaboration and the creation of spin-offs and new products, using the latest ICT technologies: Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR).

The iHERITAGE project (Sept.2020 – February 2023) will address socio-economic challenges at cross-border level through the active involvement of young people, women and NEETs who will take part in the Living Labs, training courses, and the creation of spin-offs, thus contributing to increase employment opportunities

and foster innovation. The project will support collaborations among universities, SMEs, start-ups and spin-offs devoted to the creation of AR/VR/MR products. Eventually, iHERITAGE will improve access to UNESCO cultural heritage, on site and off site and will contribute to the establishment of the Regional Centre for Safeguarding and Valorisation of Mediterranean (CRESPIEM) Intangible Cultural Heritage (ICH) (CRESPIEM), to be recognized under Category 2 of UNESCO.

This project goes in line with the Strategic Plan of ASCAME by supporting technological transfer and commercialisation of new tools aimed at enhancing the access to Mediterranean UNESCO cultural heritage through augmented and immersive experiences, by creating cross-border living labs for research and innovation.

9th and 10th December 2020, iHERITAGE project held the Kick-off meeting, with the aim to provide new solutions through an innovation-driven growth process to promote cross-border technological transfer, Living Labs, industry-academia collaboration and the creation of spin-offs and new products, using the latest Information and Communication Technologies (ICT)

Other ENI CBC MED standard projects that involve members of ASCAME are, among others, the following:

- CRE@CTIVE - Innovation for bringing creativity to activate Traditional Sectors in MED area
- GREENinMED - Speeding up the MED SMEs' uptake of eco-innovative solutions in energy and water management
- InnovAgroWoMed - Social Innovation in the Agri-food sector for Women's Empowerment in the Mediterranean sea basin
- INVESTMED - InNoVative Sustainable sTart-ups for the MEDiterranean
- INTERNISA - Developing the INTERNISA network of synergies to increase the number of digitally skilled women employed in the ENI CBC MED territories via matching demand and supply in the labour market
- IPMED - IP Capacities for Smart, Sustainable and Inclusive Growth in the Mediterranean Region
- MEDSt@rts - Med microfinance support system for start-ups
- MED PEARLS - The Mediterranean as an innovative, integral and unique destination for Slow Tourism initiatives

- MedArtSal - Sustainable management model for Mediterranean Artisanal Salinas
- MoreThanAJob - Reinforcing social and solidarity economy for the unemployed, uneducated and refugees
- NEX-LABS – NEXUS-DRIVEN OPEN LABS FOR COMPETITIVE AND INCLUSIVE GROWTH IN THE MEDITERRANEAN
- EX-MED ALLIANCES - Textile Mediterranean Alliances for Business Development, Internationalization and Innovation
- RESMYLE - Rethinking employment and social integration of young Mediterranean people through sustainable development
- TECHLOG
- YEP MED - YOUTH EMPLOYMENT IN PORTS OF THE MEDITERRANEAN

6.2. PROJECTS AND INITIATIVES SUPPORTED BY ASCAME

Med4jobs programme: A Mediterranean initiative for jobs

The ‘Mediterranean Initiative for Jobs’ (Med4Jobs) is a programme developed by the Union for the Mediterranean (UfM) Secretariat, as a cross-sector initiative driven by the need for integrated regional action in the area of job creation.

ASCAME is part of the Med4jobs Advisory Board, as well as other international organisations such as ILO, UNIDO, OECD, ETF, GIZ and UNCTAD, providing their expertise for a successful implementation of this programme, working in employability and job creation with SMEs in the region. Therefore, working together to promote and replicate a number of visible private sector job creation projects in the Southern and Eastern Mediterranean region, such as Incorpora, Young Women as Job Creators, the Mediterranean Entrepreneurs Network, HOMERe (High Opportunity for Mediterranean Executive Recruitment), MedNC (New Chance Mediterranean Network), among others.

Med4Jobs identify the best practices in terms of job-creating projects and replicate them in the region to cover both the supply and demand side of the labour market by targeting employability, job intermediation and business enabling infrastructure.

BleuTourMed

BleuTourMed is a horizontal project within the framework of the InterregMed programme that has the aim of building a thematic community of projects focused on Sustainable Tourism supporting and helping them to synthesise and integrate data, methods and outputs that will help to enable a better communication and capitalisation of their results at a Mediterranean level.

As an associated partner, ASCAME supports the BleuTourMed project, which aims to study, test and capitalise innovative instruments and actions towards the enhancement of tourism sustainability in the Mediterranean, and also attends project events in representation of the Mediterranean private sector.

4Helix+

4helix+ project aims to stimulate inter-sectoral and cross-border innovation, and improve collaboration between Mediterranean maritime clusters and new non-institutional innovation agents (Fab Labs, co-working spaces, creative hubs, etc.) to establish new alliances in both traditional and emerging Blue Economy sectors. Therefore, the 4helix+ project works to offer coaching and funding to blue sector MSMEs and START-UPS wishing to revolutionise their processes, products or services, and to improve their competitive strategies through knowledge sharing and innovation.

ASCAME, as an associated partner, aims at strengthening and reinvigorating the transnational innovation process of Blue Economy clusters within the eight involved MED maritime regions, by supporting their innovation capacity and creative culture.

Finally, it is worthy to point out that this project is structured under a consortium with the participation of several members of ASCAME: the Chamber of Commerce and Industry of Barcelona, the Chamber of Commerce and Industry of Seville, the Chamber of Commerce and Industry of Marseille and the Croatian Chamber of Economy Zadar County Chamber (HR).

Communication

An online multichannel communication strategy

As the main representative of the Mediterranean private sector, but also as an accredited partner of the European Union and many other international organisations, ASCAME had a key role to play in the promotion of Euro-Mediterranean integration in 2020.

One of the main guidelines of the ASCAME 2018-2022 Strategic Plan is the focus on communication. For this reason, all the 2020 Association's communications actions, which addressed its three essential fields of activity (institutional, events and projects), had the ultimate goal of reinforcing the visibility of its members and their activities, using a communications strategy as main tool.

Furthermore, in order to achieve clear and effective communication and increase engagement, ASCAME adapted its online and offline messages to its different target audiences: chambers of commerce, companies, regional business communities, international institutions and organisations, governments, the media and civil society.

The proactive and multi-channel communication of the Association provided each of the identified audiences with a wide range of sectoral information, opportunities (potential business opportunities, events, workshops, projects, etc.), and other relevant data to support all activities developed by chambers of commerce, SMEs and other entities in the Mediterranean region.

ASCAME Communication Annual Figures:



+140 Press releases about ASCAME events, projects' outputs and institutional statements



990 ASCAME articles



+1,250 press contacts and multiple media partners



70 new subscribers to ASCAME MedaNews Newsletter



+180 tweets during MedaWeek Barcelona 2020



+600.000 tweet impressions



1.4% engagement rate (very high)



+600 tweets in 2020

Over the past year, ASCAME implemented several online and offline communication actions and new channels, always aligned with the objectives described in its Strategic Plan, which have shown satisfactory quantitative and qualitative results.

OFFLINE COMMUNICATION

ASCAME's 2020 offline communication focused on two main areas. On the one hand, the production of corporate, institutional, marketing or events materials and, on the other, the establishment of fruitful relationships with the media and the publication of content in regional and international press.

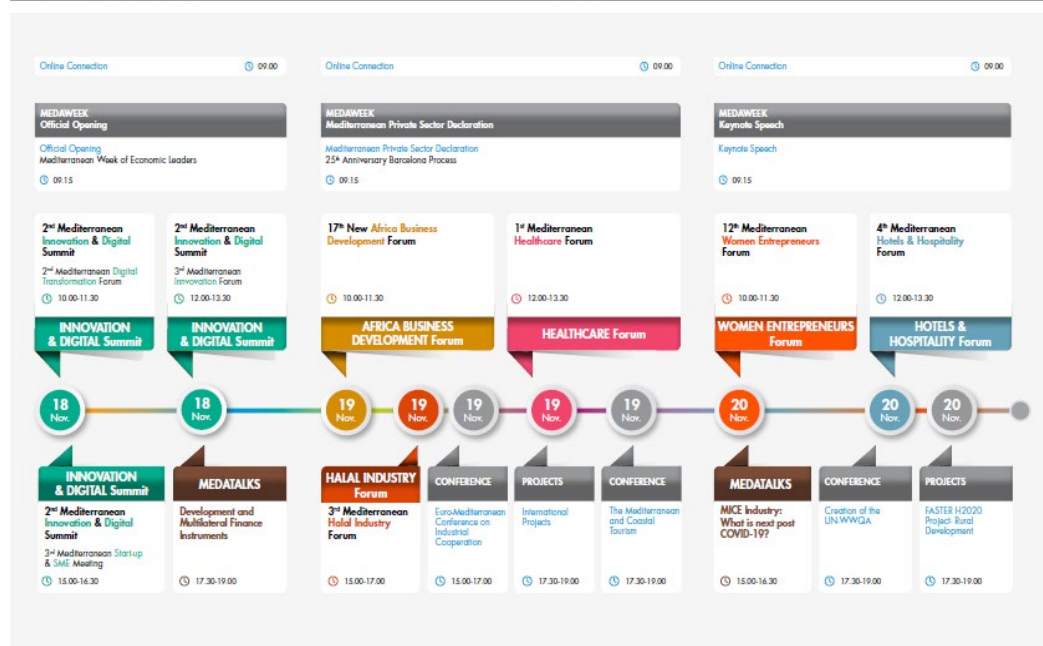
The different communication materials (brochures, leaflets, reports, etc.) can be checked on ASCAME's new website: www.acame.org



1. Offline materials

The materials designed in ASCAME aimed to communicate in a simple and effective way the main messages that the organisation intends to convey to its audiences. Although offline materials are very visible and impactful, due to the COVID-19 pandemic ASCAME focused in 2020 mainly in online corporate and promotional materials.





More details about schedule at www.mediterraneanweek.org

Branding materials

In 2020, ASCAME elaborated documents and graphic materials that reinforced its brand image, always using the new logo created in 2019, as well as implemented a redesign of its corporate identity on the occasion of the creation of a new corporate website.

Institutional materials

In an organisation like ASCAME, the adequate creation of institutional materials became essential, since they are the main platform for the dissemination of the association's identity and values. The materials produced in 2020 conveyed clear and concise messages that optimally synthesised the messages ASCAME intended to communicate. Many of them were especially relevant, as they were focused on ASCAME members and on the recovery of the Mediterranean private sector after the COVID-19 pandemic.

Events materials

As every year, in 2020 ASCAME also organised different online strategic events on key issues for Mediterranean economies and for the recovery of the Mediterranean private sector after the Coronavirus crisis. For this reason, in 2020 the Association prepared all the necessary materials, both informative and promotional, which allowed ASCAME to



carry out successful online events and gather as many attendees as possible thanks to the new technologies. These materials were launched at the different stages of the new digital events organisation: the pre-event stage (save the date, flyers, programme, agenda, brochure, etc.), the onsite event (programmes, pictures, audio-visual material, etc.) and the post event phase (reports, photos, summary videos, etc.).



COLLABORATION AGREEMENT AS SPONSOR AT THE 14TH MEDAWEEK BARCELONA #MedaWeek20

MedaWeek Barcelona, the **Mediterranean Week of Economic Leaders**, is the benchmark event to promote the key economic sectors and cultural values of the Mediterranean region around the world. Jointly organised by the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) and the Barcelona Chamber of Commerce, with the collaboration of leading Euro-Mediterranean organisations, MedaWeek Barcelona positions itself the annual flagship event that gives voice to the interests of the Mediterranean private sector and share trends in the socioeconomic development of the countries in the region.

14th Edition of MedaWeek Barcelona

In this new edition, which will be held over the next 18th, 19th and 20th of November, **in a hybrid format for the first time**, with a face-to-face opening at the Casa Llotja de Mar in Barcelona and the virtual celebration of all its forums, the MedaWeek Barcelona would like to be able **to count on your financial support** to be able to successfully organise and celebrate the main Mediterranean Economic event that, especially this year, will serve as a platform to share knowledge, best practices and projects to **face the new socioeconomic situation post COVID-19 pandemic**.

2. Media & Press

The media are considered the essential communication channel through which ASCAME can reach its mass audiences. These become platforms of vital importance to publicise the organisation's strategic role in the Mediterranean and the most relevant actions it develops. They also highly contribute to spread the word about ASCAME events among its potential attendees. For this reason, in 2020 ASCAME has improved its relations with the regional and international media, establishing new collaboration agreements in the medium and long term.

Especially important were the online media, in a year highly affected by the COVID-19 pandemic.



ASCAME was present in the press last year through different formats:

Press releases

Over the last year ASCAME sent to the media a large number of press releases containing official statements on a key topic or relevant information about its main activities, events and initiatives, such as those addressed at fighting against the COVID-19 consequences.

Of vital importance for ASCAME was that everything communicated to the press was relevant and of interest to the audience, always trying to adapt the message to its target audience when necessary. In the case of the press releases referring to events, emphasis has been placed on the topics of the sessions held in the framework of the events organised by the Association or any of its members.



-Opinion article-

TOURISM WILL ALSO COME OUT OF THIS CRISIS

Barcelona, 14 April 2020 – By [Anwar Zibaoui](#), General Coordinator at [ASCAME](#) –

Tourism will be one of most affected sectors by the Covid-19 pandemic, since this sector cannot be isolated from the local, national or global context in which it operates. Many jobs are being threatened around the world, especially in the Mediterranean region, because whether it is epidemics, pandemics, war, economic crises or natural disasters, what happens in the environment also affects tourism.

Due to its cross-cutting nature, the tourism sector impacts 70 other economic activities and represents 10% of GDP and 10% of employment in the world. Of the 7.200 million inhabitants in the planet, 1.5 billion crossed a border in 2019 for leisure trips. Tourism revenue increased to \$ 1.7 billion, reaching nearly \$ 5.000 million a day: a record figure. In the last decade, tourism has grown at a fast pace with 69% more international tourists and the consequences of all this will depend on the type of management implemented. If it is responsible, tourism will stimulate inclusive growth, create jobs and SMEs, attract investment and boost the economy.

The Mediterranean is the main tourism area in the world with nearly 400 million tourists: 32% of all international tourist arrivals and 30% of tourism income worldwide. It represents 13% of all exports, 23% of the service industry and employs more than 20 million people. In the Mediterranean, tourism is a locomotive for growth and it can also be for economic recovery, as it can lead to job creation and cover the need for external financing due to a greater foreign influx. This ability to drag other sectors and its collateral benefits undoubtedly become multipliers.



OFFICIAL STATEMENT ON THE EVOLUTION OF CORONAVIRUS COVID-19

Barcelona, 12th of March 2020 - Taking into consideration the current situation in all countries of the Mediterranean region and worldwide with regard to the coronavirus epidemic (Covid-19) and the rapid spread of new cases, the [Association of Mediterranean Chambers of Commerce and Industry \(ASCAME\)](#) calls on all Mediterranean countries to put in place exceptional measures to support businesses affected by this virus. As a matter of fact, many companies are already suffering the economic impact of this virus and, therefore, business leaders imminently need open access to information and specific sectoral support measures.

At ASCAME, we ask governments of Mediterranean States to provide appropriate assistance and urgent programmes to help the private sector, such as the implementation of an aid scheme for start-ups, SMEs and large companies from sectors facing financial difficulties due to the coronavirus epidemic.

Media interviews

Last year, representatives of ASCAME undertook many interviews with both regional and international media in order to put the Association in the spotlight, while giving prominence to one of its institutional interlocutors, such as its President or its General Coordinator.

Furthermore, although communication with media has been permanent throughout the year, the presence of ASCAME in the press has increased when its big-



gest events were taking place. Local, national, regional and international media were interested in covering the vast majority of events organised by ASCAME and its network, due to the relevance of the topics addressed at the events and the high-level speakers that participated in the various forums. In 2020, the media coverage was mainly online because of the COVID-19 pandemic.

ASCAME was therefore positioned as an organisation that was able to bring together leading experts in various subjects, also offering an added value to partner entities, who could also make themselves known to the press.



LA VANGUARDIA



CAT-SEMANA MEDITERRÁNEA

Países mediterráneos apuestan por economía verde para fomentar el desarrollo

REDACCIÓN
21/11/2019 14:17



Barcelona, 21 nov (EFE).- Los participantes en la Semana Mediterránea de Líderes Económicos (MedaWeek) apuestan por aprovechar la oportunidad que supone la economía verde para fomentar un desarrollo sostenible, ya que la región cuenta con un gran potencial de energía hidroeléctrica, eólica y solar.

El coordinador general de la Asociación de Cámaras de Comercio e Industria del Mediterráneo (Ascame), Anwar Zibaoui, ha resaltado que la región podría cubrir sus necesidades de energía y las del resto del mundo con la energía solar que puede generar la zona Mediterránea.

Zibaoui ha destacado que hasta 2030 hay previstas inversiones por valor de 190.000 millones de dólares en energía solar en la región.

XXII Jornada Anual
del Club Inmobiliario
Esade Alumni

WEBINAR GRATUITO
**EUROPEAN
RESIDENTIAL
RENTAL MARKET**

Fecha: 28 de junio de 2021
Horario: 09.00 horas



REGÍSTRATE
AQUÍ

[Article published in La Vanguardia on 21 November, 2019](#)

La integración Euro-mediterránea para una nueva economía post COVID-19

Por Redacción Territorio Bitcoin - 4 noviembre, 2020 43 0



Innovación, Transformación y Digitalización, Industria de la Salud, del Turismo, Hoteles y Congresos, Financiación multilateral, Mujeres emprendedoras, Jóvenes, Pymes, Startups, Oportunidades del Mediterráneo y de África, y presentación de iniciativas y proyectos serán, entre otras, las temáticas protagonistas de la cumbre económica mediterránea.

MedaWeek se celebrará los próximos días 18, 19 y 20 de noviembre en formato híbrido bajo el lema: **'Time to act: Stronger together'**. La asistencia/participación es abierta, gratuita, y accesible para empresas, emprendedores y profesionales, expertos, consultores, y universitarios. El plazo de inscripción ya está abierto en <https://www.medaeconomicweek.org/register/>

La **'Semana Mediterránea de Líderes Económicos'** (Mediterranean Week of Economic Leaders), **el evento de referencia para promover las economías mediterráneas, la cooperación empresarial y la región mediterránea en todo el mundo**, celebra este año su 14ª edición en formato híbrido por primera vez, con una inauguración presencial en la Casa Llotja de Mar de Barcelona y la celebración virtual de más de 14 foros, sesiones y conferencias, y distintas presentaciones de varias iniciativas para activar las economías mediterráneas y la asociación entre Europa y el Mediterráneo **durante los próximos días**

Próximos eventos

No hay próximos eventos actualmente.

Evolución del Precio



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¡Sumérgete en un mundo de nuevas oportunidades profesionales a través de la tecnología Blockchain!

MÁSTER EN

[Article published in Territorio Bitcoin on 4 November, 2020](#)

Media partner

One of the strategies that ASCAME developed in 2020, in order to increase the visibility of the Association, its members and its events, was the establishment of media partnerships with the main media in Spain, the Mediterranean and Europe.

Through a win-win partnership agreement, different newspapers, magazines, radio stations, TV channels and media agencies broadcasted press releases, articles, pieces of news and interviews on ASCAME's main activities, events and official statements.

ASCAME in the news

As a result of the established partnership agreements, but also after the spontaneous media coverage of ASCAME events, the Association, its partners, members and representatives appeared in numerous occasions on several national, regional and international media.

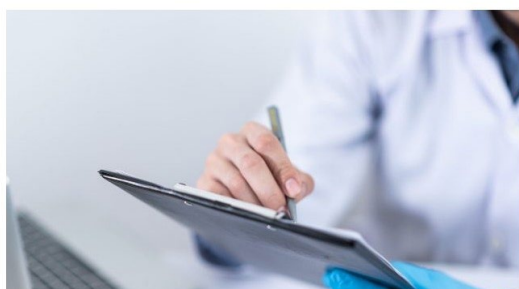




[Article published in La Vanguardia on 4 November, 2020](#)

MedaWeek Barcelona: impulsar el sector salud en la región mediterránea

11 noviembre, 2020



Anwar Zibaoui, General Coordinator of ASCAME, on Spanish TV Channel 24 Horas to talk about MedaWeek Barcelona 2020

ONLINE COMMUNICATION

For an organisation like ASCAME, online communication becomes more and more important every year. Ans in year 2020 it has been especially important due to the impossibility of holding face-to-face events because of COVID-19 pandemic restrictions. Communication habits among the population have changed and that is precisely why the Association needs to urgently adapt to the new trends.

In 2020, ASCAME focused especially on its online communication channels, creating a new corporate image, publishing new content, employing more appealing



ways of communicating, being more proactive in content elaboration, and increasing its engagement with its members and other relevant audiences.

New communications channels and new relevant pieces of information have been launched in order to respond to the COVID-19 needs.

The main online platforms of the Association in 2020 were its two websites, its newsletter and its social media profiles.

1. ASCAME Website

About to launch a new website focused on Members' activities

2020 has been the year of finalisation of the new website. Although it is planned to be launched at the beginning of 2021, all the latest details are being defined for it to work properly and respond to the general public and members' demands.

27 FEB 2020		Business Matchmaking Forum – Med Business Days 2020 Milan, Italy BUSINESSMED	MORE INFO
20 FEB 2020		42nd International Belgrade Tourism Fair Belgrade, Serbia	MORE INFO
19 FEB 2020		1st Mediterranean Inventors Fair Tunis, Tunisia	MORE INFO
31 JAN 2020		MEDSt@rts Kick Off Meeting Cagliari, Italy Sfax Chamber of Commerce and Industry	MORE INFO

Over 2020 ASCAME focused on sharing content on its website concerning its members, like for example new initiatives, relevant events and activities, opinion articles, etc., thus strengthening its position as Mediterranean partner of reference for the regional private sector, while broadening its relations with other regional and international organisations.

The main topic covered in ASCAME's website this year was the COVID-19 pandemic. ASCAME published articles on the most affected sectors, on the main initiatives for recovery and also on the Association's official opinion on certain topics.

Apart from its members, the different events organised or co-organised by ASCAME and its partners, as well as the several European projects in which ASCAME is participating, have also been highlighted by website publications.

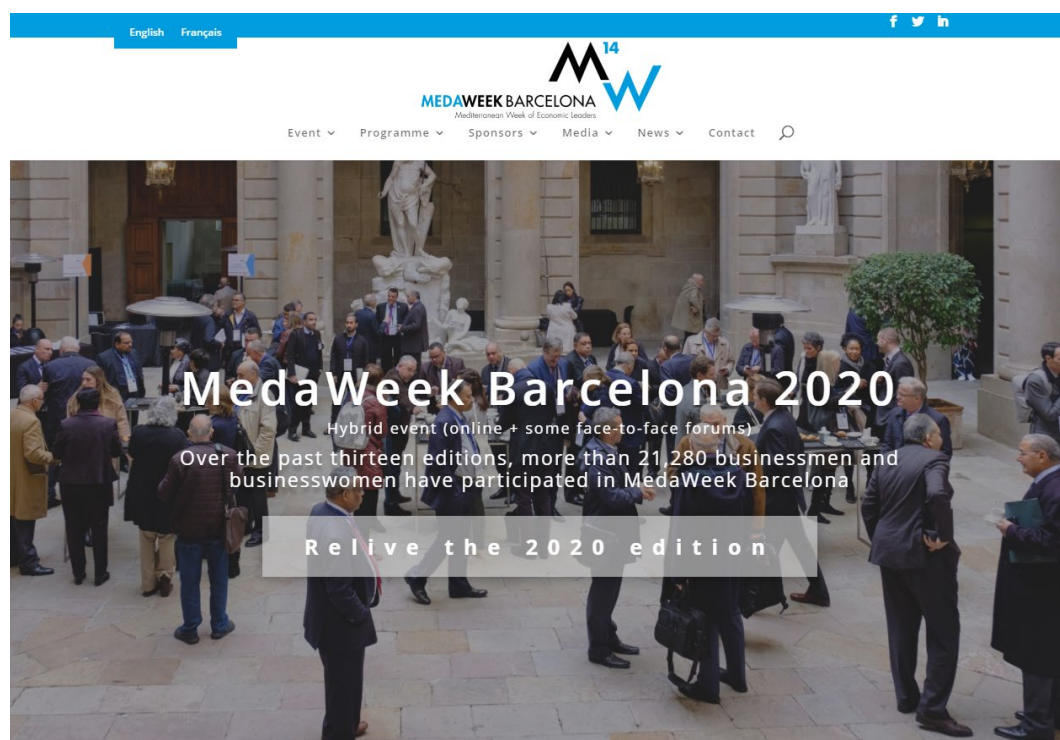


On the new website, and in line with the ASCAME Strategic Plan, it was agreed that Members should be given back their place with easier access to the information concerning them. The major innovations of the new website, which will be officially launched in early 2021, include a completely reorganised home page, a clearer structure with new sections, easier and more accessible information within the site, and also a graphic redesign.

2. MedaWeek Website

On the occasion of the 14th edition of MedaWeek Barcelona, the MedaWeek event's website underwent a graphic and structural renewal.

Focused on the MedaWeek new hybrid format after the COVID-19 pandemic, these changes made it possible to develop more services for participants, simplify navigation and information search, upload more materials, add relevant information about forums and speakers, the ability to register onsite to attend the event and standardise the brand image of MedaWeek Barcelona.



3. ASCAME MedaNews Newsletter

ASCAME's bi-monthly newsletter communicates about the activities, events and projects of the Association, its members and partners. It is sent to ASCAME's network of institutional, government and private sector representatives.

In 2020, ASCAME'S MedaNews Newsletter focused on subjects related to the COVID-19 pandemic, its consequences and the main recovery lines for the Mediterranean.



Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of the Mediterranean Chambers of Commerce and Industry
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط

newsletter / march - april 2020

[View email in your browser](#) - [Français](#)

ASCAME

2020
Activity
Plan



SAVE THE DATE

ASCAME 2020 Activity Plan

Events calendar

LATEST NEWS



INSTITUTIONAL

The inclusion of women into the Mediterranean labour market would increase GDP by 47%

Women entrepreneurs are increasingly present in Mediterranean economies. Young and highly-trained people from the southern Mediterranean countries, including those that undergone the Arab Spring revolutions, claim the same opportunities as their counterparts on the north shore to get a job according to their training and even to start up their own businesses.

[More Info](#)



Example of ASCAME's MedaNews Newsletter



4. Social Media (Twitter, Facebook, LinkedIn)

Enhancing accuracy to increase our audience and build synergies

For several years, the Association has been a front runner in its presence on social media. Indeed, ASCAME's social media profiles have become an essential communication tool.

In 2020 ASCAME increased its visibility through its presence on the main social platforms, such as Twitter, Facebook, or LinkedIn. In fact, all the different profiles were essential for conveying relevant information about the COVID-19 pandemic and its consequences.

These continually evolving networks allowed the evolution of ASCAME's online communication strategy to the next stage, gaining a deeper knowledge of user's expectations in accordance to the networks used. In fact, this global presence on social media allowed a continuous and enriching exchange between audiences from Northern and Southern Mediterranean countries, which brought new life to the ASCAME network.

Online communication in 2020 was mainly directed through social media, which allowed a broader coverage of activities and events, as well as reaching a more targeted audience. The content posted (news about ASCAME and its network, events, projects, etc.) were adapted to each social platform in order to optimise the visibility and impact of the messages published. All social networks experienced a higher activity, and consequently, an increase in followers.

In fully online times after the Coronavirus pandemic, this relevant and targeted information encouraged users to interact with ASCAME and share information related to the pandemic.

Twitter

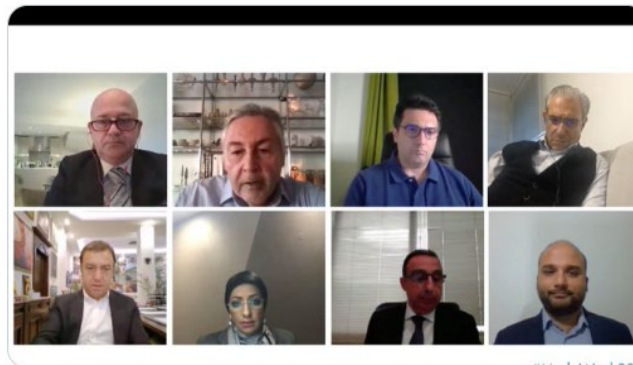
Twitter is the main communication platform where ASCAME spreads its messages. It allows the Association and its network to easily distribute its latest news and the ones from its members to a broad audience.

With more than 3750 followers on ASCAME's Twitter profile, the Association was able to give in 2020 high visibility to its contents through hashtags and tagging of partner profiles. In fact, compared to other social platforms, the content publication rate on Twitter is higher because its aim is to post short and impactful messages.

ASCAME @ascameorg · Nov 18
 The opening ceremony of #Medaweek has now begun!
 Join us: bit.ly/3kP8WWB



ASCAME @ascameorg · Nov 18
 #MedaWeek20 Welcome Speech of the Mediterranean Start-Ups & SMEs Forum by Fadi Saab, from the Business Ethics Commission of ASCAME, Anwar Zibaoui, Coordinator of ASCAME, and Baybars Altuntas, Executive Chairman of WBAF @fadinsaab @baybarsaltuntas @anwarzibaoui @wbaforum



ASCAME @ascameorg · Nov 20
 Everything ready at Casa Llotja de Mar in Barcelona. @ascameorg's team keeps working to make a success of this #MedaWeek20! Today: Women entrepreneurship, hotels & hospitality, MICE industry, Faster Project 2020 & creation of the UN-WWQA
 Join streaming: medaeconomicweek.org/streaming-list...



Examples of ASCAME's relevant tweets

Facebook

Facebook is ASCAME's social network of reference, as it has a high number of followers and increasing engagement rate. With regard to ASCAME members, Facebook is mainly used professionally by its network from southern Mediterranean countries. In 2020, both ASCAME's Facebook publications and followers increased. Therefore, this platform became crucial for conveying the most relevant information from the Association and for communicating the latest news on the pandemic.



The opening of [#Medaweek](#) has now begun!

Present at this act, we have the General Coordinator of ASCAME, Mr. Anwar Zibaoui, opening the event and welcoming the participants, together with Mr. Joan Canadell, President of the Barcelona Chamber of Commerce, Mr. Jaume Collboni, 1st Deputy Mayor of the Barcelona City Council, Mr. Senén Florensa President of the Executive Committee of the European Institute of the Mediterranean (IEMed) and Mr. Pere Navarro Special State Delegate of the Consorci de la Zona Franca de Barcelona (CZFB).

Moreover, other authorities will join us online as Mr. Ahmed M. El Wakil, the President of ASCAME, Mr. Ignacio García Bercero, Director, Multilateral Affairs, Strategy, Analysis Evolution, DG Trade A of the European Commission, Mr. Nasser Kamel, the Secretary General of the Union for the Mediterranean (UfM), Mr. Ali Moselhy, Minister of Trade and Supply of Government of Egypt, Ms. Reyes Maroto Illera, Minister of Industry, Commerce and Tourism of the Government of Spain, and Mr. Pere Aragonès, Vice-President of the Government in substitution of the President, and Minister of Economy and Finance of the Generalitat of Catalonia.

Join us: <https://bit.ly/3kP8WWB>



ASCAME

Published by AscameOrg Méditerranée

· 7 October 2020 ·

ASCAME is also hosting & moderating the Barcelona New Economy Week session "[#Pillars](#) for the future of [#Africa's #Economy](#)" to talk about interesting topics, such as Africa's Free [#Trade #Agreement](#), [#agrifood](#), economic [#integration](#) & African companies.

LIVE now!

<https://event2020.bnewbarcelona.com/debates/89>

Examples of ASCAME's Facebook posts

LinkedIn

The LinkedIn platform targets a professional audience, which leads to corporate-oriented communication. In 2020, therefore, ASCAME's communication on LinkedIn focused on the promotion of significant events and institutional news, as well as on any relevant information concerning the COVID-19 pandemic and its negative effects.

We increased our followers up to almost 2.500, a great number compared to previous years.



ASCAME
2.072 seguidores
1 semana •

📺 Have a look at 📺 #media coverage of the 1st #Mediterranean #Healthcare Forum held in #MedaWeek20, the Mediterranean Week of #Economic #Leaders, which counted on the participation of the Spanish #Minister of #Health ... ver más

[Ver traducción](#)



Illá reclama no perder la fertilidad en investigación cuando acabe la pandemia
europapress.es • 2 min de lectura

👤 Fernanda Ventura y 6 personas más

ASCAME
2.072 seguidores
16 horas •

📺 Have a look at all the interesting #summary #videos from the #Mediterranean Week of #Economic Leaders. ... ver más

[Ver traducción](#)



ASCAME
youtube.com

ASCAME
2.072 seguidores
2 días •

📺 #MedaWeek20 Barcelona focuses on the #integration of #Europe & the #Mediterranean in the post #COVID19 & the #competition with other large #economic areas in #Asia and #America. Have a look at the latest news : ... ver más

[Ver traducción](#)



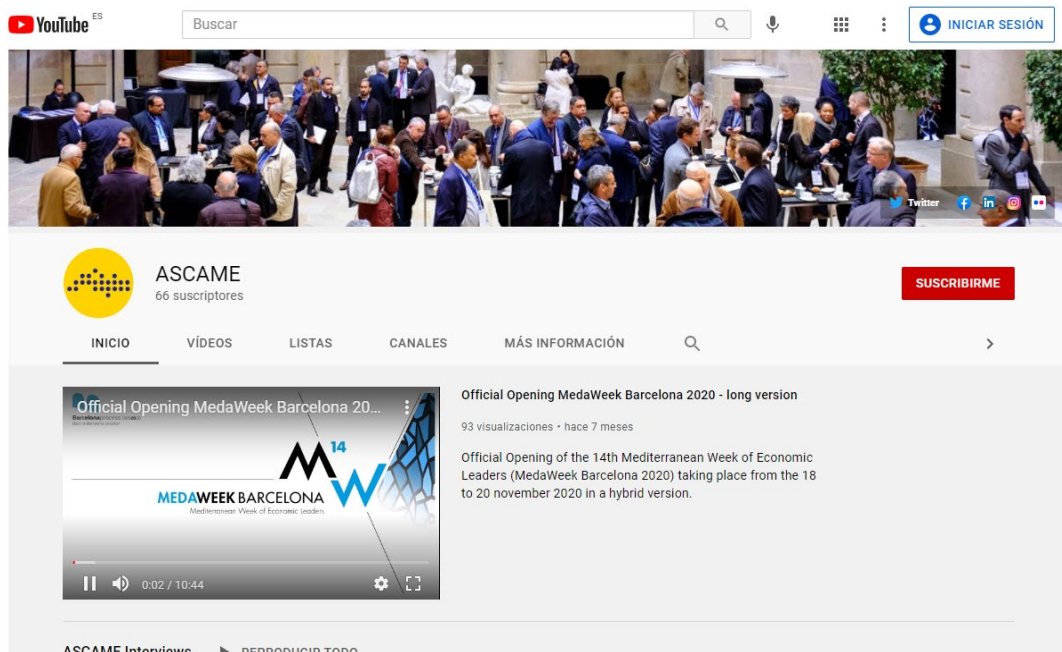
#MedaWeek20
MedaWeek Barcelona se centra en la integración de Europa y el Mediterráneo en la pos-COVID-19
economiadehoy.es • 4 min de lectura

Examples of ASCAME's LinkedIn posts

YouTube

YouTube allows the Association to share video content created in-house. Over the last year, ASCAME published on its YouTube channel corporate videos, promotional videos, interviews, clips from TV news channels, etc. This way ASCAME followers could receive information about the main ASCAME events and institutional activities in a visual and appealing way.

In 2020, YouTube became essential for the broadcasting and the upload of all the events that the Association held online, due to the COVID-19 pandemic.



ASCAME's YouTube page

ASCAME in the News

The ASCAME 2020 media plan focused on local, regional, national and international offline and online media, both general and sectoral media.

In order to cover and promote the events, institutional and project activities, ASCAME Barcelona reached agreements with several media partners from the Mediterranean.

Moreover, the Association has been very proactive sending official statements, articles and press releases related to the COVID-19 situation, as well as to the different activities from ASCAME General Secretariat and member network.

- **Press releases**

From the communications and press department of ASCAME, several press invitations were launched to announce the online celebration of several events, highlighting activities that may be of interest for the media, such as the forums held under the framework of MedaWeek Barcelona 2020.

- **Press articles**

Many press articles were sent to local, national, regional and international media (both generic and sectoral) analysing the key topics for the recovery of Mediterranean economies in the post-COVID stage.

- **Official statements**

Official statements that conveyed the official position from ASCAME and its members regarding an important topic, especially concerning the social and economic recovery of the region after the pandemic, were sent to the media.



In its 14th edition, the 'Mediterranean Week of Economic Leaders'.

Innovation, Digitalisation and Startups: The commitment to the new post-COVID Mediterranean economy at MedaWeek Barcelona

- The Innovation and Digitalisation Summit will take place on Wednesday 18 November and will be responsible for inaugurating MedaWeek Barcelona 2020.
- The event, which will be held as part of the 14th edition of MedaWeek Barcelona (18, 19 and 20 November), will attract hundreds of participants to share their knowledge and good practices on the key issues of Mediterranean innovation and the digital world.
- The disruptive power of technology is positioned as a fundamental aid to wealth creation in the Mediterranean region.
- Attendance / participation is open, free, and accessible for companies, entrepreneurs and professionals, experts, consultants, and university students. The registration period is now open: <https://www.mediterraneanweek.org/en/register>

Barcelona, November 18, 2020.- MedaWeek Barcelona, The 'Mediterranean Week of Economic Leaders', the reference event to promote Mediterranean economies, business cooperation and the Mediterranean region around the world, opens its first day with the celebration of a Summit with three forums dedicated to promoting three key areas for Mediterranean countries in the post-COVID-19 scenario as Innovation, Digitalisation and SMEs, and the ecosystem of Startups.

MedaWeek's Mediterranean Summit on Innovation and Digital Transformation, which this year is positioned as a leading theme as a consequence of COVID-19, aims to attract policy makers, business people and academics from the Mediterranean region to share their knowledge and best practices on the key issues of Mediterranean innovation and the digital world, and thus generate wide-ranging debates that will enrich the economy.

The forums comprising the Summit will serve as a collaborative platform for international and regional companies, startups, innovators, entrepreneurs and investors to showcase their inventions, discuss market trends and establish business relationships. During the day, the importance and need to offer new responses based on Innovation and digitalisation, to address situations of uncertainty will be highlighted. One example is the health emergency situation due to the COVID-



In its 14th edition, the 'Mediterranean Week of Economic Leaders'

MedaWeek Barcelona focuses on the integration of Europe and the Mediterranean in the post-COVID-19 and on the competition with other large economic areas in Asia and America

- More than 10,000 professionals, mostly from the private sector, with an outstanding participation of government representatives and multilateral institutions, have attended the 1st hybrid edition made up of more than 21 forums, presentations and MedaTails, designed ad-hoc for the post-COVID scenario
- Innovation, Transformation, Digitalisation, Health Industry, Tourism, Hotels and Congresses, Multilateral Financing, Women Entrepreneurs, Youth, SMEs, Startups, and Opportunities of the Mediterranean and Africa, among others, have been the main themes during the 5 days to celebrate #MedaWeekBarcelona20
- This economic summit, with the claim: 'Time to act: Stronger together', has brought together more than 160 virtual speakers of various kinds: professionals, businessmen, entrepreneurs and representatives of the public sector from the two shores of the Mediterranean
- MedaWeek Barcelona has presented the Barcelona Declaration of the Mediterranean private sector: "Accelerating economic integration".
- The forums and conferences held can be watched here: <https://www.mediterraneanweek.org/streaming-listing/> and the summary video here: <https://youtu.be/7uL87AGvPQM>

Barcelona, 20 November 2020.- The 'Mediterranean Week of Economic Leaders', the reference event to promote Mediterranean economies, business cooperation and the Mediterranean region around the world, which is jointly organised by the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) and the Barcelona Chamber of Commerce, with the collaboration of leading Euro-Mediterranean associations, has concluded its 14th edition this year with a resounding message such as the need to integrate the strategic axis Europe, the Mediterranean and Africa to cope with the consequences of the COVID-19 pandemic and the current competition with other economic areas, mainly in Asia and America.

"In the same week that China announced the creation of the Regional Comprehensive Economic Association (RCEP), an Asia-Pacific economic integration zone that covers a third of the world's

Examples of ASCAME's official statements



ANNEX: Press clipping 2020

9

ASCAME was widely present in the media in 2020. Below can be found some of the publications:

<https://agencias.abc.es/noticia.asp?noticia=3538925>

https://www.abc.es/sociedad/abci-illa-sanitarios-cargan-peso-mas-alto-razonable-202011191418_video.html

<https://agenparl.eu/comunicato-stampa-presentata-la-dichiarazione-di-barcellona-per-il-rilancio-post-covid/>

<http://ainoticias.com/index.php/2020/11/04/medaweek-barcelona-postcovid19/>

<https://www.aldia.cat/espanya/noticia-maroto-demana-reforçar-collaboració-els-països-mediterranis-cara-recuperació-20201118130739.html>

<http://www.anisalud.com/actualidad/notas-de-prensa-anis/6734-medaweek-barcelona-la-covid-19-brinda-una-oportunidad-para-impulsar-el-sector-salud-en-la-regi%C3%B3n-mediterr%C3%A1nea>

<https://atalayar.com/content/medaweek-barcelona-presenta-la-%E2%80%9998declaraci%C3%B3n-de-barcelona-del-sector-privado-del>

<https://biotech-spain.com/es/articles/medaweek-barcelona-la-covid-19-brinda-una-oportunidad-para-impulsar-el-sector-salud-en-la-regi-n-mediterr-ne-a/>

<https://canalexito.es/medaweek-barcelona-tratara-la-integracion-de-las-economias-mediterraneas-en-la-era-post-covid-19/>

<https://elcandelerotecnologico.com/2020/11/20/medaweek-barcelona-presenta-la-declaracion-de-barcelona-del-sector-privado-del-mediterraneo-acelerando-la-integracion-economica/>



<https://elcandelerotecnologico.com/2020/11/16/innovacion-digitalizacion-y-startups-la-apuesta-para-la-nueva-economia-mediterranea-post-covid-en-medaweek-barcelona/>

<https://www.catalunyapress.cat/texto-diario/mostrar/2167487/anwar-zibaoui-europa-oportunitat-historica-per-incidir-desenvolupament-i-interdependencia-economica-zona-mediterrania>

<http://www.contrastotv.it/euromed-international-trade-rilancia-la-dichiarazione-di-barcelona-pronti-a-ripartire-dal-mediterraneo-e-dai-nostri-valori-condivisi/>

https://www.cope.es/actualidad/sociedad/noticias/illa-pide-aprender-los-efectos-sobre-pandemia-recortar-sanidad-20201119_1005959

<https://www.cordobabn.com/articulo/nacional/salvador-illa/20201119145645067387.html>

<https://www.corresponsables.com/actualidad/ods8-medaweek-barcelona-europa-mediterraneo-nueva-economia-post-covid19>

<https://www.corresponsables.com/evento/medaweek-barcelona-0>

<https://www.corresponsables.com/actualidad/ods17-medaweek-barcelona-centra-integracion-europa-mediterraneo-pos-covid19-competencia-grandes-areas-economicas-asia-america>

<https://www.corrieredelleconomia.it/2020/11/24/medaweek-barcelona-2020-presenta-la-dichiarazione-di-barcellona/>

<https://www.diarioabierto.es/530631/el-sector-privado-del-mediterraneo-presenta-la-declaracion-de-barcelona>

<https://www.diarioabierto.es/529704/anwar-zibaoui-multiplicar-la-cooperacion-economica-de-la-ue-hacia-el-mediterraneo-es-clave-para-solucionar-los-problemas-de-la-inmigracion-y-la-radicalizacion>

<https://www.diarioabierto.es/529717/medaweekbarcelona-rumbo-a-la-economia-digital-verde-y-azul>

<https://diarioalicante.es/medaweek-barcelona-la-integracion-euro-mediterranea-para-una-nueva-economia-post-covid-19/>

<https://diarioalicante.es/innovacion-digitalizacion-y-startups-la-apuesta-para-la-nueva-economia-mediterranea-post-covid-en-medaweek/>

<https://diarioalicante.es/el-futuro-de-la-industria-turistica-hostelera-de-ferias-y-congresos-mediterranea-pos-covid-19-en-medaweek-barcelona/>

<https://diarioalicante.es/medaweek-barcelona-se-centra-en-la-integracion-de-europa-y-el-mediterraneo-en-la-pos-covid-19-y-en-la-competencia-con-otras-grandes-areas-economicas-en-asia-y-america/>



<https://diarioalicante.es/medaweek-barcelona-presenta-la-declaracion-de-barcelona-del-sector-privado-del-mediterraneo/>

<http://www.diariosigloxxi.com/texto-ep/mostrar/20201119143140/illa-reclama-no-perder-fertilidad-investigacion-cuando-acabe-pandemia>

<https://www.diariovasco.com/sociedad/illa-sanitarios-cargan-peso-6210906676001-20201119131510-vi.html>

<https://www.digitalbizmagazine.com/time-to-act-stronger-together/>

<https://dirigentesdigital.com/mercados/europa/es-el-momento-de-repensar-la-relacion-entre-la-ue-y-el-mediterraneo>

<https://dirigentesdigital.com/actualidad/comienza-medaweek-barcelona-semana-mediterranea-de-lideres-economicos>

<https://dirigentesdigital.com/economia/las-propuestas-para-reposicionar-al-mediterraneo-como-actor-clave-para-la-recuperacion>

<https://www.economiadehoy.es/medaweek-barcelona-se-centra-en-la-integracion-de-europa-y-el-mediterraneo-en-la-pos-covid19>

https://www.econostrum.info/La-MedaWeek-de-Barcelone-repositionne-la-Mediterranee-comme-un-acteur-cle-de-la-relance-post-Covid-19_a27230.html

<https://www.elconfidencialdigital.com/articulo/ultima-hora/maroto-propone-creacion-zona-libre-comercio-region-euromediterranea/20201118104131186659.html>

<https://revistas.eleconomista.es/digital/2020/octubre/la-pandemia-pone-a-prueba-las-ciudades-JD5027748>

<https://revistas.eleconomista.es/agua/2020/julio/impulsando-la-economia-azul-en-el-mediterraneo-YC3765212>

<https://revistas.eleconomista.es/franquicias/2020/noviembre/el-papel-de-barcelona-en-el-mediterraneo-KF5214419>

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