MedaWeek Barcelona is an iconic conference dedicated to promoting the Mediterranean worldwide. This event endorses the key economic sectors and the cultural values of the region through a wide variety of forums. MedaWeek Barcelona serves as the main meeting point for voicing the interests of the private sector in the socio-economic development of the Mediterranean countries.

Over the last fifteen editions, more than 39,000 businesspeople have participated in MedaWeek Barcelona.
Throughout the years, the annual MedaWeek Barcelona has become the world’s most promising event to reshape the business landscape and contribute to the growth of economies around the Mediterranean region. The platform has also paved the way for several businesses, multinational organisations and countries to focus not just on foreign direct investment, but also on other significant pillars to propel economic productivity, such as the empowerment of Small & Medium-sized Enterprises. MedaWeek is strategically collaborating with more than 30 partners to support the Mediterranean economy and enterprises and to serve as an influential platform to boost the business competitiveness and value to investors across the globe.

We believe that increased partnership and cooperation with governments and the private sector will be key to building a stronger and more resilient post COVID-19 economy. As such, platforms like MedaWeek Barcelona will be instrumental to bridging the gap between our economies and supporting regional and global efforts to strengthen regional economic integration, Mediterranean trade and investment.
<table>
<thead>
<tr>
<th>Time</th>
<th>16th of November - Wednesday</th>
<th>17th of November - Thursday</th>
<th>18th of November - Friday</th>
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<tbody>
<tr>
<td>09.30</td>
<td>Registration &amp; Orientation</td>
<td>Registration &amp; Orientation</td>
<td>Registration &amp; Orientation</td>
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<tr>
<td>10.00</td>
<td>Official Opening MEDAWEEK</td>
<td>Mediterranean Digital and Innovation Forum</td>
<td>MEDITERRANEAN INNOVATION HUB Funding opportunities for BSOs &amp; entrepreneurs</td>
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<tr>
<td>11.30</td>
<td>Coffee Break</td>
<td>Coffee Break</td>
<td>Coffee Break</td>
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<tr>
<td>13.30</td>
<td>9th Mediterranean Tourism Forum</td>
<td>2nd Mediterranean Space Forum</td>
<td>MEDITERRANEAN INNOVATION HUB Scalable EU-funded disruptive projects</td>
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<tr>
<td>16.30</td>
<td>Lunch Break</td>
<td>Lunch Break</td>
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<td>17.30</td>
<td>4th Mediterranean Halal Industry Forum</td>
<td>Digital economy and shipping economy Hot Seat Talk</td>
<td>MEDITERRANEAN INNOVATION HUB Digital platforms driving the region</td>
</tr>
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<td>19.30</td>
<td>Blockchain potential in the Mediterranean region Hot Seat Talk</td>
<td>MEDITERRANEAN INNOVATION HUB Working group meeting</td>
<td>Networking: afterwork cocktail</td>
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A formal meeting divided into sessions, in which a group of experts and first-hand personalities of the public and private sectors will present their insights on an important topic.

A panel of actors of the private sector and a moderator will get together to share their point of view on the roadmap to the future of their industry.

A dynamic session on a specific topical issue, in which a panel of actors of an emerging sector will discuss new trends, provide inspiration and do great business.

One or two keynote speakers will tackle emerging or controversial trending topics.
16 NOV

The economic outlook in the Mediterranean region
9th Mediterranean Tourism Forum

Need for change

This forum is the must-attend event for those looking to develop tourism products after COVID-19, create a Mediterranean brand and bring growth to the sector in sustainable terms, especially when it comes to the Mediterranean islands.

What we offer

The latest insight and market intelligence. The event connects business leaders from the international and the Mediterranean market with the aim of boosting cooperation, investment, infrastructure and tourism development across the Mediterranean.

Key words

Tourism eco-system, resilience, Mediterranean brand, sustainability, foodservice sector, hospitality sector, digital transformation
19th New Africa Business Development Forum

Africa: Navigate the new realities

With a special focus on the private sector, women and youth, this edition of the NABDF will provide a platform for business and economic cooperation in the framework of the African Continental Free Trade Area (AfCFTA).

What we offer

Direct contact with the prime movers of the infrastructure sector across various spheres, such as government, policymakers, industry leaders, academia and future investors, to explore new potential areas for financial assistance, as well as access to finance to the infrastructure players.

Key words

African integration, industrialisation, women, SMEs, investors, young entrepreneurship, trade
A growing market force

This Forum is the best platform to exchange knowledge and best practices in the Halal industry. Its main objective is to create trading opportunities for Halal focused Mediterranean and Europe businesses, considering the 57 existing Islamic countries and the importance of Halal business for the global community.

What we offer
A meeting point to forge industrial and supply partnerships with businesses in the Islamic countries and the opportunity to interact with global players in Islamic finance and the wider Islamic economy. Barcelona is keen to attract investments from countries in which Islamic finance plays a decisive role in public policies.

Key words
Halal market, fashion, cosmetics, food, certification, commercialisation, ethical consumers, supply chain
Conference: Energy & Food Security in the Mediterranean

New solutions for troubling times

Divided in two sessions, this conference will offer a key opportunity to exchange views on Europe’s priority needs regarding energy and food security. It will be a platform to strengthen the Mediterranean’s role as a supplier and to establish a roadmap for decarbonisation.

What we offer
A meeting point for investors, CEOs, MSMEs, market specialists and policy makers, in such way connecting the greatest exponents of the Mediterranean’s agriculture and energy sectors.

Key words
Energy security, Russia-Ukraine war, oil, gas, decarbonisation, sustainable energy, agro-food system, sustainability, responsible business practices, farming practices, industry standard, cooperation
17 NOV

Mediterranean Innovation & Digital Summit
3rd Mediterranean Innovation & Digital Summit

**Digital economy: a way to the future**

The event will bring together policymakers, entrepreneurs and academics, from the Mediterranean region and beyond, for a series of far-reaching plenary meetings. They will display their innovations and inventions, discuss various topics and establish business relationships that will ultimately enrich the economy. It will be the Mediterranean’s largest gathering of innovations and innovators. The sessions will be:

- Mediterranean Digital and Innovation Forum
- Mediterranean Space Forum
- Barcelona: Capture More Talent, Start-ups and Digital Business
- Digital Economy and Sharing Economy Hot Seat Talk
- Investments in Cybersecurity Hot Seat Talk
- Mediterranean’s Mobile Industry Hot Seat Talk
- Blockchain potential in the Mediterranean region Hot Seat Talk
Mediterranean Digital and Innovation Forum

A powerful growth engine

With a session on the Mediterranean's transition to a digital economy and another on entrepreneurship, this forum will explore how we can improve the Mediterranean's business environment and facilitate access to finance and business support services to boost digitally enabled entrepreneurship.

What we offer
A space to identify adaptation needs to be considered at all levels in the value chain, to ensure flexibility and a better business environment for digital enterprises of all sizes, including MSMEs, start-ups and social enterprises.

Key words
Innovation, digital entrepreneurship, MSMEs, start-ups, youth, sustainability, investment, funding, technology, value chain, business support services
Space economy to the Mediterranean economy

The focus will be on showcasing how space assets can contribute and impact Mediterranean society and its economy. The main vertical sectors, such as energy, tourism, cultural heritage agriculture, water and infrastructures will be addressed.

What we offer
The forum will bring together the public and private sectors, science and research actors and space agencies from the Mediterranean and European countries, as well as members of International Space Organisations. It will present opportunities to pursue innovative ideas, addressing user needs in the context of the new digital age.

Key words
Innovation systems, space investments, digital revolution, emerging technologies, financing, gender equality, satellite data, space debris, sustainability
Barcelona: Capture More Talent, Start-ups and Digital Business

Barcelona’s DNA: Start-ups

Eyeing opportunities in the Mediterranean? Join this session for first-hand knowledge on Barcelona’s role as a business and investment hub, and learn how Barcelona can become the region’s capital for entrepreneurship and digital business.

What we offer

In this session, distinguished Barcelona business leaders and economists will share their insights on how international companies could take advantage of Barcelona’s unique role to capture more talent, start-ups and new digital business opportunities.

Key words

Investment hubs, trade, free economy, rule of law, infrastructure system, talent pool, entrepreneurship, start-ups, digital revolution
Platforms for collaboration

New economic models, like the gig or collaborative economy, heavily rely on digitalisation. This session will look into the way Mediterranean countries can integrate this model into the region’s business culture.

What we offer
An overview of sharing economy in the Mediterranean and pointers to better position the region as a favourable destination for foreign global companies.

Key words
Gig employment models, platform providers, national transformation plans, regulations, financing, innovation
Investments in Cybersecurity Hot Seat Talk

Building a digital economy

This session will tackle the needs faced by most Mediterranean countries when it comes to technical assistance to develop national investment frameworks that help protect and safeguard digital infrastructure and data from cyber threats and provide a safe and secure online environment to all users.

What we offer
First-hand insight into international and regional instruments and mechanisms to assist countries in the Mediterranean in improving cybersecurity.

Key words
Digital transformation, data volumes, safeguarding, cyberdefence, secure servers, best practices, regulations, investment frameworks, international financial institutions, assistance toolboxes, 5G
Green power to keep us connected

The session will explore the challenges of the Mediterranean's mobile industry. It will also tackle how sustainable alternatives from energy service companies can offer a major leap forward for mobile operators in the region, in order to keep everyone connected.

What we offer
Experts, stakeholders, innovators and both public and private actors in the sector will define a roadmap to establish a globally competitive Mediterranean communications network.

Key words
Operational solutions, sustainability, power alternatives, ESCOs, digitalisation, 5G
Blockchain potential in the Mediterranean region Hot Seat Talk

Global growth with localized solutions

The session will explore the potential of blockchain for Mediterranean region-based companies. It will tackle the legal and social requirements for growth, as well as present the pioneer businesses that are making breakthrough advancements in the sector.

What we offer

The session will focus on providing key insights related to the evolution of blockchain technologies and drivers behind the surge in its adoption. It will identify how blockchain can help businesses and governments connect with the region.

Key words

Blockchain, peer-to-peer, DeFi, crypto, traceability, decentralized networks, web3, smart contracts, NFTs
18 NOV

Mediterranean Young Economy Summit
Invest in young people

This Summit will address the creation of a new collaborative platform that brings governments together with businesses and other stakeholders in private-public cooperation. The goal is to encourage entrepreneurship, improve education and support innovation and inclusive growth to reduce youth unemployment.

The sessions will be:

- 2nd Mediterranean Entrepreneurship & Start-up Meeting
- Mediterranean Education and Talent MedaTalk
- Mediterranean Creative Economy Forum
- Mediterranean Sport Industry Conference
The Mediterranean, region of start-ups

This meeting adds to the larger conversation on the barriers and pathways to scale that entrepreneurs experience as they try to grow their companies in the Mediterranean. It is a unique opportunity, connecting start-ups with investors and with successful companies, both in the Mediterranean region and globally.

What we offer
Seasoned entrepreneurs, investors, and experts will gather on the Eastern shores of the Mediterranean to share experiences, insights, techniques, methods and know-hows, dishing out how-tos for newcomers, dos-and-don’ts for the up and coming, and inspiration for the rest.

Key words

Entrepreneurship, start-ups, innovation, accelerators, incubators, investors, funding, talent, hubs, sustainability, robotics, digitalisation, technology
Youth, Skills & the Future of Work

The time has come to build a society based on knowledge, innovation and equal opportunities. This session will provide an overview of the main issues that policymakers should consider when formulating labour and education, in order to close the gap between the classroom and the work market.

What we offer
This MedaTalk will bring together experts, stakeholders and both public and private actors. Together, they will plan a strategy to align skills with needs and boost the labour market for the Mediterranean’s youth.

Key words
Education, training, talent, knowledge, employment, inclusion and diversity, sustainability, entrepreneurship, public-private partnership, innovation, digital revolution, industry 4.0, business leadership
Inclusively Creative: cultivating the Mediterranean future

In this forum, ASCAME will launch the New Mediterranean Creative Economy strategy, which aims to double the contribution of creative industries to the region's GDP by 2028 and turn the Mediterranean into a global HUB for the creative economy.

**What we offer**

With the presence of high-level stakeholders, it will be a platform for participants to exchange ideas, resolve challenges and identify opportunities within the creative economy. The event will be structured in sessions tackling key topics that collectively define the future of the regional creative economy.

**Key words**

Economic development, creativity, education, inclusion and diversity, sustainability, technology, media and communications landscape, clusters, infrastructure, funding
Sport, much more than a game

Sport is an economic sector in its own right, beyond what we all perceive of the positive impact of sport in terms of values and social cohesion. This conference will explore the role of sports in the development of the Mediterranean region and the road towards a knowledge economy.

What we offer

Guests will be decision makers in sport, director level and above, including: government officials, brands, federations and clubs, venue owners and operators, rights holders, event organisers, agencies and industry suppliers, among others.

Key words

Talent, funding, investments, technology, centres of excellence, clusters, special industrial zones, infrastructure, communications, tourism, cities, youth's employment, gender equality
Special slots
Success Stories

Promote your message and the values of your company

Whether you are a big company, SME or a start-up, use this one-of-a-kind platform to showcase your solutions to your target audience on an international level.

Share your success story in the special slots in between sessions and advertise your business to the public present on-site and to our big online audience.

Are you an interested company? Contact ASCAME to get more information and save your spot.
The Mediterranean in positive: testimonials

Get inspired by the tales of Mediterranean people

Everyday of MedaWeek 2022, during the breaks, you will have the chance to connect with every corner of the Mediterranean, as people from across the region share with us their stories in 1 or 2 minutes video capsules.

Let’s learn together how the Mediterranean is a place full of opportunities and the way its people overcome any obstacles they might face.
We focus on content that is relevant to the Mediterranean region.

We gather passionate decision makers from the region and the world who can effect change in key industries and drive new initiatives forward.

We foster an interactive, exclusive event where honest, open discussion and contribution from all participants is encouraged.

We provide a platform for networking and for opportunity-hunting, bringing together well-established actors and incoming talent.

We help to shape the Mediterranean's socio-economic future so that collectively, with the support of governments, we can all work together to ensure a cohesive strategy for the region.