ascame

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

الاتحاد العام للغرف التجارية المصرية
Federation of Egyptian Chamber of Commerce
FEDCOC

EUROPE - MIDDLE EAST - AFRICA (EMEA)

SUMMIT FOR ECONOMIC LEADERS

THE SUMMIT OF **THREE CONTINENTS**

UNITED BY THE MEDITERRANEAN

EL CAIRO (EGYPT)
APRIL 2024

FACING FUTURE THROUGH LEADERSHIP

A CONSTANT CHANGING WORLD

As global business leaders navigate an increasingly complex landscape, it has never been more important to maintain a long-term perspective and understand the structural changes that are shaping the world.

Difficult financial conditions, recession pressures, supply chain disruptions, energy and food security concerns, and a host of other issues are challenging business leaders like never before. They must look beyond the day-to-day and focus on the future transformative changes that will have the greatest impact on the way we live, work and invest.

The world is going through changes never seen in human history. We face four disruptive transformations. An energy transition, from fossil to renewable. A technological transition, from the physical to the digital. An economic transition, from west to east. And a demographic transition, from aging nations to young nations. These challenges lead us to a different future, towards a fourth industrial revolution that already shapes the reality of millions of people, creating both opportunities and threats for our societies.

THE ROL OF CHAMBERS OF COMMERCE

The entire private sector, and especially its intermediary institutions such as chambers of commerce are deeply concerned about the social, economic and political consequences of the pandemic and the War in Ukraine. It is a huge, unexpected and tragic shock tosocial welfare and economic activity worldwide. True to its history, the Mediterranean region is presently one of the world's busiest merchandise trade hubs. As a nexus joining large trading countries from three continents, the Mediterranean is scene to one of the world's most intense network of merchandise shipping routes.

A MEDITERRANEAN TRADE HUB

Trade and investment are engines for growth, innovation, and employment. The contribution that a prosperous global economy makes to the multilateral system is recognized. But, even the greatest defenders of free trade know that for the international system to foster cooperation and competition, and avoid trade or military wars, it is necessary for institutions to create mechanisms to promote cooperation, coordination and even integration, as well as in the peaceful resolution of disputes. It is evident that the system currently does not meet its objectives.

Our commitment to building a better economy for our regions. Despite the unprecedented changes and uncertainty, our goal is to meet the challenges that lie ahead.

ABOUT CLIMATE CHANGE

A CONSTANT CHANGING WORLD

Climate change and water scarcity will amplify the impact of different conflicts, generating new challenges. 75% of jobs in the world depend on water. Therefore, scarcity can limit economic growth; this situation requires measures to organize these uses and achieve the sustainability of its enormous wealth. Climate change represents the greatest risk to the world's well-being. It affects health, degrades the environment and harms business performance, underscoring the case for higher levels of investment in the energy transition to low-carbon economies.

Our world is in a process of change towards a more comprehensive, more regional model created by three transformations: Industrial transformation, with the entry of robotics and technology in factories, which now produce on demand and at costs. The energy transformation, with the rise of local renewable energy sources. And the innovation of resources, increasingly reused and offering local raw materials.

EFFECTS ON GEOPOLITICS

Problems such as climate change and geopolitical security, epidemics, overpopulation, inequality, hunger, food security, migration or unemployment require collaborative approaches to solve them at a global level. but no type of global consensus appears. Some of these problems are interconnected and cannot be rescued through temporary solutions.
Around the world, more needs to be done to unlock the potential of emerging economies and ensure equitable economic opportunities. The exploration and expansion of global trade routes and networks can contribute to economic growth, development and more sustainable and efficient solutions.

Improving connectivity with all regions must be a priority, connectivity is a means not only to increase trade between different countries, but also to increase mutual trust.

The new **India-Middle East-Europe Economic Corridor** is an ambitious scheme that could add the flexibility and resilience that global trade needs. It may look like a plan to rival China's massive Belt and Road infrastructure initiative designed to connect Asia, Africa and Europe. But linking many regions is a great opportunity
These routes or corridors passing through the Mediterranean would boost economic growth, help unite countries and establish that region as a Hub for economic activity rather than as a source of challenge, conflict or crisis" as it has been in recent history.

A new push is needed to revitalize the **multilateral system** to meet new challenges, a new beginning that could lead to a review of the global agenda At a macroeconomic level, it is obvious that globalisation is seriously wounded. However, a relativism will be established and the actors will review the priorities in light of the economic destabilisation that we are currently experiencing worldwide. Economic sovereignty will be imposed on States and, in particular, on so-called sensitive industries. China's dependence has led all countries to question the reintegration of certain industries into their soil or, at least, some decrease in this dependency. The economy is systemic. All sectors of activity have been affected at the same time as never before.

PURSUING FUTURE STRATEGIES

THERE IS NO BETTER TRADE THAN THE RIGHT STOCK

Trade is not a weapon but a force for inclusive growth that eradicates poverty because economic activity must be a true instrument of peace and prosperity. The public and private sectors have joint forces to manage the crisis, in particular to persevere in the health and safety of citizens and residents and ensure business continuity. In addition to combating the spread of the COVID-19 virus, the private sector needs government-initiated incentive packages to support the economy and organisations, as well as measures to partially open businesses and ensure economic stability.

Last June, world leaders gathered in Paris for the Summit for a New Global Financing Pact. The goal was to reshape the global financial system **to be more equitable**, especially for developing nations. One key proposal, was the rechanneling of the International Monetary Fund's Special Drawing Rights (SDRs) through multilateral development banks, unlocking billions in financing for sustainable development priorities in Africa , Middle East and beyond. Integrating a purpose of social responsibility becomes an imperative of sustainable performance. Public policies have helped safeguard the cash flow of companies and the resources of those who work there. This was necessary, but not sufficient. Strong stimulus measures must now be taken.

Digitalisation, e-commerce, innovation and R&D are the main growth levers that must be activated in order to better negotiate the sharp turn that international trade is taking. Digitalisation, automation and data intelligence chains will prove vital if businesses are to modernise and boost the efficiency of their supply chains, Regional Business associations, Transforming Disruption into Opportunity for Global Business. The current economic models are breathless due to the speed with which changes occur. Pandemics, wars, Climate change, digital transformation, technological advances, urban concentration and desertification of the rural world. Numerous changes that governments struggle to regulate. New answers must be given.

Businesses should also focus on the challenge of achieving net-zero carbon emissions, As leaders, we must be prepared to innovate in the face of new and existing challenges and take bold action together. It also highlighted that environmental, social and governance principals would be key drivers for business in the coming years. The role of Private sector in a world that has been irrevocably changed. and All Economic associations will champion a strategic program designed to help Companies chart a proper course for a new era of business. a Digital Age, Blue and Green.

Collaboration and an open and constructive dialogue are necessary to ensure the success and prosperity of future generations. Now, having a voice in the global business scene to reflect regional interests is essential for growth. By working together, sharing knowledge, and using combined experience, economic leaders From Europe-Middle East-Africa can achieve common goals, improve competitiveness, and advance companies by pursuing future strategies that pave the way for sustainable growth. Partnerships to achieve goals and progress are the right way.

NEW OPPORTUNITIES

Business leaders in Europe-Middle East-Africa 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. It is time to join forces and empower companies and people to drive change that benefits everyone, shaping the future of the economy in our regions and globally. The increase in inequalities is only a continuous source of discomfort, and the current economic model requires a boost that incorporates young people disillusioned with economic and political life, that consolidates the modernization of all neighbouring countries, that updates education to connect it with the needs of the future, which consolidates the rights of women to help develop their potential throughout the area.

Now is the time to **cooperate, exchange, participate and think about how to collaborate to meet needs**, Now is the time to turn every challenge and every apparent contradiction into an opportunity.

EMEA FORUM 2024

THREE REGIONS, ONE GOAL

EMEA Forum 2024 will analyze how economic leaders from the three regions Europe, the Middle East and Africa can **work together and develop long-term sustainable solutions to pressing regional challenges**. Sessions will focus on regional responses to global geopolitical and geoeconomic changes; economic resilience and diversification; the development of sustainable energy systems; and climate goals. The presentations by high-profile economic and business speakers will provide new perspectives and new horizons for regional cooperation.

EMEA Forum 2024 initiative to launch a proposal committed to creating a platform that would bring out and improve **the role of the private sector in Europe- Middle East -Africa**. EMEA Week has become an innovative framework for cooperation, aimed at creating a space to analyze challenges and, therefore, achieving a more prosperous, competitive and peaceful. EMEA Forum has become an innovative framework for cooperation, aimed at creating a space to analyze regional challenges and, therefore, achieving a more prosperous, competitive and peaceful region.

The Mediterranean region is located at a point where the continents of Asia, Europe and Africa are very close together, which makes the region a key neighbor not only for neighboring regions, but for the whole world. However, it needs more integration, development and networking.

EMEA FORUM 2024 is therefore a strategic platform to facilitate trade and exchanges worldwide.

ORGANISERS

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

الاتحاد العام للغرف التجارية المصرية
Federation of Egyptian Chamber of Commerce
FEDCOC

IN COLLABORATION WITH

EUROCHAMBRES

BUSINESSEUROPE

Union of Arab Chambers

Union of African Chambers of Commerce, Industry, Agriculture and Professions
UACCIAP

Islamic Chamber of Commerce, Industry & Agriculture
La Chambre Islamique de Commerce, d'Industrie et d'Agriculture

ICC World Chambers Federation

afaemme
Association of Organisations of Mediterranean Businesswomen

MED ports ASSOCIATION

BUSINESSMED
Union of Mediterranean Confederations of Enterprises

WITH THE SUPPORT OF

Union for the Mediterranean
Union pour la Méditerranée
الإتحاد من أجل المتوسط

European Commission

African Union

European Bank
for Reconstruction and Development

THE WORLD BANK

African Development Bank

IsDB
البنك الإسلامي للتنمية
Islamic Development Bank

THE SUMMIT OF
ECONOMIC LEADERS OF
EUROPE-MIDDLE EAST-AFRICA

EMEA

SUMMIT FOR ECONOMIC LEADERS

THE SUMMIT OF **THREE CONTINENS**

EL CAIRO (EGYPT)
APRIL, 2024

ascame

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

الاتحاد العام للغرف التجارية المصرية
Federation of Egyptian Chamber of Commerce
FEDCOC