

Medaweek 2024 positions Barcelona as the economic, dialogue and cooperation capital of the Mediterranean

- Despite the current adverse geopolitical context, the Mediterranean Economic Leaders' Week brought together in Barcelona business delegations from 30 countries, most of them from the Mediterranean.
- MedaWeek 2024 reaffirmed Barcelona's position as a Mediterranean hub and consolidated its position as the Mediterranean reference platform to give voice to the private sector.
- Through 10 multi-sector forums, MedaWeek was designed as a space for debate and analysis of the region's current challenges, a platform to create new business and investment opportunities, and to establish strategic alliances with the Canadian and African markets.

Barcelona, October 31, 2024. The Association of Chambers of Commerce and Industry of the Mediterranean (ASCAME) closed yesterday the **18th edition of the Mediterranean Week of Economic Leaders, MedaWeek Barcelona 2024**, with the commitment of all public and private sector actors **to explore new ways of cooperation to accelerate the economic development of the region and ensure stability and peace in the countries of the Middle East.** The institutional and business representatives who participated in this edition made it clear that they are committed to hope in the face of uncertainty and indifference, to dialogue instead of division and fragmentation of the region, to the exchange of ideas and knowledge between both shores of the Mediterranean and between East and West, to creating new opportunities, partnerships and alliances despite current and future threats.

MedaWeek 2024, held on October 29 and 30 at the emblematic Casa Llotja de Mar, brought together business delegations, CEOs, entrepreneurs and institutional representatives from 30 countries, both from the Mediterranean region and internationally. This edition was supported by the main institutions of Catalonia, the EU and the Mediterranean region. It was attended by **Mr. Salvador Illa**, President of the [Generalitat](#), **Mr. Josep Santacreu**, President of the [Barcelona Chamber of Commerce](#), **Mr. Jordi Valls**, 4th Deputy Mayor of the [Barcelona City Council](#), **Ms. Ana María Martínez**, President of Economic Development and Tourism of the [Diputació de Barcelona](#) and **Mr. Pere Navarro**, Special State Delegate of the [Consorti de la Zona Franca](#), **Mr. Nasser Kamel**, Secretary General of the [Union for the Mediterranean](#), **Mr. Senén Florensa**, Executive President of the [European Institute for the Mediterranean](#).

Also in attendance were **Mr. Ahmed El Wakil**, President of ASCAME, **Mr. Anwar Zibaoui**, ASCAME's General Coordinator, as well as institutional and business representatives from France, Italy, Greece, Morocco, Tunisia and Lebanon, among others. All of them agreed on the **need to enhance public-private collaboration to seek joint solutions to the new challenges arising from the current geopolitical context**. They also highlighted **the crucial role that Barcelona plays in building bridges with Africa, Europe and Asia through dialogue and cooperation**.

The celebration of MedaWeek has reaffirmed **the position of the city as a hub of the Mediterranean** and has consolidated the event as **the Mediterranean reference platform to give voice to the private sector**. It has been a unique opportunity to showcase the region's success stories, exchange experiences, foster business connections, and bring the Mediterranean closer to markets with great business opportunities, such as Canada - with emerging sectors of global reference in AI and IoT- or Africa - which is leading the digital transformation of the region and which also meets Europe's demand for renewable energies and raw materials.

Through **10 multi-sector forums**, MedaWeek Barcelona 2024 has analyzed the major global and local challenges facing the region, such as climate change, sustainable and responsible tourism, the new economy or the potential of sectors such as the creative industry, the sports sector, sectors related to the *blue* and *green economy*, or the agri-food industry - with special focus on business opportunities linked to the Mediterranean diet and the halal sector. Precisely, as a result of the celebration of MedaWeek, **ASCAME has already started talks with entrepreneurs from the creative and sports industries** to promote initiatives in the southern and eastern fringe of the region and thus encourage the creation of *start-ups*, promote the exchange of knowledge and innovation, and actively involve the younger population segment in projects related to the digital transformation of the Mediterranean.

Once again this year, the **Gala Dinner** was held to **honor the Mediterranean companies and institutions that contribute to the economic development of the region and to a more prosperous and stable future**. The institutions and personalities honored were: **Union for the Mediterranean**, for promoting regional cooperation and dialogue in the Euro-Mediterranean region, the [TANJA Foundation](#), for fostering intercultural dialogue and socioeconomic development, journalist and writer [Andreu Claret](#), for his contribution to cooperation and understanding in the Mediterranean, [Barceló Group](#), for its commitment to sustainable tourism and innovation, and **Giovanna Medde** on behalf of the [Regione Autonoma della Sardegna](#), for her crucial role in fostering regional growth and creating economic opportunities on the island.

The next edition of MedaWeek, the 19th, will be held in November 2025 to coincide with the celebration of the **30th anniversary of the Barcelona Process**, a regional cooperation project proposed by the Spanish government and promoted by the European Union in 1995 within the framework of the Euro-Mediterranean summit held in Barcelona.

About ASCAME

The Association of Chambers of Commerce and Industry of the Mediterranean (ASCAME) is a non-profit international organization representing the private sector in the Mediterranean. It brings together Chambers of Commerce and Industry and similar entities from 23 countries on both shores of the region and advocating for the interests of the private sector and millions of businesses.

ASCAME, as an accredited partner of the European Union and international organisations, develops strategic actions aimed at increasing cooperation and economic exchanges between Mediterranean countries, as well as promoting the Mediterranean and its businesses around the world. ASCAME focuses on economic and commercial activities in which companies from Mediterranean countries participate. For more than 35 years, ASCAME has actively worked to provide tools capable of providing effective responses to the challenges and opportunities that both Chambers of Commerce and Mediterranean SMEs must face in a global competitive environment.

For more information

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