

ASCAME and Leitat join forces to promote technological and business development in the Mediterranean region

- Both institutions have signed a collaboration agreement to boost the digitalization of Mediterranean chambers of commerce and to improve the competitiveness, efficiency and sustainability of companies in the region.
- The agreement will allow ASCAME to strengthen its position as a key player in innovation and digitization in the region and LEITAT to have greater visibility in the Mediterranean and to be a strategic partner for companies in the region.

Barcelona, February 19, 2025. The [Association of Mediterranean Chambers of Commerce and Industry \(ASCAME\)](#) signed a collaboration agreement with [Leitat](#), a technology center of reference at national and European level, to **advance the digital transformation of the business fabric of the Mediterranean region**. The signing of the agreement was formalized today in Barcelona in the presence of **Mr. Anwar Zibaoui**, ASCAME's General Coordinator, and **Mr. Jordi Cabrafiga**, CEO of Leitat.

The agreement has two well-defined objectives. On the one hand, **promoting the digitalization of the Mediterranean chambers of commerce**. This partnership will allow ASCAME members to access Leitat's services and technological solutions, ranging from applied research to technical services and management of technological and innovation initiatives. Thanks to this agreement, **the Mediterranean chambers of commerce will be able to improve their operational efficiency, as well as the services they offer to the companies and their global competitiveness**. Moreover, both institutions are committed to **promoting joint initiatives aligned with the digital transformation, sustainable development and innovation of companies in the region**.

This is a strategic partnership for both institutions. **ASCAME will strengthen its position as a key player in innovation and digitalization in the Mediterranean region**. According to Mr. Anwar Zibaoui, "we will work together to strengthen the role of the Mediterranean chambers of commerce as technological hubs for companies in the region". In addition,, **Leitat will have greater visibility as a strategic partner in this region**, having the opportunity to replicate the public-private models that it has promoted both in Spain and in the European Union.

Collaboration areas

The agreement establishes several areas of collaboration. One of the most important is the **promotion of technological services to Mediterranean chambers of commerce**. This area includes awareness and training initiatives -organization of webinars, workshops and events aimed at ASCAME members to explain the advantages and applications of digitalization in their operations-, customized consulting -to analyze the needs of each chamber of commerce and propose tailored solutions-, and implementation of innovative technologies -application of digital tools, shared data platforms and AI solutions for the improvement of the competitiveness of the chambers and their companies-.

Another area of collaboration is related to **the creation of innovation networks**. The main challenge is to develop a Mediterranean innovation platform where chambers can share best practices, tools and success stories related to digitization. In addition, **the aim is to develop joint projects within the framework of programs** such as *Horizon Europe* or *Compact Africa*, focused on R&D, technological innovation and the promotion of the green and blue economy.

Fostering sustainability in the region is another strategic pillar, as the Mediterranean chambers of commerce and companies that are ASCAME partners will not only use digital technologies to improve their competitiveness but also to measure and reduce their carbon footprint. In fact, **both institutions are committed to creating a Mediterranean observatory of business sustainability**.

From the point of view of **internationalization** and **improvement of business competitiveness**, the agreement contemplates the design of digital tools to facilitate the access of chambers of commerce and their companies to international markets, as well as the creation of training programs in digital skills for member companies of the associated chambers.

About ASCAME

The Association of Mediterranean Chambers of Commerce and Industry (ASCAME) is an international non-profit organization that represents the private sector in the Mediterranean and brings together Chambers of Commerce and Industry and similar entities from 23 countries on both shores of the region. ASCAME brings together more than 300 Chambers of Commerce and Industry and defends the interests of millions of companies throughout the Mediterranean region. ASCAME is today considered the most important representative of the Mediterranean private sector.

ASCAME, as an accredited partner of the European Union and international organizations, develops strategic actions aimed at increasing cooperation and economic exchanges between Mediterranean countries, as well as promoting the Mediterranean and its businesses worldwide. ASCAME's work focuses on economic and commercial activities involving companies from Mediterranean countries. For more than 35 years, ASCAME has been actively working to provide tools capable of providing effective

responses to the challenges and opportunities that both Chambers of Commerce and Mediterranean SMEs have to face in a global competitive environment.

Sobre LEITAT

Leitat is the oldest technological center in Europe, with more than 100 years of history and a reference at the national and European level. It has a team of more than 400 professionals, experts in applied research, technical services and management of technological and innovation initiatives. Leitat's main mission is to become a tool to improve the competitiveness of the country's companies through innovation and technology transfer.

Leitat provides social, industrial, economic and sustainable value, offering integral solutions to multiple sectors and areas: health and biomedicine, development of new materials, eco-sustainable production, occupational health prevention systems, waste revaluation and use of natural resources; interconnectivity and digitalization of industry, green energy and maximization of energy efficiency.

Leitat develops R+D+i projects for companies and institutions, as well as leads research projects with competitive funding both within the framework of the European Union and the Ministry of Science, Innovation and Universities. Leitat collaborates with more than 2100 partners from more than 70 different countries.

For further information:

ASCAME's Communication Department:

Óscar Maronda / Andrea Mullerat

omaronda@ascame.org / amullerat@ascame.org

(+34) 93 416 94 34