

ASCAME opens new gateway for Mediterranean business and investment in Canada

- The 'World of Travel, Trade & Taste Expo 2025' in Toronto will feature a Mediterranean Pavilion, an initiative launched by ASCAME, the Canadian Chamber in Italy, and Euromed Group, to unlock the potential for cooperation between the Mediterranean region and Canada.
- In the framework of the Mediterranean Pavilion, ASCAME has organised a trade mission in Montréal, Ottawa, and Toronto to explore business and institutional synergies between the two regions.
- This is a new step further to promote the Mediterranean worldwide and look for new horizons. ASCAME aims at improving the Mediterranean emerging sectors' capabilities to present themselves to international investors and highlighting the richness and diversity of Mediterranean's economies.

Barcelona, 20 May 2025. The [Association of the Mediterranean Chambers of Commerce and Industry \(ASCAME\)](#) takes a step further to promote the Mediterranean worldwide and to look for new horizons. After the success of the first edition of the 'Mediterranean-Canada Business Forum' held in October 2024 at MedaWeek Barcelona 2024, ASCAME gives all its members and partners a new opportunity to promote their presence in the Canadian market. They will have the chance to participate in the [Mediterranean Pavilion](#), which will be held at the [World of Travel, Trade & Taste Expo 2025](#) at the Metro Toronto Convention Centre (Toronto, Canada), **from the 30th to the 31st of May.**

This initiative, led by ASCAME in collaboration with the [Canadian Chamber in Italy](#) and [Euromed Group](#), offers a unique opportunity to **unlock the potential for cooperation between the Mediterranean region and Canada.** The Mediterranean Pavilion has been designed to **foster lasting connections and create invaluable partnerships between companies and institutions from both regions.** There will be conferences where experts from different industries and countries will share insights into cooperation opportunities, the potential and emerging sectors to invest in -such as AI and IoT-, and recommendations and examples of how to successfully enter both markets. there will be **a special session to explore synergies with the French-speaking market**, which will be carried out thanks to the collaboration of the French-speaking, European and African Chambers of Commerce that are present in Canada, as well as different government agencies. Attendees will also benefit from exclusive networking opportunities, including B2B meetings and sector-specific presentations.

In the framework of the Mediterranean Pavilion, ASCAME has organised a trade mission in this country to **explore business and institutional synergies between the two regions**. This trade mission includes several meetings between ASCAME and Canadian companies, institutions, and investment and economic promotion agencies interested in exploring partnerships and ways of collaboration with organisations from the Mediterranean region. Canadian CEOs and entrepreneurs from various sectors, from tourism to the most innovative industries, have confirmed their participation in these meetings. There will also be represented different chambers of commerce from North America, Europe, and Africa. These meetings will take place in three Canadian cities: **Montréal from the 23rd to the 25th of May, Ottawa from the 27th to the 28th of May, and Toronto from the 29th to the 31st of May.**

The Mediterranean Pavilion and the trade mission in Canada are part of the new strategy of ASCAME **to promote the Mediterranean worldwide and look for new horizons**. According to Mr. Anwar Zibaoui, ASCAME's General Coordinator, "the Mediterranean Chambers of Commerce share the commitment to jointly promoting the businesses and culture of the region on a global level, under the umbrella of a brand that identifies us, differentiates us, and makes us proud". In his opinion, "our aim is to enhance the idiosyncrasy of the Mediterranean, that is, to focus on the unique value of our region". In this way, Mr. Zibaoui adds, "We will highlight the richness and diversity of our economies, provide meaningful references to consumers in Canada, and avoid the commodification of Mediterranean characteristics".

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 advocates for the interests of 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 competitive global environment.

[For more information](#)



Association des Chambres de Commerce et d'Industrie de la Méditerranée
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