

## **ASCAME and the Canadian Chamber in Italy will launch the Mediterranean – Canada Business Council to boost economic cooperation between both regions**

- **Both institutions are committed to connecting the economic ecosystems on both sides of the Atlantic by fostering dialogue, strategic alliances, and the exchange of knowledge in key sectors.**
- **This initiative is the result of the successful trade mission that ASCAME carried out in Canada at the end of May together with the Canadian Chamber in Italy and Euromed Group. The mission included business and institutional meetings in Montréal, Ottawa, and Toronto and was complemented by ASCAME's Mediterranean Pavilion at the 'World of Travel, Trade & Taste Expo 2025' held in Toronto.**

**Barcelona, June 18, 2025.** ASCAME and the [Canadian Chamber in Italy](#) have agreed to create a **Mediterranean-Canada Business Council (MCBC)** with the objective of strengthening business, institutional, and innovation relations between the two regions, creating new opportunities for cooperation, investment, and development. Both institutions are committed to **connecting the economic ecosystems on both sides of the Atlantic by fostering dialogue, strategic alliances, and the exchange of knowledge in key sectors.** The MCBC will become the point of reference for economic and business relations between Canada and the Mediterranean.

This initiative is structured around five key areas of action:

- **Organization of international events:** Both institutions will jointly promote annual forums, thematic summits and sectoral panels.
- **Institutional and business networking:** Establishment of strategic alliances between chambers of commerce in the Mediterranean and Canada, governments, start-ups and companies.
- **Promotion of foreign trade and international investment:** Facilitating the global expansion of companies and attracting foreign investment.
- **Strategic projects:** Trade missions, green innovation, training programs, and digitalization.
- **Generation and dissemination of knowledge** through reports, market studies and sectoral newsletters that will help companies in both regions in their decision making and will also favor regional cooperation.

**Mr. Anwar Zibaoui**, General Coordinator of ASCAME, values positively the agreement reached with the Canadian Chamber in Italy: "The Mediterranean-Canada Business Council emerges as a space to explore and promote business and investment opportunities between the

Mediterranean and Canada. The initiative is part of ASCAME's commitment to project the Mediterranean at a global level, giving a voice to all its members and partners and opening new avenues for international economic cooperation".

**Mr. Sergio Passariello**, Head of International Relations at the Canadian Chamber in Italy and CEO of Euromed Group srl, expressed himself along the same lines: "The creation of this business council marks a decisive step forward in strengthening transatlantic relations between Canada and the Mediterranean. Our recent mission to Montréal, Ottawa and Toronto confirmed the mutual interest in building structured partnerships in innovation, green transition, tourism and digital transformation. Through this Council, we aim to offer concrete tools for companies, institutions and investors on both sides to collaborate more effectively and sustainably. Canada is not just a market, but a strategic partner for the entire Mediterranean ecosystem".

This initiative is the result of the successful trade mission that ASCAME carried out in Canada at the end of May together with the Canadian Chamber in Italy and [Euromed Group](#). The mission included several **business and institutional meetings in the cities of Montréal, Ottawa and Toronto between May 23 and 31**. It was a unique opportunity to explore synergies and avenues of collaboration with companies and start-ups from different sectors, as well as Canadian institutions, Chambers of Commerce and investment and economic promotion agencies, including **Fasken** -one of the largest business law firms in Canada and one of the most recognized internationally-, the **Federation of Chambers of Commerce of Québec, Investissement Québec** -a public entity of the Government of Québec whose main mission is to promote investment and economic development in the province of Québec, both by local and international companies-, the **Canadian Chamber of Commerce**, and the **Spanish Chamber of Commerce in Canada**.

These business and institutional meetings were complemented by **ASCAME's Mediterranean Pavilion** at the *World of Travel, Trade & Taste Expo 2025* held in Toronto between May 30 and 31 where, in addition to B2B meetings and sectoral presentations, a series of conferences were held where experts, CEOs and institutional representatives shared their perspectives on investment possibilities, potential and emerging sectors to invest in - such as AI or IoT - and recommendations and examples of how to successfully access both markets. There was a special session to explore synergies with the French-speaking market, which was carried out thanks to the collaboration of the French-speaking, European and African Chambers of Commerce present in Canada, as well as different governmental bodies. A total of 12 Mediterranean countries were represented in ASCAME's Mediterranean Pavilion.

## 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.

### **About the Canadian Chamber in Italy**

The Canadian Chamber in Italy is a private, non-profit institution committed to fostering and enhancing economic, cultural, scientific and technological relations between Canada and Italy, and more broadly between Canada and the Mediterranean region. The Chamber acts as a key platform for dialogue and collaboration among companies, institutions, and innovation ecosystems on both sides of the Atlantic.

Its mission is to promote sustainable development, international trade and strategic partnerships through a wide range of initiatives, including trade missions, business forums, investment promotion, research programs and participation in European-funded projects. By leveraging a strong institutional network and long-standing expertise in international cooperation, the Chamber supports public and private stakeholders in exploring new opportunities for growth and cross-border collaboration. With a future-oriented vision and a proactive approach, the Chamber serves as a strategic bridge for Canadian and Mediterranean stakeholders looking to connect, collaborate and grow in a rapidly changing global context.

### **For further information:**

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