

PRESS RELEASE

Mediterranean Chambers of Commerce reinforce their commitment to sustainable urban transition at MedaCity 2025

- *The summit, co-organized by ASCAME and the Chamber of Commerce of Cagliari-Oristano, got together in Cagliari (Sardinia) institutions and businesses to tackle shared urban challenges and reinforced Euro-Mediterranean cooperation.*
- *The forum featured three thematic sessions on urban regeneration and affordable housing, sustainable tourism and urban mobility, and port development and urban hubs. These exchanges highlighted common pressures, from rising housing costs and tourism impact to port management challenges, while showcasing innovative solutions based on territorial cooperation and knowledge exchange.*

Cagliari, 23 September 2025 - MedaCity Forum 2025, the Mediterranean Cities Economic Forum, concluded last Friday at the Cagliari Fair Congress Centre with great success, attracting strong participation of Mediterranean institutions and businesses and providing real visibility and practical solutions to the common challenges faced by the region's cities. This flagship ASCAME's event, organized by the [Chamber of Commerce of Cagliari-Oristano](#) and the **Municipality of Cagliari**, with the support of [ASCAME](#) and [Unioncamere](#), reaffirmed its position as **the leading summit for fostering economic cooperation, driving urban innovation, and promoting sustainable development among Mediterranean cities**. On one hand, the summit brought together institutional leaders, representatives of Chambers of Commerce, international experts, academics, and businesses to shape the future of Mediterranean cities. On the other hand, the event underscored the pivotal role of Mediterranean Chambers of Commerce as strategic actors in regional cooperation and drivers of the transition toward more sustainable, inclusive, and resilient urban models.

The forum opened with institutional speeches by **Maurizio de Pascale**, President of the Chamber of Commerce of Cagliari-Oristano, **Andrea Prete**, President of Unioncamere, and **Alessandra Todde**, President of the Sardinia Region. Distinguished participants included **Raffaele Fitto**, Vice-President of the European Commission, **Leoluca Orlando**, Member of the European Parliament, **Salvatore Deidda**, Chair of the Transport Committee of the Italian Chamber of Deputies, **Ahmed El Wakil**, President of ASCAME, and **Giannis Roussos**, President of INSULEUR and the Cyclades Chamber of Commerce, all emphasizing the urgent need to strengthen Euro-Mediterranean ties to tackle shared urban challenges.

The forum featured three thematic sessions. The first one was **“Housing Strategies in Mediterranean Cities”**, where panelists debated on the undergoing transformation of Mediterranean cities driven by continuous urban population growth, rising housing costs, and increasing difficulty, especially for young people and families, in accessing dignified and affordable housing solutions. They also talked about the loss of social and community spaces, which are essential for urban quality of life. In this context, innovation and urban regeneration become key tools for rethinking housing.

The next session was **“The Mediterranean as a Sustainable Tourism Destination: The Role of Cities”**, where experts and representatives from different countries and sectors shared visions, experiences, and best practices for a more equitable and sustainable tourism future. In this case, the debate focused on key topics such as the role of cities in shaping sustainable tourism, innovation in tourism, community engagement and social inclusion, and public-private partnerships.

The third session was **“Port Development and Urban Mobility in the Mediterranean”**, where panelists coincided that ports are not just logistical infrastructures: “They are true urban hubs that influence mobility, the environment, and the quality of urban life”. According to them, in the context of growing urbanization and ecological transition, rethinking the integration between port development and sustainable mobility becomes crucial. This roundtable offered a shared vision for a more connected and resilient future.

A particularly notable moment focused on youth engagement, with presentations by the winners of the **“Hack the Street” Hackathon**, who proposed concrete solutions for sustainable mobility in Mediterranean cities.

These exchanges highlighted common pressures —from rising housing costs and tourism impact to port management challenges— while showcasing innovative solutions based on territorial cooperation and knowledge exchange. The Mediterranean Chamber network emerged as a strategic facilitator of dialogue among institutions, businesses, and civil society, promoting multi-stakeholder platforms and supporting startups and SMEs active in crucial sectors such as clean energy, circular economy, intelligent mobility, and climate adaptation.

Anwar Zibaoui, General Coordinator of ASCAME, highlighted: *“Chambers of Commerce occupy a unique position as essential connectors between local governments and the private sector, enabling the co-creation of innovative urban solutions. By fostering multi-stakeholder platforms, they drive inclusive and sustainable urban development. They actively support companies and sectors committed to sustainability and promote forward-looking urban policies, sustainability-based solutions, and investments in resilient infrastructures”*.

Maurizio de Pascale, President of the Chamber of Commerce of Cagliari-Oristano, added: *“Mediterranean cities face shared challenges —from migration flows to pressures on housing and infrastructure— that demand collective responses. During this forum, Chambers of Commerce demonstrated their capacity to foster regional cooperation, build bridges between communities, and support policies and initiatives with a united vision for the future”*.

About the Chamber of Commerce of Cagliari-Oristano:

The Chamber of Commerce of Cagliari-Oristano is a public institution representing over 102,500 companies across the central-southern area of Sardinia, covering a territory of 10,769.74 km². It plays a strategic role in supporting local businesses, fostering innovation, and promoting internationalization, particularly in key sectors such as commerce, tourism, services, agriculture, and agri-food.

Established in 2020 through the merger of the Chambers of Cagliari and Oristano, the Chamber has quickly become a driver of sustainable economic development in the region. It actively participates in regional, national, and EU-funded projects, with a strong focus on technological and ecological transition.

Its Strategic Plan 2021–2026 emphasizes innovation, digital transformation, and the enhancement of Sardinia's environmental and cultural heritage. By leveraging regional, national, and European financial instruments, the Chamber aims to build a more inclusive, sustainable, and technologically advanced economic model for the island.

As a committed partner in Euro-Mediterranean cooperation and a key actor within ASCAME, the Chamber contributes to cross-border initiatives that strengthen economic ties and promote Sardinia as a hub for Mediterranean collaboration.

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.

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